

# The Consumer Trust Index:

## WHAT YOUR ORGANIZATION NEEDS TO KNOW ABOUT TRUST

SAI Global surveyed more than 3,000 consumers worldwide to understand their thoughts on the relationship of trust between consumers and organizations. **Here's what they said about data privacy.**

# 43%

INDICATED THEY WOULD NEVER PURCHASE FROM A COMPANY IF THEIR PRIVATE DATA WERE BREACHED

Refusal to use a company again was highest with product recalls, unethical business practices, or data breaches combined with a poor rectification process.



### WHAT DOES TRUST REALLY MEAN?

Consumers were asked about the most important attributes of trust. One of the top five items?

**DATA PROTECTION.**



# 45%

SAID THE ABILITY TO PROTECT CUSTOMERS' PERSONAL INFORMATION AND PRIVACY IS ONE OF THE MOST IMPORTANT ATTRIBUTES OF TRUST



### WHAT WOULD SEND CUSTOMERS RUNNING?

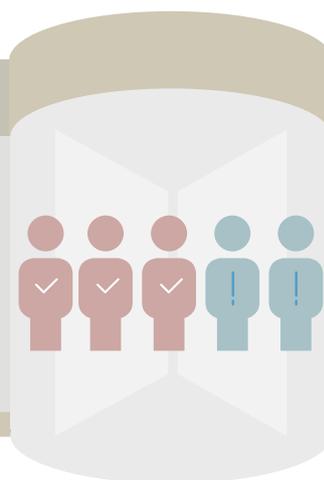
# 83%

The second-highest ranked item among surveyed consumers that would cause them to be 'highly unlikely of re-purchase' was a **PRIVACY BREACH.**

## A WHOPPING

# 43%

OF CONSUMERS INDICATED THEY WOULD NEVER RETURN TO A COMPANY IF THEIR **PRIVATE DATA HAD BEEN BREACHED**



## IMAGINE

**LOSING 2 OUT OF EVERY 5 CUSTOMERS**

BECAUSE YOU WERE A SLOPPY RECORD KEEPER!



# 32%

OF CONSUMERS INDICATED THEY WOULD **NEVER USE THE COMPANY IN QUESTION**

If you publicly foul up your customers' data, say goodbye to a massive one-third of any future prospects.