

Attitudes towards Data Sharing - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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This report looks at the following areas:

- New regulations set to change the landscape of data sharing
- Will people need incentives to share data?

The majority of people avoid creating new accounts with companies in order to limit data sharing, while also avoiding any companies compromised in cyber-attacks. There is widespread concern over the sharing of a variety of data types across devices, although financial information is the biggest consumer worry. More than half of people lack confidence in their knowledge of how much data is being shared with companies. Despite their ubiquitous use, just a quarter of people are comfortable sharing data on smartphones, with more preferring to share via laptops.



“Rising use of connected devices to access websites and apps has produced a wealth of personal data. The majority of people have some concerns over the extent to which they are sharing their data and how it is being used.”

– Adrian Reynolds, Consumer Technology Analyst

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