

Attitudes toward Technology: Tracking, Digital Privacy & Security - US - 2022

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This report looks at the following areas:

- Industry and regulatory developments regarding digital privacy and security
- Approaches leading players are using to protect privacy and safeguard consumers
- Consumer attitudes regarding sharing and protecting their information and identity online
- Opportunities to drive consumer confidence regarding digital privacy and security

Personal information plays a critical role in driving the \$234.4 billion online advertising industry, with marketers, publishers and adtech companies using consumer surfing and purchasing data to precision-target campaigns and drive revenue. However, the massive data footprints consumers are generating online also result in significant risks. In 2021, the FTC received close to 980,000 fraud complaints relating to digital interactions such as texts, emails or online transactions. Meanwhile, a study by AARP found that close to 42 million US consumers were victims of identity theft in 2021, resulting in \$52 billion in losses.

Not surprisingly, digital privacy and security are key concerns for consumers. 86% agree that they need to be careful about the information they share online and 81% agree that nothing done online is ever truly private. To encourage consumers to make transactions and share information online, companies must implement strong security protections – without overly impacting the customer experience.

In this Report, Mintel analyzes industry initiatives and consumer perspectives regarding digital privacy and security and uncovers best practices companies can use to navigate these conflicts.



"Maintaining a safe online environment is critical for consumers to feel comfortable spending more time and money online. Yet, the vast majority of consumers are concerned about how their personal information is being used – and a majority believe that both the government and industry should be doing more to keep them safe."

- Fiona O'Donnell, Senior Director – US Reports

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