

The Data Privacy Feedback Loop 2020

Today's consumer demands more from data privacy.

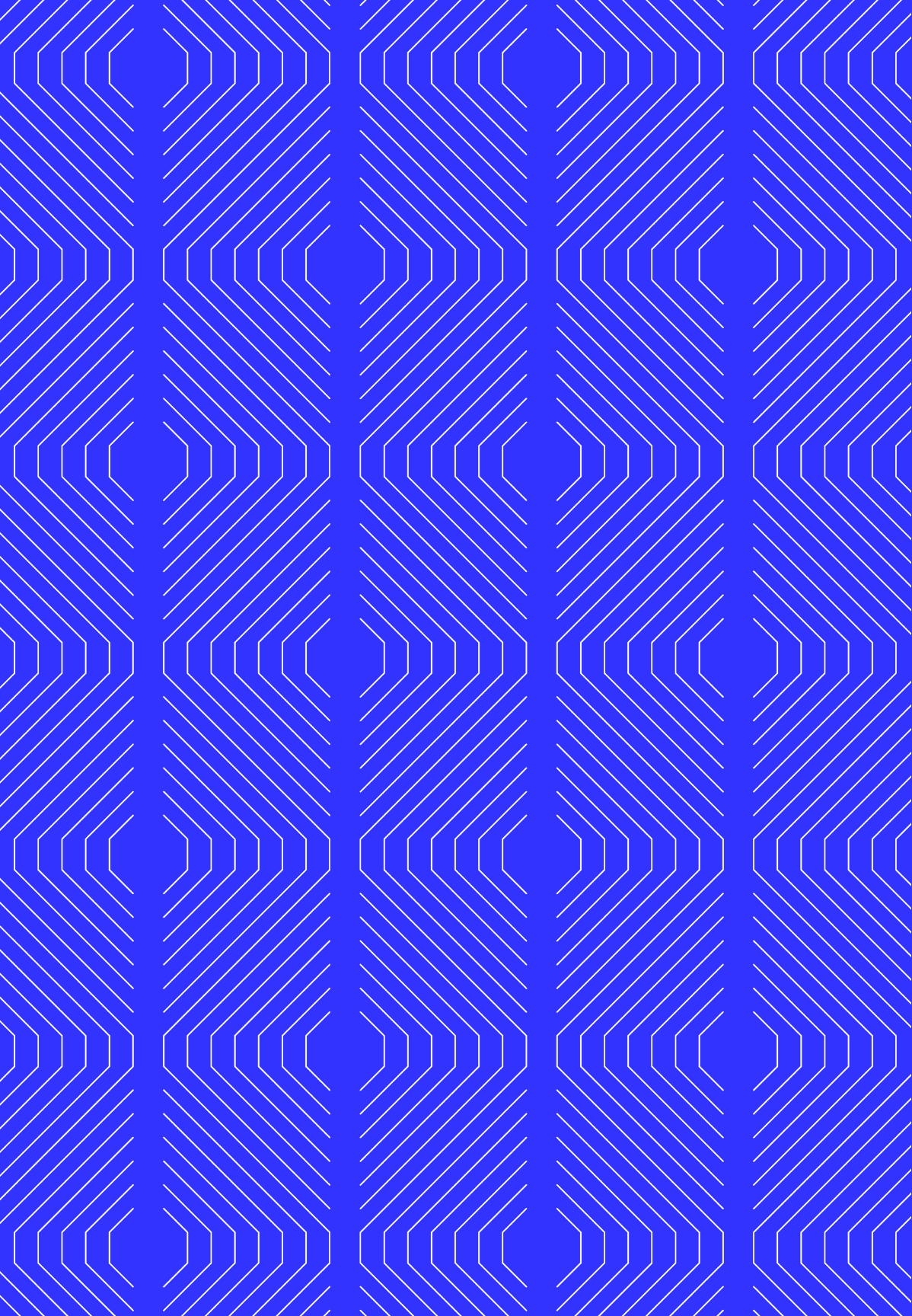


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Executive summary

Today, the conversation around data privacy is buzzing among business executives and government regulators, and for good reason.

Nearly one-third of the world's population will soon have data rights and rapid expansion is only set to continue.

In a survey of over 1,000 Americans' attitudes and insights on data privacy, Transcend's annual **Data Privacy Feedback Loop** looks at the issue of data privacy through the lens of user experience.

Taking a consumer-centric view, and turning insights into action, the Data Privacy Feedback Loop is a new annual survey and report designed to help readers understand what consumers want and expect when it comes to data privacy, and where they feel those sentiments are (and aren't) aligned with current company approaches.

The inaugural Data Privacy Feedback Loop, surveyed in June of this year, shows that consumer viewpoints on data privacy in 2020 tell **a tale of three gaps**: a priority gap, an action gap, and a knowledge gap. Each has a dedicated chapter in this year's report. The consumer insights suggest that there is opportunity for businesses to bridge these gaps to meet the realities of user expectations and desires.

THE PRIORITY GAP → Regardless of gender or generation, respondents overwhelmingly made clear that they're willing to choose companies that prioritize modern privacy best practices. And this goes beyond simply giving praise for compliance, as we explore in Chapter 1. The findings paint a picture of a consumer looking to align with companies that share their prioritization of the value of data privacy. Furthermore, there are signs that consumers are willing to switch to and support companies that demonstrate transparency and responsibility on data privacy, with nearly two in five Americans expressing a willingness to spend more with companies that prioritize data privacy.

This presents a potential gain for companies willing to capitalize on this opportunity—in terms of increased consumer trust, preference, and loyalty.

Our research found that:

- 93% of Americans would switch to a company that prioritizes data privacy if given the option.
- 91% would prefer to buy from companies that always guarantee them access to their information.
- 60% believe companies that can give users instant access to, and control over, their personal data care more about their customers.
- 70% of those who have received their personal data from a company say that it made them like that company more.
- 38% expressed that they believe it's worth spending more money with companies that prioritize data privacy.

THE ACTION GAP → Americans believe that they should be able to access and manage their personal information once they've shared it. In Chapter 2, we explore the desire consumers have to take action on their data in more depth, including the action gaps in the process and where consumer frustration levels exist in the process.

Historic discussions on data privacy may have led some to believe that consumers have a binary view on personal data: “to have or not have my data.” Instead, the research shows that Americans see the conversation as multidimensional, with a desire to more actively participate in the control of their data footprints.

Our research found that:

- 88% of Americans feel they ultimately own any personal data they give to a company.
- 97% believe it's their right to have access to their personal data.

- 88% are frustrated by the fact that they don't have control over their personal data and they wish the process of retrieving it from companies were easier.
- 65% are simply curious to know what information companies have on file about them.
- 65% of those surveyed want access to their personal data so that they can choose what companies can and can't collect, and 43% want this information deleted altogether. Two-in-five (40%) would even update their information.
- 56% want immediate access to their personal data (and 80% want it back in a timeframe of 24 hours or less). However, only a quarter (26%) think they would actually get their data instantly if they were to ask for it.

THE KNOWLEDGE GAP → There is universal consensus that data privacy is important, yet people want to know more. We explore the implications of this knowledge gap more in Chapter 3, but what's clear is that education and increased transparency are low-hanging fruits that companies can address immediate-

ly to fill this void for their users. Additionally, the near-universal consumer expression of data privacy's importance should be noted by all companies—particularly as survey responses were collected in the midst of the COVID-19 pandemic. The research indicates that users may celebrate a company's expansion and demystification of their data rights, and that the importance of data privacy will only continue to increase in consumers' minds in the years to come.

Our research found that:

- 98% of Americans agree that data privacy is important, a finding consistent across gender and generation.
- 59% would go so far as to admit they don't know much about the ins and outs of privacy.
- 89% agree they wish they knew more about their rights to their personal data.
- 94% agree that data privacy will be even more critical five years into the future.

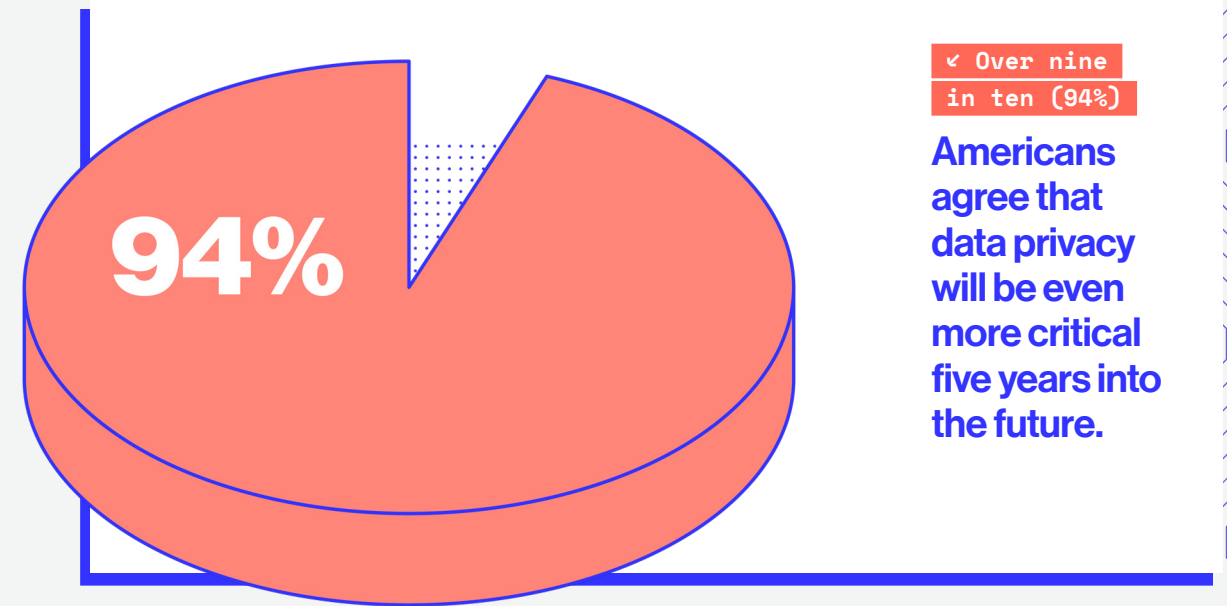
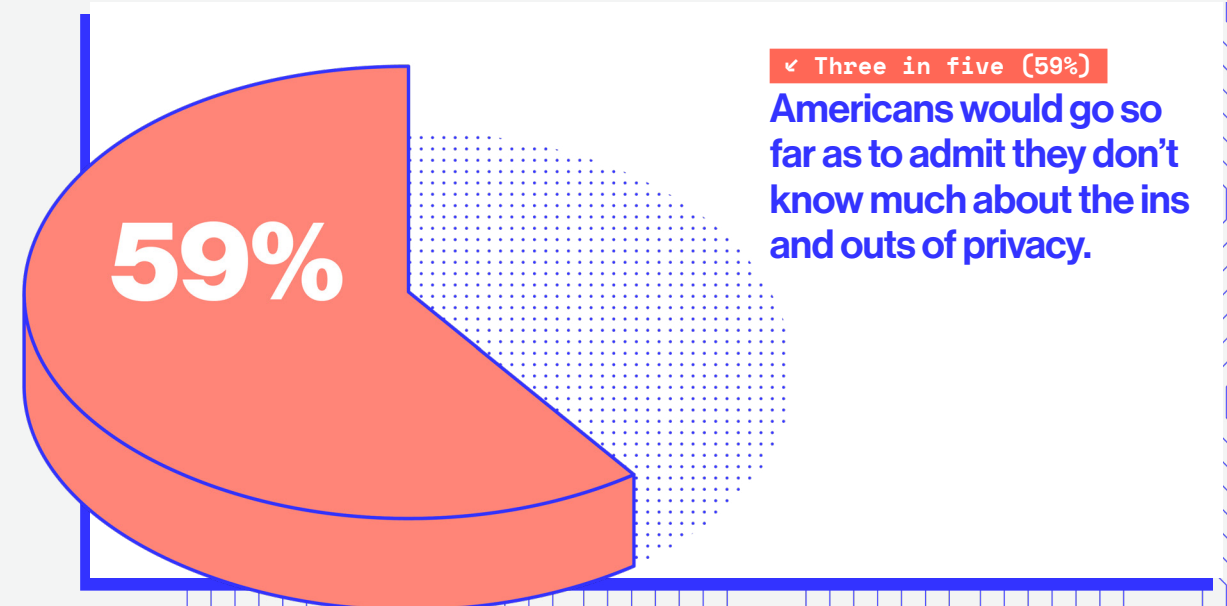
What does this year's Data Privacy

Feedback Loop tell us? First, it emphasizes that despite the unprecedented global conditions of 2020, Americans still very much care about data privacy. And second, any company that is still having conversations about building consumer trust in one room and executing on data privacy compliance in another may risk leaving a potential trust opportunity on the table (see Chapter 1 for more details).

Companies that win the day on meeting this consumer feedback may be the ones that bring engineering, product development, and user experience teams together to implement strategic, consumer-first privacy solutions that prioritize speed, ease-of-access, and control.

Looking forward, Transcend's hope is that each year the Data Privacy Feedback Loop will establish quantitative insights that chart user expectations and company approaches to the field of data privacy—infusing corporate data privacy approaches with user insights, unmet needs, gaps, and pain points.

We believe the findings of this report will prove useful for anyone looking for additional consumer insights to guide strategies and for those actively working to accelerate data privacy best practices. What's more, consumers are clear in their feedback on the tangible ways in which the data privacy user experience can be improved, which in turn has the potential to be a win-win-win for internal teams, end users, and a brand's bottom line.

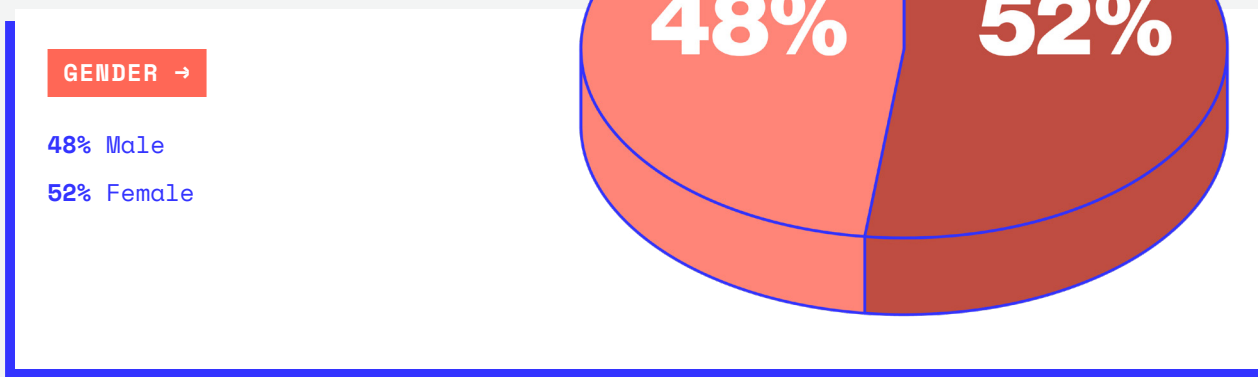


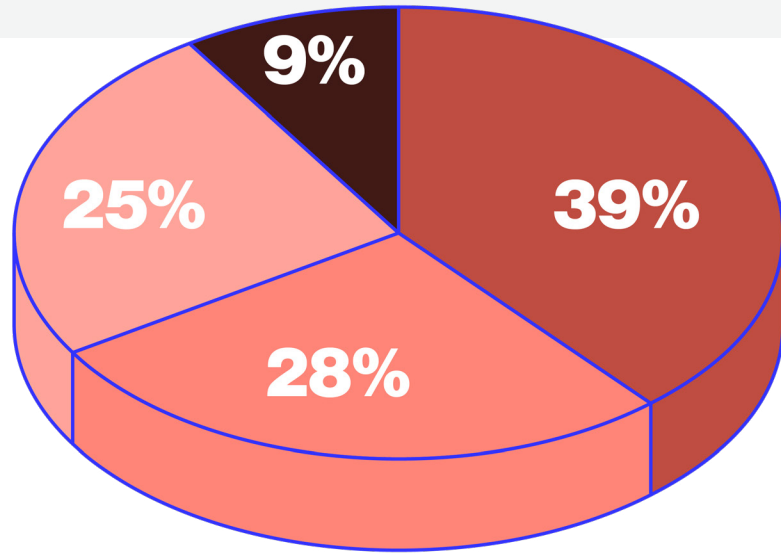
Methodology

Transcend's Data Privacy Feedback Loop surveyed 1,018 nationally representative Americans. All fieldwork for this report was conducted through an online survey during the period of June 18–23, 2020. Unless otherwise noted, all data represented in the survey is from the general online population. Respondents represent the greater US Census population.

The study has a margin of error of +/- 3.1%. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

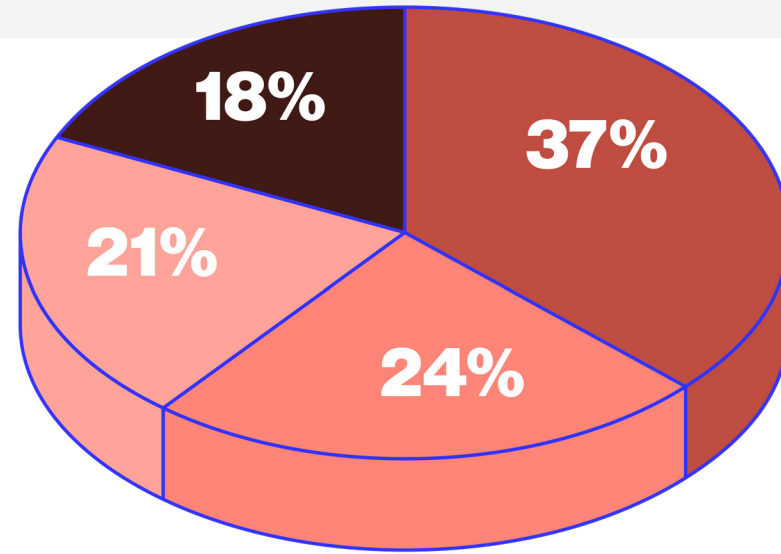
In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1% from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroup (such as when generational or gender data is broken out) will be slightly higher.





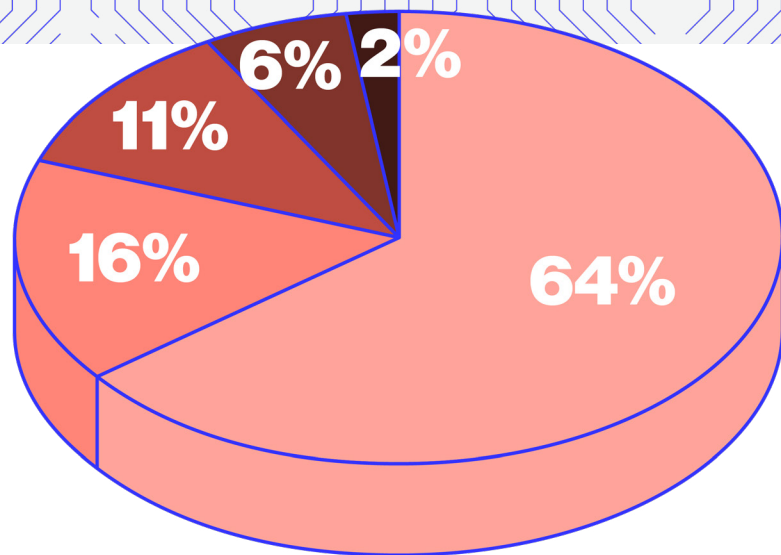
← AGE

- 39% Baby Boomers + Seniors
- 28% Millennials
- 25% Gen X
- 9% Gen Z



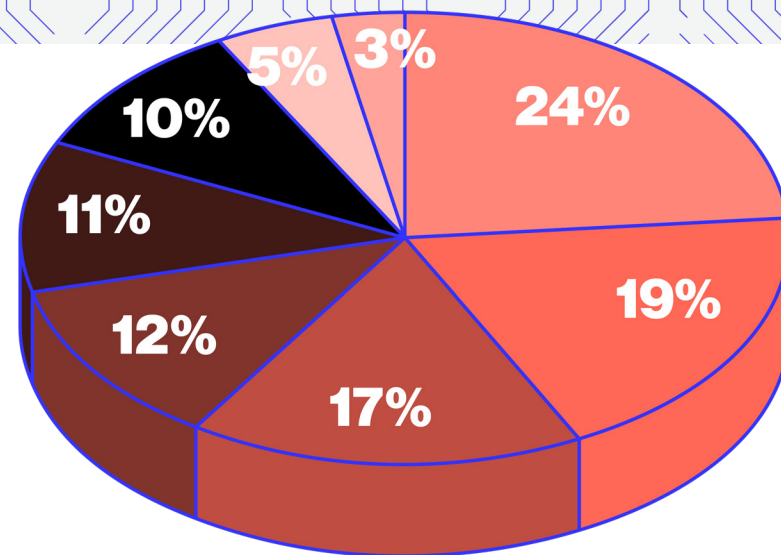
← REGION

- 37% South
- 24% West
- 21% Midwest
- 18% Northeast



← ETHNICITY

- 64% White or Caucasian
- 16% Hispanic
- 11% Black or African American
- 6% Asian
- 2% Multiracial or Other



← HOUSEHOLD INCOME

- 24% \$25,000-49,999
- 19% <\$25,000
- 17% \$75,000-99,999
- 10% \$50,000-59,999
- 12% \$100,000-149,999
- 11% \$60,000-74,999
- 5% \$150,000-199,000
- 3% \$200,000+

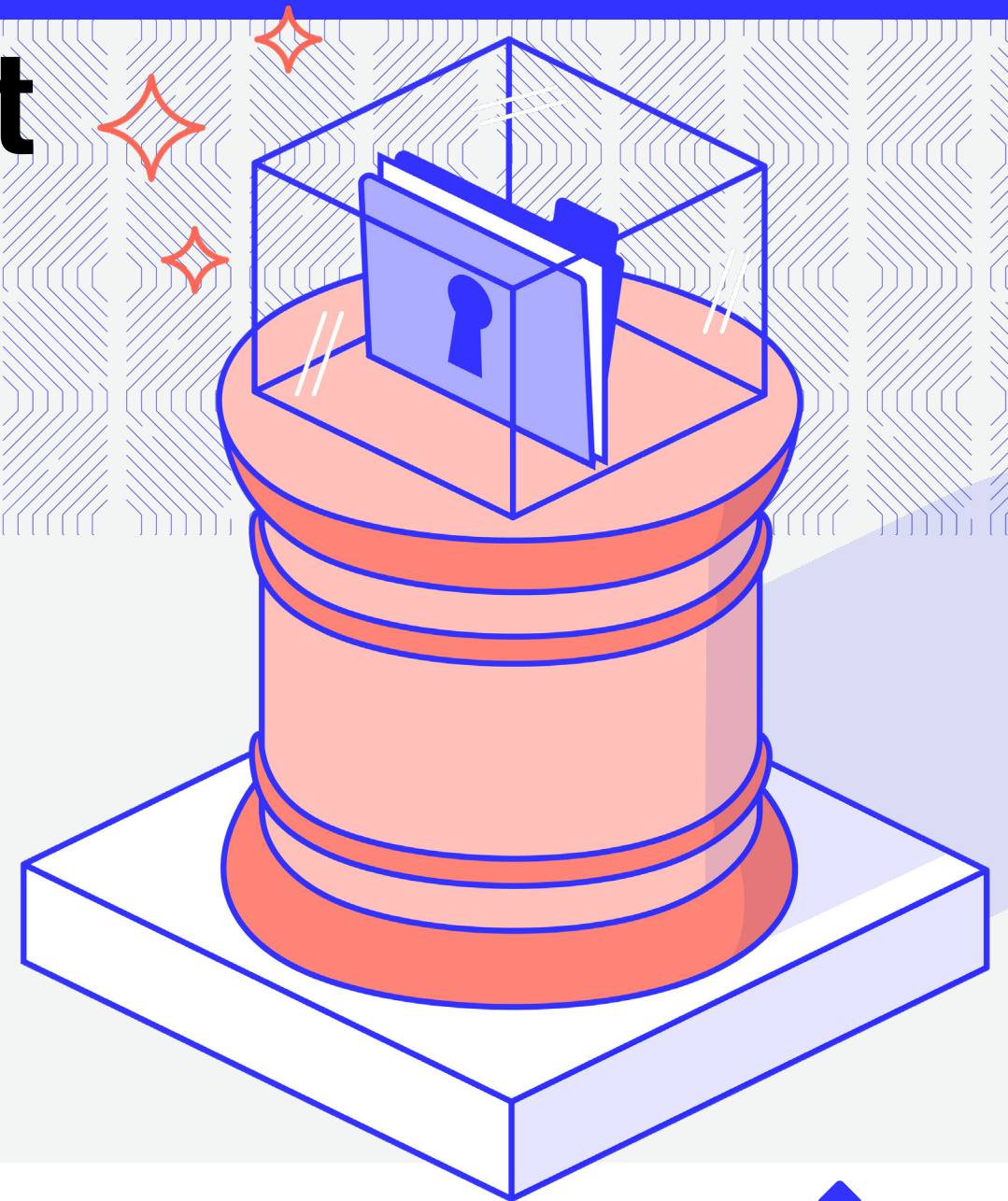
Chapter 01:

Americans want to support companies that prioritize data privacy

THE BIG PICTURE →

Companies that offer consumers greater visibility into data practices and control have the potential to unlock increased consumer trust, preference, and loyalty. Consumers are willing to switch to and support companies that demonstrate transparency and responsibility on data privacy. Data privacy also offers brand halo effects in the eyes of consumers. The feedback shows that companies that make data privacy, control, and access priorities are

noted by consumers as “caring about their customers,” “transparent,” and “trustworthy.” On the other hand, companies that miss the mark on data privacy may risk inciting negative perceptions such as being “untrustworthy” or “unethical.” In short, addressing the gap of prioritizing user data control may be a brand opportunity for most companies, rather than merely a compliance issue, or a risk to be mitigated.



Consumers are willing to switch to and support companies that prioritize ease of access and control of personal data.

This study was conducted during the height of the COVID-19 pandemic and economic uncertainty, and the research indicates that companies may stand to profit by granting their customers greater access to and control over their data. If given the option, 93% of Americans would switch to a company that prioritizes data privacy. A similar number (91%) prefer to buy from companies that always guarantee them access to their information.

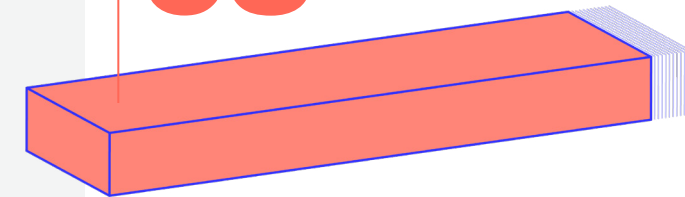
Nearly two-in-five Americans (38%) say that they believe it's worth spending more money with companies that prioritize data privacy. Taken together with the high interest in switching, this finding indicates that **data privacy will have an increasingly large impact on a company's bottom line.**

Data privacy approaches can translate to positive brand perceptions. Companies that can give users instant access and control over their personal data are seen to care more about their customers, according to 60% of those surveyed (expectations of timeliness of access are explored in more detail in Chapter 2).

Additionally, 62% of Americans rate companies that provide instant access to data as "trustworthy," 58% say "transparent," and 55% deem them "helpful." In fact, 70% of Americans who say they have received their personal data from a company highlight that it made them like that company more.

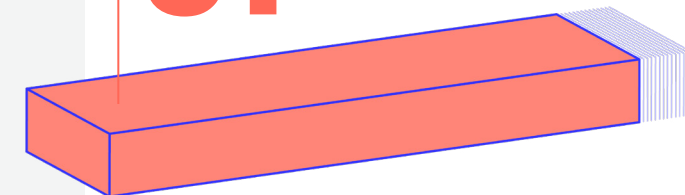
American consumers would...

93%



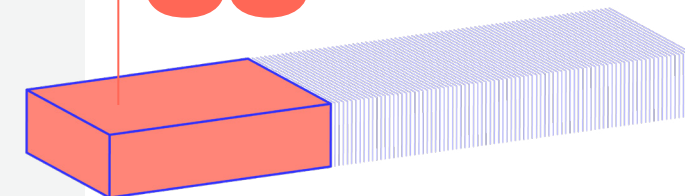
Switch to a company that prioritizes data privacy.

91%



Prefer to buy from companies always gives them access to their data.

38%



Spend more with companies that allow instant access to control their personal data.

Generational similarities can be found in brand perceptions on data privacy. The findings show a consistency across generations in choosing similar brand descriptors for companies that give their users instant access to control their personal data. “Trustworthy,” “Cares about its customers,” and “Transparent” rise to the top, particularly among Baby Boomer and older respondents. With “Innovative” at the bottom of the pack, it’s clear that consumers across generations view control over their personal data as a table stakes operation.

GENERATIONAL DIFFERENCES IN BRAND PERCEPTIONS ON DATA PRIVACY

Q: How would you describe a company that gives you instant access to control your personal data?

	GEN Z & MILLENNIALS	GEN X	BABY BOOMERS + SENIORS
Trustworthy	58%	62%	67%
Company cares about its customers	53%	57%	68%
Transparent	50%	58%	66%
Helpful	58%	54%	54%
Provides a better experience for customers	49%	50%	49%
Worth spending more with them	40%	40%	36%
Innovative	35%	32%	34%

TRANSCEND'S
TAKE →**The bottom line for companies is that investing in data privacy leads to brand love.**

The findings show a potential upside that can be harnessed by companies big and small. Consumers express positive attitudes toward companies that champion data privacy practices that put them in control. Instead of solely viewing data privacy as a risk reduction and mitigation strategy, we see an opportunity to view data privacy as a powerful trust-building initiative, elevating privacy as a smart return on investment.

The association between improved brand perceptions and data privacy have certainly caught the attention of major players like Apple, a company that continues to highlight and clarify how its privacy practices differentiate it from other companies.

“We believe that people have a fundamental right to privacy. The American people demand it, the constitution demands it, morality demands it.”

Tim Cook Apple CEO, delivering remarks at the Electronic Privacy Information Center's Champions of Freedom event in June 2015.¹

Other companies, including Patreon (disclaimer: Patreon is a Transcend customer) have also seen the benefits of brand love based on data privacy approaches.

“We fundamentally shifted our approach to data privacy in April 2019 to be more user-centric, and worked with Transcend to include more transparency on our data practices and offering immediate data access to our millions of users. When we took this approach, we were flooded with hundreds of thank you tickets.”

Priya Sanger
Deputy Legal
Counsel, Patreon

¹ Griffin, Andrew. “Apple Boss Tim Cook Slams Google and Facebook for Selling Users’ Data”

The Independent, June 3, 2015

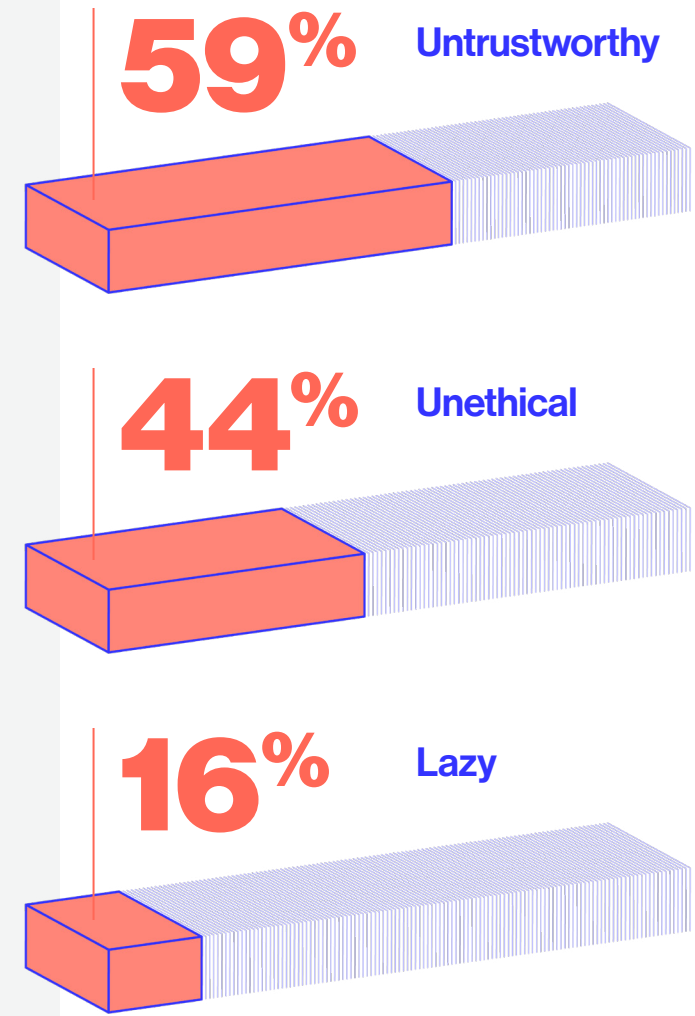
→ <https://www.independent.co.uk/life-style/gadgets-and-tech/news/apple-boss-tim-cook-slams-google-and-facebook-for-selling-their-users-data-10295158.html>.

The is a cost of failing to meet expectations. Legal and policy teams have long navigated the risk reduction components of data privacy. It's widely known that the fines are severe² if a company fails to live up to the regulations of the California Consumer Privacy Act (CCPA) or ignores the future penalties ahead on the state-by-state and federal legislative maps.

But beyond compliance penalties, this research shows an additional downside: failure to provide customers with immediate access to their personal information risks damaging their brand reputation, and any consumer flow on effects that may follow.

Many Americans describe such companies as “untrustworthy” (59%) and “unethical” (44%). Almost one-in-five (16%) would go so far as to call the company “lazy.”

Many Americans describe such a company as being...



² Penalties can range from \$2,500 for a non-intentional violation to \$7,500 for an intentional violation. “CCPA QOTD: What Are the Penalties for Non-Compliance with the CCPA?,”

The National Law Review, December 18, 2019.

→ <https://www.natlawreview.com/article/ccpa-qotd-what-are-penalties-non-compliance-ccpa>.

Chapter 02:

Americans want to take action on their data, but are left frustrated

THE BIG PICTURE →

Americans have a strong sense of ownership over their personal data. In addition, many feel they lack control over what types of personal data companies collect and store. And while they express a desire to control their consumer data, it's not in the way you might think. Americans want to observe and contribute to or correct the personal data companies have about them, more so than to delete it.

However, Americans share that the process on data privacy is broken and does not meet their expectations. And few Americans believe companies can deliver on consumer expectations that their personal data will be available to see and control in a timely manner.



Consumers believe that the information they share with companies shouldn't become property of the business.

A large number of consumers (88%) feel that the data they share with companies is theirs and not the property of the end business.

And as such, **nearly all Americans (97%) believe that it's their right to have access to their personal data.**

But in reality, a majority feel they lack access to their own information. Many are frustrated by the fact they don't have control over their personal data (88%) and they wish the process of requesting their data were easier (88%).

Americans report a broken process that's not meeting their expectations. Americans see requesting their data from a company as a daunting task and a broken process that doesn't meet their expectations.

More than one in three Americans (34%) don't know how to start the process of requesting their data from a company.

This is true even in California and Nevada where, despite more attention due to legislation, 31% remain unsure of where to begin. Additionally, 15% are put off by the fact that the process seems complicated or hard. Among those who have been through the process of trying to get their data back from a company, most feel there's room for improvement. Specifically, of those who have tried to get their data back from a company, 73% deemed the process "outdated," 38% described it as "time consuming," 32% said it was "hard," and 32% found it "confusing."

And nearly all Americans—an overwhelming 94%—wish for a better experience of getting their data back, regardless of whether or not they've tried.

Nearly
9 in 10

Americans are frustrated they don't have more control over their personal data.

Among those who have tried to get their data back from a company...

73%

Found the process outdated.

38%

Described it as "time consuming."

32%

Said it was "hard."

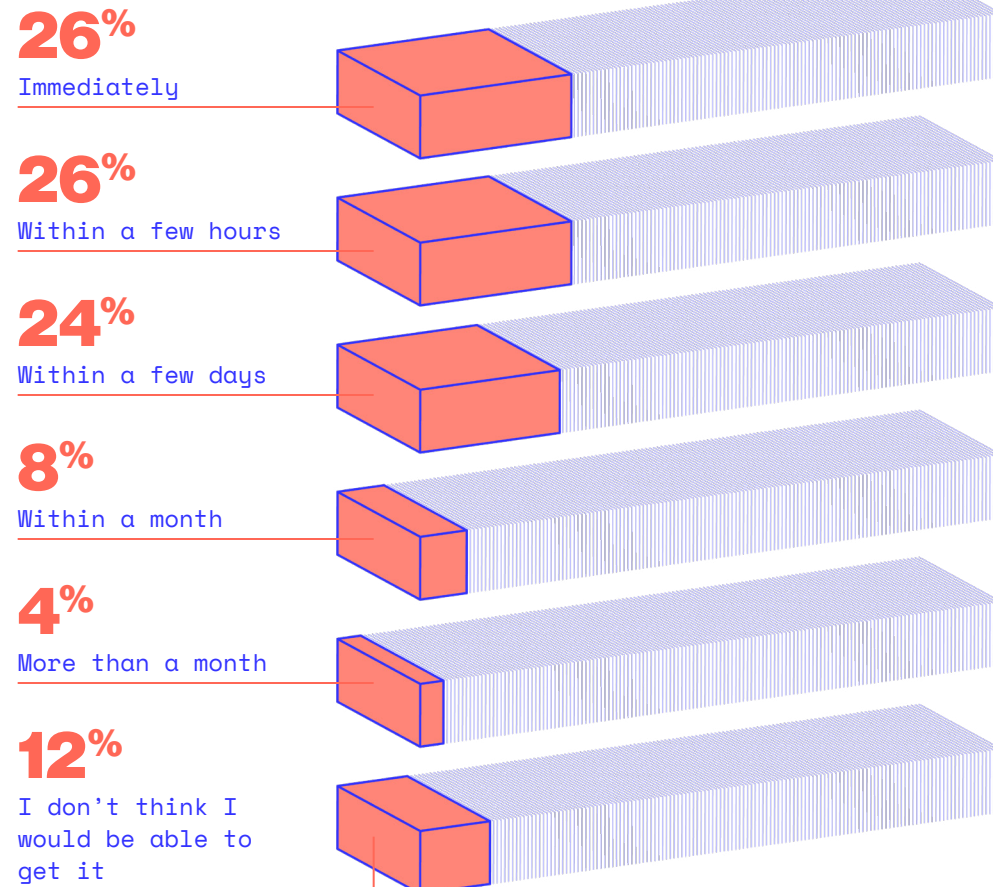
30%

Found it "confusing."

Americans believe companies can't deliver on consumer expectations that their personal data be made available instantly. More than half of Americans (56%) want immediate access to their personal data. A further 80% believe they should be able to get their data back within 24 hours of requesting it.

However, only a quarter (26%) think they would actually get their data instantly if they were to ask for it. In fact, nearly three-quarters (74%) believe it would take companies a few hours, days, or even longer, to respond.

Americans anticipate it'll take companies a long time to respond to their request for their personal data.



TRANSCEND'S TAKE → What this may mean for companies: designing privacy with user experience in mind. Consumers desire to have more seamless control over their data, but most believe that companies won't be able to fulfill this desire. Does that leave companies with an escape route to let this expectation go? Or does it highlight a wide-open opportunity to meet customer expectations and desires while standing out as a business?

Since data is often stored in numerous home-grown data systems and third-party vendors, it can be challenging for companies to offer a seamless product experience on data control and transparency.

Fortunately, secure automation and instantaneous fulfillment of privacy requests are now possible with major engineering breakthroughs, but it first requires a business prioritization of the user experience.

FIELD NOTES →

“The technical work [and business transformation] required to deliver on these consumer expectations—in terms of systems infrastructure, data governance, and product development—creates a growing need for engineers and product managers to collaborate with legal, compliance and usability professionals. This ensures that the appropriate measures are taken to meet regulatory obligations and create improvement metrics to adjust business practices, while creating a user experience that consistently builds trust, loyalty, and brand value.”

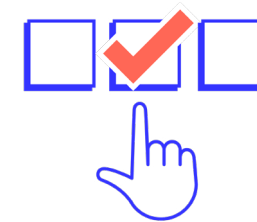
Michelle Finneran Dennedy CEO at iDennedy Project and former Chief Privacy Officer at Cisco, McAfee/Intel, and Sun Microsystems

Americans express a desire to control their consumer data, but it’s not in the way you might think. Consumers want to control what information companies keep. Yet, two-in-three (65%) are simply curious to know what information companies have on file about them. Of those surveyed, 65% want access to their personal data so that they can choose what companies can and can’t collect, and 43% want this information deleted altogether. Two-in-five (40%) would even update their information.

Americans want to know what information companies keep, and how they manage it.



65%
See what companies know about me.



65%
Choose what information companies can and can’t collect.



43%
Delete the information.



40%
Update the information.

DIGGING DEEPER →

- Men are more likely than women to say they would update their data if they had access to it (46% vs. 34%).
- Older generations are more likely than their younger counterparts are to delete their personal data if given access to it (Gen Z & Millennials: 38%, Baby Boomers + Seniors: 47%).
- Younger generations are more likely to update their data (Gen Z & Millennials: 49%, Baby Boomers + Seniors: 32%).

WOULD YOU UPDATE YOUR DATA IF YOU HAD ACCESS TO IT?	
Men	46%
Women	34%

WOULD YOU DELETE YOUR PERSONAL DATA IF GIVEN ACCESS TO IT?	
Gen Z & Millennials	38%
Baby Boomers + Seniors	47%

HOW LIKELY ARE YOU TO UPDATE YOUR PERSONAL DATA?	
Gen Z & Millennials	49%
Baby Boomers + Seniors	32%

TRANSCEND'S TAKE →

What this may mean for companies: consumer-company partnership on data privacy.

A collaboration between companies and consumers is an exciting proposition, as we believe that all users deserve actionable data rights to control and see their data. Hopefully, this kind of partnership can also help alleviate fears of the consequences of providing greater user access to their data, and highlight how delivering instant access in line with expectations can turn a brand risk moment into more of a long-term brand reward.

To capitalize on this opportunity, it can help to start reframing internal conversations from data privacy compliance to data awareness—taking into consideration the actions and expectations of what consumers would like to see in today's world.

Chapter 03:

Americans care about data privacy, but a knowledge gap prevails

THE BIG PICTURE →

Americans, across geographies and demographics, overwhelmingly agree that their data privacy is important and that this issue will only grow in importance over the next five years. But this year's research highlighted a knowledge gap—with just shy of 60% of respondents admitting that they don't know much about the ins and outs of privacy.

But, perhaps in line with the perceived continued importance of the topic, Americans admit that they have some confusion about data privacy and say that they want to learn more. What they are more certain on is that the current status quo is broken, with three-in-four believing that current data privacy processes are out of date.



Data privacy matters to Americans, and is only growing in importance. Nearly all Americans (98%) agree that data privacy is important. This sentiment extends across gender and generational lines (Male: 98%, Female: 98%; Gen Z & Millennials: 95%, Gen X: 99%, Baby Boomers + Seniors: 99%).

Data privacy is also an ongoing concern that will only increase in consumers' minds. Expect data privacy to only grow in interest year over year, with over nine-in-ten Americans (94%) agreeing that data privacy will be even more critical five years into the future.

See Appendix A for more information on the modern history of data privacy and the lessons it may offer on where data privacy is going next.

Users want to learn more about how data privacy works. Americans have an appetite to learn more about data privacy and their rights to it—specifically, how their personal information is collected, used, and stored.

Despite high levels of interest in data privacy and agreement of its importance, about three-in-five (59%) admit they don't know much about the ins and outs of privacy. But there's a real desire to know more—89% of Americans agree they wish they knew more about their rights to their personal data.

FIELD NOTES ↓

“Given that meaningful protection against privacy risks usually requires individuals to be both knowledgeable and assertive—a difficult task—privacy regulators and data protection authorities have stepped in to fill this void.”

Müge Fazlioglu
IAPP Senior Westin
Research Fellow³

NEARLY ALL AMERICANS (98%) AGREE THAT DATA PRIVACY IS IMPORTANT

Male	98%
Female	98%
Gen Z & Millennials	95%
Gen X	99%
Boomers + Seniors	99%

³ Fazlioglu, Müge, CIPP/E, CIPP/US. 2020. Privacy Risks to Individuals in the Wake of COVID-19.

International Association of Privacy Professionals.

→ https://iapp.org/media/pdf/resource_center/privacy_risks_to_individuals_in_the_wake_of_covid19.pdf.

Users find current practices out of date.

Despite not knowing all of the details, Americans feel confident that current data privacy policies have not kept up with the technologies they're often paired with. Three-in-four Americans (75%) believe that data privacy processes are out of date as they currently stand.

3 in 4

Americans believe that data privacy processes are out of date as they currently stand.

What this means for companies: low-hanging fruit on consumer education.

One area where we believe forward-thinking brands can make an immediate impact is in improved consumer education on data privacy. There's room for businesses to take immediate action on this gap by creating more user-friendly education to help consumers better understand your approach to data privacy, and what it involves. Additionally, clear and accessible disclosures that make it clear what personal data you're collecting from users, and how you're using it, can help to drive more consumer comprehension on data privacy practices.

FIELD NOTES ↓

“Creating proactive privacy rights through an episodic approach will not be able to keep up with advances in technology and the explosion of device and app manufacturers.”

Michelle Richardson Director, Privacy & Data, Center for Democracy & Technology, in a statement before the United States Senate Committee on Commerce, Science and Technology⁴

⁴ Richardson, Michelle, “Statement of Michelle Richardson: Examining Legislative Proposals to Protect Consumer Data Privacy,”

Center for Democracy and Technology, December 5, 2019.

→ <https://cdt.org/insights/statement-of-michelle-richardson-examining-legislative-proposals-to-protect-consumer-data-privacy/>.

Conclusion

No matter which angle you look at it from, 2020 has brought unexpected changes to nearly every aspect of our daily lives, our businesses, and our economies. But what we've found in conducting our analysis for our inaugural Data Privacy Feedback Loop is that despite this year's unprecedented winds, consumer concern around data privacy remains a constant—as do the gaps between what they want, and what they're getting from the companies when it comes to control of their personal data.

What stood out most urgently to us was that as privacy becomes an ever-more-important concern, it becomes an ever-more-important part of the consumer's decision-making process. If any time was right to prioritize a best-in-class data privacy experience, our research shows us the time is now. Consumers are ready and willing to switch to and spend with companies that guarantee access and control to their personal data.

And there are signs of a longer-term brand consideration opportunity, with consumers willing to reward those who prioritize more seamless data control as a hallmark of good stewardship of their data. We believe this year's Data Privacy Feedback Loop shows that creating a positive experience is no longer a nice to have—it's table stakes.

Consumers not only want to quickly view and control their data—they expect it. They want to know what data a company is holding, even if they don't plan to take action on it.

And there are positive signals of a shift from just deletion to partnering on accuracy, which should reassure privacy stakeholders across the business. Timeliness matters, too. Americans want the ability to glance at their data on demand and they don't believe they should have to wait two weeks for an incomprehensible data file.

We firmly believe—as this year's Feedback Loop shows—that data privacy shouldn't be about checking a box or meeting the bare minimum of compliance standards. Instead, it's an opportunity for privacy stakeholders across the company—from developers, to product managers, to the C-suite—to flip the switch on privacy conversations.

And most importantly, it's an opportunity for companies to show their users that they are listening, that they value transparency, and that they are committed to making personal data as accessible as possible. ■

Appendix A:

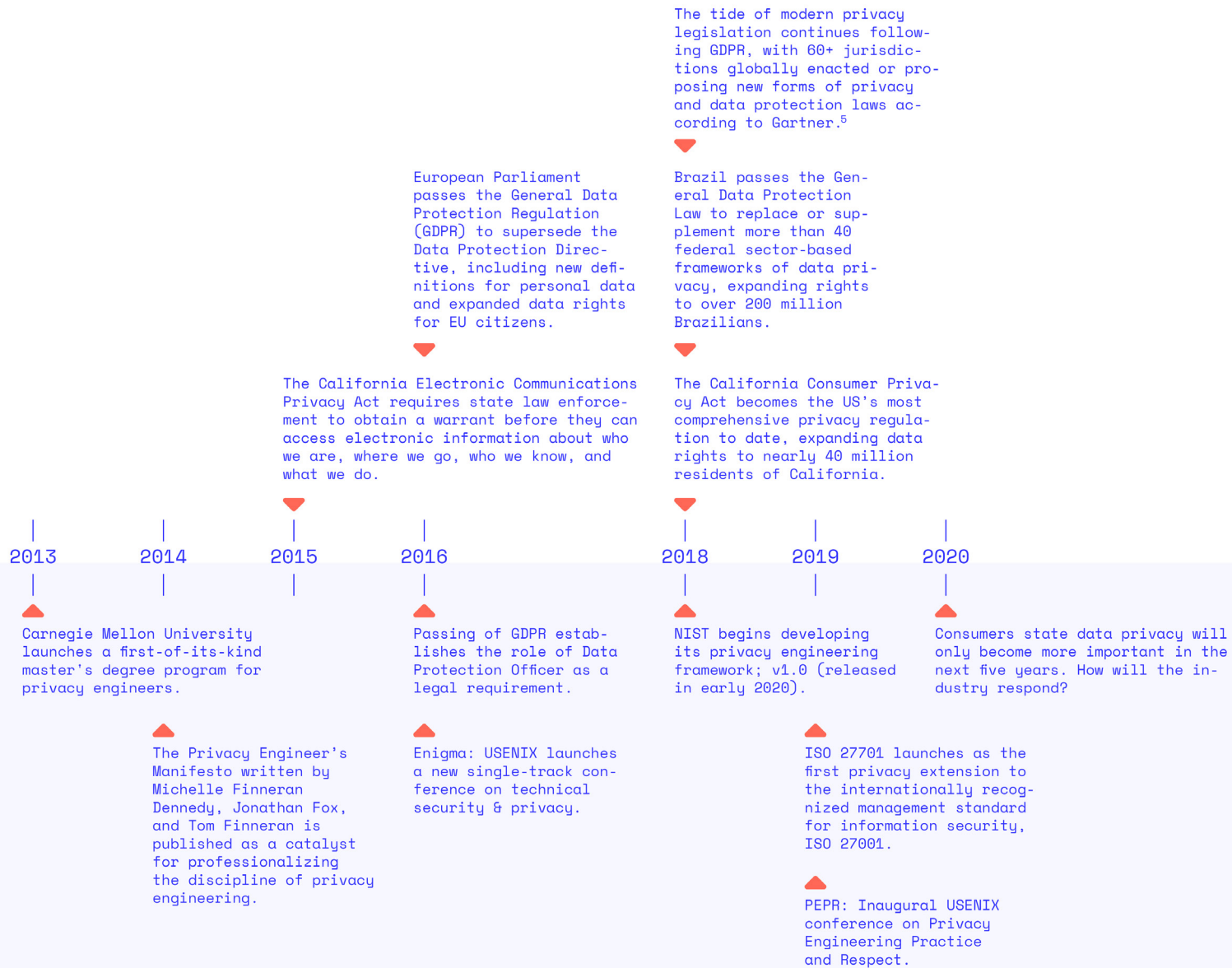
A timeline of modern privacy

Legislative moves



Consumer feedback from the 2020 Data Privacy Feedback Loop makes clear that the importance of data privacy will not be waning anytime soon. Looking at the history of data privacy, through the lens of legislative moves and industry developments, offers insights on where data privacy may go next.

Industry development



⁵ Moore, Susan. 2020. "Gartner Predicts for the Future of Privacy 2020."

Gartner, January 20, 2020.

→ <https://www.gartner.com/smarterwithgartner/gartner-predicts-for-the-future-of-privacy-2020/>.



Appendix B:

Survey questions

Outside questions on basic demographics, the following questions were asked of participants (see Methodology for further details).

_Q1. What is your level of agreement with each of the statements below? (strongly agree, somewhat agree, somewhat disagree, strongly disagree)

- a. Companies should be responsible for sharing my personal data with me
- b. Personal data I give a company is ultimately mine
- c. I should be able to get back the data I provide to companies
- d. Data privacy is important
- e. I don't know much about my data privacy rights
- f. Data privacy will be even more important in 5 years

_Q2. Please continue to think about personal data that companies have. What is your level of agreement with each of the statements below? (strongly agree, somewhat agree, somewhat disagree, strongly disagree)

- a. It's my right to have access to my personal data
- b. Data privacy processes are out of date
- c. I would like a better experience managing my personal data
- d. I wish it was easier to get my personal data
- e. I wish I knew more about my rights to my personal data
- f. It's frustrating that I don't have control over my personal data
- g. If given an option, I'd switch to a company that prioritizes data privacy
- h. I would prefer to buy from a company that would always give me access to my personal data immediately

_Q3. What would you do with your personal data if you had access to it?

- a. Update it
- b. See what companies know about me
- c. Delete it
- d. Choose what companies can collect and what they can't
- e. Nothing

_Q4. How quickly do you believe you should be able to get your personal data from a company?

- a. Immediately
- b. Within a few hours
- c. Within a few days
- d. Within a month
- e. More than a month
- f. I don't believe I should be able to get my personal data from a company

_Q5. And if you were to ask a company to send you your personal data, how long do you think it would take?

- a. Immediately
- b. A few hours
- c. A few days
- d. A month
- e. More than a month
- f. I don't think I would be able to get it

_Q6. How would you describe a company that does not give you instant access to control your personal data?

- a. Outdated
- b. Secretive
- c. Unethical
- d. Lazy
- e. Untrustworthy
- f. Does not care about their customers
- g. Frustrating
- h. Other

_Q7. And how would you describe a company that gives you instant access to control your personal data?

- a. Cares about its customers
- b. Provides a better experience for customers
- c. Trustworthy
- d. Worth spending more with them
- e. Innovative
- f. Transparent
- g. Helpful
- h. Other

_Q8. Have you ever received your personal data from a company after requesting it?

- a. Yes
- b. No

If the respondent answered YES to Q8:

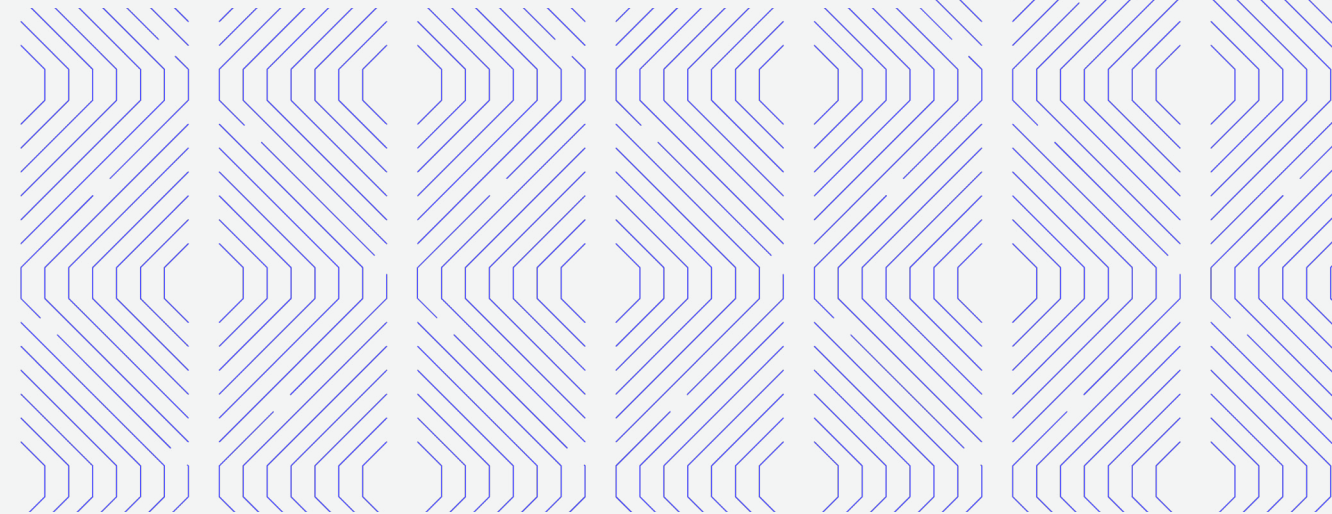
_Q9. You mentioned you have received your personal data from a company before. Please read each pair of statements and decide which one better describes your experience getting your personal data. If BOTH statements describe your experience, please decide which one describes it MORE. If NEITHER statement describes it, please decide which statement you think could describe your experience MORE.

	« DESCRIBES IT MUCH MORE	« DESCRIBES IT SOMEWHAT MORE	» DESCRIBES IT SOMEWHAT MORE	» DESCRIBES IT MUCH MORE
1	Easy		Hard	
2	Confusing		Straightforward	
3	Took a long time		Took a short time	
4	Made me like the company more		Made me dislike the company more	
5	Cost money		Free	

If the respondent answered NO to Q8:

_Q10. You mentioned you have not received your personal data from a company before. Why not?

- a. It's too hard
- b. It takes too long
- c. It's too complicated to get it
- d. Companies won't let me get it
- e. I didn't know I could
- f. I don't want it
- g. I don't know how to get it
- h. Other



ABOUT TRANSCEND →

Transcend is the data privacy infrastructure that makes it simple for companies to give their users control over their personal data. Personal data is disorganized, hard to spot, and stored across many systems. That makes offering data rights—like deleting your data—very hard for companies.

Transcend automatically fulfills data subject requests inside companies, across all of their data systems and vendors, for companies like Robinhood, Patreon, Indiegogo, and more. Transcend also provides their end users with a control panel, or “Privacy Center,” where a company’s users can manage their privacy preferences, export their data, or delete it.

By making data subject requests painless for companies, Transcend is putting users everywhere in the driver’s seat of their personal data.

Learn more at transcend.io

ABOUT KELTON ↓

Kelton, a Material Company, is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations.

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