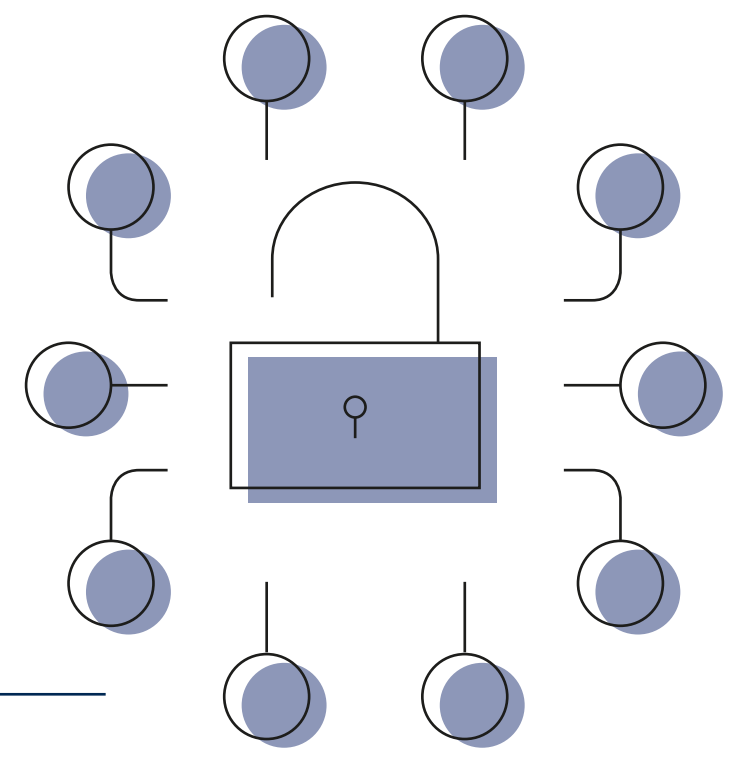


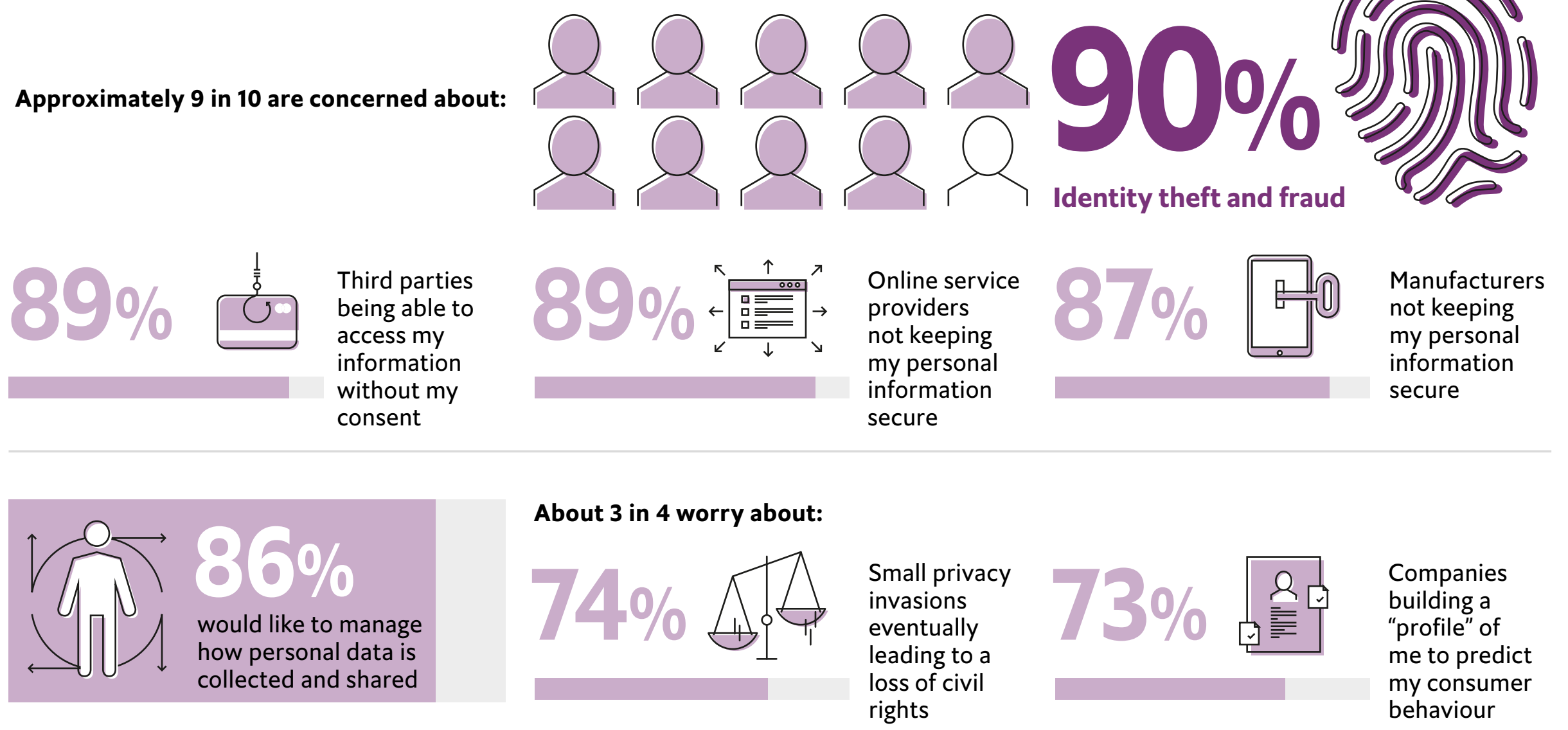
Consumer privacy meets The Internet of Things

For all their ravenous use of digital technology, consumers are generally aware of the risks it poses to their personal privacy. The Internet of Things, however, adds new layers of risk, as people's activities are tracked by legions of interconnected data-sharing devices. Consumers sense danger, and they demand safeguards.



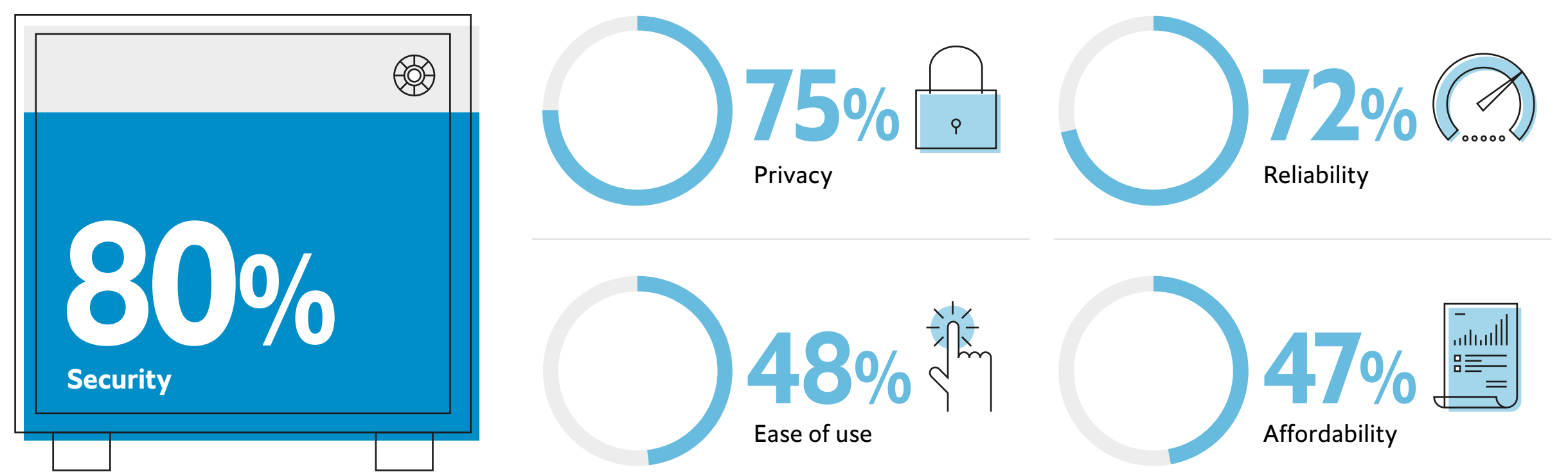
Awareness is building

Consumers have deep concerns about the security and privacy of their personal information

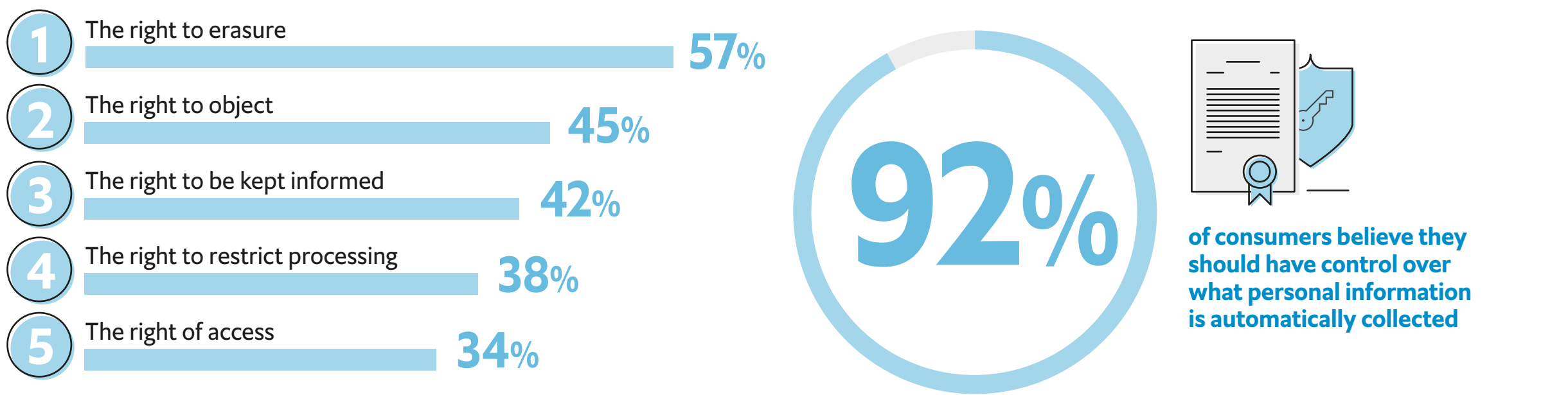


Security and privacy are priorities

Importance of issues when using internet-connected devices (% very important)

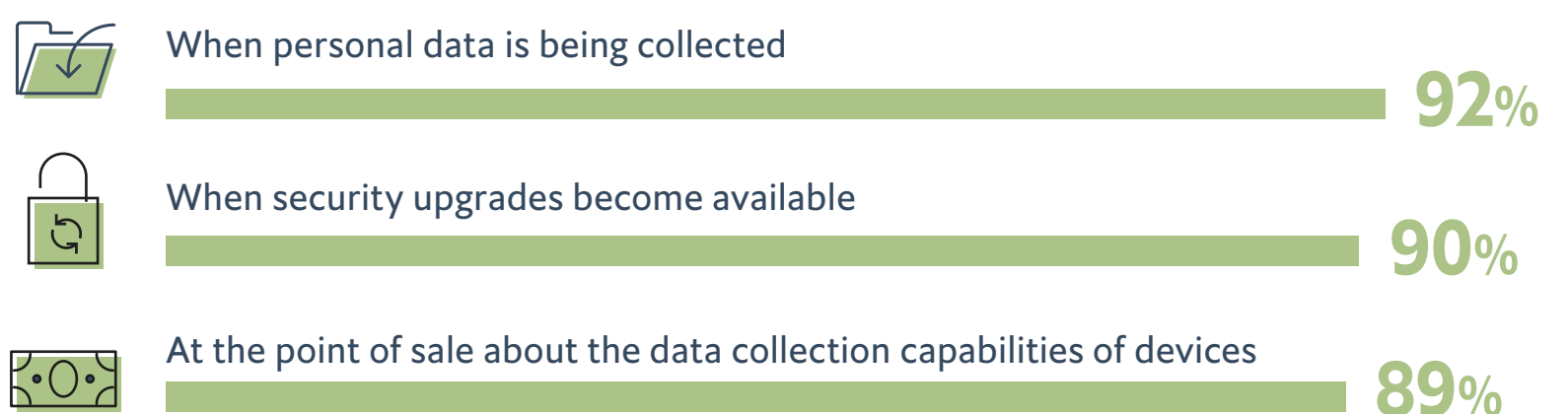


Most important privacy rights

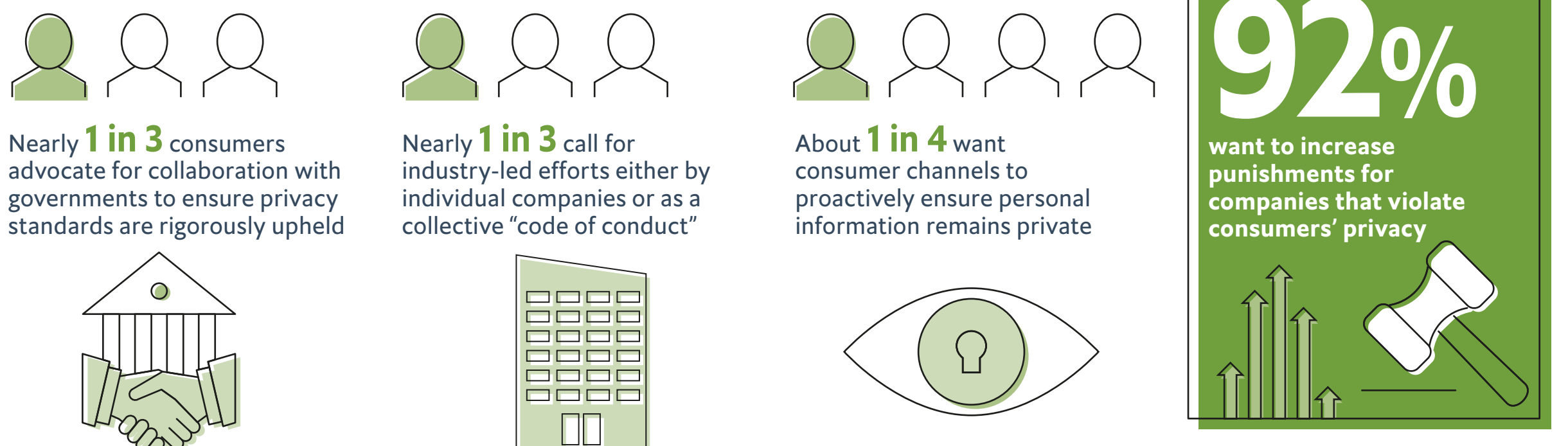


Important: Disclosure, commitment, standards and enforcement

Consumers demand disclosure when devices with sensors automatically collect data in several instances (% important)



How can manufacturers and service providers increase consumer confidence?



Note: Data based on an Economist Intelligence Unit survey conducted in October 2017. The research, sponsored by ForgeRock, surveyed 1,629 consumers across eight countries.