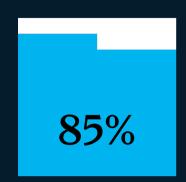
Consumers value digital trust

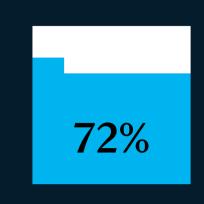
Consumers report that digital trust truly matters. They want companies to provide clear information about their Al and data practices, they expect rigorous data protections to be in place, and they will make purchase decisions based on these premises.



Consumers want transparency about digital policies.

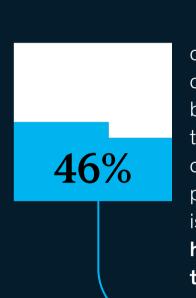


of respondents say that knowing a company's data privacy policies before making a purchase is important

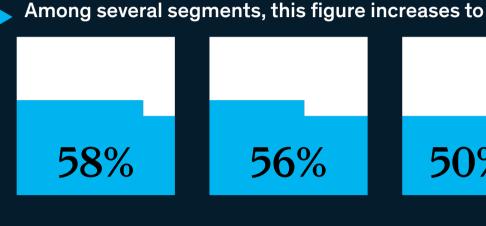


of respondents say that knowing a company's Al policies before making a purchase is important

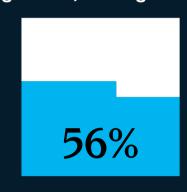
and clarity about how their data will be used.



often or always consider another brand if the one that they are considering purchasing from is unclear about how it will use their data



of Asia-Pacific respondents



of those buying on behalf of their organizations



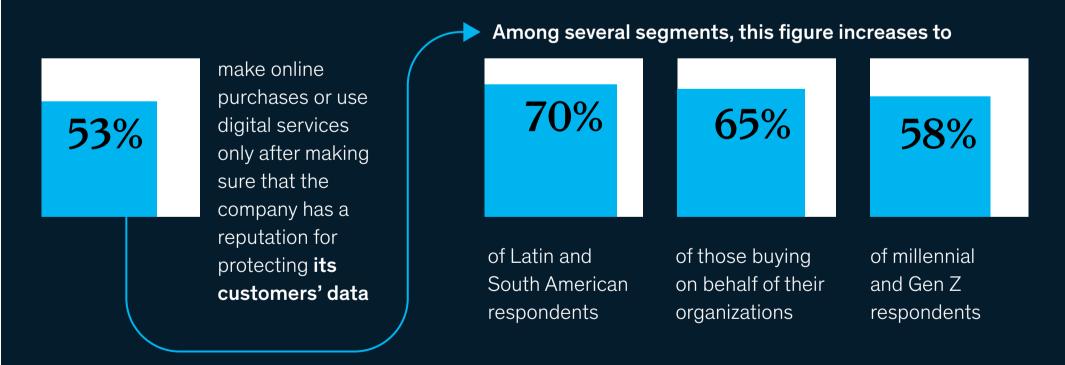
of millennial and Gen Z respondents

They consider trustworthiness and data protection to be nearly as important as price and delivery time.

Factors important to buying decision, % of respondents



Many will only buy from companies that are known for protecting consumer data . . .



and they'll stop buying from a company if it violates digital trust.

Stopped doing business with a company that was not protective of customer data, % of respondents

Often or always



40% of all respondents 000

52% of B2B purchasers

In the past year, at least 1 in 10 of all respondents stopped doing business with a company either because they disagreed with its ethical principles or because they learned of a data breach, even when they didn't know

if their own data had

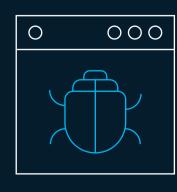
been stolen.

In the past 12 months



14%

due to disagreeing with ethical principles



10%

after learning of a data breach

Source: McKinsey Global Survey on Digital Trust, 3,073 consumers, May 2022