

NAME _____
 EMAIL _____



ACCEPT COOKIES

IT'S TIME TO PRIORITIZE DIGITAL PRIVACY

...and still get results



CONSUMERS WANT DIGITAL PRIVACY

91%

feel keeping control over their info is important

69%

feel it's **EXTREMELY** important

1/3

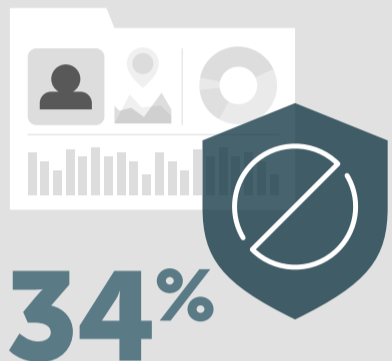
say there's **NO AMOUNT** of money they'd take in exchange for all their data. **Not even one million dollars!**

THEY VALUE THIS DATA THE MOST

- FINANCIAL HISTORY OR STATUS
- HOME ADDRESS
- CURRENT LOCATION
- BIOMETRIC INFORMATION
- EMAIL ADDRESS
- PERSONAL INFO ABOUT LOVED ONES

AND THEY'RE WARY OF BRANDS HAVING IT...

EVEN THOUGH **34%** SAY THEY'VE **BENEFITED** FROM GIVING DATA TO BRANDS



Do Consumers Trust Digital Advertising?
 More respondents distrust ads than trust them, with about 20% remaining neutral. **54% DON'T TRUST social media ads.**



CONSUMERS DON'T ALWAYS PROTECT THEIR DATA...

- 1 IN 5** don't take any extra measures to stay private
- 30%** rarely or never change their privacy settings on social
- 21%** have never checked for compromised accounts or passwords

BUT SOME DO.

Top Five Ways Consumers Keep Their Information Private

- 40%** DISABLING LOCATION INFORMATION OR TRACKING ON DEVICES
- 35%** USING A VIRTUAL PRIVATE NETWORK
- 28%** USING INCOGNITO BROWSING
- 17%** USING A PROTECTED WALLET/PURSE/CONTAINER FOR CONTACTLESS CARDS
- 16%** USING SPECIAL ENCRYPTION HARDWARE/SOFTWARE

Do Consumers Understand Their Privacy Rights?

- 61%** can't I.D. or describe their rights under various legislation
- 43%** believe that they can remain private and anonymous online

YOU NEED THEIR DATA. THEY DON'T WANT TO GIVE IT UP. WITHOUT THIRD-PARTY COOKIES, WHAT DO YOU DO?

Make Privacy Part of Your DNA
 Break down team silos and bring in your legal reps to help ensure you're meeting privacy regulations

Invest in the Right Technology
 Consider using consent platforms and server-side tag management, implementing the New Google Analytics and taking on data modeling projects

Carefully Collect the Right Data
 Build trust with your users by offering incentives for their data, proving you'll use it responsibly and collecting only the data you need

Get Started Today
 Need help? We're here!
 contact@adswerve.com
 720.242.9837

About Adswerve
 As the leading Google Marketing, Analytics and Cloud partner, Adswerve is a team of 180+ media and analytics experts on a mission to humanize data and guide our clients to remarkable outcomes. Headquartered in Denver, Adswerve helps thousands of digital marketers, data analysts and agencies make stronger connections with their customers through successful data-driven strategies.