



Enterprise Insights

## PMP Research

# Privacy is a positive value



Securys has commissioned comprehensive research to prove that privacy is a positive value.

Our Privacy Made Positive™ manifesto is that you really can do well by doing good, and that consumers and employees respond to privacy in ways that have a measurable effect on your bottom line.

In 2020 we had Kantar survey more than 4,000 adults across France, Germany, Ireland and Great Britain. We asked the respondents how they felt about privacy and – crucially – what they'd done about it.

Not only do 80% of people pay considerable attention to privacy before making a purchasing decision, 60% of them actively select for good privacy over price and more than half have stopped buying a product or service because of poor privacy.

More than 70% are worried about their privacy. Identity theft tops the list of concerns, but seeing their data used in ways they weren't expecting is a close second. More than a third of respondents were prepared to spend more to ensure their privacy is better protected. This means going beyond the legal minimum to make privacy a central part of your offer.

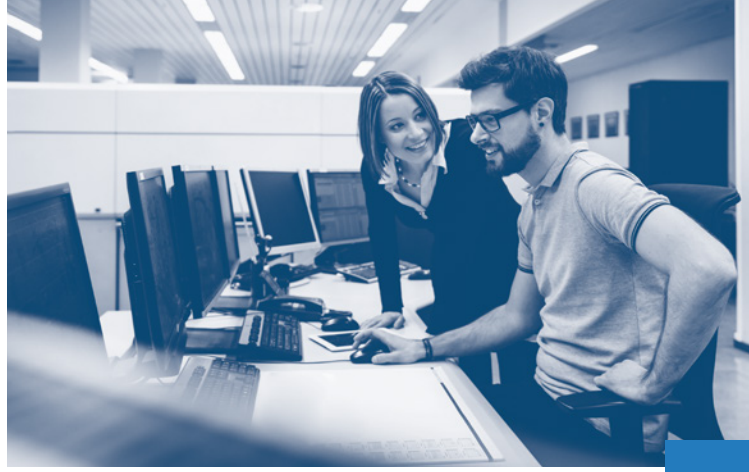
Four-fifths of respondents also believe that privacy is a determinant of whether to trust a brand. Half of consumers routinely refuse marketing emails or cookies – but nearly three-quarters of them will change their minds if offered comprehensive and clear privacy information beforehand.

—  
80% of people pay considerable attention to privacy before making a purchasing decision.



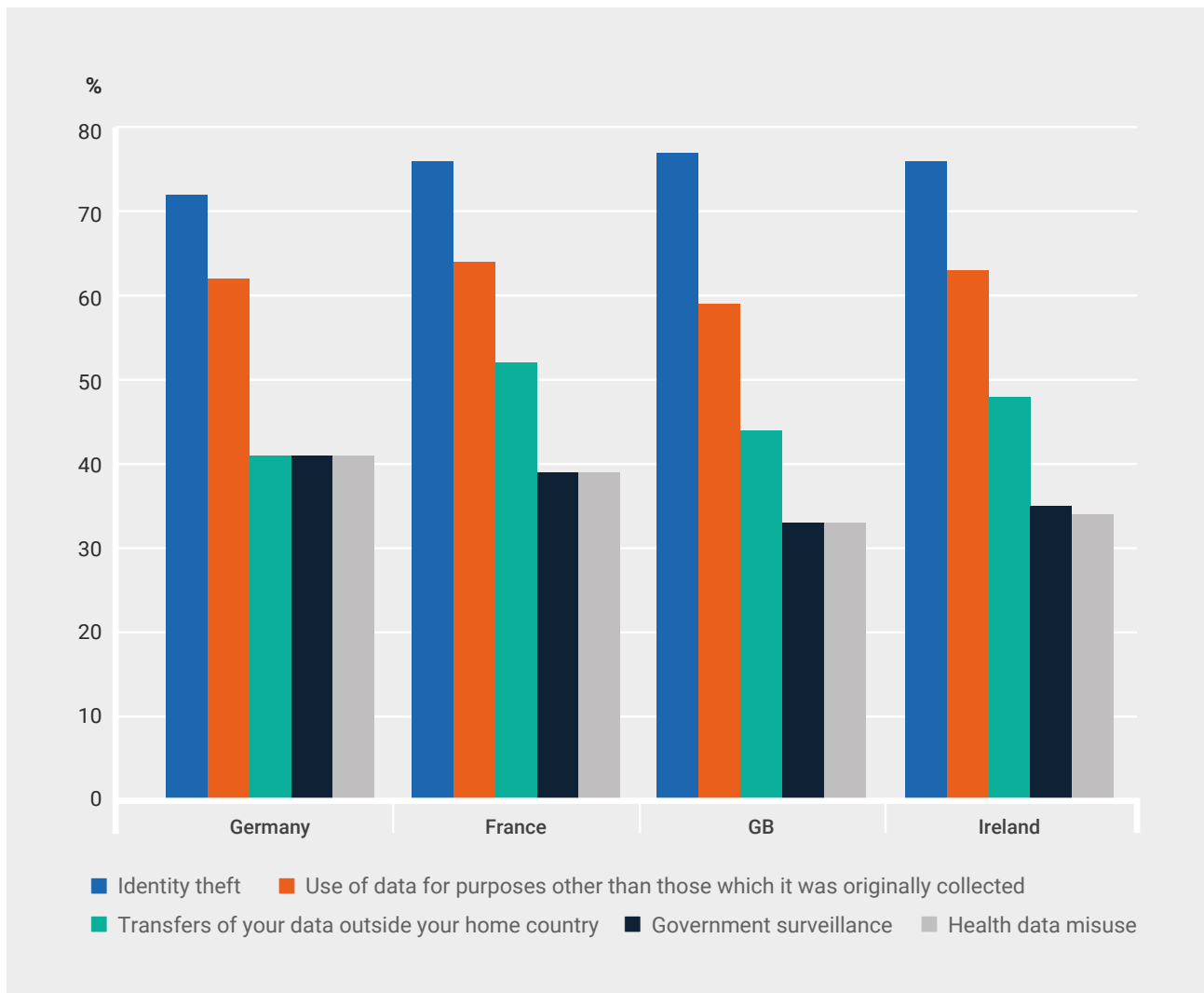
Our research shows that privacy is front of mind for an overwhelming majority of consumers. Competing on privacy will bring you more customers. If you commit to safeguarding data beyond the minimum that's required by law, you will find that consumers increase their trust in your brand, their propensity to purchase and their loyalty. On the other hand, if you merely pay lip-service to data protection, you risk losing existing customers as well as missing out on new ones.

Privacy Made Positive™ makes the case for treating privacy as a whole-enterprise activity that's central to your brand. Investing in privacy will deliver a measurable return, not just in reputation protection and avoidance of fines, but in increased sales and profits.



You should embrace privacy because it's a legal obligation and a human right – but you can be reassured that it's also a commercial imperative.

### Top 5 concerns on how personal data may be used





## About Securys

Securys is a specialist data privacy consultancy with a difference. We're not a law firm, but we employ lawyers. We're not a cybersecurity business but our staff qualifications include CISSP and CISA. We're not selling a one-size-fits-all tech product, but we've built proprietary tools and techniques that work with the class-leading GRC products to simplify and streamline the hardest tasks in assuring privacy.



We're corporate members of the IAPP, and all our consultants are required to obtain one or more IAPP certifications. We're ISO 27001-certified and have a comprehensive set of policies and frameworks to help our clients achieve and maintain certification. Above all our relentless focus is on practical operational delivery of effective data privacy for all your stakeholders.



**Securys**<sup>®</sup>  
Privacy Made Practical<sup>®</sup>

161-165 Farringdon Road  
London  
EC1R 3AL

T 0800 193 8700  
E [info@securys.co.uk](mailto:info@securys.co.uk)  
W [www.securys.co.uk](http://www.securys.co.uk)

 [securys-limited](https://www.linkedin.com/company/securys-limited)  
 [@SecurysUK](https://twitter.com/SecurysUK)

© Copyright 2021 Securys Ltd. All Rights Reserved.

UK0010/0122