How Consumer Views on Privacy Impact Your E-Commerce Business

A review of EU consumer privacy views.

14 November 2012
TRUSTe Overview

Global Leader in Data Privacy Management Solutions
• 15 years of privacy experience
• #1 privacy brand & trustmark
• Robust technology infrastructure

Comprehensive Solution Suite
• All online channels
• Global coverage
• Technology + Services + Certifications

Large / Loyal Customer Base
• Over 5,000 clients
• Over 90% renewal rate
• Cross industry solutions
High consumer awareness of cookies, online tracking, and its use

Aware websites use cookies to track behaviour online

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>FR</td>
<td>60%</td>
</tr>
<tr>
<td>GB</td>
<td>80%</td>
</tr>
<tr>
<td>NL</td>
<td>81%</td>
</tr>
<tr>
<td>DE</td>
<td>84%</td>
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Aware cookies enable companies to provide more relevant content and ads

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<th>Country</th>
<th>Percentage</th>
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<tr>
<td>FR</td>
<td>58%</td>
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<tr>
<td>GB</td>
<td>79%</td>
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<td>NL</td>
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<td>DE</td>
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Consumer privacy concerns are high – and so are the business consequences

### Level of online privacy concern

- **NL**: 48%
- **DE**: 62%
- **GB**: 69%
- **FR**: 71%

### Stopped visiting a website due to privacy concerns

- **NL**: 18%
- **GB**: 27%
- **DE**: 33%
- **FR**: 36%
Consumers expect compliance with the EU Cookie Directive – non-compliance risks are high

Expect companies to comply with the EU cookie directive:

- FR: 53%
- NL: 62%
- GB: 76%
- DE: 82%

Plan to only visit websites of companies who comply:

- GB: 33%
- NL: 37%
- FR: 44%
- DE: 49%
Website Privacy Certifications Increase Trust

Trust a website more if it has a certification or seal

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<tr>
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<td>57%</td>
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<tr>
<td>DE</td>
<td>57%</td>
</tr>
<tr>
<td>FR</td>
<td>62%</td>
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Awareness of Privacy Seals

<table>
<thead>
<tr>
<th>Seal</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRUSTe. Certified Privacy</td>
<td>50%</td>
</tr>
<tr>
<td>Certified by TrustGuard</td>
<td>31%</td>
</tr>
<tr>
<td>Accredited Business</td>
<td>23%</td>
</tr>
<tr>
<td>EuroPrixe</td>
<td>18%</td>
</tr>
</tbody>
</table>
EDAA Online Behavioural Advertising Programme Increases Favourability

ABC Bank cares about your privacy. An Ad Network delivered this personalized ad for ABC Bank based on your interests.

Impact on Feelings Towards the Advertiser:
- Much Less Positive: 7%
- Somewhat Less Positive: 42%
- No Impact: 32%
- Somewhat More Positive: 10%
- Much More Positive: 3%
Thank You

Survey Details:

Who: 4041 adults aged 16 to 75 across Great Britain, the Netherlands, France and Germany. Those interviewed in Netherlands were aged 16 to 70.

Data has been weighted to match profile of each country's population.

When: Interviews were conducted online from during 19\textsuperscript{th} to 26\textsuperscript{th} October 2012

How: Via Ipsos MORI’s i:omnibus (self-administered online survey)

For more information, visit www.truste.eu/resources