

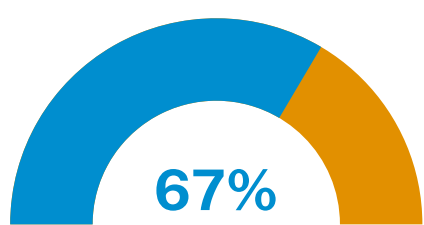
CONSUMER TRUST REQUIRES TRANSPARENCY

TRUST INFLUENCES CONSUMER SPENDING



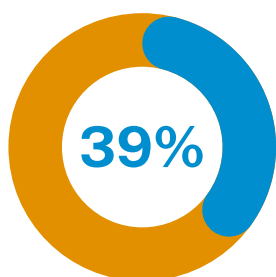
of consumers would **not buy** from an organization they **did not trust with their data***

HOW YOU HANDLE DATA MATTERS TO CUSTOMERS

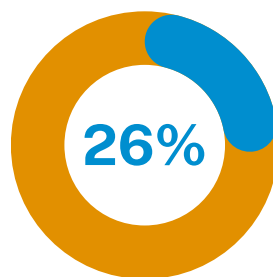


of consumers believe the way an organization **treats their data** is indicative of **how it views/respects its customers***

COMPLIANCE ALONE IS NOT ENOUGH, TRANSPARENCY IS ALSO NECESSARY

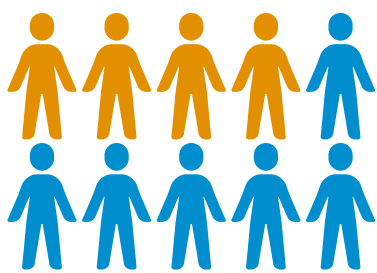


of consumers prioritize **transparency as a differentiator**, viewing legal compliance as a given**



of businesses on the other hand, view **transparency as a secondary priority****

NEUTRONIAN DATA PRIVACY SCORES HIGHLIGHT OPPORTUNITIES TO IMPROVE TRANSPARENCY



4 out of 10

companies **do not provide details on** how an individual can make **data access, correction or delete requests** (DSAR) ***

SENSITIVE DATA:

51%



of companies **do not mention** if they collect or how they handle **sensitive data*****

LOCATION DATA:

33%



of companies **do not disclose** whether they are collecting or sharing **location data*****

