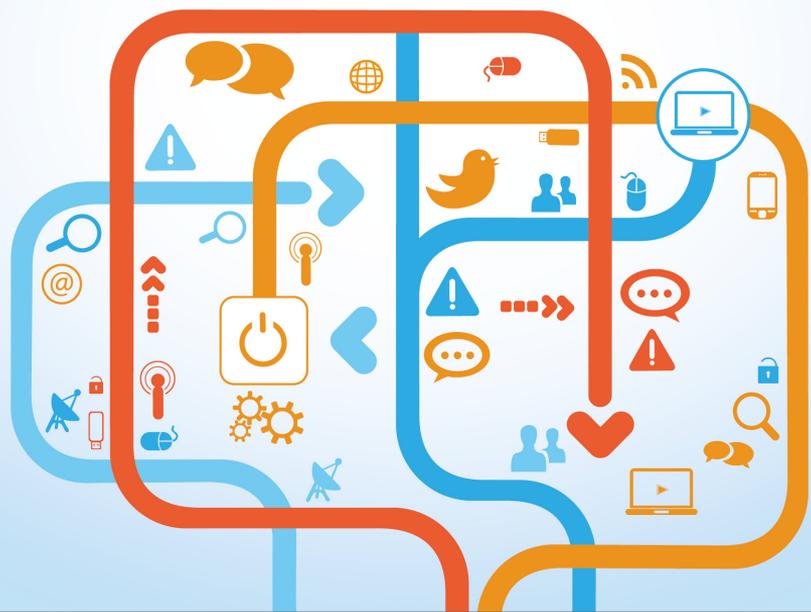


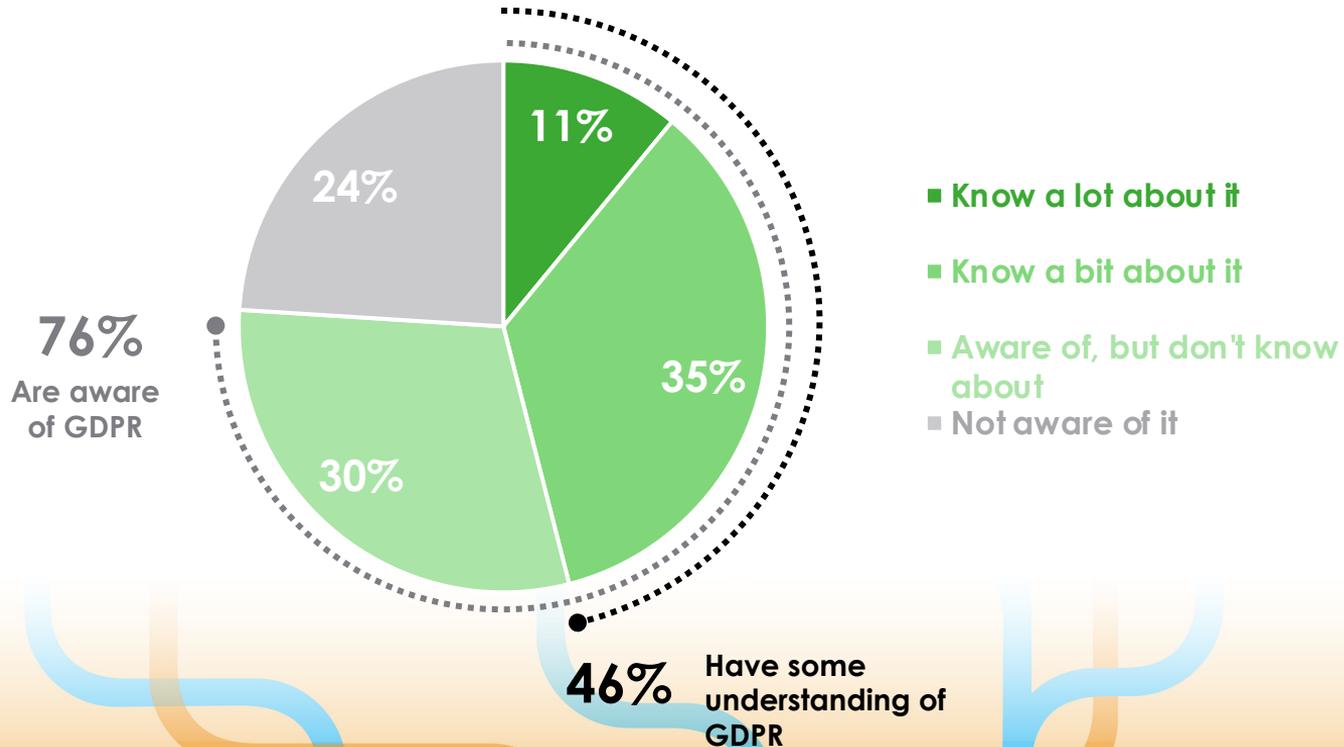
DELIVERING TRANSPARENCY, CHOICE AND CONTROL FOR EUROPEAN CITIZENS



**Consumer's understanding of GDPR
improves their comfort with OBA, which
EDAA can help improve further**

Consumers generally have an awareness of the introduction of GDPR, though not necessarily a working knowledge of its impact

Awareness and understanding of new EU data privacy regulations (hereafter, labelled as GDPR)
(% selecting each statement)

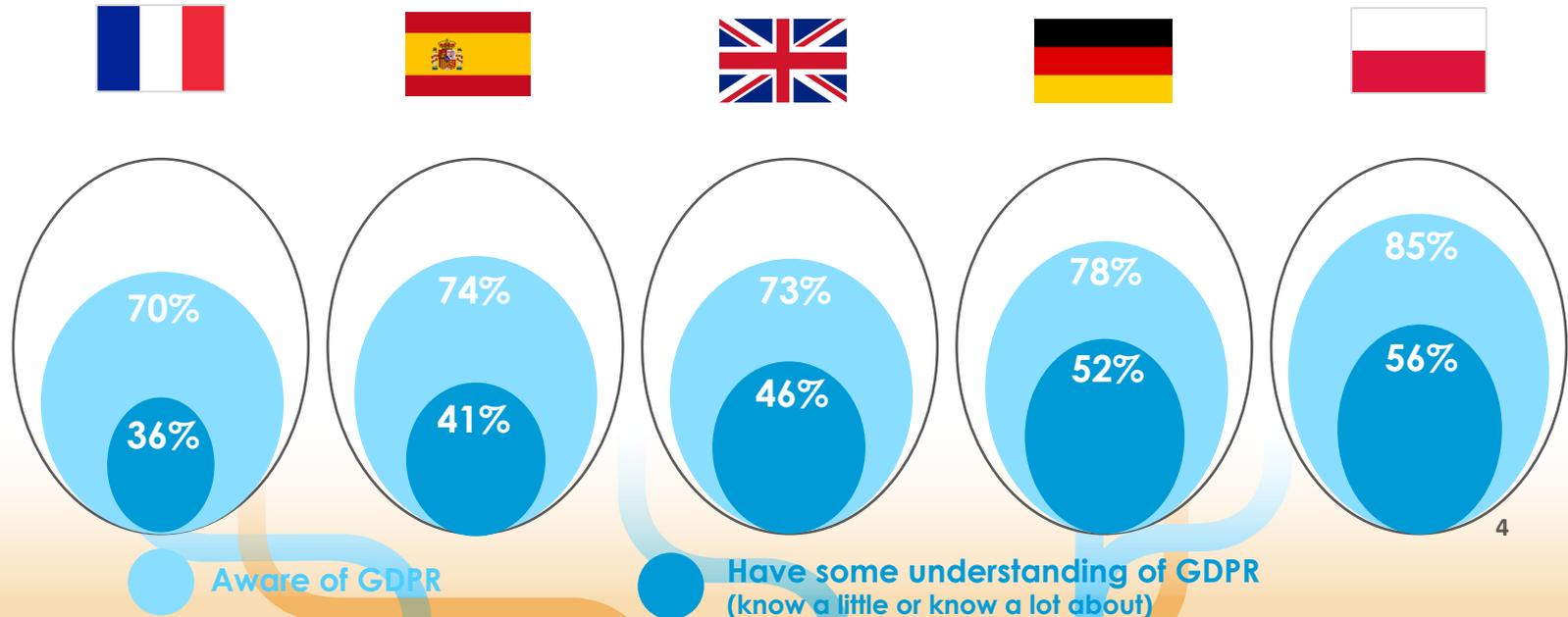


Familiarity with GDPR differs by market

Awareness and understanding of GDPR by market (% selecting each statement)

Less familiar

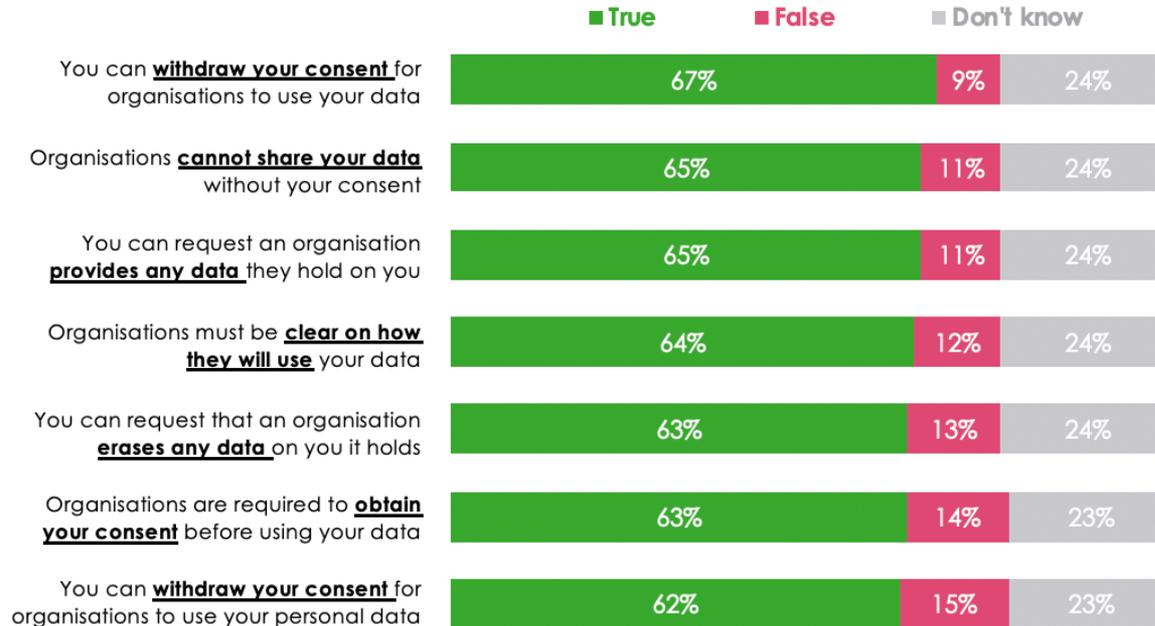
More familiar



Despite lacking a thorough understanding, consumers generally have a sense of the GDPR's purpose & what provisions may be included

Awareness of GDPR provisions

(% believing each measure is included as part of GDPR when prompted)



The introduction of GDPR has helped a sizable minority of consumers feel more knowledgeable about online data

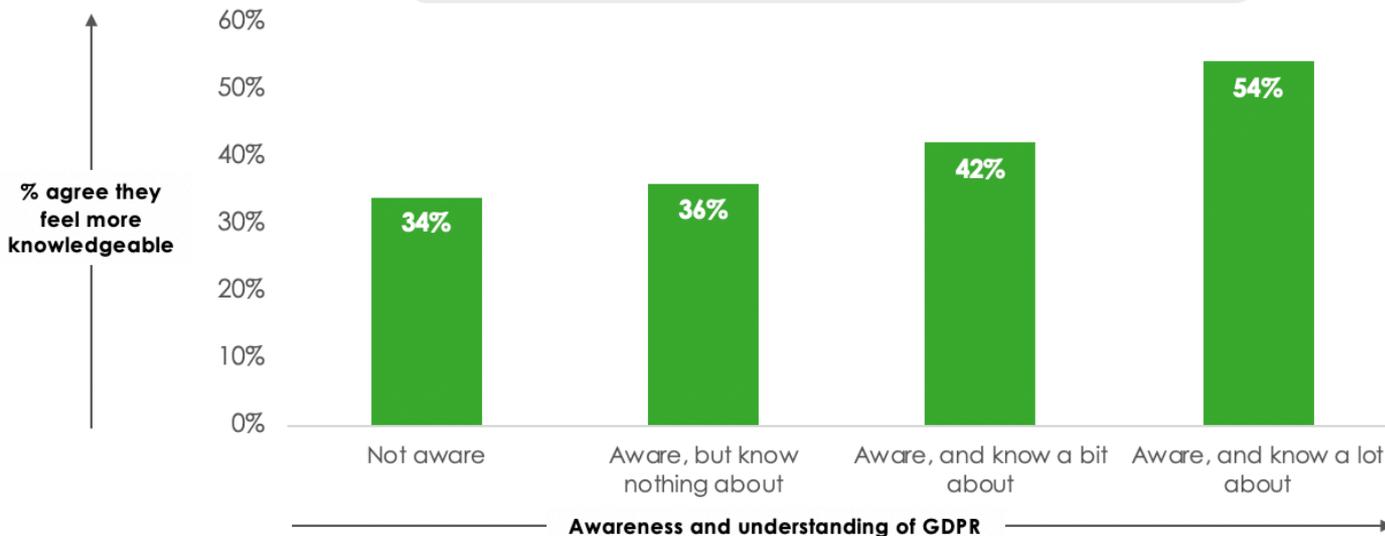
Impact of GDPR on understanding of online data collection and use

(% agreeing of each sub-group who agree / strongly agree with the statement shown)



40% of all respondents agree:

"I feel more knowledgeable about the way in which information about me is collected and used online"

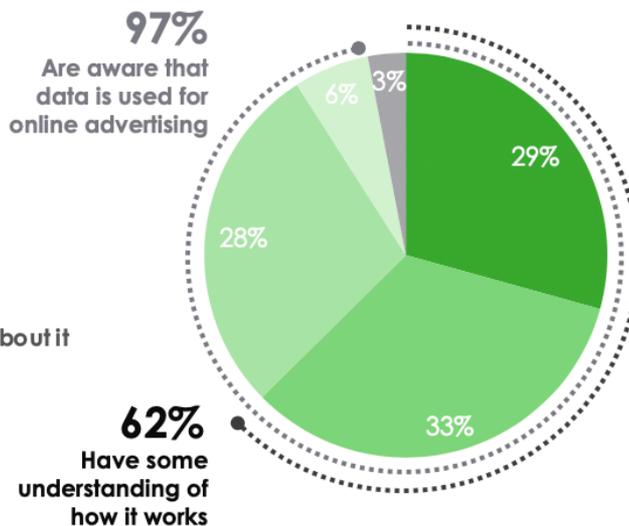


Many consumers now have some knowledge of how data is used for advertising, but would like to find out more

Awareness and understanding of the use of data for online advertising

(% selecting each statement)

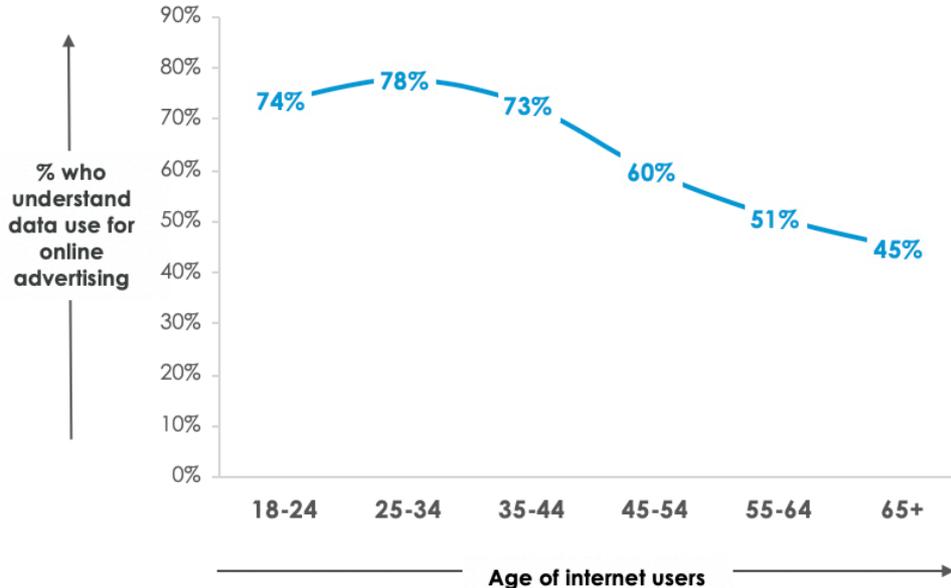
- I understand it very well
- I have a reasonable understanding
- I'm aware of it, but I'm unsure how it works
- I'm aware of it, but I've never really thought about it
- I wasn't aware of it before today



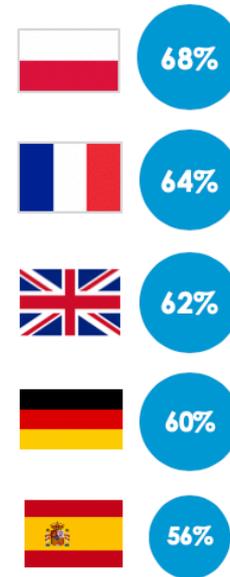
72% agree: "I'd like to know more about how information about me is used online"

Understanding of the use of data for online advertising varies by age and by market

Awareness of data usage for online advertising by demographics (% who either 'understand it well' or 'have a reasonable understanding')

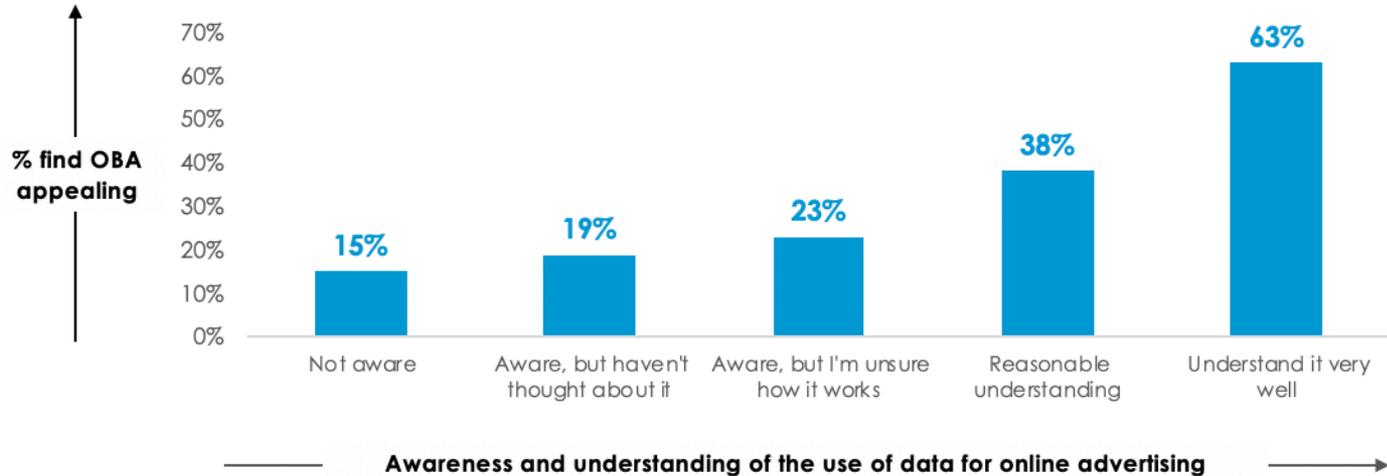


Awareness by market (Across all age groups)



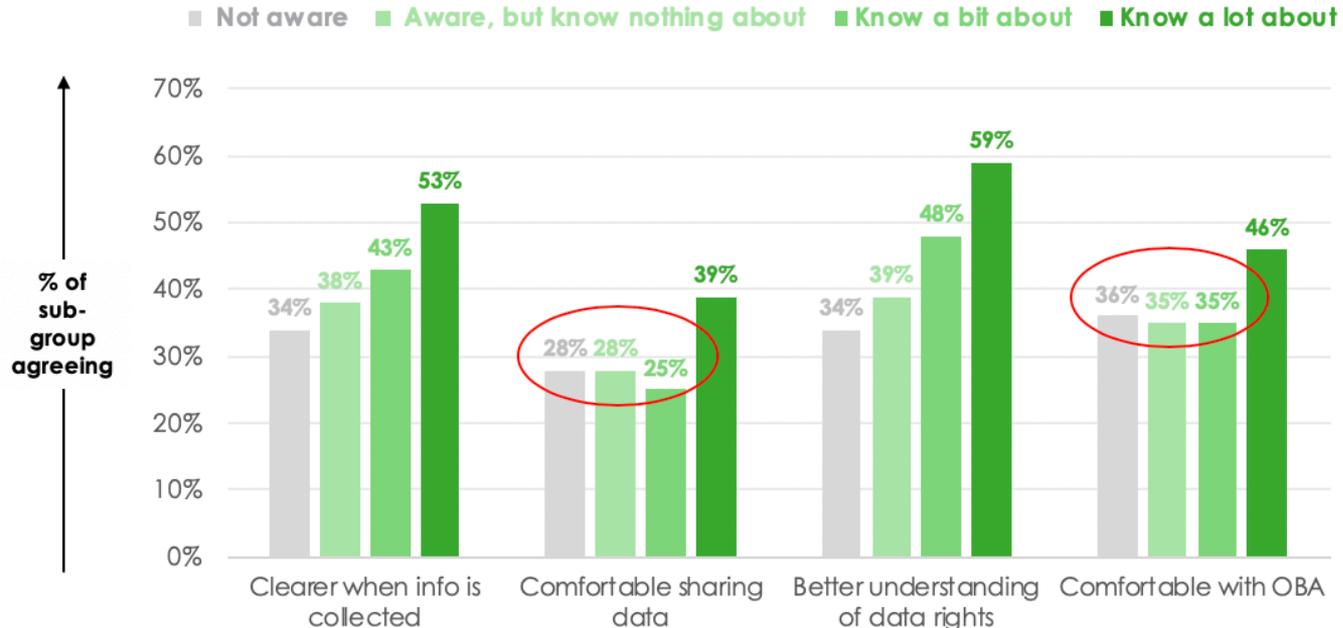
Consumers with greater understanding of how data is used for OBA are more likely to find it appealing

Appeal of online behavioural advertising (OBA) amongst people with differing levels of awareness / understanding of data usage for online advertising
(% appeal amongst those with differing levels of awareness / understanding)



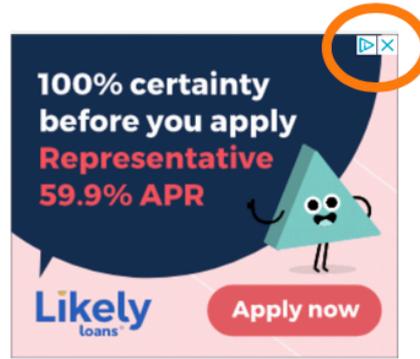
Only those with a strong understanding of GDPR see a marked improvement in their perceptions of OBA and sharing data

Impact of knowledge of GDPR on perceptions of data use
(% of sub-group who agree with each statement)



Use of the AdChoices Icon is positive— a third of consumers have used despite subtle delivery method

AdChoices Icon

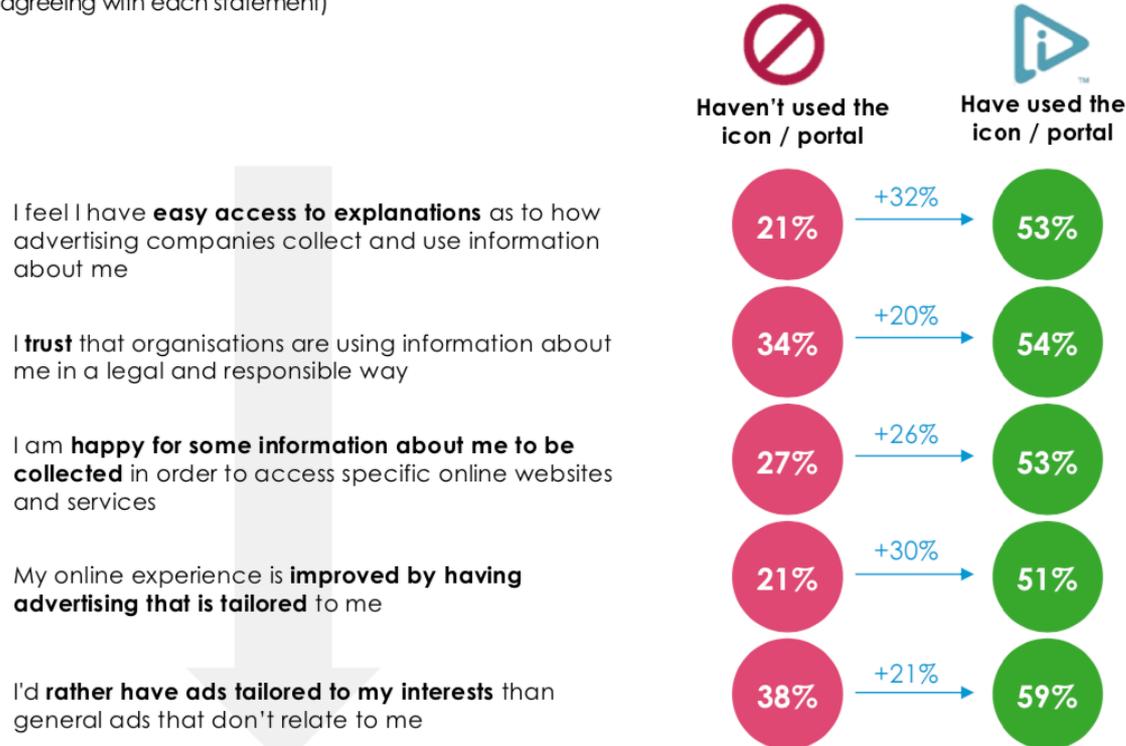


- Use often
- Use occasionally



There is evidence EDAA is successful in improving understanding as users feel more informed and positive to online advertising

Perceptions of online advertising amongst those who use the icon / platform
(% agreeing with each statement)



Most consumers using the Programme understand data usage for advertising but there is a need to bring in those less aware

Awareness of data usage by those who have / haven't accessed the programme
(% selecting each statement)

