

Walking the tightrope between personalization and data privacy

We surveyed more than 1,000 association members and 400 association professionals and uncovered that personalization and data privacy are hot topics today. On the bright side, members indicate they're willing to provide information to their organization if they think it's secure and they'll benefit from sharing the data



Members expect to be recognized and want their experiences personalized



79%

Members say it is very or somewhat important that their organization provide targeted, valuable content

	Early-career	Mid-career	Late-career
Recommendations on continuing education related to interests/needs	80%	78%	73%
Information about specific programs related to interests/needs	73%	72%	73%
Information about products or services related to interests/needs/past purchasing habits	72%	67%	56%
Relevant job postings	69%	64%	53%
Recommended reading	69%	61%	57%
Personalized thank you email after a course or event	67%	56%	49%
Public recognition of accomplishments	67%	55%	52%
Recognition of work anniversary	65%	56%	48%
Recommendations on other members to meet	66%	55%	44%

Data privacy and personalization

71%

Of Members say "using tech makes me concerned about privacy and data security"

59%

Of Members say "I often don't read privacy policies/how data will be used and stored"

56%

Of Members say "I am okay with tech collecting data on me if it is for my benefit and is secure"

32%

Of Pros say they have a data governance strategy

11%

Of IT Pros say improving cyber security is among their top objectives to address

27%

Of Pros say they are well-positioned to deal with cyber attacks

Members say vs. Pros say

38%

Of Members believe their organization personalizes content

65%

Of Members are interested in personalization



18%

Of Pros personalize the content members see

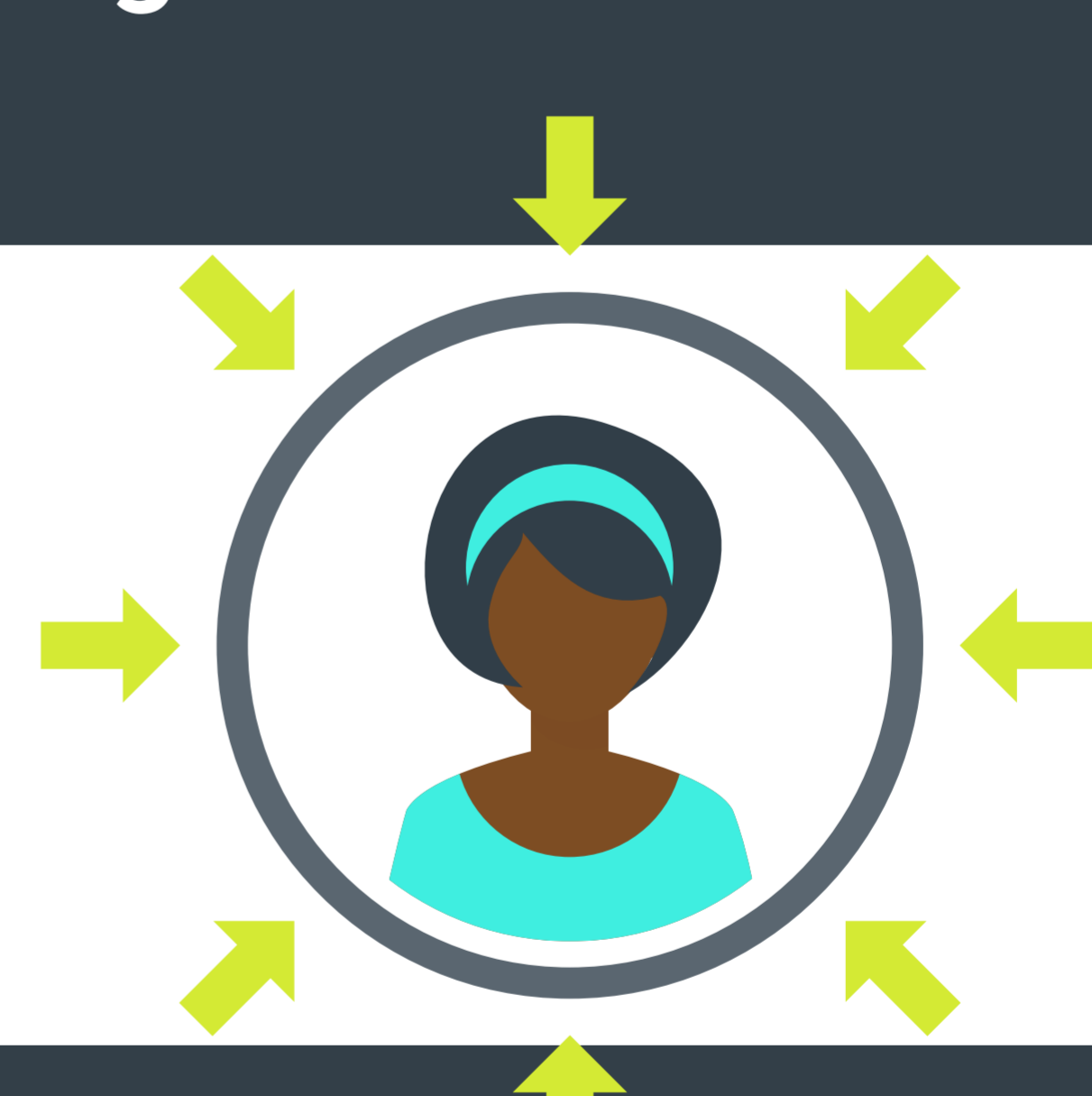
52%

Of Pros are interested in personalization

With great expectations and great data, comes a delicate balancing act

1

Focus on the member experience by using personalization and data privacy to enhance their experience with your association, not annoy them.



2

Understand privacy regulations to meet member expectations and mitigate risks.



3

Develop a data governance strategy that includes policies for what type of data you collect, how long you keep data, and how you use it.



4

Leverage your technology to collect useful data and use it to send targeted messages to deliver a better, more personalized member experience.



Find out more about the study at

yourmembership.com/resources/whitepapers/digital-evolution-study