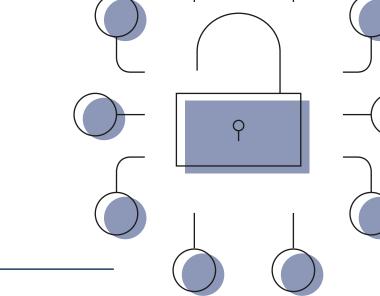
Consumer privacy meets the Internet of Things

For all their ravenous use of digital technology, consumers are generally aware of the risks it poses to their personal privacy. The Internet of Things, however, adds new layers of risk, as people's activities are tracked by legions of interconnected data-sharing devices. Consumers sense danger, and they demand safeguards.



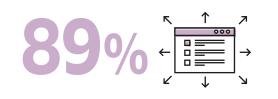
Awareness is building

Consumers have deep concerns about the security and privacy of their personal information

Approximately 9 in 10 are concerned about:



Third parties being able to access my information without my consent

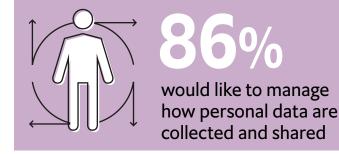


Online service providers not keeping my personal information secure

Identity theft and fraud

Manufacturers not keeping my personal information secure

About 3 in 4 worry about:





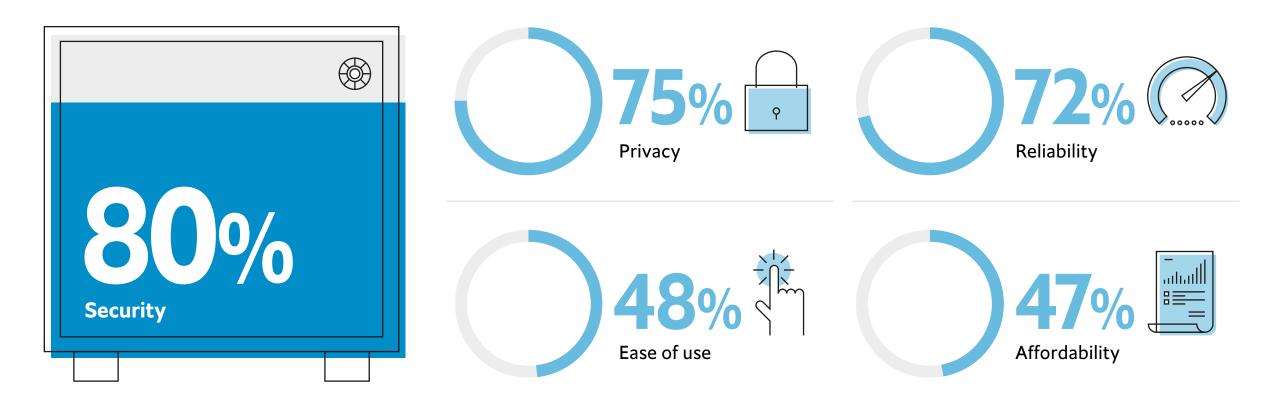
Small privacy invasions eventually leading to a loss of civil rights



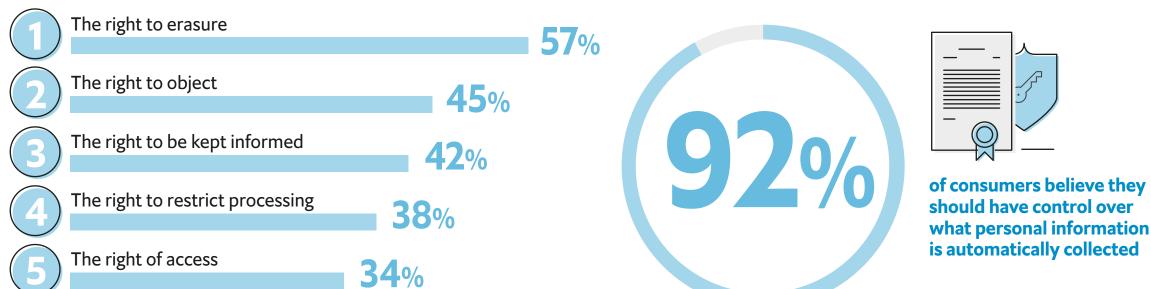
Companies building a "profile" of me to predict my consumer behaviour

Security and privacy are priorities

Importance of issues when using internet-connected devices (% very important)



Most important privacy rights







Important: Disclosure, commitment, standards and enforcement

Consumers demand disclosure when devices with sensors automatically collect data in several instances (% important)



 $\langle 0 \rangle$



7	When personal information is being collected	92 %
	When security upgrades become available	90%
	At the point of sale about the data collection capabilities of devices	89%

How can manufacturers and service providers increase consumer confidence?



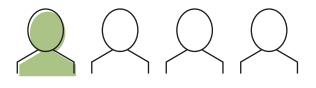
Nearly 1 in 3 consumers advocate for collaboration with governments to ensure privacy standards are rigorously upheld



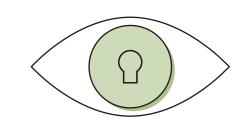


Nearly **1 in 3** call for industry-led efforts either by individual companies or as a collective "code of conduct"





About 1 in 4 want consumer channels to proactively ensure personal information remains private







Note:

Data based on an Economist Intelligence Unit survey conducted in October 2017. The research, sponsored by ForgeRock, surveyed 1,629 consumers across eight countries.

© The Economist Intelligence Limited 2018

Sponsored by

