

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.



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.



45%

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