

THE GDPR

WHAT CONSUMERS THINK

A survey investigating UK consumers' views on the forthcoming General Data Protection Regulation

The General Data Protection Regulation (GDPR), which comes into effect on May 25, 2018, gives EU residents greater control over the personal data that businesses and public bodies hold about them. Tougher rules will compel organisations to obtain explicit – rather than implied – consent when collecting personal information and to be more transparent about how this data will be used. Organisations will have to make it easier for people to access their personal data and must act quickly to report breaches of privacy.

The financial penalties for non-compliance are so great that no organisation operating within the EU can afford to ignore the GDPR, and companies have been gearing up for the new regulation for months, if not years.

But what do consumers think?

The GDPR: what consumers think

A survey investigating UK consumers' views on the forthcoming General Data Protection Regulation

In a poll of 1,000 UK adults conducted by UNICOM® Global's Macro 4 division in September 2017 (eight months before the GDPR implementation deadline), 66 per cent of the sample said they already had some awareness of the new regulation. The research gathers their views about how companies are using personal information, as well as about aspects of the GDPR.

The top five data privacy concerns

Only four per cent of the survey sample said they have no concerns about the personal information that companies hold about them. The public's biggest worries about handing over personal data relate to a lack of control over what happens to it. How are organisations using my data? Who else is it being shared with? Is it being protected properly?

Q

What are your main concerns about the personal information that organisations hold about you?

- 1 They might share or sell my personal information to other companies or organisations
58%
- 2 They might use information about me for things I have not agreed to
57%
- 3 They are not protecting my personal information properly
52%
- 4 They might be holding information about me that I have not agreed to
50%
- 5 They may be holding my information longer than is really necessary
37%



Personal information: what people are saying

With so much data being collected, it is tough for individuals to recall what information they have given to which organisations, and for what purpose. They want more transparency and accountability. They also recognise that their data is valuable – even wanting to be rewarded in exchange for allowing companies to use it.

43%

"I want companies that don't follow data protection rules to pay bigger fines"

42%

"I find it difficult to keep track of information I have consented to companies collecting about me"

42%

"I would be more likely to use a company that made it easier for me to understand what personal information it was holding about me and how it will be used"

38%

"I would be more willing to share information with companies if it was easy to find out what information they are holding about me, and they made it easy to get it deleted"

31%

"I want companies to give me discounts, special offers or other incentives in return for me giving them my personal information"

Where is stricter regulation required?

The explosion in global internet and mobile use has enabled companies to gather an unprecedented volume and depth of personal information, right down to individual browsing habits. So it is no surprise that consumers want more regulation around data collected online, and are particularly concerned about the tracking of online behaviour. They would also like to see tighter controls over the practice of sharing personal data between companies.

Q
In what areas do you feel stricter regulation is required?



62%



Information collected by tracking my online behaviour (sites I visit, pages and ads I click on and purchases I make)

62%



Information about me shared between companies

56%



Information collected when I fill in online forms

41%



Information collected when I fill in paper forms/applications

39%



Information collected over the telephone

What will drive GDPR data access requests?

The GDPR gives individuals the right to ask organisations for access, free of charge, to all of their personal information. These requests should be turned around within 30 days. For businesses this raises the challenge of handling an as yet unknown number of requests to access potentially large amounts of information that could be scattered around many different locations and systems, all within very tight timescales. When we asked UK consumers, only seven per cent said they would not be interested in seeing the personal information organisations hold about them. The survey responses suggest that the number of information requests could be high.

Q
Under what circumstances would you make an information request?



39%

If I am just curious about what information organisations are holding about me

26%

If there is a chance that I could get compensation because an organisation is not following the rules

42%

If I believed the information being held about me is inaccurate

42%

If I am worried that the organisation is holding sensitive information about me

52%

If I believed the organisation is holding information that I have not agreed to

42%

If I am considering asking them to delete my personal information from their records

17%

If I had a negative experience with the organisation and I wanted to get back at them by giving them an additional headache

About the survey

Macro 4 partnered with online survey company MaruUsurv to run a survey of 1,000 UK adults in September 2017.

More about the GDPR

A short guide to the GDPR can be found at www.macro4.com/what-is-the-gdpr.



About Macro 4 and the GDPR

Enterprise information management

Macro 4's enterprise information management solutions help organisations to manage their customers' personal data in line with GDPR requirements. The majority of personal customer information is not neatly categorised in databases, but instead takes many different forms, including emails, reports, voice recordings, chat logs, paper correspondence and transactional documents such as bills. Macro 4 enables companies to capture and classify all of this diverse, unstructured content; provide fast access in response to data access requests; and apply rigorous security, auditing and information lifecycle management rules.

Legacy application decommissioning

Legacy systems or older content storage systems may not provide the security, flexibility or accountability required to support GDPR compliance. Macro 4's legacy application decommissioning solutions allow companies to extract the data they need from these problem systems and maintain access to it in a compliant environment.

Customer communications management

Under GDPR rules, individuals have greater control over their own data, so organisations will have to demonstrate value in their communications to avoid customers withdrawing consent. Macro 4's customer communications management solutions support this process by enabling companies to create relevant, personalised communications and to add extra features such as encryption to support GDPR compliance.

Learn more about Macro 4's GDPR solutions at www.macro4.com/gdpr-compliance.

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