

The Three Pillars of Digital Identity: Trust, Consent, Knowledge



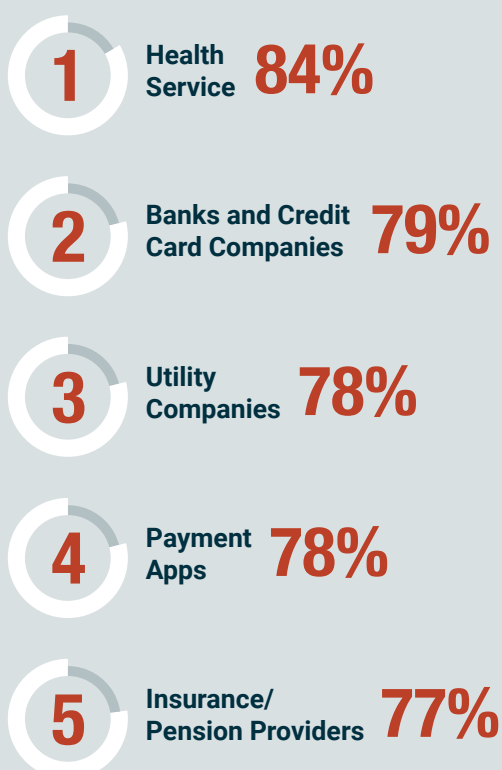
ForgeRock conducted a survey to gauge consumer awareness of digital identity. The goal was to gain a deeper understanding of how the information that individuals share about themselves is used online, their rights regarding that data, and their perceptions of the online platforms that collect it. In total, 8,434 adults were surveyed across France, Germany, the US, and the UK, with a minimum of 2,000 individuals from each country. The findings suggest that companies should look to realign their online interactions with customers with three key principles in mind: trust, consent, and knowledge.

TRUST



TOP 5

Level of trust in online platforms/industries



Consumers expect companies to protect their personal information

Trust, consent, and knowledge around data sharing are mutually reinforcing elements of a strong relationship between online platforms and their users. In short, as the sharing of personal data online becomes increasingly ubiquitous, consumers are looking to companies to protect this information while also allowing them to easily maintain control over their digital identity.

Regional Trends in Trust

American and British adults are more likely than their European counterparts to trust organizations to store and use their data responsibly.

AMAZON	SUPERMARKETS	BANKS & CREDIT CARD COMPANIES
<ul style="list-style-type: none"> • US 81% • UK 78% • DE 71% • FR 66% 	<ul style="list-style-type: none"> • US 78% • UK 78% • DE 69% • FR 61% 	<ul style="list-style-type: none"> • US 81% • UK 82% • DE 78% • FR 76%



Key Takeaway

Consumers are more likely to trust companies with whom they have a 'transactional' relationship to store and use their personal data responsibly.

CONSENT



Consumers want control over how their data gets shared

In the minds of consumers, the benefits of sharing personal data online are clearly weighted in favour of the organizations who collect this data.

Q. Which of the following statements do you think best describes who benefits from the personal information which you share online?



41%
Say their personal data is used to benefit only or mainly organizations



17%
Say their personal data is used to benefit only or mainly themselves

Q. Thinking about any personal data that is held by companies and organizations, to what extent do you believe it is the responsibility of the company, or your own, to protect it and ensure it is used responsibly?

Perceived responsibility for protection of personal data shared only



57%
Say companies are solely or mainly responsible for ensuring personal data shared online is protected and used responsibly



9%
Say they are solely or mainly responsible for ensuring personal data they have shared online is protected and used responsibly

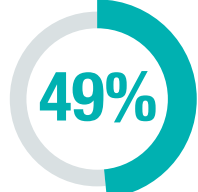
51% OF CONSUMERS WOULD NEVER WANT THEIR PERSONAL INFORMATION TO BE SHARED WITH A THIRD PARTY



Would stop using the company



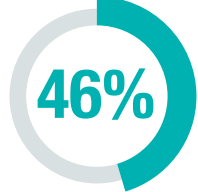
Request financial compensation



Would remove / delete their data held by that company



Would take legal action



Would advise their family and friends against using the organization



Would contact the police

Key Takeaway

By a wide margin, consumers believe that the organizations they interact with online are responsible for keeping their personal data safe.

KNOWLEDGE



Lack of awareness holds consumers back from empowerment and greater control over personal data

Consumers' awareness of the data they share about themselves online, and who is capturing this information, is low.

The survey revealed a serious disconnect among consumers regarding how much information they share online. 76% shop online, but only 31% say they have shared their debit or credit card detail.

76% Use the internet to access products / services and make purchases

31% Say they have shared their card details online



Despite around 93% of consumers saying that they use at least one social media platform, between a fifth (20%)* and two in five (38%)* think that each social media platform tested has no access to any personal data about their users.



Many adults appear unaware of the amount of information they have shared online. Percentage of people that have shared basic pieces of personal information:

✉	EMAIL	83%
♂	GENDER	80%
📄	NAME	79%
👤	DATE OF BIRTH	72%

Consumers' knowledge of their rights regarding the use and protection of their personal data is limited.

57% Know only a little or nothing at all about their rights regarding the use of their personal data

48% Do not know who is liable should their data be hacked

Key Takeaway

Many consumers don't know how much of their digital identity is shared online.