GLOBAL CONSUMER TRUST REPORT 2017

Presented by
Tim Barber, VP, Telecoms and Media Industry
ForgeRock
2010 founded
10 offices worldwide

CUSTOMERS: 750+
IDENTITIES: Billions
COUNTRIES: 30+

Digital Identity Management
TRUST MATTERS

TRUST named as the biggest barrier to using apps and services
YOU’LL KNOW IF YOU’RE NOT TRusted

88% of consumers take action based on trust concerns
Deleting apps, switching services, leaving bad reviews
TAKING GOOD CARE OF CONSUMER DATA ISN’T OPTIONAL

Required to build trusted consumer relationships
BAD USER EXPERIENCE
#1 WAY TO LOSE TRUST

Consumers demand a seamless, secure customer experience when accessing applications and services.
LACK OF TRANSPARENCY AROUND CONSUMER DATA USE

53% of consumers feel they are not in control of how their data is used most of the time
BUT CONSUMERS CARE HOW DATA IS USED

75%+ think it is important that organizations delete data when requested, “right to be forgotten”
EU GDPR WILL REQUIRE CONSENT TO SHARE DATA

Regulations will drive organizational change
BUT WE’RE NOT READY FOR REGULATIONS

14% say they were never asked before data was collected
CONSUMERS WANT MODERN PRIVACY TOOLS

Consumers will drive organizational change
43% interested in privacy focused app to track how data is collected
RELATIONSHIPS INVOLVE AN EXCHANGE

What can organizations provide consumers in return for access to personal data?
CONSUMERS WANT PRIVACY PROTECTION AND ACCESS TO THEIR PERSONAL DATA

More important than financial incentives and rewards
CONSUMERS WANT CONTROL OVER PERSONAL DATA

42% want ability to share data, withdraw permissions, and delete data
WHO DO CONSUMERS TRUST MOST WITH THEIR DATA?

67% trust themselves the most with their data, want control
POWER TO THE PEOPLE

Secure data sharing enabled by modern privacy standards like User-Managed Access (UMA)
CONSUMERS WANT TO BE...

Connected, Protected, Respected
From reluctant sharers to......
Savvy consumers