

GDPR: The right to remain private

What businesses need to know about consumer attitudes to GDPR rights

CONSUMERS EMBRACED GDPR FASTER THAN EXPECTED



Planning to activate new GDPR rights

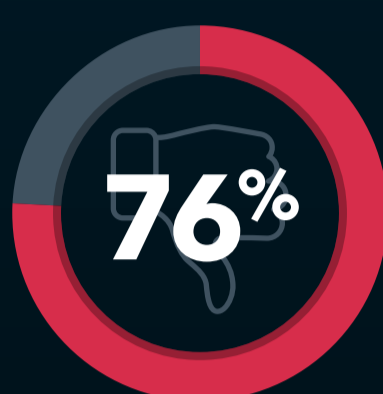


Already exercised rights or plan to do so within next year

Organisations needed to be prepared for data requests from the beginning and should expect many more over the coming months and beyond.

THE FACEBOOK/CAMBRIDGE ANALYTICA EFFECT

This news story has significantly affected sentiment among consumers:

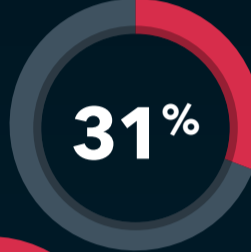
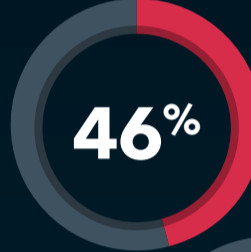


Three-quarters of those aware of this news say they have either activated rights, plan to stop sharing as much information or are reviewing their rights because of it.

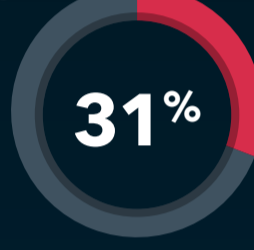
CONSUMERS ARE SENSITIVE TO DATA ERRORS OR MISUSE OF DATA

Organisations need to be vigilant in how they handle customer data

Close to half of consumers will act on their new rights after only one 'data mistake'



Nearly a third will allow two-to-five occasional mistakes each year



Another third will not settle for anything - if they discover an organisation has misused their data, they will withdraw permission to use it entirely

Consumers are most likely to activate rights if they



56%

Receive unwanted emails



52%

Are subjected to inaccurate profiling or find that the information held about them is wrong



56%

Discover data has been sold without their consent

Businesses can easily have customer data withdrawn - meaning a loss of precious customer insight & revenue as they struggle to personalise services.

CONSUMERS ARE SENSITIVE TO POOR USE OF DATA

A third of consumers would activate rights following receipt of:

30%
Irrelevant product recommendations



35%
Irrelevant adverts

31%
Irrelevant deals/incentives

It is important that businesses have analytical capability to extract accurate insights from customer data to avoid frustrating them with poorly targeted communications.

PREPARED TO CHALLENGE AUTOMATED DECISIONS



BANKING

50%

Half would exercise right to challenge if technology was used to approve a loan/ mortgage/ account upgrade



INSURANCE

40%

Nearly half would do the same if automation was used not to grant insurance or if used to process claims



RETAIL

31%

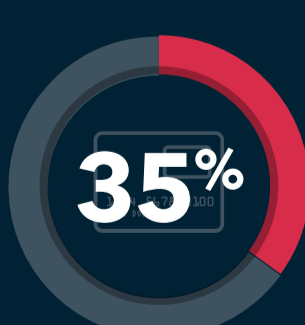
Retailers & supermarkets also potential targets, a third would remove consent if data used to automate offers

There is a need for transparency - it is important that organisations understand the exact model lineage and how every decision in that process is made.

YOUNGER CONSUMERS ARE MORE WILLING TO SHARE DATA IF THERE IS A TRADE-OFF

Almost half (47%) of those aged 18-24 willing to rescind erasure of data if assured it will not be shared without their consent, the highest proportion of any age group.

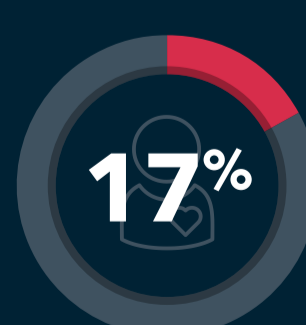
They are much less likely to activate their data rights if receive incentive such as:



FINANCIAL REWARDS



FREE MERCHANDISE



PERSONALISED SERVICE

Research Methodology

The research was commissioned by SAS and conducted by research company 3GEM. Between May and June 2018, 1,000 consumers in the UK and 850 consumers in the Republic of Ireland were surveyed.

To download the report go to www.sas.com/uk/gdprsurvey

