



# How Consumer Views on Privacy Impact Your E-Commerce Business

**A review of EU consumer privacy views.**

14 November 2012



# TRUSTe Overview



## Global Leader in Data Privacy Management Solutions

- 15 years of privacy experience
- #1 privacy brand & trustmark
- Robust technology infrastructure



## Comprehensive Solution Suite

- All online channels
- Global coverage
- Technology + Services + Certifications



## Large / Loyal Customer Base

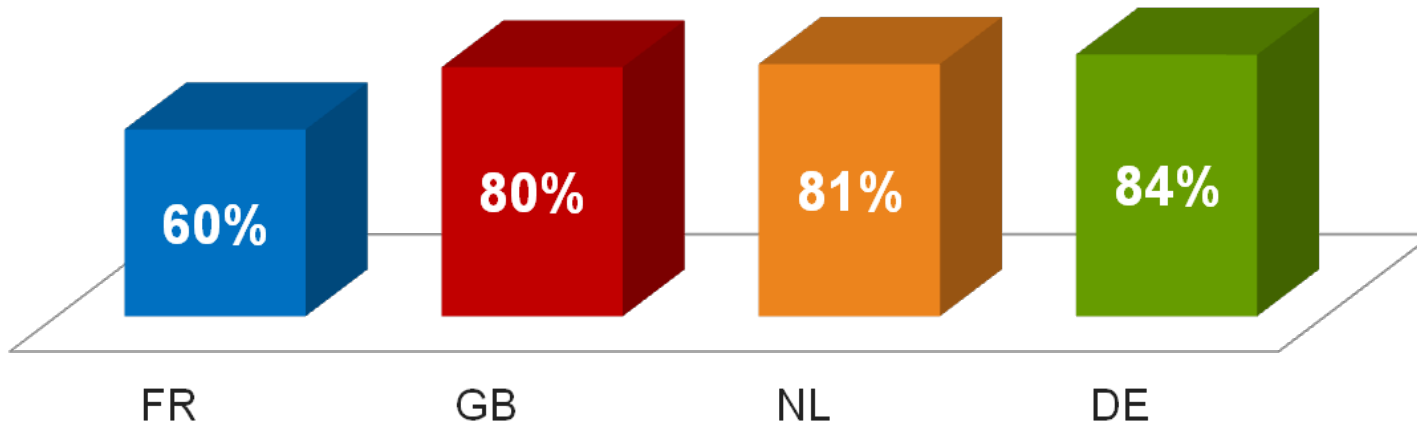
- Over 5,000 clients
- Over 90% renewal rate
- Cross industry solutions



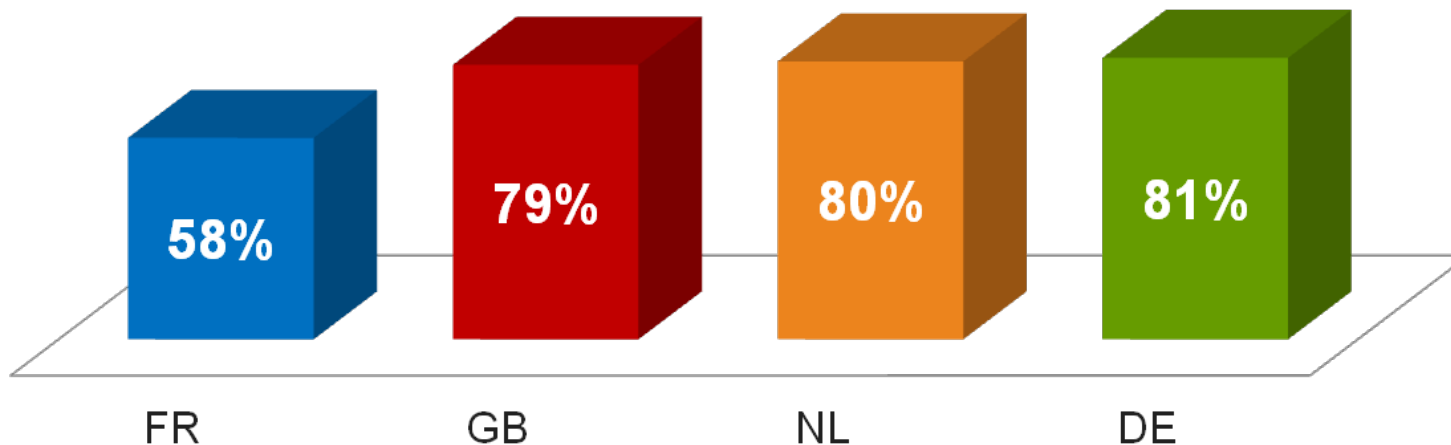
# High consumer awareness of cookies, online tracking, and its use



Aware websites use cookies to track behaviour online



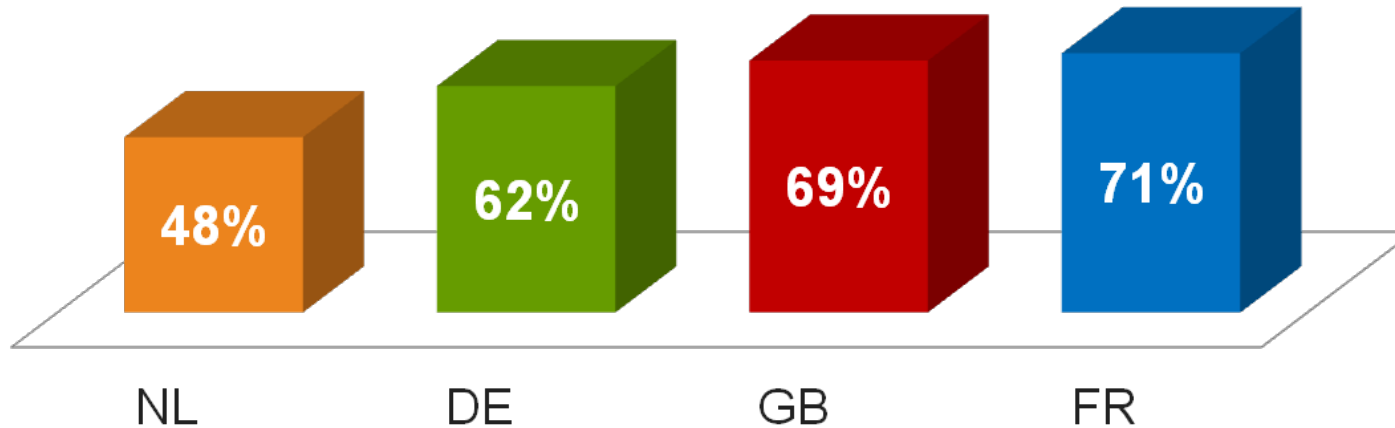
Aware cookies enable companies to provide more relevant content and ads



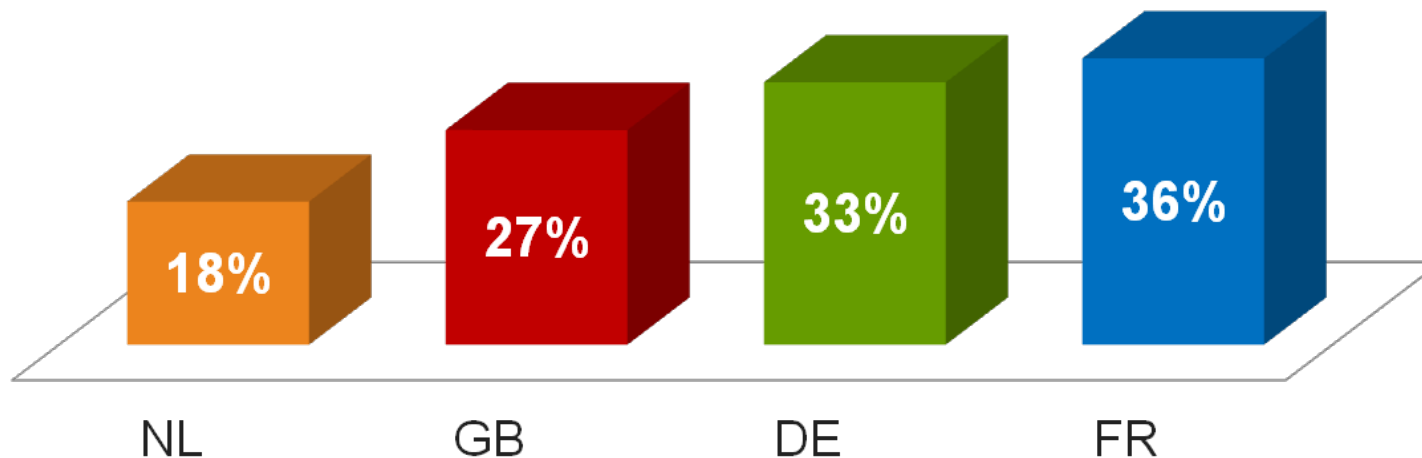
# Consumer privacy concerns are high – and so are the business consequences



Level of online privacy concern



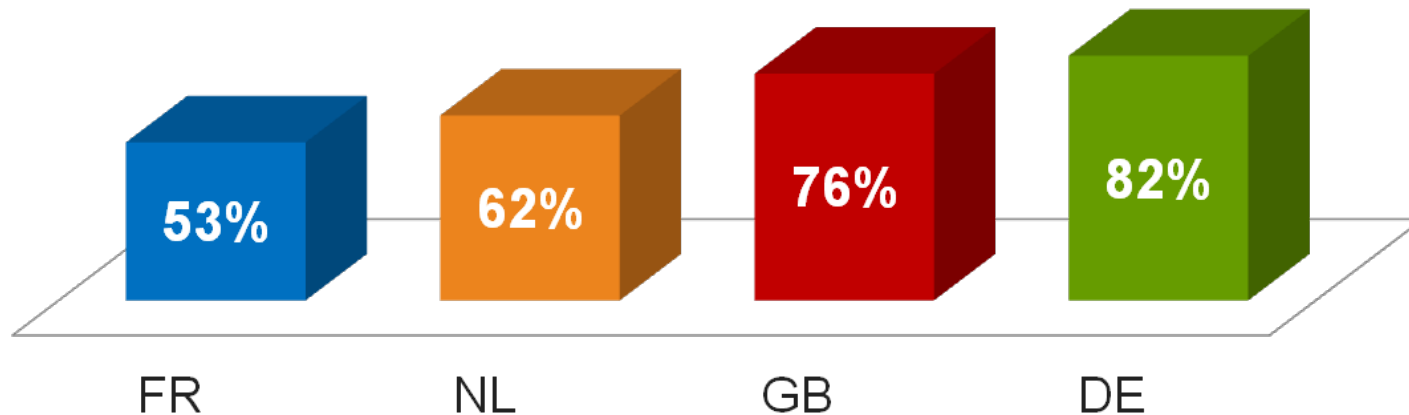
Stopped visiting a website due to privacy concerns



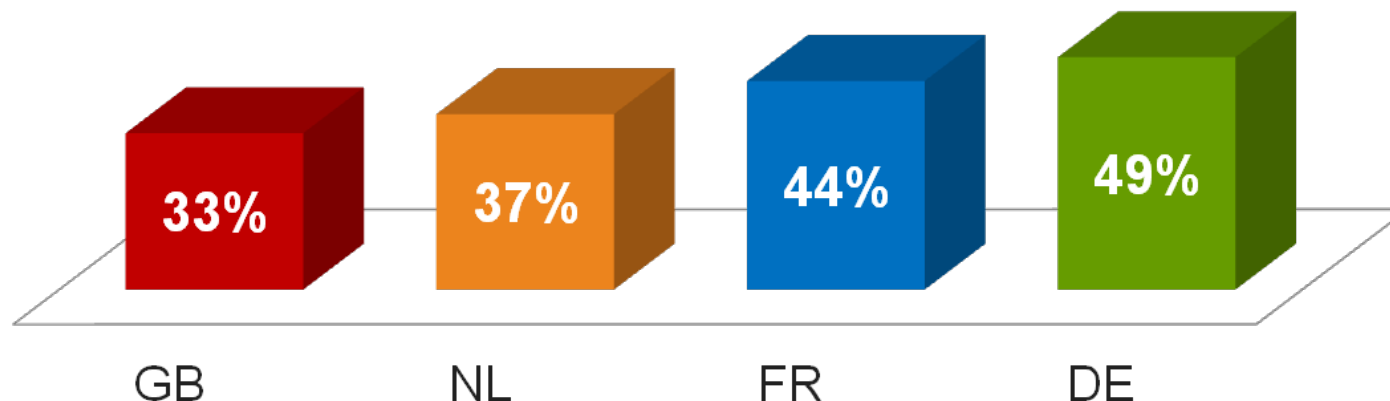
# Consumers expect compliance with the EU Cookie Directive – non-compliance risks are high



Expect companies to comply with the EU cookie directive



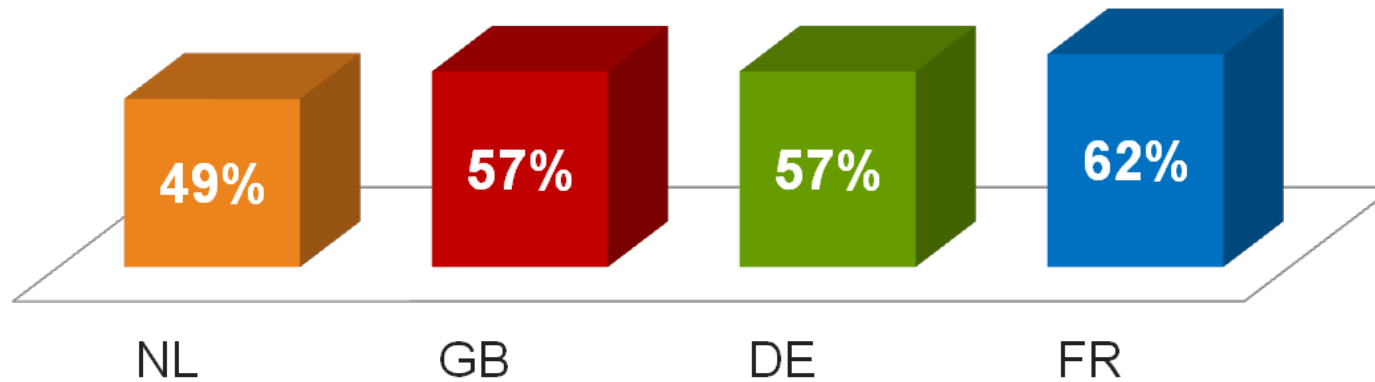
Plan to only visit websites of companies who comply



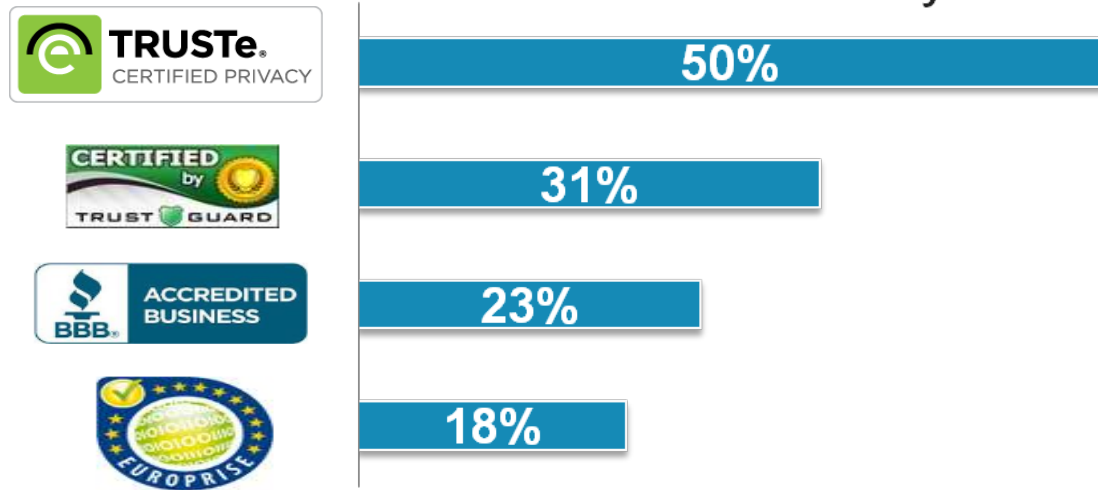
# Website Privacy Certifications Increase Trust



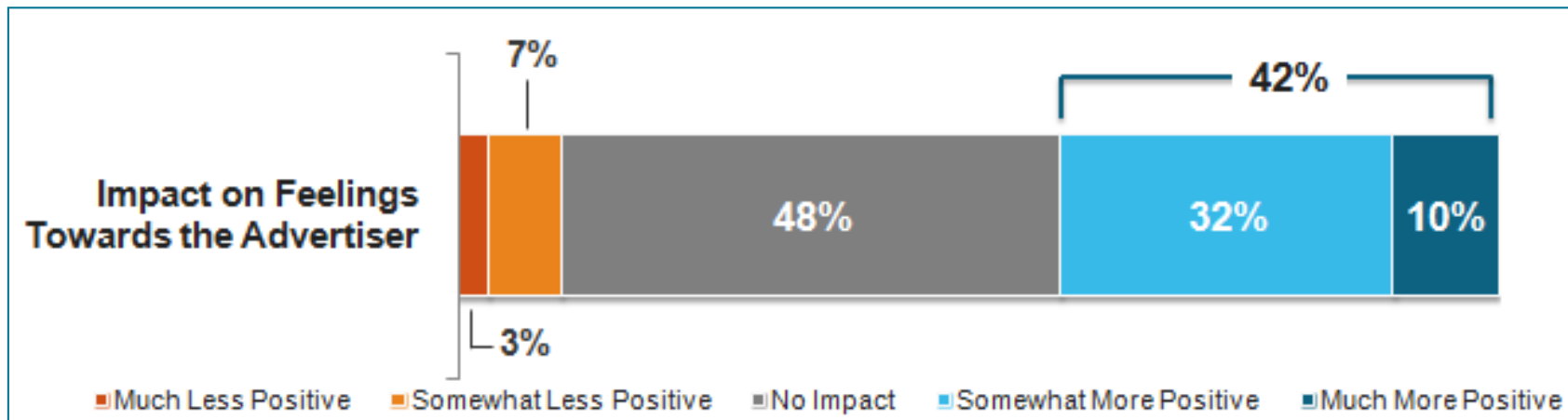
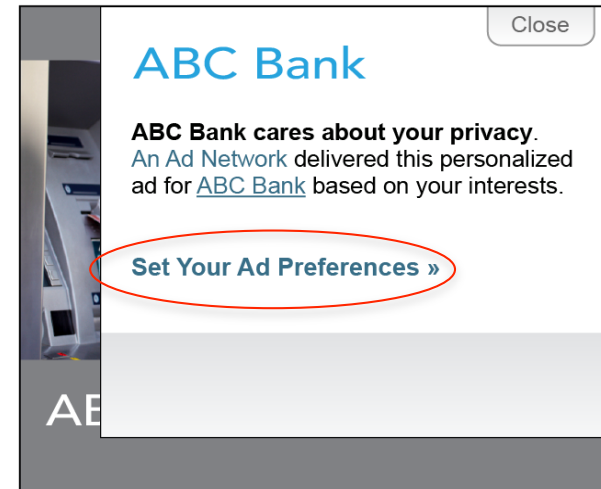
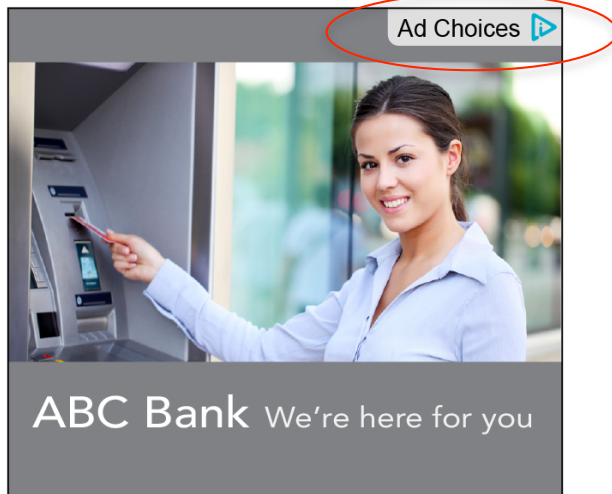
Trust a website more if it has a certification or seal



Awareness of Privacy Seals



# EDAA Online Behavioural Advertising Programme Increases Favourability



# Thank You

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## Survey Details:

**Who:** 4041 adults aged 16 to 75 across Great Britain, the Netherlands, France and Germany. Those interviewed in Netherlands were aged 16 to 70.

Data has been weighted to match profile of each country's population.

**When:** Interviews were conducted online from during 19<sup>th</sup> to 26<sup>th</sup> October 2012

**How:** Via Ipsos MORI's i:omnibus (self-administered online survey)

For more information, visit [www.truste.eu/resources](http://www.truste.eu/resources)

