

1) Data privacy concerns on the rise

- Over three quarters of people (77%) have expressed concern over data privacy online, saying that they would like more information about who can access the personal information they provide. This is up 6% on last year.
- Interestingly, the same research found that people are becoming more comfortable with sharing their personal information online. 72% now have a Facebook profile, which is up from 67% last year and is a 31% uplift on 2008.
- Only 10% say they always check the privacy policy in a website's terms and conditions – this is in spite of the fact that people are getting more concerned about use of their data, but are still sharing more personal information online.

Alexander Ross, Wiggin Partner, comments:

“Concern is on the rise, yet people are continuing to share their personal information online. This would appear to be an unusual pattern and perhaps tells us that willingness is there to engage with brands, businesses and websites, but people need more reassurance and better information about what is happening to their personal data.

“It demonstrates that the opportunity for brands to engage with consumers is huge, because the appetite is there, they just need to earn the public's trust and to be crystal clear about data usage.

“We have all heard about Google's recent issues regarding its privacy policy, but Google is not alone here and all of this contributes to increasing concern on the part of the public.

“35% of people said they would be willing to provide companies with personal information in return for rewards or benefits. This trade in personal information could be huge if businesses are able to earn the trust of consumers.”