

Consumers Don't Want Personalization to Get Too Personal

They don't mind sharing their name or age. Their location? Not so much.

ARTICLE |

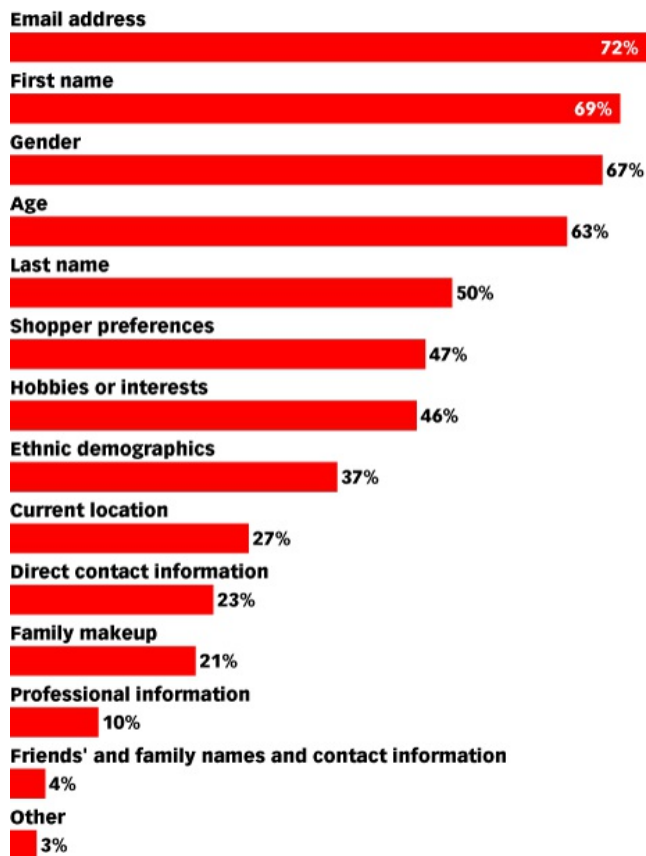
Jennifer King

Consumers are all for personalization, but just how much are they willing to share?

According to new data from digital solutions provider [Avionos](#), it's mostly the basics, like their name, email address, gender and age—information that they've likely shared with many companies over the years.

Personal Information that US Internet Users Would Be Willing to Share with a Brand for a Shopping Experience that Is More Tailored to Their Personal Preferences, Dec 2017

% of respondents



Note: ages 18+

Source: Avionos, "The 2018 Consumer Expectations Report," April 23, 2018

237254

www.eMarketer.com

But when it came to other personal data, like shopping preferences, hobbies or interests, as well as current location—essentially things that will help brands tailor a more personal shopping experience—they're less likely to share that information.

The study was conducted in December 2017, roughly four months before the [Facebook and Cambridge Analytica news broke](#). But it paints a picture that consumers are [certainly wary](#) of how brands are using their personal data. And it mirrors similar sentiments from a January 2018 survey by [RSA](#).

For example, more than half of internet users in the US and Western Europe found it creepy that tracking technologies like wearables collect and store data on their every move, which points to the hesitancy many felt in the Avionos survey about sharing their current

location.

Attitudes Toward Data Privacy According to Internet Users in the US and Western Europe*, Jan 2018

% of respondents

Where possible, I try to limit the amount of personal information/data I put online/share with companies

78%

Have boycotted/would boycott a company that repeatedly showed they have no regard for protecting customer data

69%

If a company loses my personal data/information I feel inclined to blame them above anyone else, even the hacker

62%

Find it creepy that tracking technologies (e.g., wearables, Fitbits) collect and store data on my every move

58%

People are so used to giving away our personal information/data that reversing that trend will be almost impossible

55%

Feel like I have no choice but to hand over personal data in return for products/services from companies

46%

Have felt coerced into sharing personal data with companies that is not relevant to the product/service I am purchasing

45%

Companies having more of their customer data than before means that they offer better and more personalized products/services

31%

Would provide my personal information/data to companies for improved customer experience/services

26%

Feel quite defeated and just go along with sharing my data now

24%

*Note: ages 18+; top 2 "strongly" and "tend to agree" responses; *France, Germany, Italy and UK*

Source: RSA, "Data Privacy & Security Report" conducted by YouGov; eMarketer calculations, Feb 8, 2018

235677

www.eMarketer.com

Similarly, 55% of respondents said they are so used to giving away their personal information—like their name and age—that reversing that trend will be almost impossible.