



70% of the public are 'uncomfortable' about how brands store and use their personal data.

Whilst most of us share our personal information with brands, we do it reluctantly, even when we receive benefits.

*I'm happy to share my data/personal information with brands if...*

*I get a better experience online*



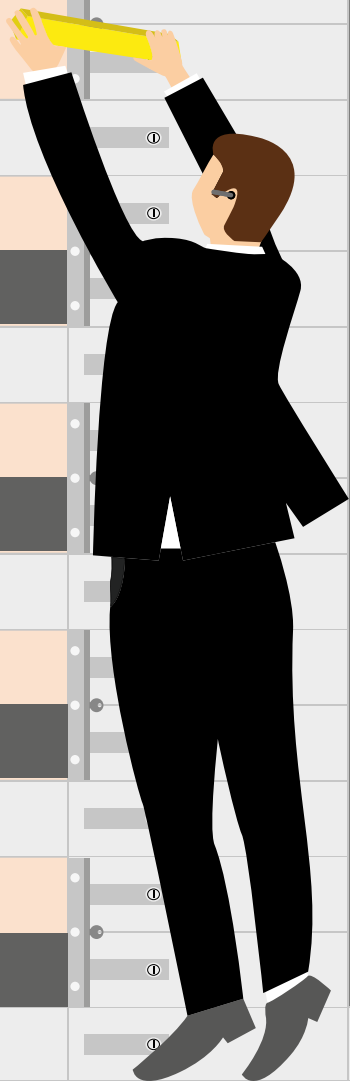
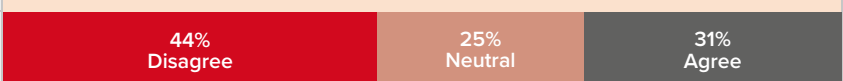
*I get cheaper products*



*I receive relevant advertising*



*Brands can make more personalised products*



OPENING UP

53% of UK consumers agree sharing data is unavoidable if you want to use the internet properly

So how do you orientate your brand to deal with reluctance and resignation in a world going digital fast?

By making openness a virtue...

All brands want to match relevant products, services and experiences to customers' post-digital expectations. Analysing data enables this – but you need customers' permissions first.

So long as the process of gaining consent is a tick box exercise, customers will be reluctant to share their information. But brands that openly explain how data capture benefits both customers and the brand itself, will generate trust and permission - and permission may soon become a competitive advantage.

If you're thinking about 'humanising' your communications, ask yourself...

1. Do we want our customers to feel empowered?
2. Are we being transparent about the benefits and the drawbacks of gathering personal data?
3. And are we communicating in simple, clear language?

If the answer is 'no' to any of these you need to think again.