



In the past 12 months, trust in organisations to keep information secure has declined

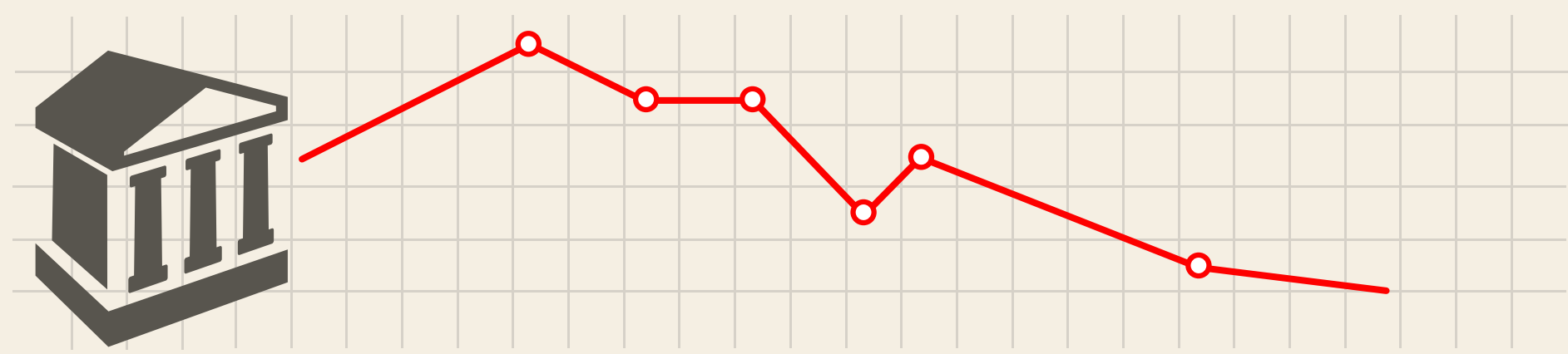
65% I don't trust how the UK government uses my data

69% I don't trust organisations with my information

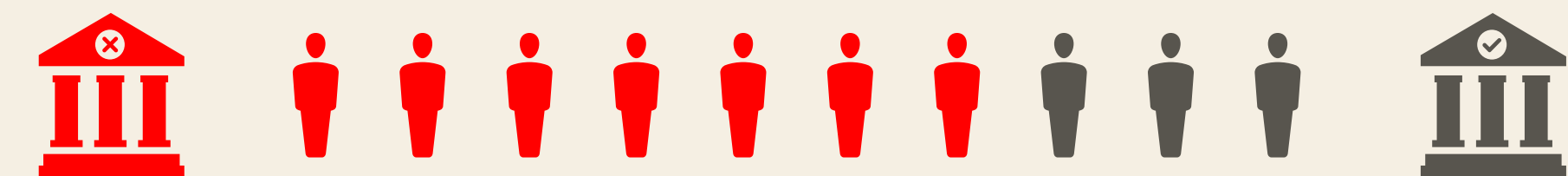


In fact, less than 10% of consumers believe organisations are doing enough to ensure data is secure

BANKS HAVE TAKEN THE BIGGEST HIT IN TRUST IN THE PAST DECADE



And 70% of us would change banks if they lost our data



AMAZON IS THE RETAILER MOST TRUSTED TO KEEP DATA SECURE



THE MAJORITY (35%) OF US DO NOT TRUST ANY RETAILER TO KEEP OUR DATA SECURE

IN THE EVENT OF DATA THEFT



44% WOULD WARN FRIENDS OR FAMILY NOT TO USE THE COMPANY

For many of us, the link between user experience, targeted marketing and customer data remains a mystery



But storing and using your personal data enables us to offer **you** great benefits!

Yet only 15% of us have seen strong evidence of successful data-enabled marketing

And in the telecoms and utility sectors, 26% felt that their data was being used solely to extract more money from them

