



The Human Side of Trust and Privacy

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Thermostat?



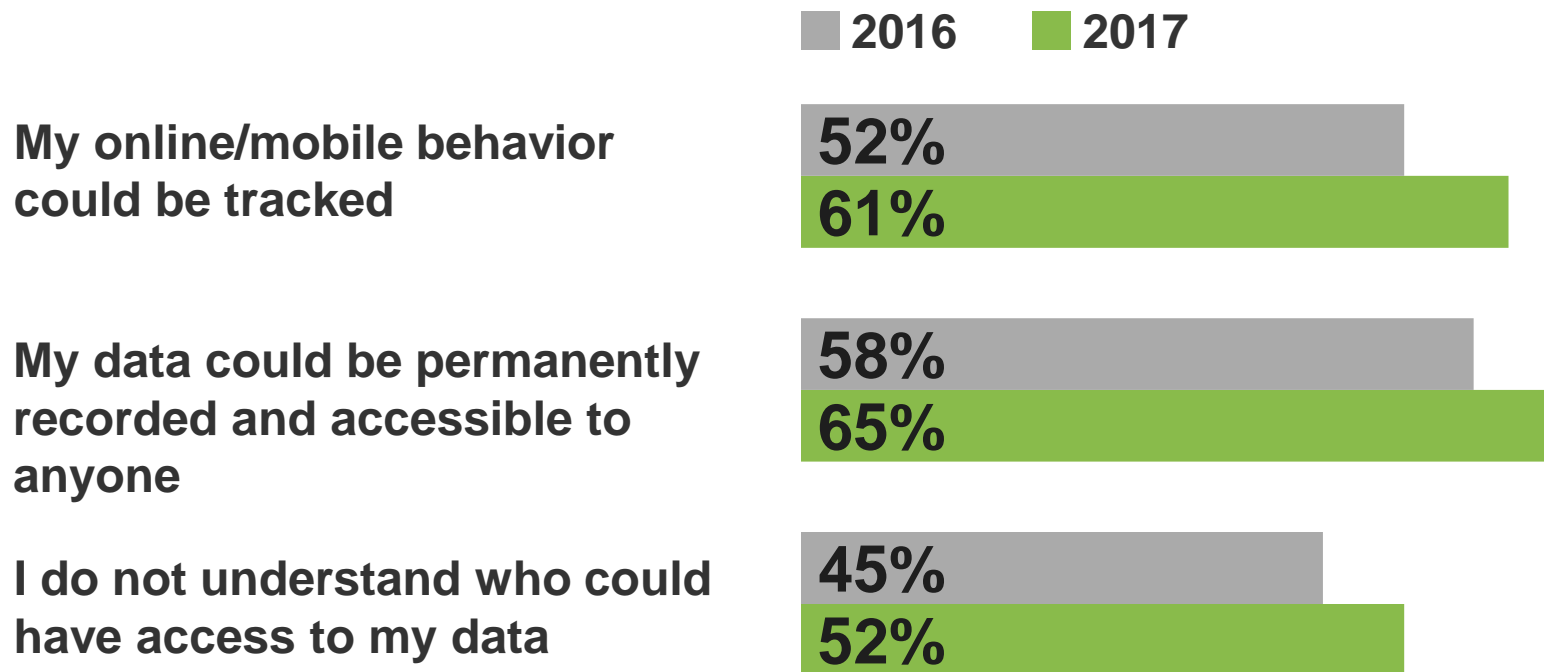
Fitness tracker?



Home automation device?



But... consumer privacy concerns are growing



Base: 33,471 online adults

Source: Consumer Technographics North American Online Benchmark Surveys (Part 2), 2016 and 2017

Welcome to the privacy-personalization paradox



76%

46%

35% are using an adblocker

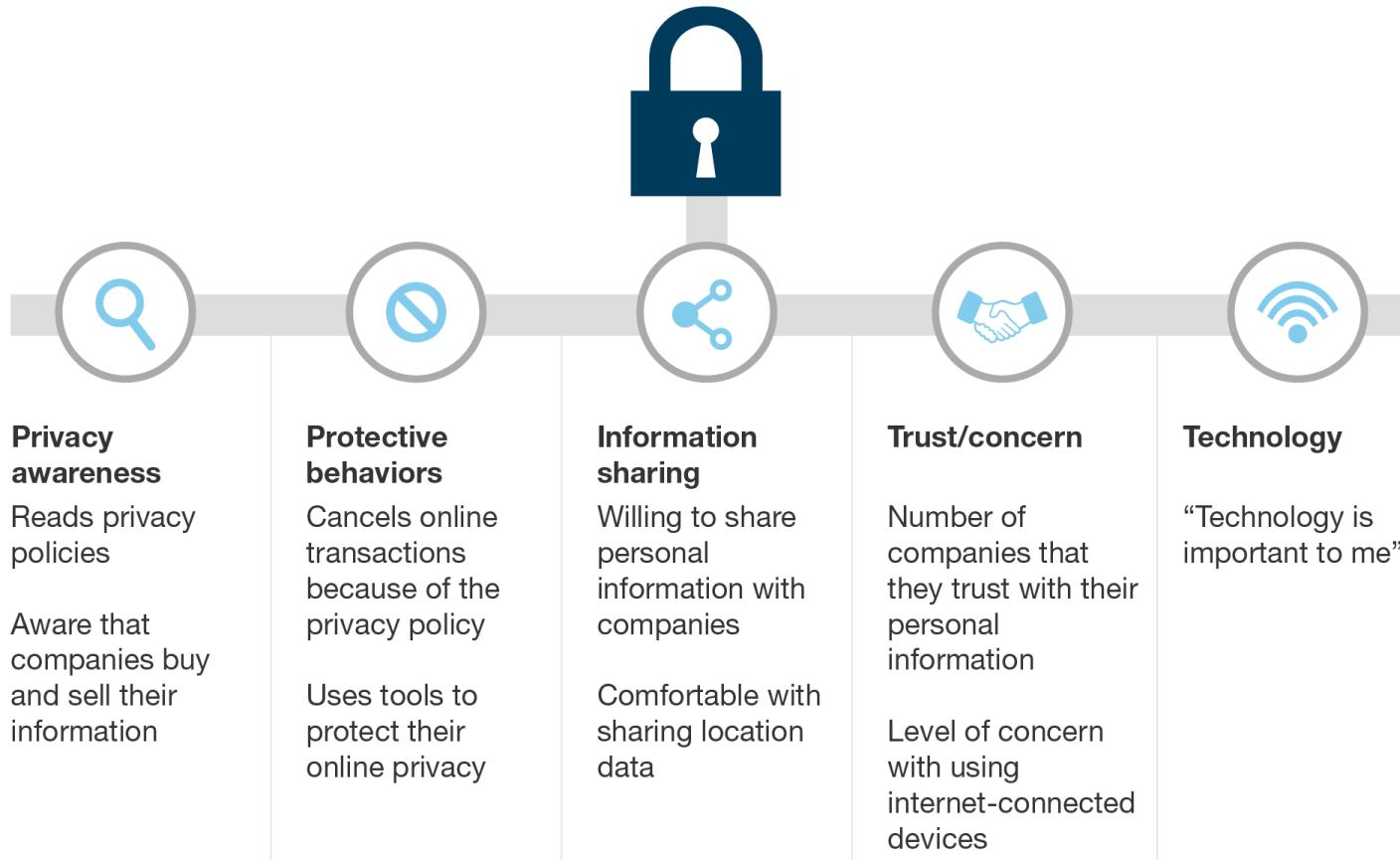
18% are using a “tracker blocker”

47% say they would cancel a transaction due to
privacy concerns

Source: Forrester North American Consumer Technographics Online Benchmark and Recontacts, 2017

But attitudes & behaviors aren't universal

Meet Forrester's Consumer Privacy Personas



Source: Use Forrester's Consumer Privacy Segmentation To Understand Your Customers And Build Trust



Data-Savvy Digitals

**Tech-savvy, high
earning, socially-
conscious**

Most likely to share location data... and to have canceled a transaction due to privacy policy.



Reckless Rebels

**Largest share of
college-aged
consumers**

Take the fewest measures to protect their privacy. But they don't stay Rebels forever.



Nervous Nellies

**Oldest, and
least tech-savvy
segment**

Scared, but don't know how to protect themselves. We forgot them when we built the internet.



Skeptical Protectionists

**Digitally literate,
invested Gen-X &
young Boomers**

Watched consumer internet grow up, and now they don't trust it – at all. They have the most to lose.

Source: Consumer Technographics North American Online Benchmark Survey (Part 2), 2017

US Consumer Privacy Profile in 2017



**Data-Savvy
Digitals**



**Reckless
Rebels**



**Nervous
Nellies**



**Skeptical
Protectionists**

34%

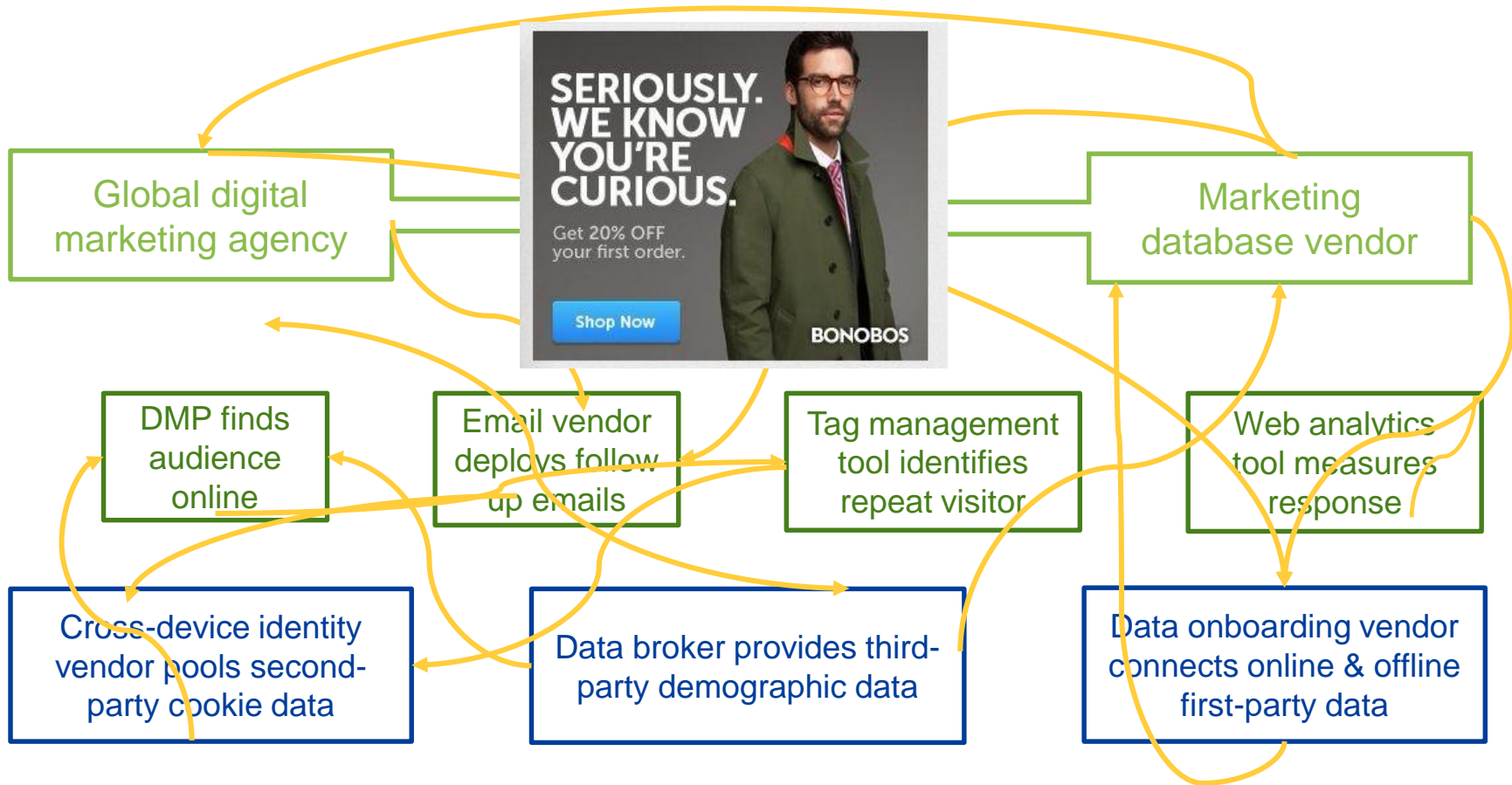
32%

12%

23%

Source: Consumer Technographics North American Online Benchmark Survey (Part 2), 2017

How did we get here?



Thank you for choosing Walgreens for your prescriptions. We're writing to share some information about a clinical research study that may be of interest to you.

Research studies contribute greatly to the overall progress in understanding and treating diseases and Walgreens supports that mission. AcurianHealth, a research organization that provides services related to clinical research, is currently seeking people to participate in a study pertaining to a treatment for Chronic Obstructive Pulmonary Disease (COPD).



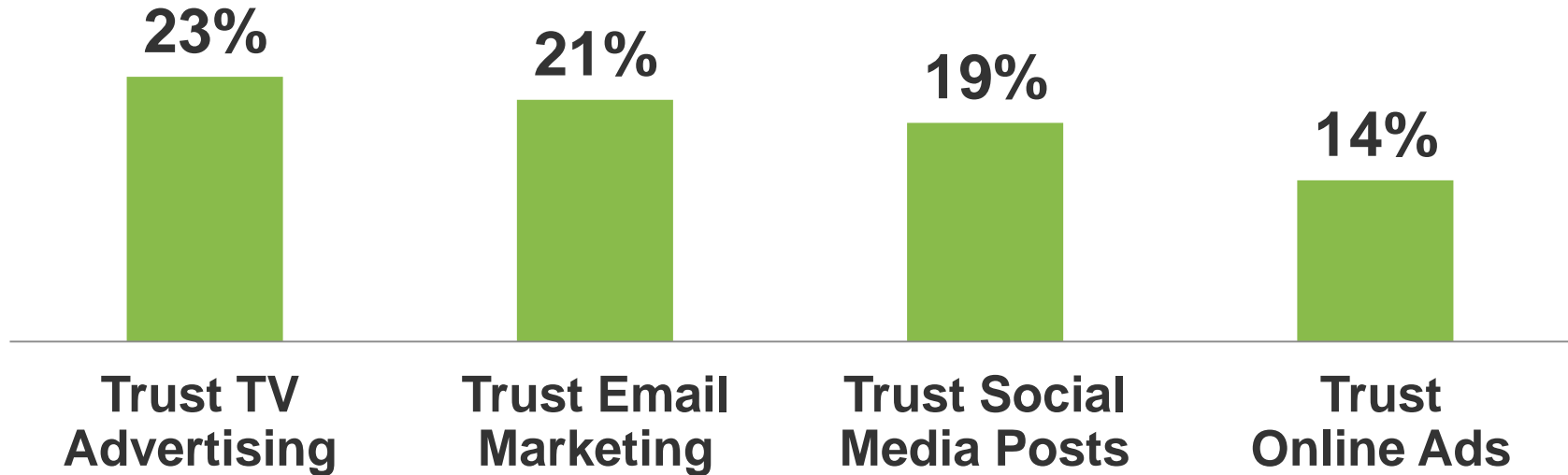
Your Recently Viewed Items and Featured Recommendations

Inspired by your browsing history



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And we ended up shattering customer trust



Base: 58,583 US Online Adults

Source: Forrester's North American Consumer Technographics Online Benchmark Survey (Part 1), 2016

Where do we go from here?

It's time to focus on rebuilding trust



Trust

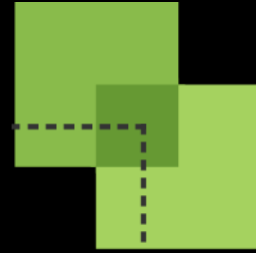
Understand the three drivers of trust



Integrity



Competence

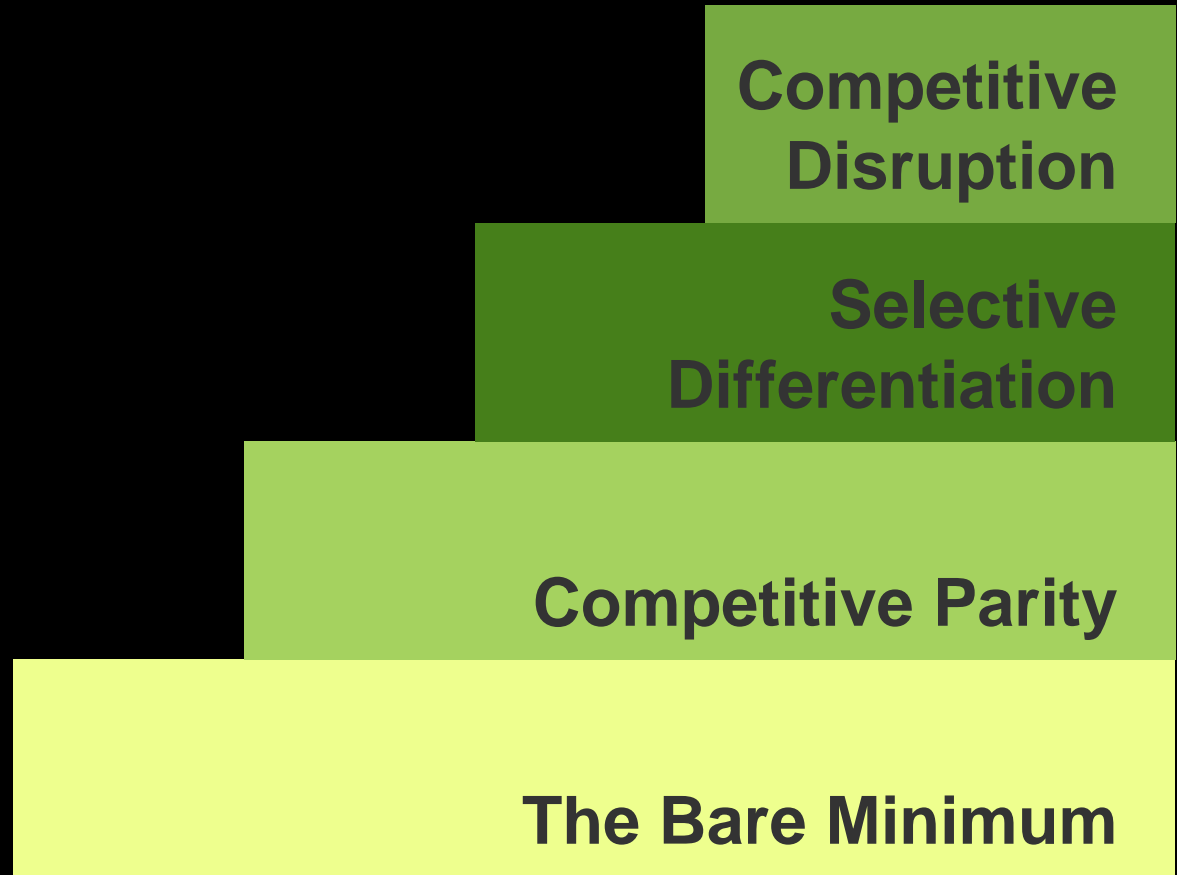


Transparency

Align trust's role within your brand values



Determine your cultural investment in trust







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Thank you

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