



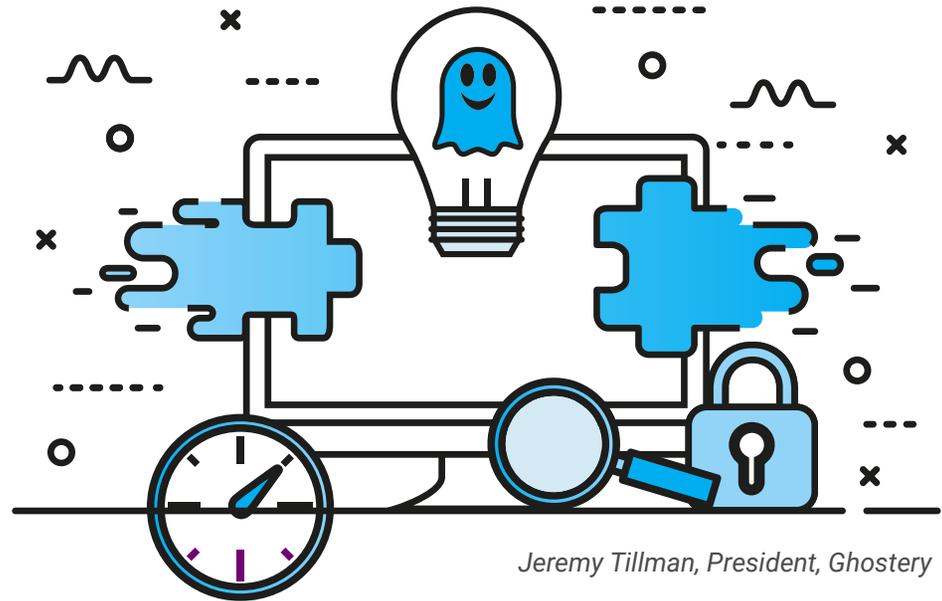
The Consumer Privacy

Bill of Rights



Even in extenuating circumstances, consumers have clear and specific expectations of their rights with regard to their data, and they aren't being met.

Foreword:



Jeremy Tillman, President, Ghostery

For years, Americans have voiced growing concerns over how their data is collected, stored and sold by companies, and when looking to federal authorities to protect them in this regard, all they've been able to count on is inaction.

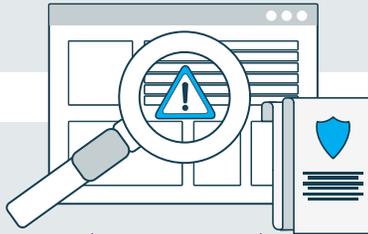
State by state, there are a hodgepodge of laws addressing consumer privacy but none have asked consumers directly what they want their protection to look like. We've asked them, and their voice is loud and clear; privacy is a human right and, without consent or payment, their data should remain theirs.

The internet is the wild, wild west when it comes to how browsing data is collected and shared behind the scenes of just about any webpage. This study highlights the need for privacy regulation to be put in the hands of consumers, rather than lawmakers who have seen millions of lobbying dollars from big tech companies whose interests in consumer data are opposite to the consumers themselves.



Privacy Reigns Supreme - Pandemic or Not

Americans deserve better when it comes to their privacy.



More than **1 in 3** Americans (**35%**) agreed that even in times of crisis, they do not trust that the organizations that have access to personal information and location data will keep it private and anonymized.



Any surveillance-tech solution that is developed must remain privacy conscious. It's not just trust that's the problem, as Americans are very unsatisfied with the current state of things.



More than **3 in 4** Americans (**77%**) agree* that ownership of their personal data should be a constitutional right.

Even in times of crisis, Americans' expectations around data privacy do not change.

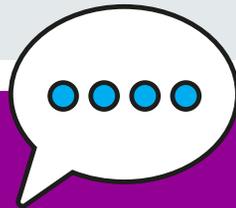
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What do Americans want prioritized when it comes to their privacy?

The two most desired components for privacy regulation are:

Explicit Consent & Payment

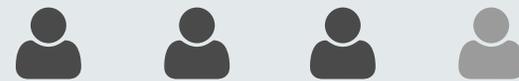
Explicit Consent



More than **4 in 5** Americans
(83%)

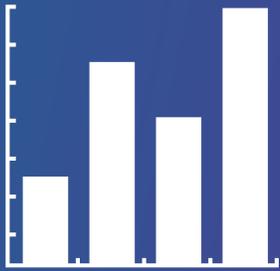
The right to give clear and explicit consent to any company before any data collection begins.

Payment



3 in 4 Americans
(75%)

If any company wants to use their data, they should be paid for it.

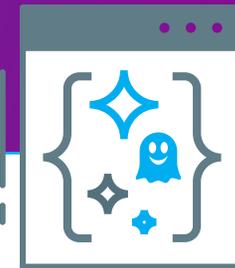


Personal Data Price Tag: The Rankings

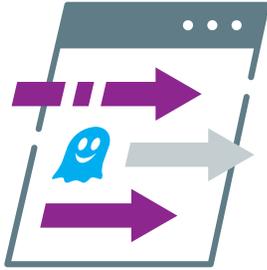
Americans want payment when companies use their data.

The top FIVE most valuable pieces of data are...

| | | |
|---|----------------------------------|-------------------------|
|   | Internet browsing history | 49% of Americans |
|   | Income and occupation | 46% of Americans |
|   | Location data | 45% of Americans |
|   | Email content | 37% of Americans |
|   | Age | 34% of Americans |
|   | Race/ethnicity | 27% of Americans |
|   | Gender/sexual orientation | 26% of Americans |
|   | Relationship status | 19% of Americans |
|   | Religion | 16% of Americans |



In contrast, **nearly 1 in 10** Americans (**8%**) would actually prefer to be paid a total sum for use of their data, instead of an a la carte payment system for individual pieces.



About Ghostery

Ghostery provides digital intelligence tools that improve consumer privacy and the web browsing experience. It is known for its popular browser extension that makes the web browsing experience faster, cleaner and safer by detecting and blocking third-party data-tracking technologies. Its mission is to build a product ecosystem that fosters an internet that does not need to harvest consumer data or attention to drive the digital economy. Launched in 2009, Ghostery has more than seven million monthly active users who access the tool via app or browser extension. With its intuitive user interface, Ghostery enables average internet users to protect their privacy by default, while expert users benefit from a broad set of features and settings.

[More information at ghostery.com](https://ghostery.com)

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Methodology

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1384 adults. Fieldwork was undertaken between 29th - 30th April 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

** agree represents survey respondents that expressed they either strongly agreed or agreed with each statement.*