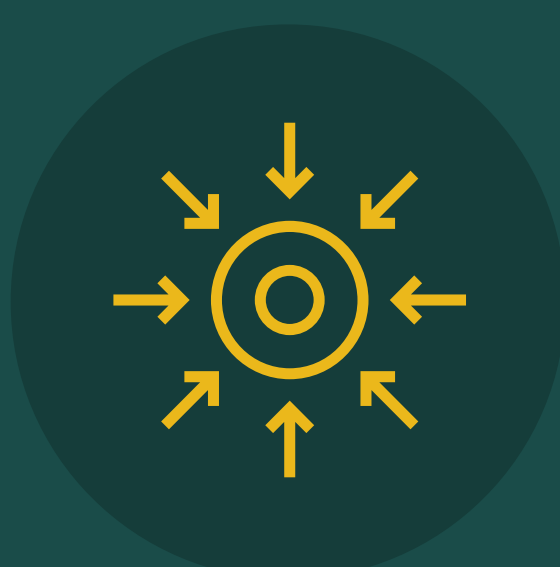


# Data Privacy *in 2024*

Consumers are concerned with how their data is used,

ILLUSTRATED BY THEIR:



uneasiness with third-party cookie tracking



gravitation towards brands who respect their data privacy



emphasis on data privacy policies as a factor in maintaining brand loyalty



77%

*of consumers* cite data privacy policies as an important factor in maintaining brand loyalty.

88%

*of consumers* say their favorite brand uses their data in a way that makes them feel comfortable.

61%

Global Overall

*of consumers* find ads based on indirect tracking tools, like third-party cookies, to be a creepy marketing tactic.

34%

Global Overall

*of consumers* have tightened the privacy settings on their online accounts in the last year.

22%

Global Overall

*of consumers* have used a VPN in the last year.

68%

Global Overall

*of consumers* say they are sharing less data with social media platforms because it's too hard to track how their data is being used.

Data from Marigold's 2024 Global Consumer Trends Index