

PRIVACY AND DATA



A RESEARCH INTO THE PERCEPTION OF
PRIVACY OF THE BELGIANS



identity driven brand building®

GOAL

GOAL

In April 2018, Brandhome researched the attitude towards, knowledge of and the behaviour of Belgians with regard to privacy. We asked them what their positions was concerning the sharing of personal data. Do Belgians attach more importance to control or transparency? Does their perception change when they understand brands may use their data to their disadvantage?

Eventually we researched whether Belgians change their behaviour concerning the sharing of their data when confronted with the implications of data. In response to the upcoming entry into force of the new privacy regulation (GDPR) Brandhome has acquired valuable insights in order to consult brands with privacy conscious marketing.

PRIVACY IS THE NEW GOLD

EXECUTIVE SUMMARY

Although data, data protection and privacy are booming topics, almost 70% of the Belgian population is not aware about their privacy in daily life situations.

For example, almost 90% does not know that Uber charges them more money if their battery is low. Only 1/5 is aware about the fact that Dutch billboards film their reactions on the advertisements and that Apple users are charged more for flight tickets just because they are using a more expensive device.

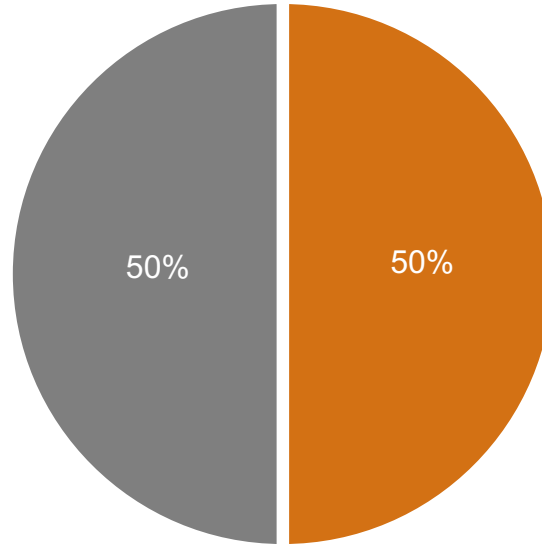
But why is this? Because we are badly informed about how our data is used and how they impact our privacy.

As an example, Privacy policies are mandatory but almost 9 out of 10 does not read them because they are too long (62%), unclear (39%) or use difficult legal vocabulary (37%). Moreover, more than 1/4 thinks their privacy isn't even important.

RESPONDENTS

RESPONDENTS

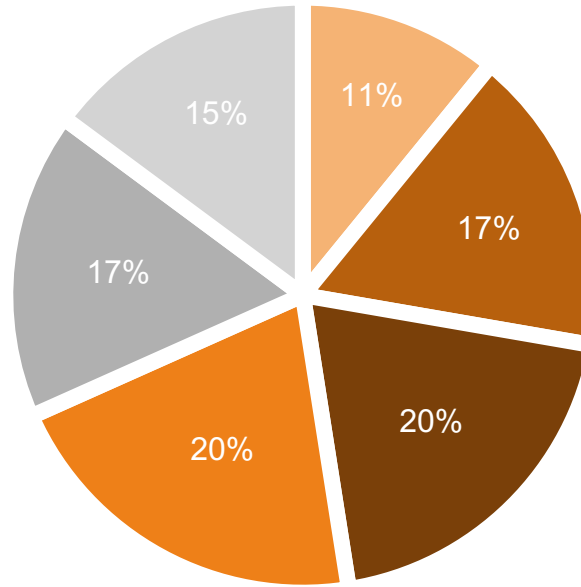
GENDER



- Men, 50%
- Women, 50%

RESPONDENTS

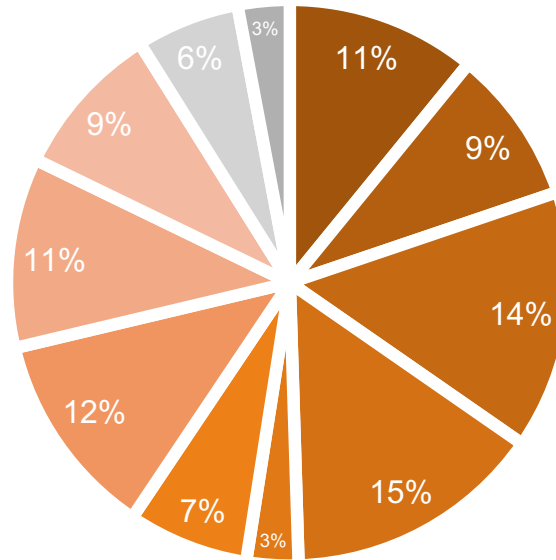
AGE



- 18-24, 11%
- 25-35, 17%
- 36-45, 20%
- 46-55, 21%
- 56-65, 17%
- 65+, 15%

RESPONDENTS

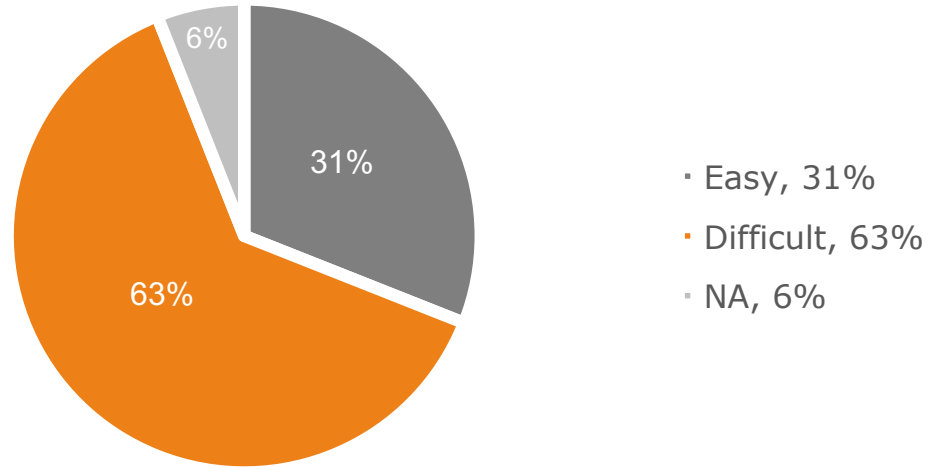
PROVINCE



- East-Flanders, 11%
- West-Flanders, 9%
- Antwerp, 15%
- Flemish-Brabant, 15%
- Walloon-Brabant, 3%
- Limburg, 7%
- Hainaut 12%
- Brussels Capital Region, 11%
- Liège 9%
- Namur 6%
- Luxembourg, 3%

RESULTS

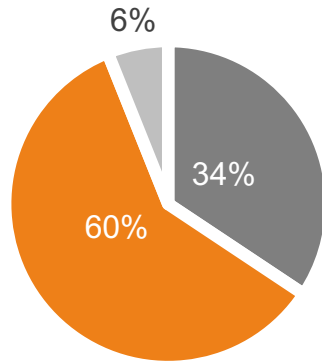
THERE IS A GROWING FRUSTRATION TO DELETE DATA. MORE THAN 60% THINKS IT IS DIFFICULT TO DELETE PERSONAL INFORMATION IF THEY WANT TO.



DO YOU FIND IT DIFFICULT OR EASY TO REMOVE YOUR DATA SUCH AS PICTURES FROM THE INTERNET?

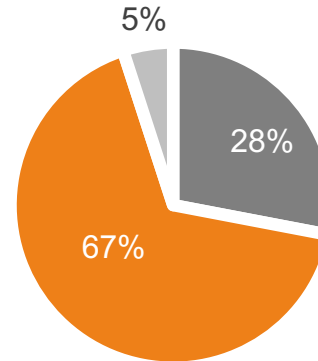
WOMEN FIND IT MORE DIFFICULT TO ERASE THEIR DATA THAN MEN.

Men



- Easy, 34%
- Difficult, 59%
- NA, 7%

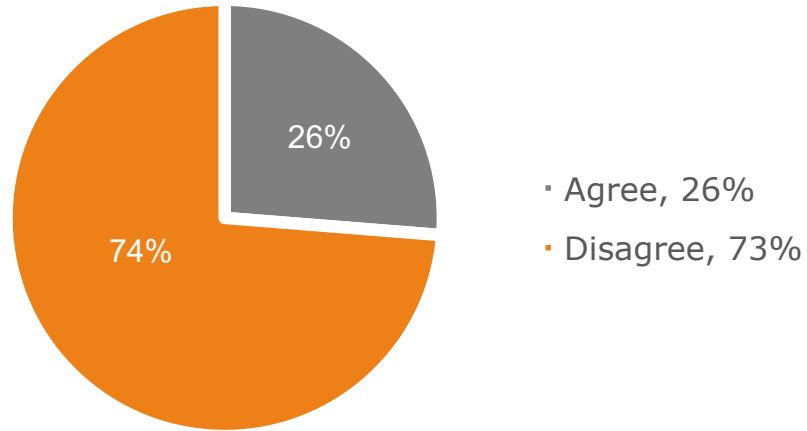
Women



- Easy, 28%
- Difficult, 67%
- NA, 5%

DO YOU FIND IT DIFFICULT OR EASY TO REMOVE YOUR DATA SUCH AS PICTURES FROM THE INTERNET?

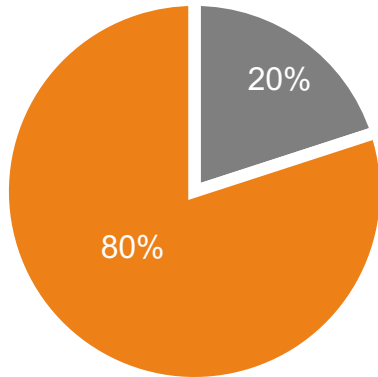
3/4TH OF BELGIANS CARES ABOUT THE RIGHT TO PRIVACY, YET THERE IS A 26% MARKET SEGMENT WHO DOES NOT REALLY CARE.



DO YOU AGREE WITH THE STATEMENT 'I HAVE NOTHING TO HIDE, SO I DON'T CARE ABOUT PRIVACY?'

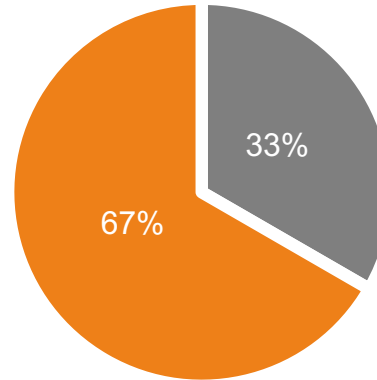
THE YOUNGER GENERATION CARES MORE ABOUT THEIR PRIVACY THAN THE OLDER GENERATION.

AGE: 18-24



- Agree, 20%
- Disagree, 80%

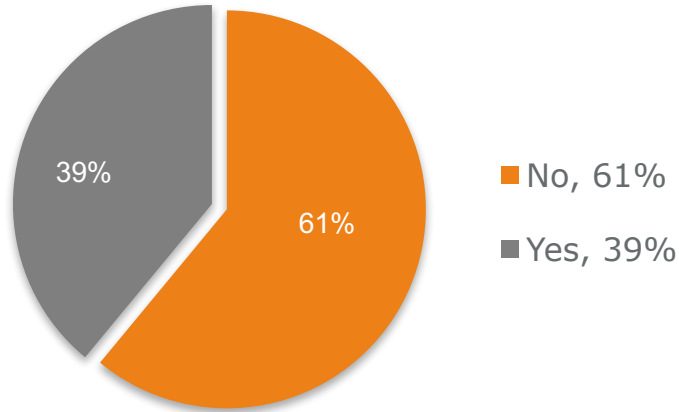
AGE: 65+



- Agree, 33%
- Disagree, 66%

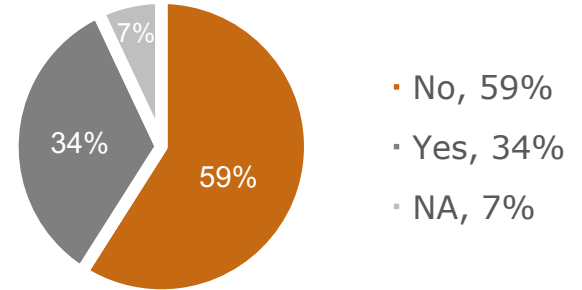
DO YOU AGREE WITH THE STATEMENT 'I HAVE NOTHING TO HIDE, SO I DON'T CARE ABOUT PRIVACY?'

SOCIAL MEDIA AND PROFESSIONAL LIFE SHOULD BE SEPARATE WORLDS ACCORDING TO THE BELGIAN POPULATION. SCREENING SOCIAL MEDIA BEFORE A JOB INTERVIEW IS NOT DONE FOR 61% OF RESPONDENTS.



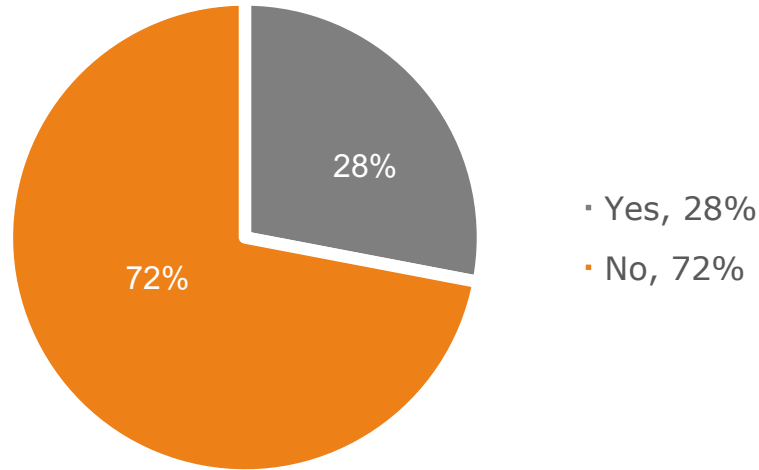
DO YOU FIND IT NORMAL THAT A FUTURE EMPLOYER MAY SCREEN THE SOCIAL MEDIA OF AN APPLICANT BEFORE A JOB INTERVIEW?

Men



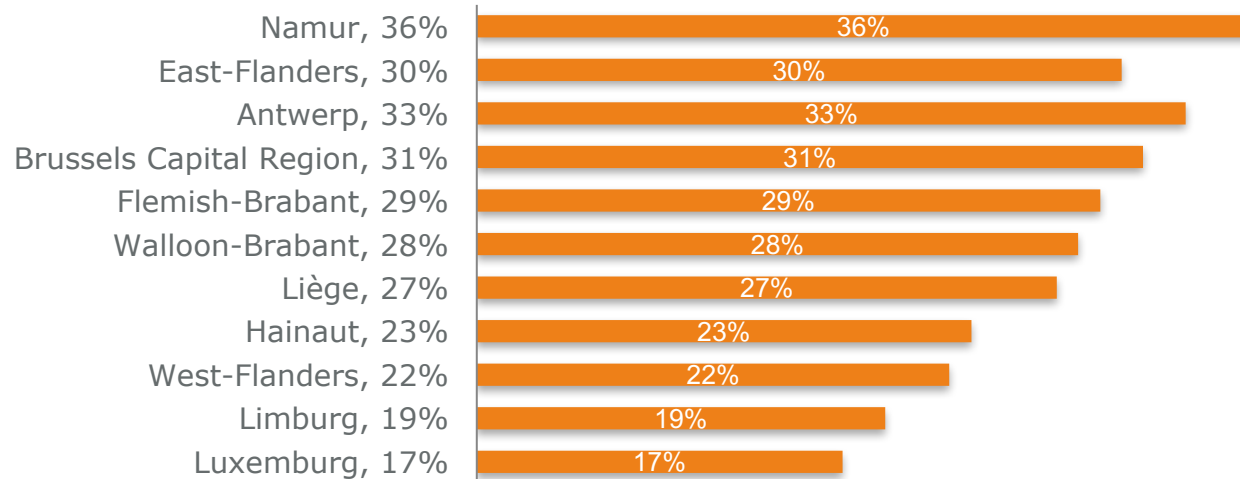
MEN HAVE SLIGHTLY LESS OF A PROBLEM WITH THE SCREENING.

SINCE PRIVACY IS A TRENDING TOPIC NOWADAYS, SURPRISINGLY FEW BELGIANS ARE AWARE OF THE UPCOMING PRIVACY RULES.



ARE YOU AWARE OF THE UPCOMING NEW PRIVACY REGULATION, NAMELY THE GDPR?

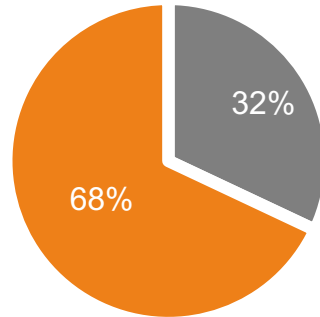
ESPECIALLY CITIZENS IN NAMUR AND ANTWERP ARE AWARE OF THE NEW REGULATION.



ARE YOU AWARE OF THE UPCOMING NEW PRIVACY REGULATION, NAMELY THE GDPR?

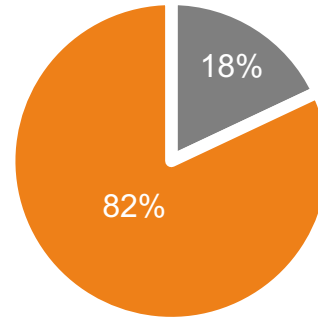
THE YOUNGER GENERATION IS MORE AWARE OF THE UPCOMING PRIVACY RIGHTS AND OBLIGATIONS.

AGE: 18-24




- Yes, 32%
- No, 68%

AGE: 65+



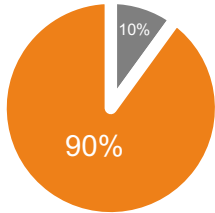
- Yes, 18%
- No, 82%

ARE YOU AWARE OF THE UPCOMING NEW PRIVACY REGULATION, NAMELY THE GDPR?



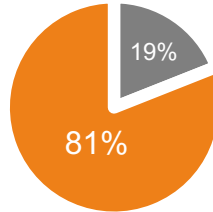
Belgians have **no clue** about
the consequences of their
online behavior.

BELGIANS ARE NOT PROPERLY INFORMED ABOUT THE CONSEQUENCES OF OVER SHARING PERSONAL DATA.



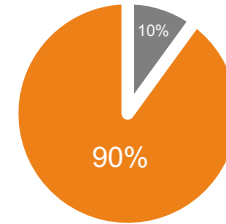
- Yes, 10%
- No, 90%

DID YOU KNOW THAT UBER CHARGES MORE MONEY FOR THEIR SERVICES WHEN YOUR BATTERY LEVEL IS LOW?



- Yes, 19%
- No, 81%

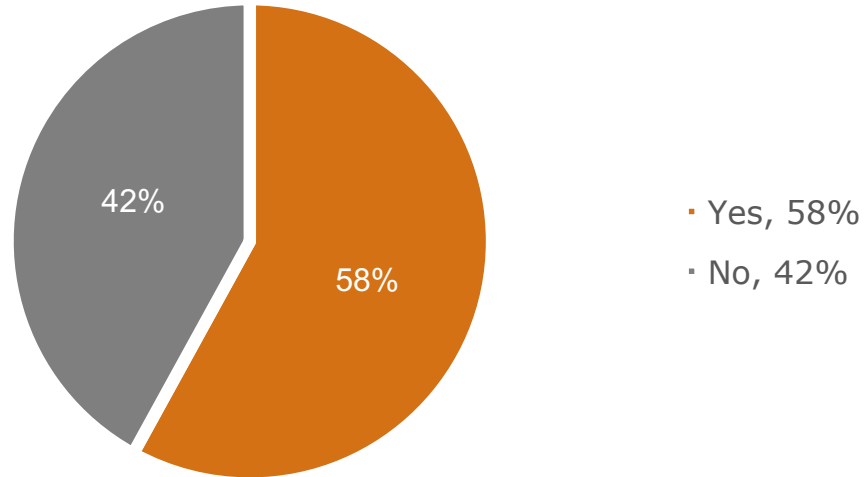
DID YOU KNOW THAT SOME DUTCH BILLBOARDS FILM THE REACTIONS OF PEDESTRIANS ON THE DISPLAYED ADVERTISEMENTS?



- Yes, 10%
- No, 90%

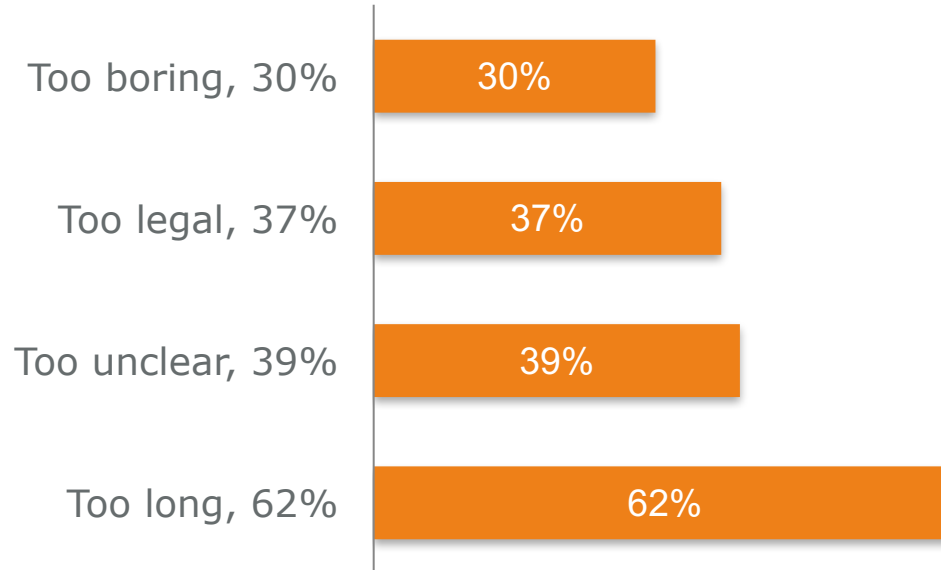
DID YOU KNOW THAT APPLE USERS ARE CHARGED MORE FOR FLIGHT TICKETS JUST BECAUSE THEY ARE USING A MORE EXPENSIVE DEVICE?

THE DISCRIMINATION AGAINST APPLE USERS WOULD LEAD TO A DECLINE OF WILLINGNESS TO BUY MORE EXPENSIVE PRODUCTS.



WOULD YOU BECAUSE OF THIS INFORMATION BE LESS INCLINED TO BUY A MORE EXPENSIVE PRODUCT?

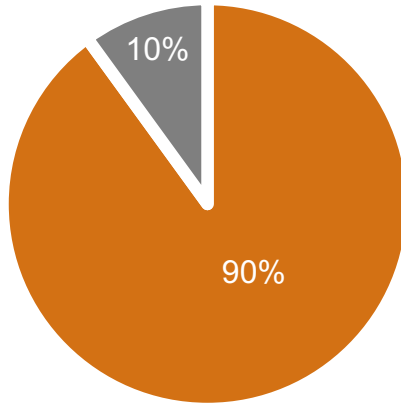
COMPANIES SHOULD WRITE SHORT, CLEAR PRIVACY POLICIES THAT ARE EASILY UNDERSTANDABLE.



THE REASON I DON'T CONTINUE TO READ PRIVACY POLICIES IS BECAUSE...

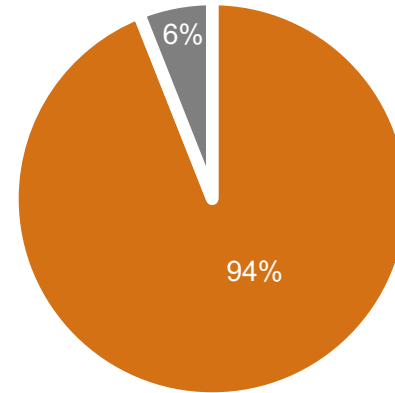
BELGIAN CUSTOMERS FEEL THAT WEBSHOPS AND SOCIAL MEDIA SHOULD BE MORE TRANSPARENT ABOUT THE PROCESSING OF THEIR DATA.

SOCIAL MEDIA



- Agree, 90%
- Disagree, 10%

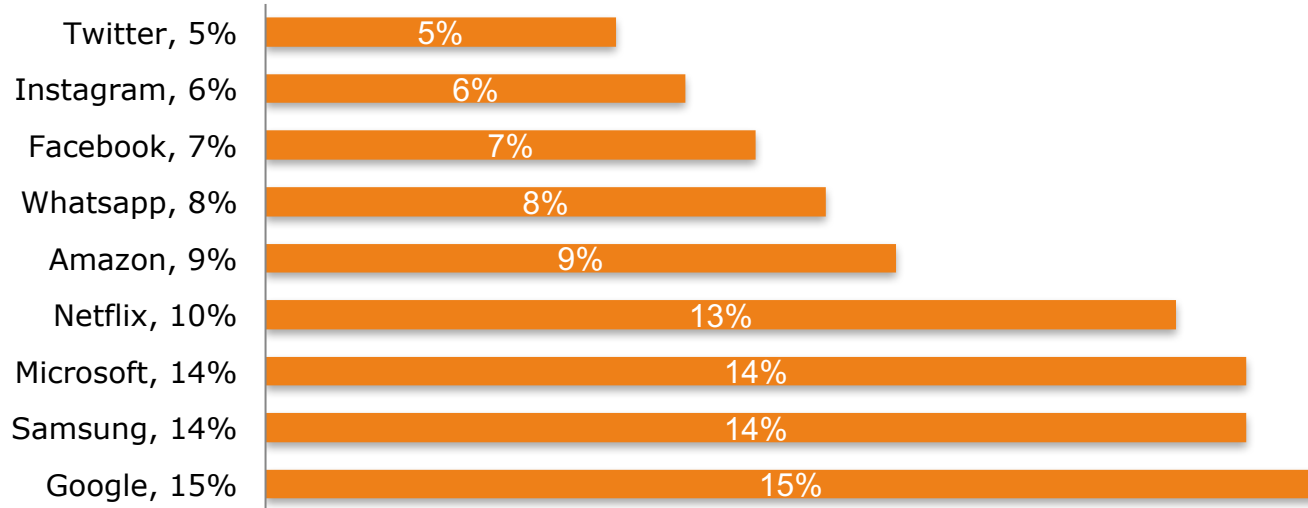
WEBSHOPS



- Agree, 94%
- Disagree, 6%

DO WEBSHOPS AND SOCIAL MEDIA GIVE TOO LITTLE INFORMATION ABOUT WHAT THEY DO WITH YOUR DATA?

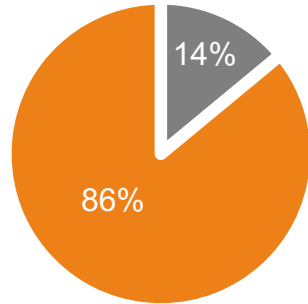
THE SOCIAL MEDIA BRANDS THAT REQUIRE YOU TO MORE ACTIVELY SHARE PERSONAL DATA ARE THE LEAST TRUSTED. GOOGLE IS THE MOST TRUSTED BRAND.



WHICH ONE OF THESE BRANDS DO YOU TRUST THE MOST?

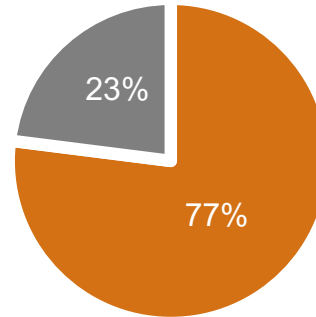
Note: this research was conducted during the outbreak of the Cambridge Analytica scandal.

WHEN USERS KNOW THE ABUSIVE CONSEQUENCES OF THE SHARING OF THEIR DATA THIS SIGNIFICANTLY IMPACTS THEIR BRAND LOYALTY.



- Yes, 14%
- No, 86%

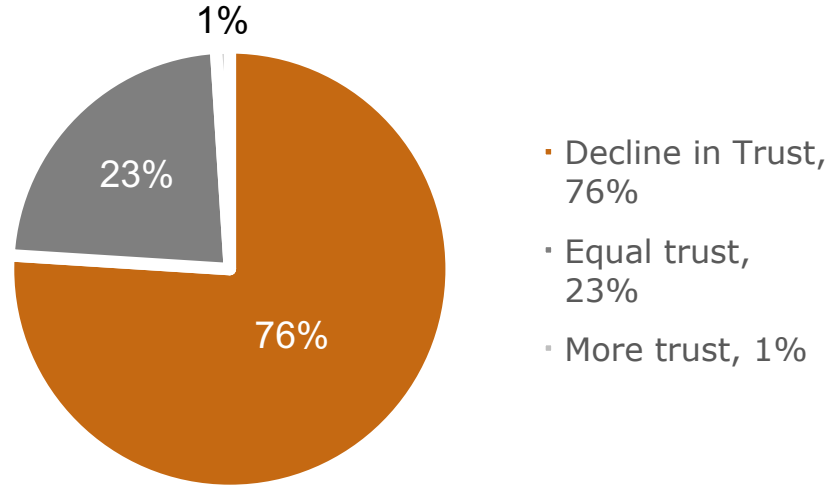
DID YOU KNOW THAT UBER PAID ITS DATA PROCESSOR TO KEEP A MASSIVE DATA BREACH A SECRET?



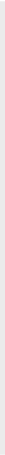
- Yes, 23%
- No, 77%

WOULD THIS INFORMATION REFRAIN YOU FROM USING UBER?

UNSURPRISINGLY, THE TRUST IN UBER HAS DECREASED AFTER HEARING ABOUT BATTERY MONITORING.

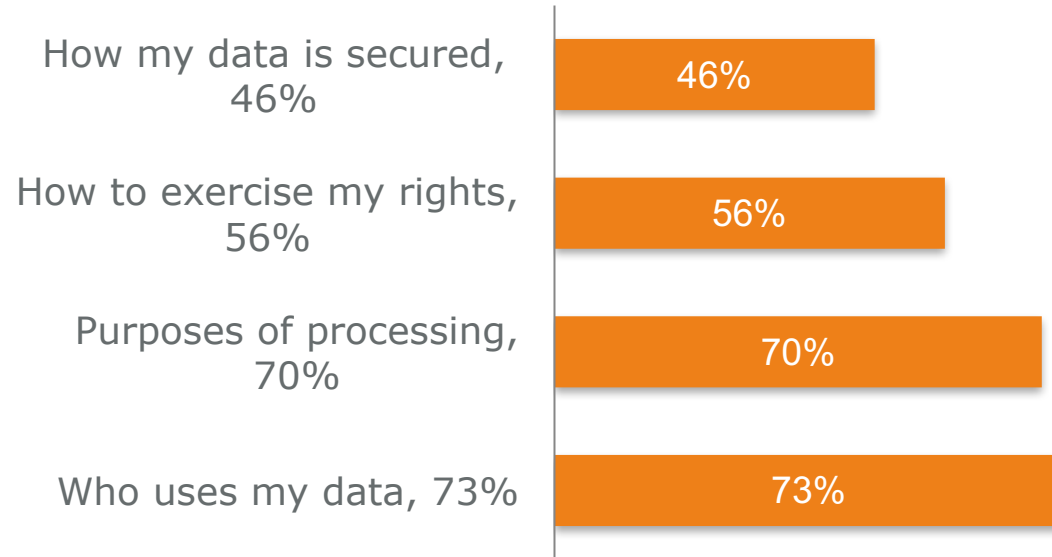


HAS THIS INFORMATION INFLUENCED YOUR TRUST IN UBER?



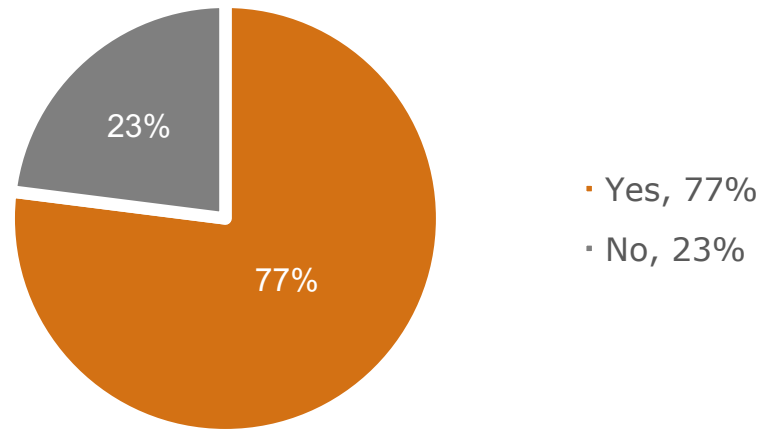
Even more than privacy legislation,
consumers are changing.

CONSUMERS PREDOMINANTLY WANT TO KNOW WHO USES THEIR DATA AND WHY IT IS BEING PROCESSED.



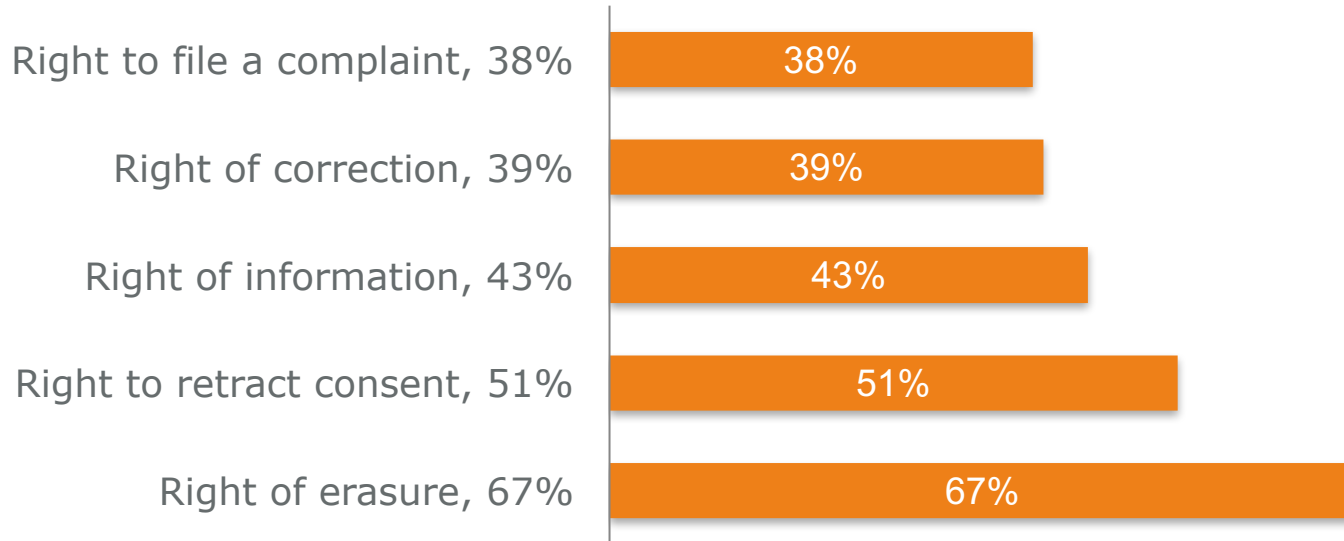
I WANT TO SEE MORE TRANSPARENCY ABOUT...

77% OF BELGIANS WOULD FILE A COMPLAINT IF THEY FEEL THEIR PRIVACY IS INFRINGED UPON. CONSUMERS WILL NO LONGER STAND ON THE SIDELINE.



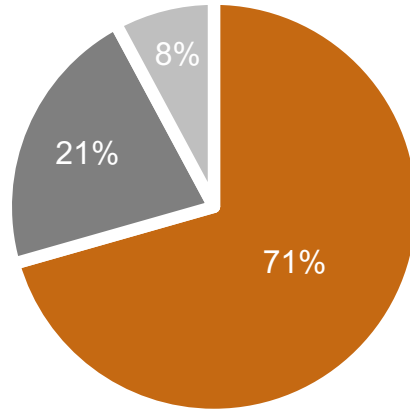
WOULD YOU FILE A COMPLAINT WHEN YOU FEEL YOUR PRIVACY IS INFRINGED UPON?

CONSUMERS WANT TO DELETE THEIR DATA. THE RIGHT OF ERASURE WILL BECOME CONSUMERS NEXT MAIN CONCERN.



WHICH PRIVACY RIGHT ARE YOU PLANNING ON EXERCISING AGAINST A COMPANY?

A BIG OPPORTUNITY FOR TELCO'S TO FOCUS ON MORE PRIVACY ORIENTED MARKETING.

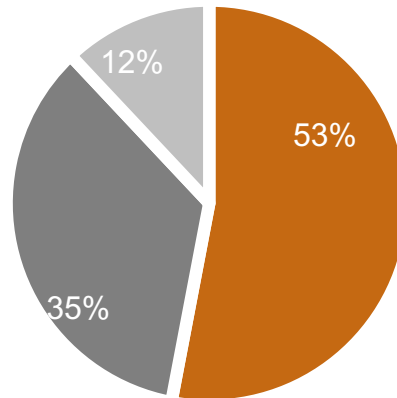


- Not willing, 72%
- Yes, but no more than €2, 22%
- Yes, up to €2 or more, 8%

WOULD YOU BE WILLING TO PAY YOUR TELCO EXTRA PER MONTH IF THEY WILL IMMEDIATELY DELETE YOUR METADATA*?

MORE SPECIFICALLY 12% OF THE AGE GROUP BETWEEN 18-24 ARE WILLING TO PAY UP TO MORE THAN €2/MONTH TO SEE THEIR METADATA IMMEDIATELY DELETED

Age 18-24

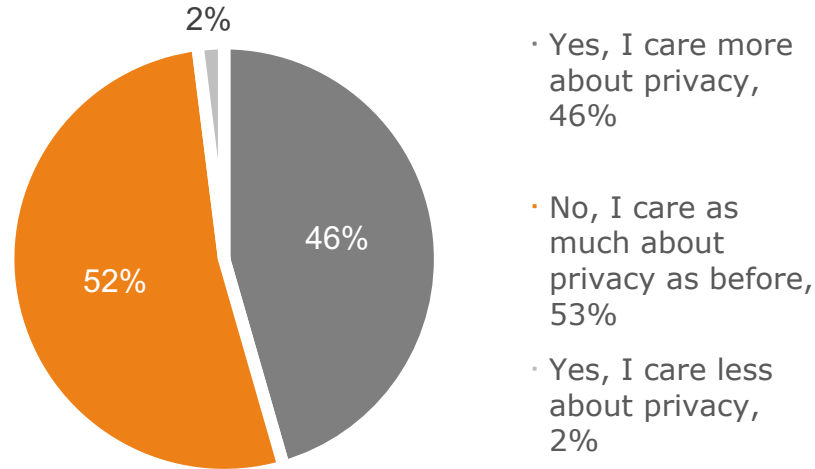


- Not willing, 53%
- Yes, but no more than €2, 35%
- Yes, up to €2 or more, 12%

WOULD YOU BE WILLING TO PAY YOUR TELCO EXTRA PER MONTH IF THEY WILL IMMEDIATELY DELETE YOUR METADATA?

CONCLUSION

KNOWING THE CONSEQUENCES OF THE SHARING OF DATA MAKES CUSTOMERS ONLY CARE MORE ABOUT THEIR PRIVACY.



HAS THE INFORMATION IN THIS RESEARCH INFLUENCED YOUR STANCE ON THE STATEMENT: 'I HAVE NOTHING TO HIDE, SO I DON'T CARE ABOUT PRIVACY?'

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