

Research report

DDMA 2023 Privacy Monitor

How consumers feel about... online privacy and data-sharing





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Introduction

How do consumers feel about online privacy and data-sharing? DDMA has looked into this by way of both a quantitative and (for the first time ever) a qualitative survey among Dutch consumers.

This report comprises the results from 2 studies. The first is the 2022 Global Privacy Monitor: a quantitative study commissioned by GDMA (the umbrella organisation of DDMA) among more than 20,000 respondents from 16 countries, including the Netherlands. This research conveys in figures how consumers feel about privacy and the sharing of personal data.

The second study is a qualitative study that we conducted at the end of 2022 in collaboration with the research agency CO-efficient, by talking to consumers about these themes in the shape of focus groups. Through the combination of these studies, we can clarify and delve further into concepts such as privacy, trust, control and transparency, from the perspective of consumers.

Foreword

I am very pleased with this study, which will also be the last research to be published under my leadership at DDMA. This topic lies at the foundation of data-driven marketing. Through this research – and the previous DDMA Privacy Monitors that we have published since 2016 – we have a clear picture of the knowledge, attitude and behaviour of Dutch consumers in the realm of online privacy and data-sharing: indispensable knowledge for every marketer, data specialist and lawyer. Due to the addition of qualitative focus groups as a research method, we can offer even more depth, and make recommendations to Dutch organisations about the handling of personal data.

The idea that consumers take a negative view about sharing personal data for marketing purposes seems to be widely shared in society. These consumer surveys have shown that the first reaction of consumers is to indeed dig their heels in. Through additional explanation, transparency and clarity about the benefits, they are certainly open to sharing data with organisations. The idea still prevails that only organisations have something to gain from marketing. The task that befalls the industry now is to put the consumer first, and to convince them of the benefits of data-driven marketing. It also represents a permanent focal point for the DDMA, which additionally ties in well within our broader ambition to really place people at the centre of marketing.

Diana Janssen
Directeur DDMA

Management summary and recommendations



Management summary

The concerns about online privacy among Dutch consumers are just as considerable as they were 4 years ago: 2 out of 3 Dutch people (64%) are worried about this, to varying degrees. However, there has been a greater willingness to share personal data, especially among the younger age groups (under 35 years of age).

Practical knowledge of online privacy is lacking, as is a sense of control

Awareness of General Data Protection Regulation (GDPR) has doubled since its application in May 2018 (from 28% to 66%). Nevertheless, this awareness seems to be more general in nature, not about what it exactly entails. The practical knowledge of Dutch consumers about online privacy is limited, the subject is not a key one for most people, and calls to mind dubious connotations. In addition, when sharing personal data, people tend to think in particular in terms of the active sharing of data within a form, such as an e-mail address or phone number, and not of the passive sharing of - for example - browsing behavior and location data.

Reviewing terms and conditions and privacy policies is viewed by consumers to be unnecessarily complex and time-consuming. In addition, consumers experience a lack of control: 80% of the Dutch indicate that they would like more control over how personal data is used and stored by organisations. People feel

“I think it’s a strange notion that an item is sold and something then takes place afterwards behind the scenes. It feels odd, because I haven’t the patience to keep up with it as a personal responsibility. I search for all kinds of things, and then all of a sudden, I start getting adverts as a result. That doesn’t feel right somehow.”

consumer comment from qualitative research

that their influence in this regard is limited, resulting in an attitude of resignation and little initiative from a consumer perspective.

Willingness and sense of ease increase with transparent data exchange

Nevertheless, consumers who are pragmatic (42% of the Dutch) and unconcerned (36%) about online privacy and data-sharing make up the majority. The consumer benefits and necessity of data exchange are increasingly acknowledged, and the ease with which data is shared is increasing. This is especially true for data that people consciously share. A feeling of unease and distrust arises if a certain activity is less understood, and transparency on the part of the organisation is lacking; for example when passively sharing data such as browsing behaviour, or data that seems to be less relevant.

Consumer acts out of personal interest in sharing data

'What's in it for me?' is the main criterion for consumers to be willing to share data. The value and relevance of the reward can vary per person and situation. Recent research by the [University of Groningen](#)¹ has shown that consumers make predictable considerations about when and why they share data. This also offers an explanation for the (privacy) paradox, where consumers experience concerns when it comes to their online privacy on the one hand, but still share their data. They weigh up the 'costs' in comparison with the benefits they can enjoy, such as a financial advantage, or a personalised offer.

Trust, relevance and transparency are essential components

Having confidence in an organisation is the most important condition for sharing personal information with an organisation (for 37% of the Dutch population). The familiarity of an organisation is an important predictor for trust. If an organisation is not yet known to the consumer, then trust is based on (online) recommendations / reviews.

Once trust in an organisation is present, then the relevance of the requested data and transparency from within the organisation are essential prior to consumers being willing to share data.

"I'm already on that website anyway and I want to buy something there... in that case, sure, I'll sign up for a discount. I can always unsubscribe."

consumer comment from qualitative research

Recommendations

Putting the consumer first requires a yielding attitude

The fact that consumers act out of their own interest when sharing data requires a yielding attitude from organisations. The consumer does it for themselves, and, as an organisation, you have to place your (potential) customer first in order to comply with this. Find out what your target group views as benefits of data exchange with your product or service.

Subsequently, it is up to the marketer to let his own organisation also benefit from the data exchange, within consumer conditions and the rules that apply within the GDPR. Acting purely out of self-interest does not create added value for the organisation, and also causes distrust within the marketing profession.

Be genuine

Consumers are generally pragmatic about sharing data and see the benefits of data exchange. This represents a good starting point for an organisation to be able to emphasize those benefits for consumers with additional clarity. Make sure you're genuine in this regard, determine what works for your organisation, and approach and inform your (potential) customer in an appropriate manner.

Avoid a marketing bias

Realise that a matter such as online privacy is not very topical among consumers. In general, the awareness level on this matter - but particularly about marketing and the way it works in general - is consequently low. It is therefore important as an organisation to be relevant and transparent within a context in which not everyone is dealing with your service / product / service.

Offer your customer the necessary knowledge

As an organisation, it is important to explain to your (potential) customer in an accessible and transparent manner the kind of data you collect, and what you plan to do with it. If consumers are aware of this, they will be more positive and pragmatic about sharing data.

Make sure that the **purpose is clear** (that, and the reason for collecting the data), as well as the **benefit** of this for the consumer (i.e. what the consumer will gain for the data exchange). Also ensure that the 'procuring' of this is made as **easy** as possible, and that the requested personal data is **relevant** and **fully explained** in a **transparent** manner.

There is no clear guideline as to how relevance and transparency can best be applied; it depends on the type of organisation, the target group and associated relationship and offer. Sara Mosch,

Legal Counsel at DDMA: “The advice from a GDPR perspective is to layer the information provision so that it remains manageable for all involved. Divide it into categories, for example by target group or processing; this makes it clearer for the consumer. In addition, ensure that the provision of information is accessible for everyone, for example people that might have certain disabilities.”

Grant your customers influence to engender a sense of control

If consumers have more influence in terms of the collection and use of their data, they will also feel as if they are more in control. You can bring about this influence on the one hand by providing your (potential) customer with the necessary knowledge, and on

the other by giving them the opportunity to easily view or change settings; for example: a selection menu with options and explanations, whereby people can agree to the collection of necessary and / or additional data.

Doe wat uitlegbaar is en doe het anders niet

Being able to meet relevance and transparency needs requires organisations to think carefully about which data is collected and the associated reasons for doing so. Minimize the data request down to the essentials, so that you as an organisation can also explain to your customer what you are collecting data for, and for which reasons. If you cannot explain it, you should ask yourself whether you should continue with the data collection process.



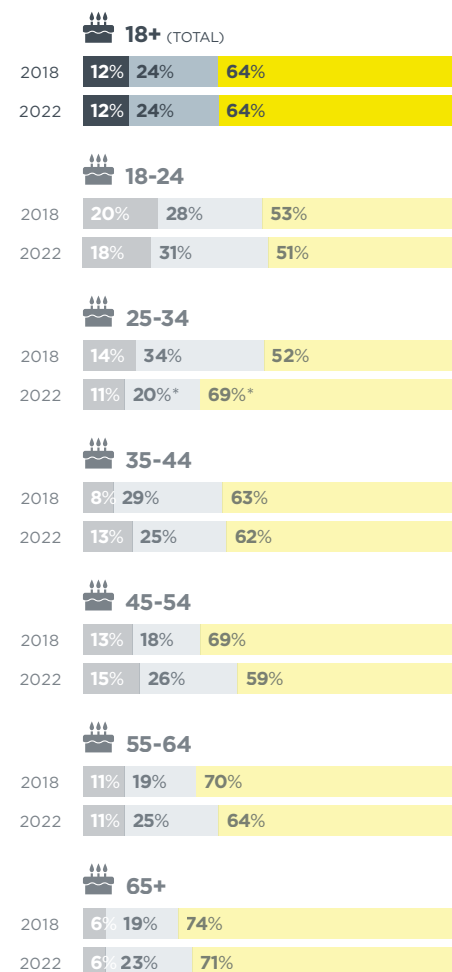
1. Increasing willingness to share data

Among Dutch consumers, the concerns about online privacy are still of the same magnitude as they were 4 years ago: 2 out of 3 Dutch people (64%) are concerned about their online privacy in varying degrees. However, there has been a greater willingness to share personal data, especially among the younger age groups (younger than 35-year olds). A total of 30% of the Dutch are open to sharing data, with this being 47% on average among the younger age categories.

Concerns about online privacy

Question: On a scale of 1 to 10, where 1 stands for 'not worried at all' and 10 for 'very concerned', how concerned are you about your online privacy?

SELECTION: THE NETHERLANDS



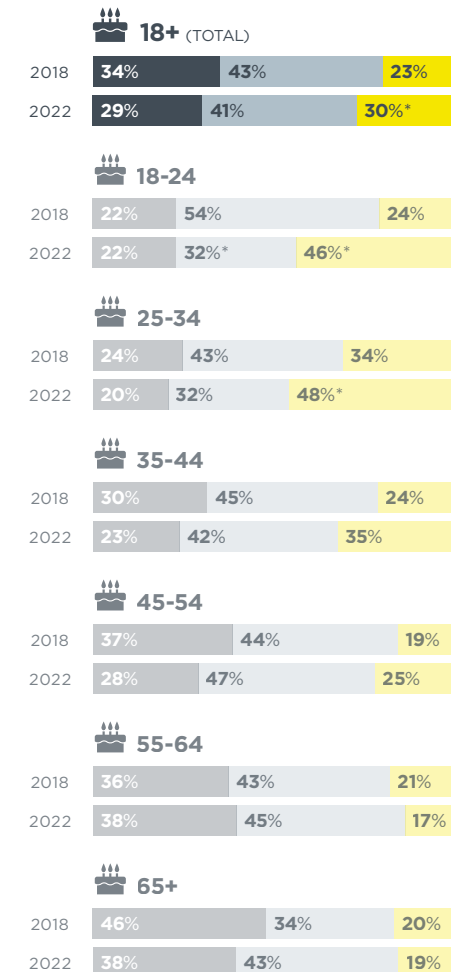
* = significant difference between 2018 and 2022

■ Unconcerned(1-4)
■ Neutral (5-6)
■ Concerned (7-10)

Willingness to share data

On a scale of 1 to 10 where 1 stands for 'totally unwilling' and 10 for 'very willing', how willing are you to exchange a reasonable amount of personal data for a better service? | Selection: The Netherlands

SELECTION: THE NETHERLANDS



* = significant difference between 2018 and 2022

■ Not willing (7-10)
■ Neutral (5-6)
■ Willing (1-4)

Majority of consumers are pragmatic or unconcerned

Looking at consumers' concerns about their online privacy on the one hand, and the willingness to share personal data on the other, there are 3 groups to distinguish between: the pragmatists, the unconcerned and the skeptics.



The **pragmatic** individual is someone who is quite concerned (score > 6) about their online privacy, but still fairly willing to share data (score \geq 5)



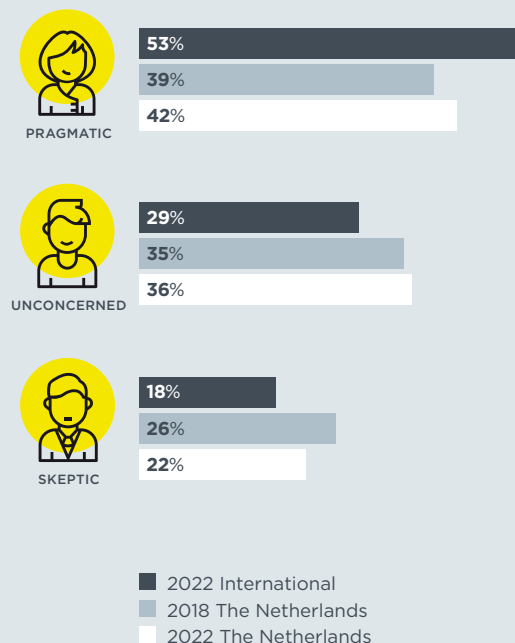
The **unconcerned** individual is not all that worried about their online privacy (score \leq 6)



The **skeptic** individual is rather concerned (score > 6) about their online privacy, and unwilling to share data (score < 5)

Compared to the international benchmark, Dutch society consists of more unconcerned consumers when it comes to sharing data (36% compared to 29% internationally). The group of Dutch pragmatists is also increasing slightly (42%). On an international level, this is by far the largest group. 1 in 5 (22%) Dutch people are sceptical about sharing data.

Attitude towards online privacy and data-sharing



The scores cited that define concerns about online privacy and the willingness to share data are based on the following questions:

- **Concerns about online privacy:** "On a scale of 1 to 10, whereby 1 stands for 'not worried at all' and 10 for 'very worried', how concerned are you about your online privacy?"
- **Willingness to share data:** "On a scale of 1 to 10 whereby 1 stands for 'totally unwilling' and 10 for 'very willing', how willing are you to exchange a reasonable amount of personal data for better service?"

2. Practical knowledge about online privacy is lacking, as is a sense of control



Awareness of rules and legislation is increasing

Compared to other European countries, awareness of the General Data Protection Regulation (GDPR) is higher in the Netherlands, with 2 out of 3 Dutch people aware of it. Since the application of the GDPR, this awareness has more than doubled (from 28% to 66%).

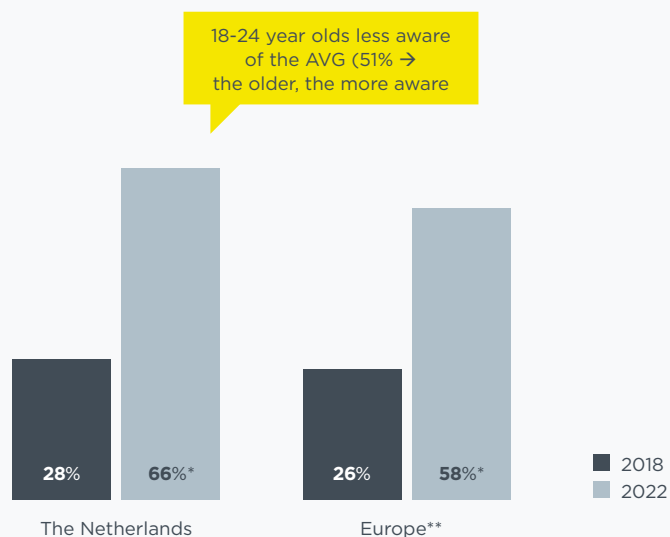
Dutch people are also becoming more aware of their rights in the field of personal data, for example the fact that they can ask any organisation to view their own personal data. In 2018, 39% were aware of this fact; this has now risen to almost half the Dutch (48%). In particular, the younger target group below the age of 35 has become more aware of this (64 % on average).

The GDPR contains the most important rules for handling personal data in the Netherlands. The GDPR was implemented in May 2016, and has been applicable since May 2018.

Statement: I am aware of the AVG (GDPR)

Given answer: (Totally) agree

SELECTION: TOTAL OVER 18 YEARS OLD



18-24 year olds less aware of the AVG (51% → the older, the more aware)

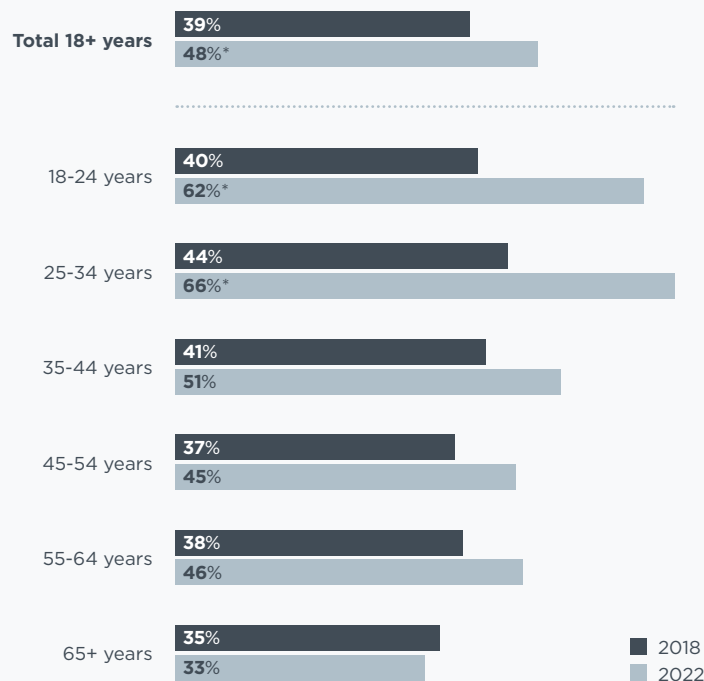
* = significant difference between 2018 and 2022

** = countries measured: France, Germany, Spain, UK, Belgium (2022 only) and the Netherlands

Question: Are you aware that you can ask any organisation to view your own personal data?

Given answer: Yes

SELECTION: THE NETHERLANDS



* = significant difference between 2018 and 2022

Practical knowledge about online privacy is limited however

The awareness surrounding the GDPR seems to be more general in nature, and not very precise as to what it exactly entails. The focus groups showed that consumers have limited knowledge about online privacy and the sharing of personal data. An explanation of what the GDPR entails for example could only be partially provided by a few.

Online privacy is not a very hot topic. It is viewed as a difficult to delineate and abstract concept, about which many stories are circulating which consumers cannot exactly pinpoint. This lack of knowledge makes consumers feel uneasy, as they do not know precisely what organisations know and monitor about them. Some also refer to the 'Big Brother feeling' in this context, for example when an advertisement pops up about something they recently talked to someone else about.

"I think it's a strange notion that an item is sold and something then takes place afterwards behind the scenes. It feels odd, because I haven't the patience to keep up with it as a personal responsibility. I search for all kinds of things, and then all of a sudden, I start getting adverts as a result. It doesn't feel right somehow."

consumer comment from qualitative research

"I actually find it annoying, but because I don't know how it all works, it's also shrouded in a kind of fog. There's already so much I have to do, so I don't really get around to those kind of things."

consumer comment from qualitative research

Consumer primarily aware of actively shared personal data

Consumers find defining personal data easier than defining online privacy. Personal data is understood to mean data that is characteristic of your person, and with which you can be identified.

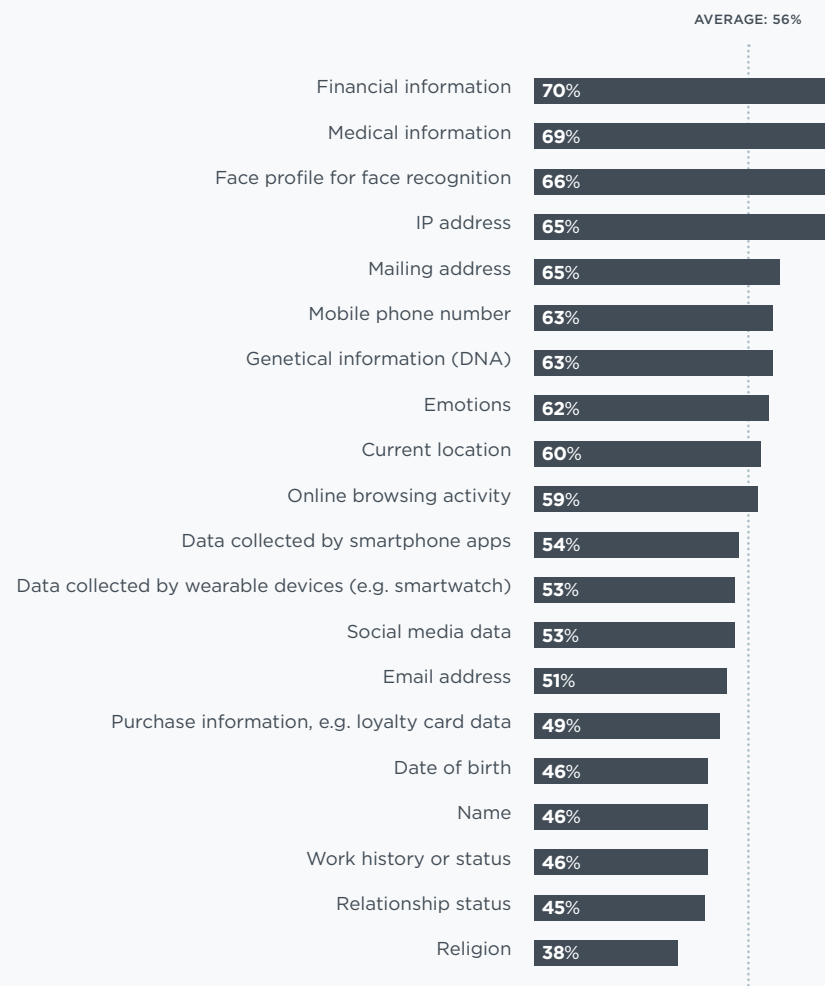
Whenever this question is asked openly, without presenting possible options for answers, consumers primarily think of actively sharing data, such as an e-mail address, name and address details, or phone numbers within a form. There seems to be particular uncertainty about the passive sharing of data, such as browsing behaviour, location data or IP addresses. In that sense, people have a much less clear picture of just what is collected, the reasons therefore, and what subsequently happens to the data. The pragmatists seem have more awareness regarding passively sharing data; their knowledge is slightly greater, and they also appear to be better informed.

Financial (70%) and medical (69%) information is viewed as the most personal in nature by consumers, but IP addresses and postal addresses are also high on the list. Browsing behaviour and passive data collection via apps or wearable devices attained an average score.

Question: To what extent do you assess these types of information to be personal/private?

Given answer: Ranking of 1-4

SELECTION: THE NETHERLANDS (2022)



Consumer demonstrates limited initiative due to complexity and lack of control

Complexity

Consumers are aware that organisations undoubtedly state which data is collected within their terms and conditions or policies, but reading through this information is seen as too time-consuming and complex, resulting in people accepting those terms and conditions and policies without actually viewing them.

"I don't think about privacy matters enough. That's because I want to sort it out quickly and can't really be bothered, and just want to get it over with."

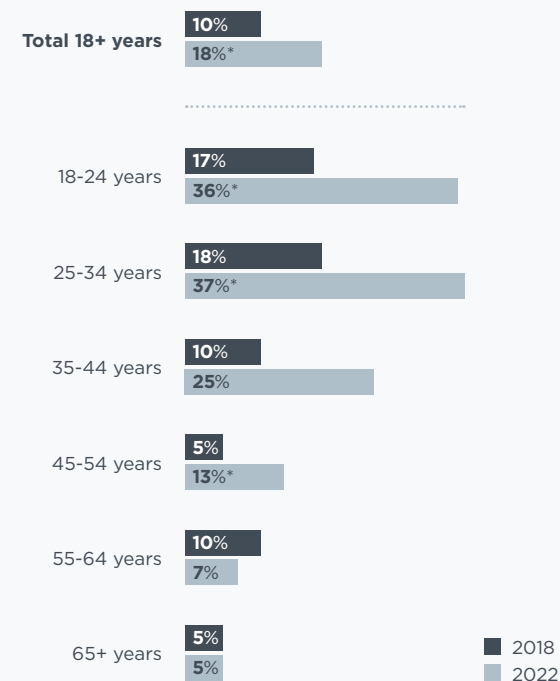
consumer comment from qualitative research

Only 18% of the Dutch have ever requested to view their own personal data, which has been stored by a specific organisation. However, an increase of 8%-point can be seen in this regard compared to 2018. In addition to a greater awareness of their own rights, the younger target group - especially those under the age of 35 - also take the initiative to view personal data more often (on average 37%).

Question: Have you ever visited an organisation to view your personal data that it has stored about you?

Given answer: Yes

SELECTION: THE NETHERLANDS



* = significant difference between 2018 and 2022

Lack of control and therefore limited influence

The sharing data is seen as unavoidable: data is collected everywhere and by everyone, leaving consumers feeling they can do little about it as a result. Moreover, consumers' experience is that the influence they can exert on their online privacy is limited. The Global Privacy Monitor shows that more than 80% of the Dutch state that they wish to have more control over how personal data is used and stored by organisations. The older the consumer, the less control is experienced, and the greater the need therefore.

Only 1 in 4 Dutch people (23%) feel they have a sense of control over the exchange of their data and its use. This is mainly due to having the option to be able to adjust privacy settings and request the removal of personal information.

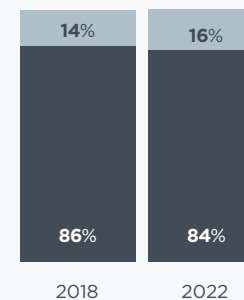
In the focus groups, consumers mentioned that they feel as if they have more control if they also have more influence on the collection and use of their data. They experience this, among other things, when organisations apply the following aspects:

- Only asking for necessary data or explaining why any additional data is requested
- Clarifying how you as a consumer can view and/or delete the collected data
- Stating the purpose that the collected data will be used for

Skeptics in particular are seeking additional control, the unconcerned and pragmatists respond to this with a degree of resignation.

Statement: I wish to have more control over how my personal data is used by organisations

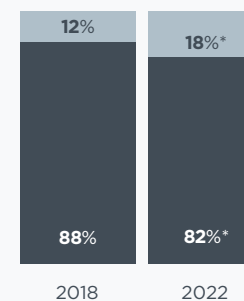
SELECTION: THE NETHERLANDS



The older the more urgent the wish to have more control, especially for the use of data, not the storage.

Statement: I wish to have more control over how my personal data is stored by organisations

SELECTION: THE NETHERLANDS

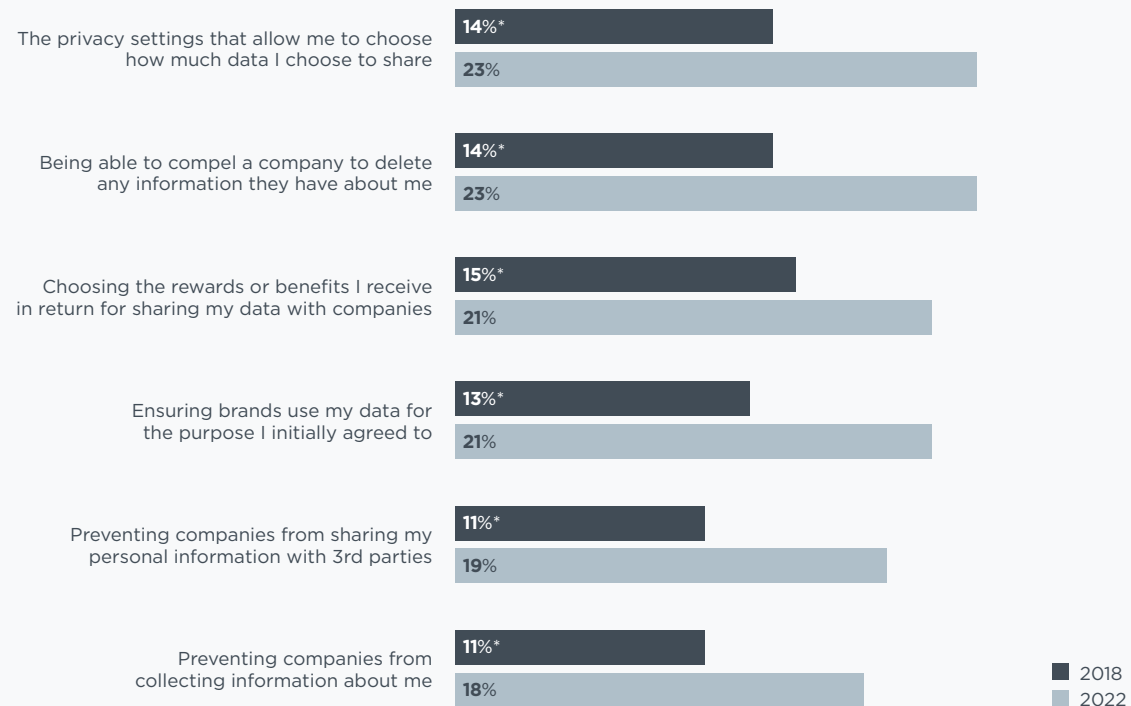


■ (Totally) agree
■ (Totally) disagree

* = significant difference between 2018 and 2022

Question: How much control do you think you have over the following aspects on a scale of 1 to 10?*Given answer: Ranking of 7-10*

SELECTION: THE NETHERLANDS



* = significant difference between 2018 and 2022

3. Willingness and ease increase with transparent data exchange

Consumers are pragmatic and also acknowledge the benefits of data exchange

The focus groups showed that consumers mainly have a pragmatic approach when they are aware of data exchange, and deem it necessary to be able to purchase a certain product or service. In general, when actively sharing their data, people initially think mainly of placing an online order, and consideration factors in that regard are delivery certainty and convenience.

In addition, the benefits and convenience of data exchange are also considered, such as being granted a discount when ordering something, a nice gift on your birthday, or suggestions based on previous purchases. This is especially true for the pragmatists and the unconcerned. Sometimes there is a somewhat resigned attitude, especially among skeptics.

It's mostly about convenience. Sometimes you have already done or ordered it without knowing what processes you have set in motion. I'm not concerned with how it's made, it's ultimately about the package you want to receive at home.

consumer comment from qualitative research

"I'm already on that website anyway and I am looking to buy something there... so yes, I would sign up for a discount, as I can always unsubscribe later."

consumer comment from qualitative research

Comfort and necessity of data exchange displaying growth

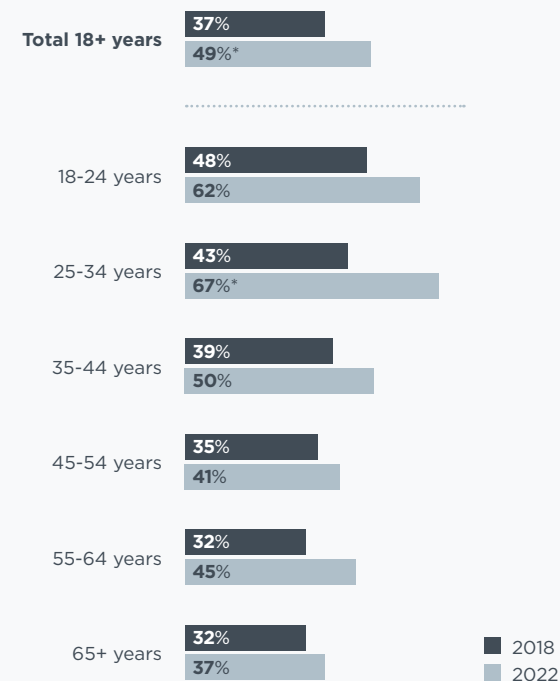
An explanation for the increasing willingness to share data has to do with the essential nature it has in our society. The younger target group (especially under the age of 35) has become even more convinced of this in recent years than the older age categories: more than 60% of young people have stated that the exchange of personal information is essential for the functioning of today's society. Moreover, they also see added benefits in the sharing of data. For example, an average of 60% views personal data as a tool for negotiation.

Consumers also feel increasingly comfortable sharing personal data. Especially the younger generations (below the age of 35) are starting to feel more comfortable.

Statement: The exchange of personal information is essential for the functioning of today's society

Given answer: (Totally) agree

SELECTION: THE NETHERLANDS

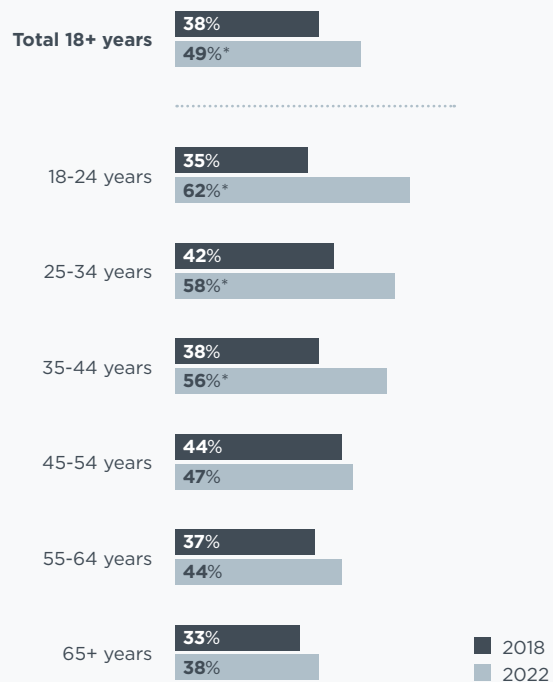


* = significant difference between 2018 and 2022

Statement: I view my data as an asset that I can use to negotiate better prices and offers from organisations

Given answer: (Totally) agree

SELECTION: THE NETHERLANDS

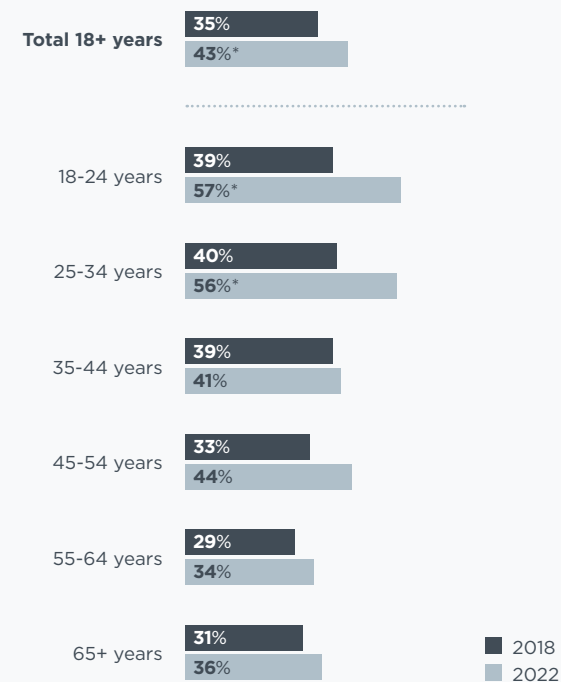


* = significant difference between 2018 and 2022

Statement: I feel more comfortable with the idea of sharing personal data with organisations than before

Given answer: (Totally) agree

SELECTION: THE NETHERLANDS



* = significant difference between 2018 and 2022

Feeling of unease develops if knowledge and transparency are lacking

A feeling of unease and distrust develops once consumers become aware of which data they might passively be sharing, such as browsing behavior, location data, IP address, etc. There is more uncertainty about this method of sharing data, due to our own lack of knowledge, but also due to the lack of transparency on the part of the organisation.

The topic of online privacy evokes shady associations among consumers, for example concerning fraud, misappropriation and the resale of data. This is more pronounced if people are not exactly sure about what happens to which personal data.

“I also do it, saying ‘yes’ to everything. Sometimes I think; why do you need access to my photos? Everything is recorded, everything you’ve ever done. In China too, these fascist times. What happens if we go back to a dictatorship? Then you can see where I’ve been with just one press of a button.”

consumer comment from qualitative research

**If they share it with other companies, they should let us know, right?!
“Join in and these data will be shared”.
Then you know... Now you think
“It’s free!”, without knowing. It’s about transparency!**

consumer comment from qualitative research



4. Consumer acts out of self-interest when sharing data

‘What’s in it for me?’ is the most important criterion

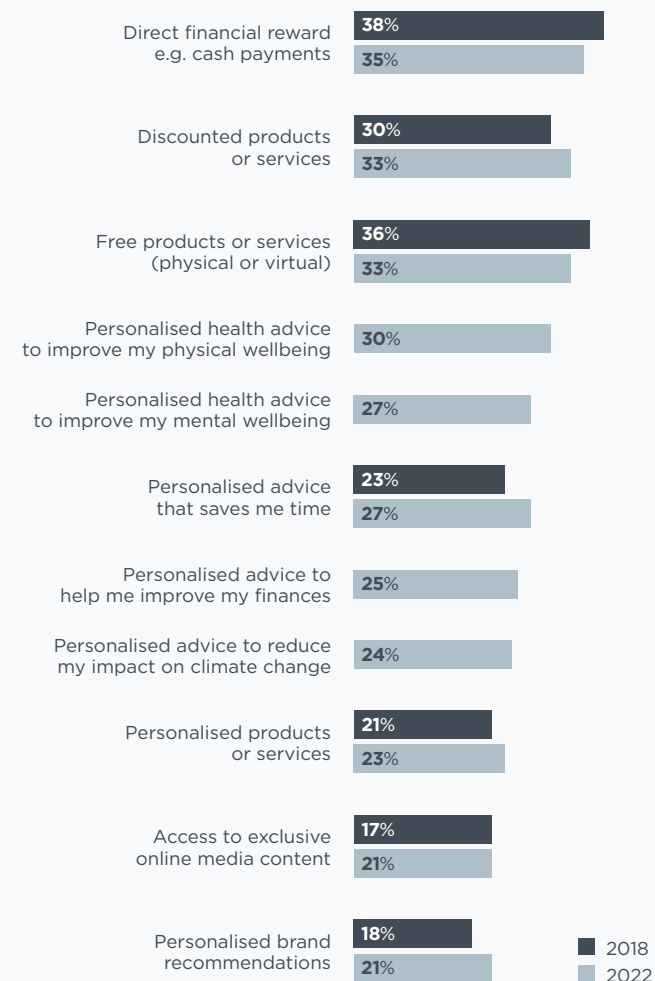
The most important criterion for consumers to be willing to share data is if something of value is granted in return that is relevant to them. That value and relevance can vary per person and situation.

The Global Privacy Monitor shows that Dutch people are especially willing to share their data if there is a financial reward (35%), discount (33%) or a free product or service (33%). This has remained unchanged since 2018, but over time there also seems to be more interest in personalised offers as a reward.

Question: How likely are you to share your personal information in exchange for the following rewards on a scale of 1 to 10?

Given answer: ranking of 1-4

SELECTION: THE NETHERLANDS



Consumers make a predictable decision when exchanging data

Recently published research by the [University of Groningen](#)¹ has shown that consumers make a predictable decision about when and why they share their data with organisations. The method developed by researchers, the PRICAL index, provides insights into the trade-offs consumers make in their decisions. These insights can help organisations improve their data query, for example in terms of comprehensibility, or the type of data requested.

According to the study, consumers base their decision to share data on an assessment of various positive and/or negative consequences of sharing. The PRICAL index uses 34 statements to provide an insight into the consequences that consumers consider when making decisions. These statements are divided into 6 categories: performance, time, safety, financial, psychological or socially related consequences of sharing data. Within each category, a distinction is made between the positive and negative consequences.

The PRICAL index also provides an explanation for the privacy paradox. This is the discrepancy whereby consumers experience concerns where their privacy is concerned, but still share their data. Consumers weight up the 'costs' with the benefits they can enjoy, for example financial benefit or personalised products and services. The value they attach to any risk or benefit is decisive in this regard. Clearly communicating about the benefits of sharing data can therefore increase the willingness of consumers.

“PRICAL is a better predictor of consumer willingness to share data than existing metrics, such as trust and privacy concerns. In a series of national and international studies that we have conducted, it appears that PRICAL provides an insight into the drivers of the intention to share data, and also into those of actual behaviour.”

Jaap Wieringa, Full Professor of Research Methods in Business at the University of Groningen and co-author of the PRICAL study, Research Director of the Customer Insights Center at the University of Groningen

Jaap Wieringa: “In a follow-up study², we reveal that organisations can gain competitive advantages by positively distinguishing themselves within the “market for privacy”, and actively promoting their privacy efforts. The way in which organisations can realize these benefits varies per sector. Within an information-sensitive context, the amassing and utilisation of information play an key role, while storage tends to be less important. When consumers have less frequent interactions with businesses, the transparency concerning privacy practices is a distinguishing factor.”

Trust in organisations is the most important condition

Having trust in an organisation is the most important condition for Dutch people in order to share personal information (for 37% of the Dutch according to the Global Privacy Monitor). The group discussions with consumers revealed that trust in an organisation can develop in two ways: based on how well-known an organisation is, and in response to (online) reviews / recommendations.

Awareness of organisations

First of all, trust is determined on the basis of how recognised an organisation is, meaning the consumer considers it a well-known or large organisation that is talked about by a lot of people, has adverts running on TV, or is a business where friends / family sometimes purchase a product, service or service.

(Online) reviews/recommendations

If the organisation is not yet known to the consumer, but the specific product, service or service is interesting enough to submit data to, consumers will then determine their degree of trust based on (online) recommendations and/or reviews from others, with realistic, clear messages being favoured as trustworthy over insignificant 5-star reviews.

Question: Which of the following factors determine whether or not you will be inclined to share your personal information with an organisation? Rank your top 3

Given answer: part of top 3

SELECTION: NETHERLANDS (2022)



Selection > 20%

Relevance and transparency are also required

If trust in an organisation is sufficiently met, there are two additional key elements that an organisation must adhere to before consumers are willing to share data: relevance and transparency.

Relevance of requested data

It is important that the data requested by an organisation is relevant for the intended purpose. Consumers consider it logical that certain data is required for certain tasks. However, when data is requested that is not relevant to the purpose in question, distrust and irritation develop.

“Sharing my postal address depends on the purpose. If I’m ordering something, then I’ll share it, but why do so for an email?”

consumer comment from qualitative research

In many instances, consumers consider it logical that data that is actively shared, such as an e-mail address, name and address details or phone number, and necessary in order to get something done. If that link is not clear, then people become more reluctant to share data. It helps if an organisation can minimize the request for data to solely what is necessary, and to explain in an accessible way why certain data is needed.

Consumers are more easy-going when they aren’t aware of data they are sharing, and something that will lead to a positive suggestion or recommendation, such as suggestions for music or series that you might also like (based on listening behaviour), or an offer for a product that you buy regularly (for example in the supermarket). This mainly concerns organisations where people are already customers, or intend to purchase a product or service, and whereby there is already a degree of trust in that sense.

“I don’t have a problem sharing my postal address. I find bank details more of a big deal for instance. Anyone can find out where you live.”

consumer comment from qualitative research

Transparency for reassurance

Skeptics in particular can imagine that transparency can help support their choice of organisation. For the other groups, the pragmatic approach plays a greater role. Among the skeptics, there is a need for information that will provide insight and therefore reassurance quickly and without too much effort: a privacy label for instance, as well as a concise and legible privacy statement that states which data is collected for which reason, and what will subsequently be done with it.

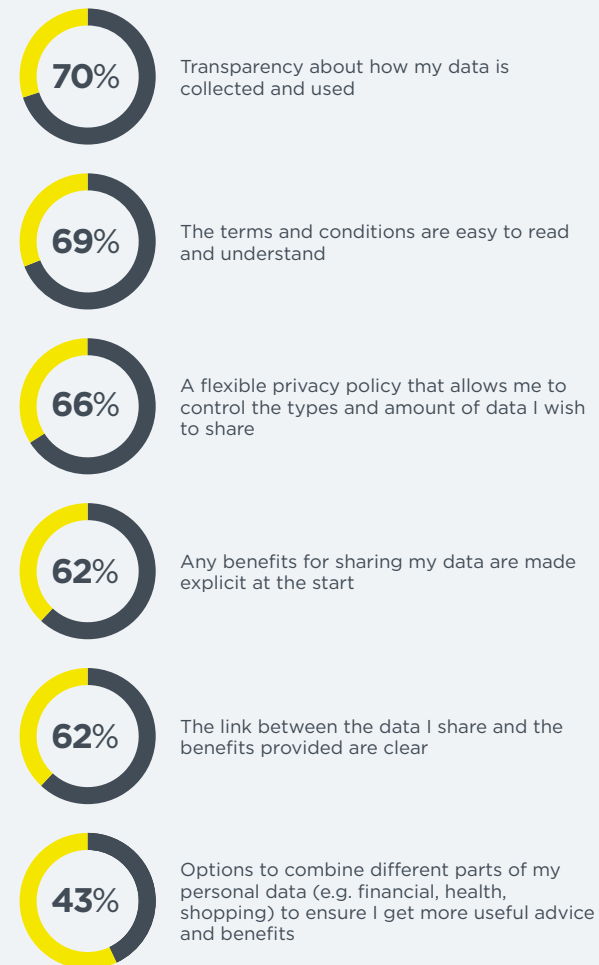
“I would like commercial companies to provide a selection menu that I understand as a consumer, such as: ‘We need this data to be able to process the order, will you agree to that? In addition, we also offer other options, will you agree to that?’ It’s about being able to really state ‘yes’ or ‘no’ so I have more control.”

consumer comment from qualitative research

Question: how important are the following aspects to you when sharing your personal information with an organisation?

Given answer: (Very) important

SELECTION: NETHERLANDS (2022)



Selection > 20

Sensitive to privacy label

In every group conversation, the benefit of a privacy label was spontaneously mentioned. According to consumers, such labels can offer reassurance that an organisation is handling personal data in a careful and respectful manner. This would appeal to skeptics in particular, and it forms an element of influence on their selection of an organisation, even if it results in a higher price. Pragmatists and unconcerned individuals on the other hand are more likely to opt for a lower price; in their case, trust in privacy policies is less of an influence. Within these two groups, the desire for a quality label is also mentioned, but is expressed more as a wish for a guarantee ('because then you know that it's reliable').

“Some sort of GDPR quality label would be a good initiative, just like Thuiswinkel Waarborg (Dutch home shopping accreditation label). With criteria such as ‘data retains its confidentiality’, ‘it is not shared with others’... and being able to see what kind of data they have about you and being able to delete it. You also want a kind of certainty, to see that the quality label stands for something, and that you can also fall back on that if needed.”

consumer comment from qualitative research

DDMA Privacy Seal

The DDMA Privacy Seal is a quality label that can be used internally within organisations for the processing of personal data for marketing purposes via self-audits. The Privacy Seal is solely available to DDMA members. The DDMA Privacy Seal offers an internal privacy and security check with which organisations can show consumers and partners that they respect privacy and handle personal data with due care and transparency. Organisations that implement the DDMA Privacy Seal will generate a reliable profile for current and future consumers, as well as potential collaboration parties. For more information, see: www.ddma.nl/privacy-waarborg

Accountability

Research accountability

The report contains the results of 2 studies:

1. Global Privacy Monitor

Method

Quantitative research, carried out by means of an online survey

Research agency

De Global Privacy Monitor is uitgevoerd door de GDMA (de koepelorganisatie van DDMA) in samenwerking met Foresight Factory.

Target group and sample

For the Global Privacy Monitor 2022, a total of 20,626 respondents from 16 countries were interviewed, including 1039 Dutch respondents, representative of the Dutch population aged over 18 (subsequently weighted by gender, age and region). Sample of Dutch population over 18 years old 2018: n=1045.

Significance indicator

In the case of differences in results between 2 different groups, the significance was tested with a reliability of 95%. Significant differences are indicated by a *.

2. Group conversations with Dutch consumers

Method

Qualitative research, carried out by means of focus groups

Research agency

Conducted in collaboration with qualitative research agency CO-efficient

Target group and sample

The group conversations took place in the shape of 3 focus groups on location: 1 group of pragmatists, 1 group of unconcerned individuals, and 1 group of skeptics - a total of 22 respondents.

Colophon

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Source reference

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ABOUT DDMA

DDMA is the largest industry association for data-driven marketing, sales and service. We are a network of advertisers, non-profit agencies, publishers, agencies and tech suppliers, who use data in an innovative and responsible way to interact with consumers. Through knowledge and advice, we help our members to work in a data-driven and customer-oriented manner, and to develop a vision with regard to data use and dealing with amendments to legislation. We also give our members a voice in The Hague and Brussels, and professionalise the sector through fostering self-regulation.

To access all DDMA studies, please go to: ddma.nl/kennisbank