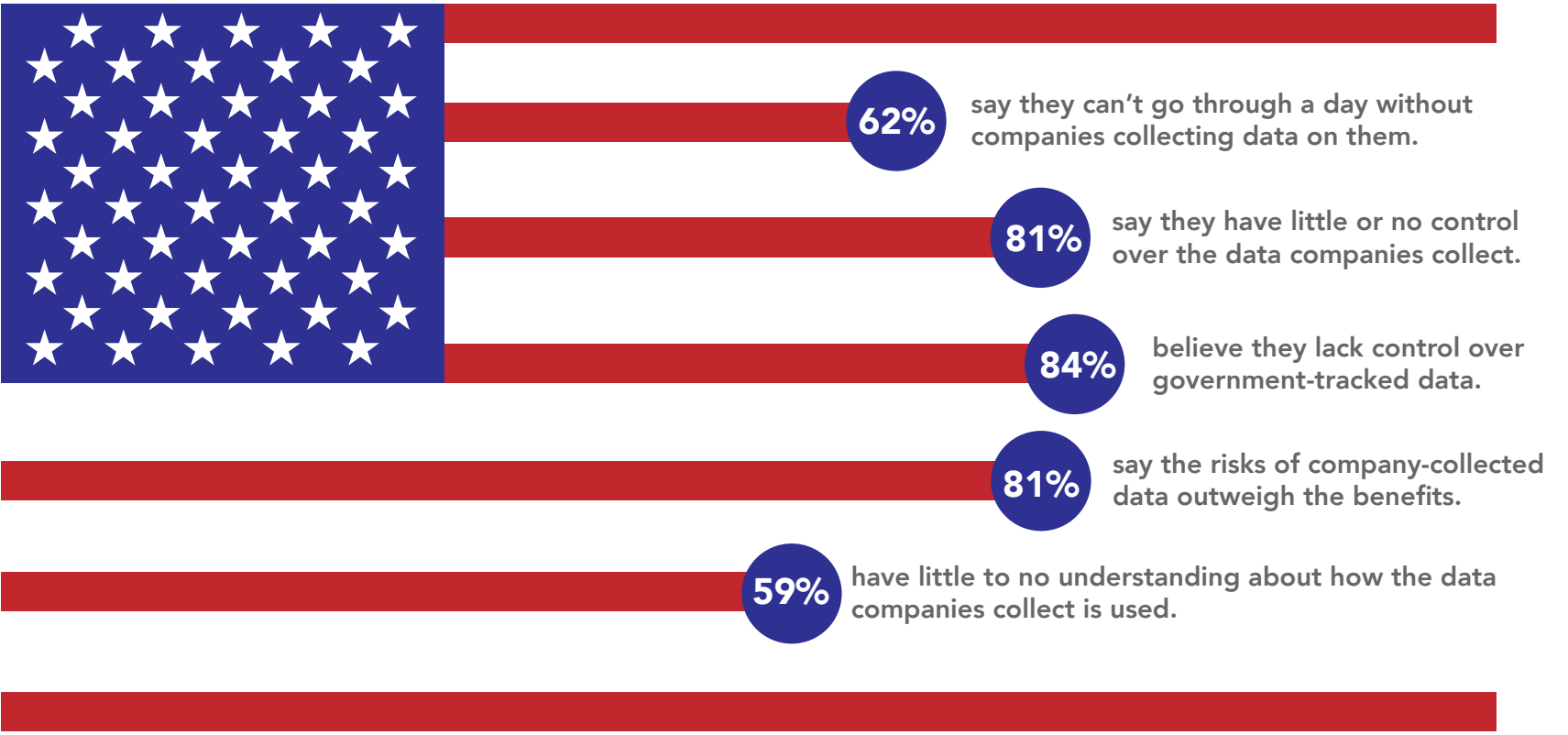


# CONSUMERS CRAVE DATA PRIVACY

Research from the Pew Research Center highlights how Americans are broadly skeptical of how businesses will use data amassed about them.

## AMERICANS FEEL THEY LACK CONTROL OVER THEIR PERSONAL DATA



## THE PUBLIC DOESN'T TRUST COMPANIES WILL ACT IN GOOD FAITH

