PERSONAL DATA PROTECTION: THE CONTEXT

CONSUMERS

1/3 consumers are aware of how their personal data is used.

Nearly 90% of consumers are aware that their personal data is used.

82% of consumers are afraid of being tracked online.

Paradoxically, most agree that they share their data.

BUSINESSES struggle to manage the data they collect

All organizations collect data about you. Good, bad, or indifferent.

Out of how many are real data protection guarantees?

Tough regulations are A DRIVER FOR CHANGE

BUSINESSES themselves try to put a positive spin on things

REGULATIONS are forcing them to get organized

In the United States

8 in 10 businesses say they are confident in their data protection practices.

In the European Union

16,000 businesses are fined.

Most organizations paid a "self" penalty, and few to none of the fines were in line with the general perception of the severity of the violations.

A few big companies are able to compete with smaller businesses in terms of data protection.

INDEPENDENT CERTIFICATION is the only way to maintain and increase trust in your brand

Certification of good practices in how you take data protection seriously:

• Understandable to the public
• Puts measures in the hands of the individual
• Adaptable and expected

Certification is best obtained from an independent body:

• Credibility
• Independency
• Trackability
• The ability to support the certification mark

Move forward with confidence