



## The Price of Personal Data

How much do people believe their data is worth?

**SYZYGY DIGITAL INSIGHT SURVEY 2018**



**\*Personal Data: any information relating to an identified or identifiable natural person**

## What would you sell your personal data for?

### SYZYGY DIGITAL INSIGHT SURVEY 2018

Much of modern marketing has been based on the assumption that individuals will willingly or unknowingly trade their personal data\* in return for 'free' services or more personalised experiences.

Data harvesting has been seen as a necessary step towards a 'one-to-one' marketing utopia where the right message is delivered to the right person at the right time.

But new EU privacy and data protection rules will now make it more difficult for businesses to offer free or personalised experiences. This is because 'privacy by design' has become a legal requirement and data on individuals will be owned and controlled by individuals not businesses.

So now that EU citizens are in control of their data, will they choose to sell it for 'free' or more personalised experiences? And if so, for how much? SYZYGY conducted an international survey in Summer 2018 to find out.

# Executive summary

## SYZYGY DIGITAL INSIGHT SURVEY 2018 - DATA PROTECTION, PRIVACY AND PERSONALISATION

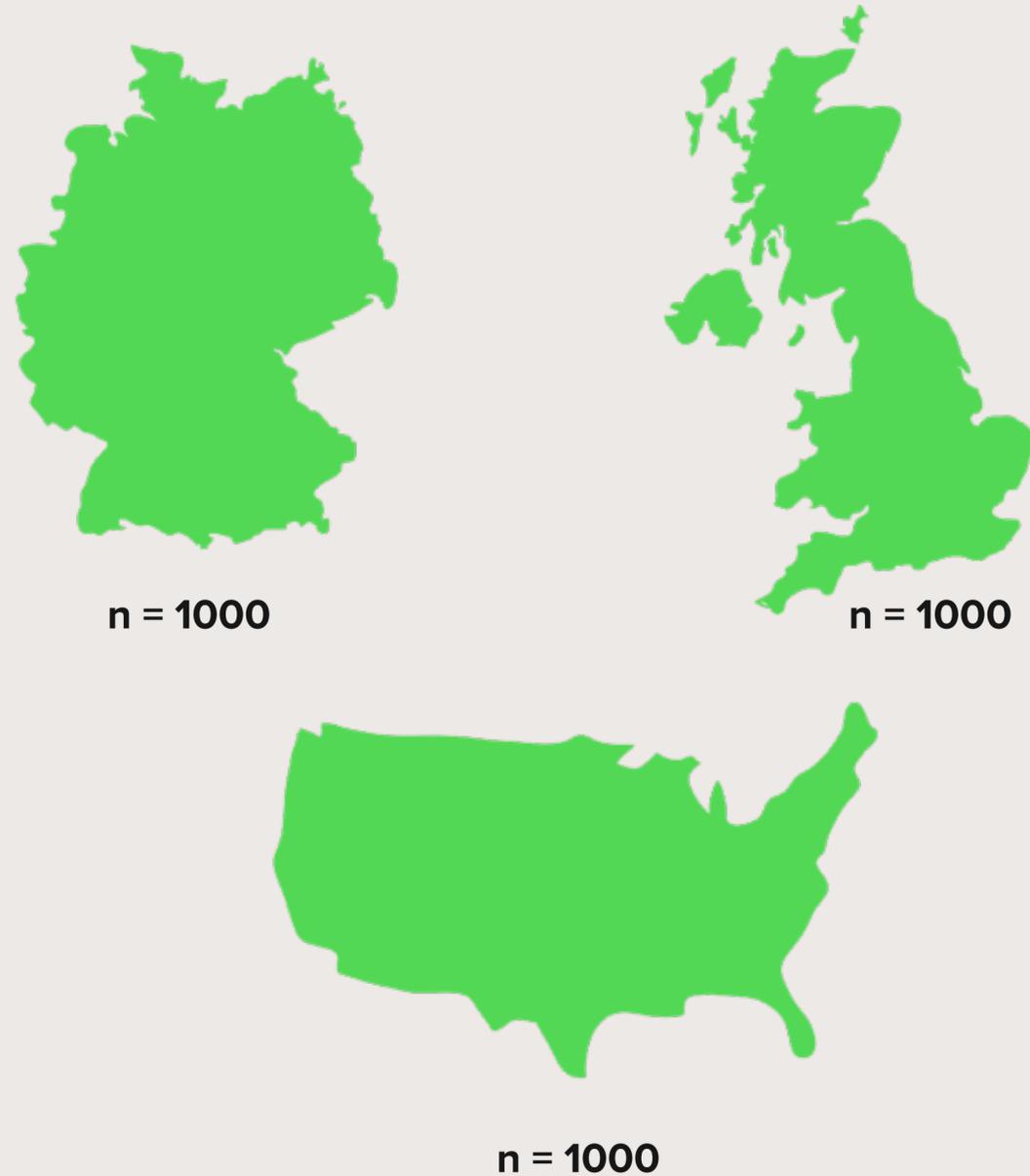
New EU data protection and privacy legislation is making it difficult for marketers to offer ‘free’ or personalised experiences in return for collecting and using personal data. To find out whether people are still willing to surrender their personal data in return for free or more personalised experiences, SYZYGY conducted an international survey in summer 2018 in Germany (n = 1000), UK (n = 1000) and USA (n = 1000). Survey fieldwork was conducted May 15-18, 2018 using nationally representative adult samples from the Google Surveys Publisher Network.

**Trust Deficit:** Businesses in Germany are paying a high price for a widespread public impression that they are using, abusing or losing people’s personal data. One in four (25%) of Germans have stopped using an online service or retailer in the past year because they don’t trust them with their data (UK 36%, US 35%). Six in ten Germans (56%) believe that the brands and services they use already know too much about them (UK 55%, US 54%). More than one in three Germans (38%) remain unaware of new data protection rules coming into force (UK 28%, US 79%).

**Not for Sale:** Germans value their personal data more than American or British citizens. Two out of three (67%) Germans now wouldn’t sell their personal data at any price, even to their favourite brand (UK 52%, US 55%). Only 16% of Germans would consider allowing Google to track and monitor their use of digital devices for €20/month (UK 40%, US 33%). For the minority of Germans who would consider their selling personal data to their favourite brand, they would do so for an average of €140 (8% more than UK €130, US €130).

**Personalisation Myth:** In Germany, the god of ‘personalisation’ is a marketing myth. Given a free choice, only one in six Germans (14%) believe that surrendering their personal data is a price worth paying for to get a more personalised experience online (UK 24%, US 21%). Only one in ten Germans (10%) are happy when businesses use technology to personalise messages and content to them (UK 12%, US, 10%). Overall, only 1 in 6 Germans (17%) feel it is worth giving up online anonymity in return for receiving more personalised experience (UK 21%, US 18%).

**Strategic Opportunity.** Businesses now have a window of opportunity to **repair the data-driven trust deficit** that is crippling performance. Some businesses will continue to personalise marketing with personal data and exploit the difference between what people want and what they are be prepared to accept. Others will seek to **unlock growth by putting privacy before personalisation** in a way that allows people to personalise what they see themselves. The big opportunity is to replace the obsolete orthodoxy of one-to-one marketing with a new **inclusive marketing** based on individual empowerment and messages that serve all category buyers. The future is not personalised marketing, it is inclusive marketing based on what binds people together rather than exploiting the personal differences that separate and divide us.



**SYZYGY interviewed 3000 adults** (national representative samples) in **Germany (n=1000), UK (n=1000) and USA (n=1000)** between **May 15-18, 2018.**

*Google Surveys: Respondents comprised a nationally representative sample of users on websites in the Google Surveys Publisher Network*

## What would you sell your personal data for?

**67%**

of Germans  
wouldn't sell their  
personal data\* at  
any price, even to  
their favourite  
brand

vs UK 52% vs US 55%

**14%**

of Germans would  
consider trading  
personal data in  
return for more  
personalised  
experiences online

vs UK 24% vs US 21%

**18%**

of Germans  
believe it is fair  
that Google and  
Facebook collect  
and use their data  
for targeted  
advertising

vs UK 26% vs US 27%

**16%**

of Germans  
would allow  
Google to  
monitor their  
online activity  
for €20/month

vs UK 39% vs US 33%

**€140**

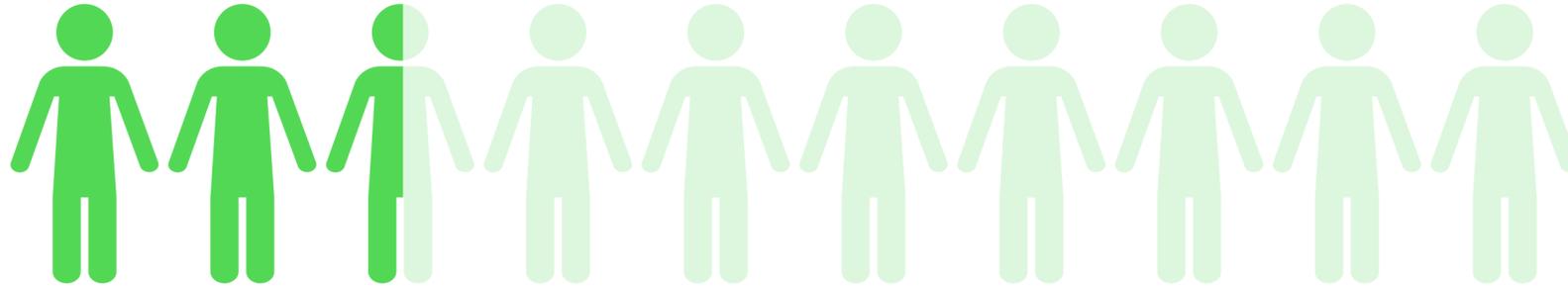
the average price at  
which Germans  
willing to sell  
personal data would  
sell data to their  
favourite brand

vs UK €130 vs US €130

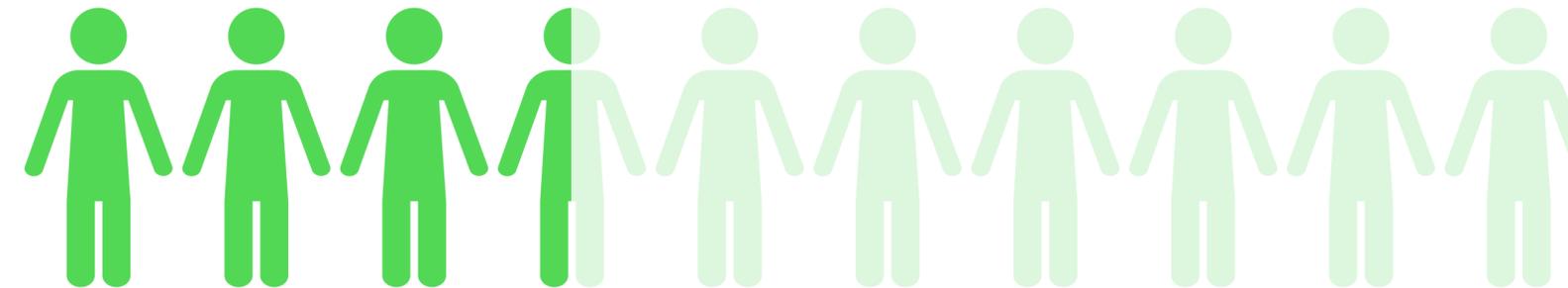
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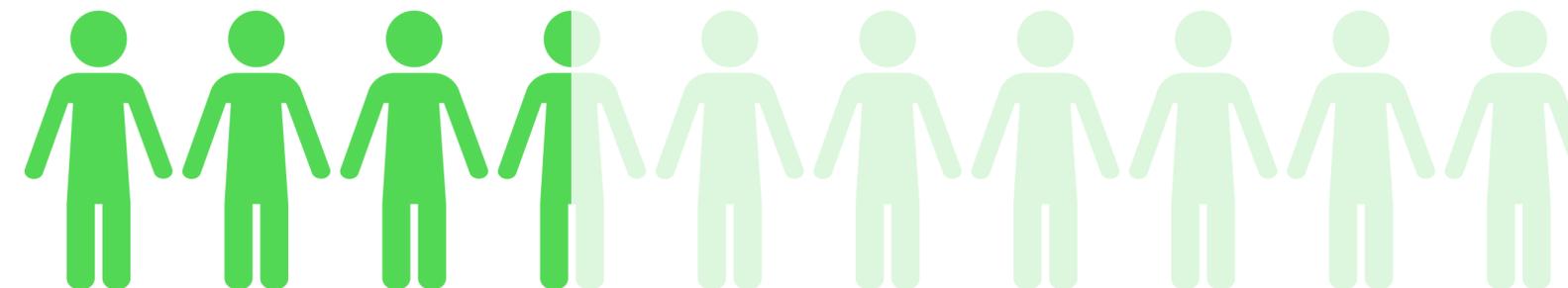
24,7%



35,9%



35,2%



# 1 in 4

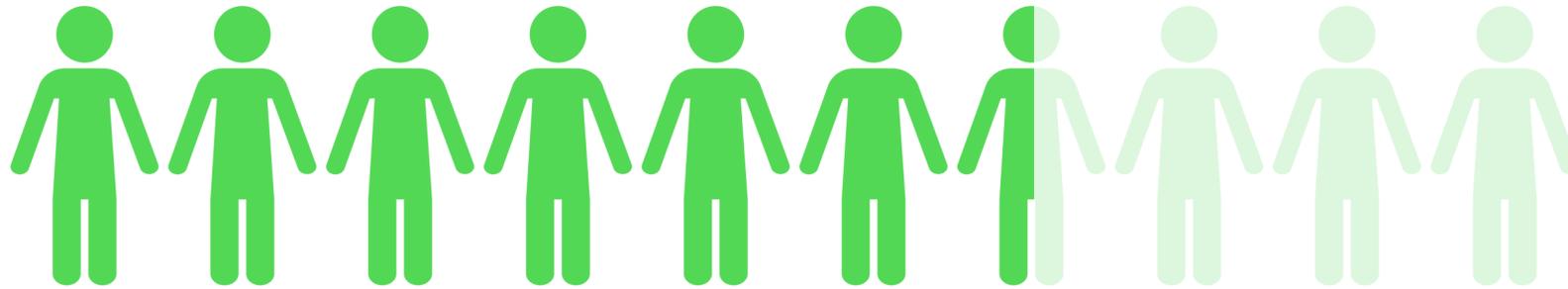
**Germans have stopped using an online service or retailer in the past year because they don't trust them with their data**

*Over the past year have you stopped using any online services or online retailers because you don't trust what they'll do with your data? (yes 24.7%, no 75.3%)*

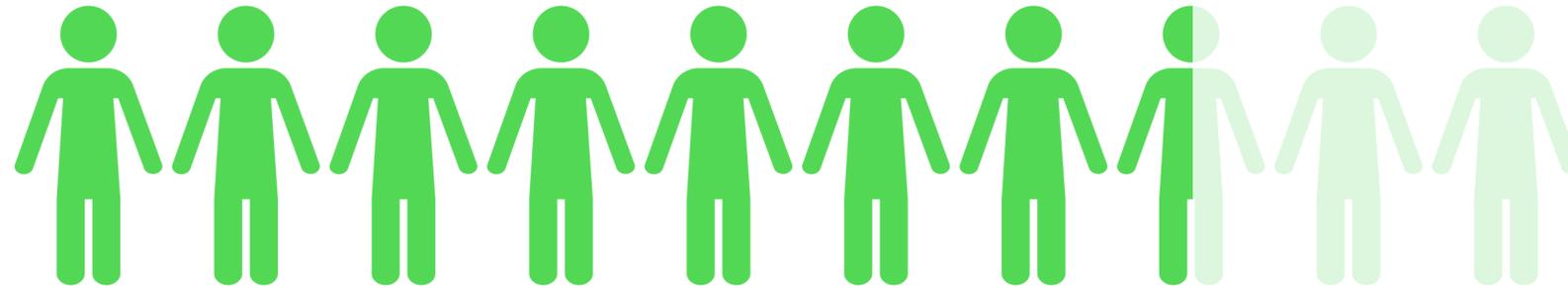
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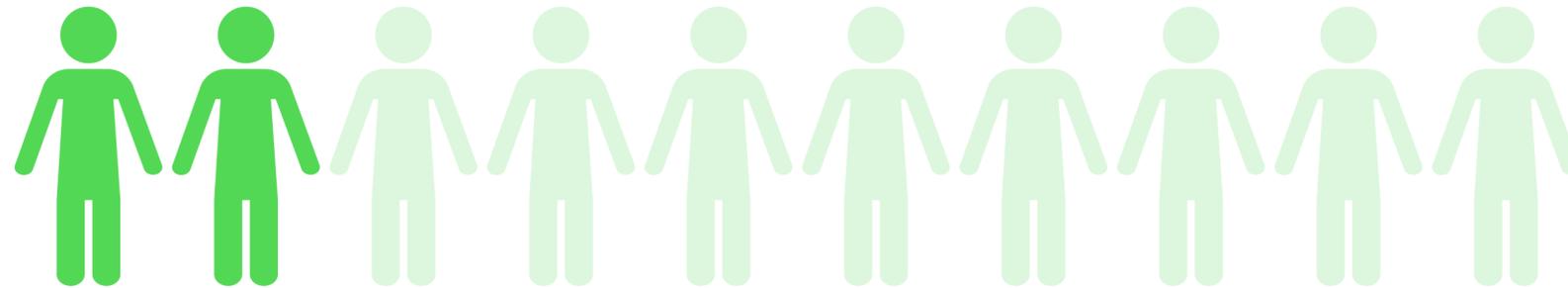
62.5%



72,1%



21,4%



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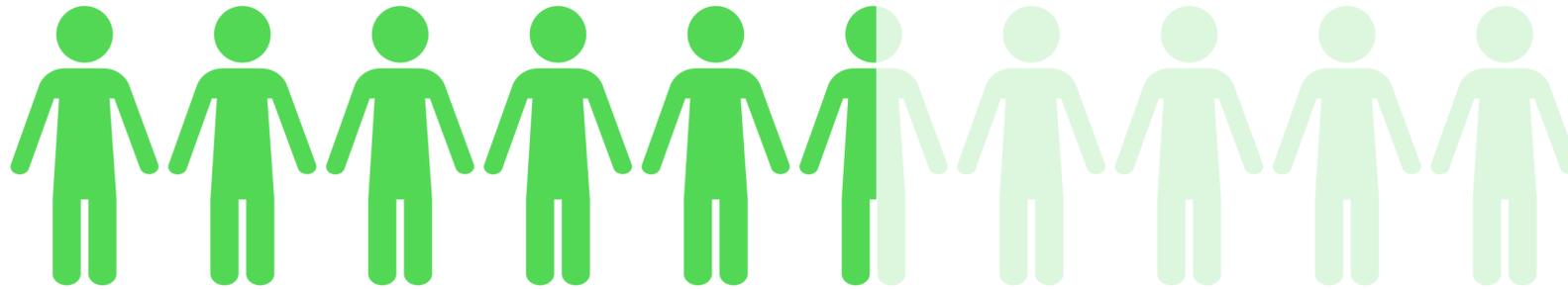
**Germans are not aware of new data protection rules coming coming into force (GDPR)**

*Have you heard about new EU data protection laws coming into force this month that will limit how companies collect and use your personal data about you and what you do? (yes 62.5% , no 37.5%)*

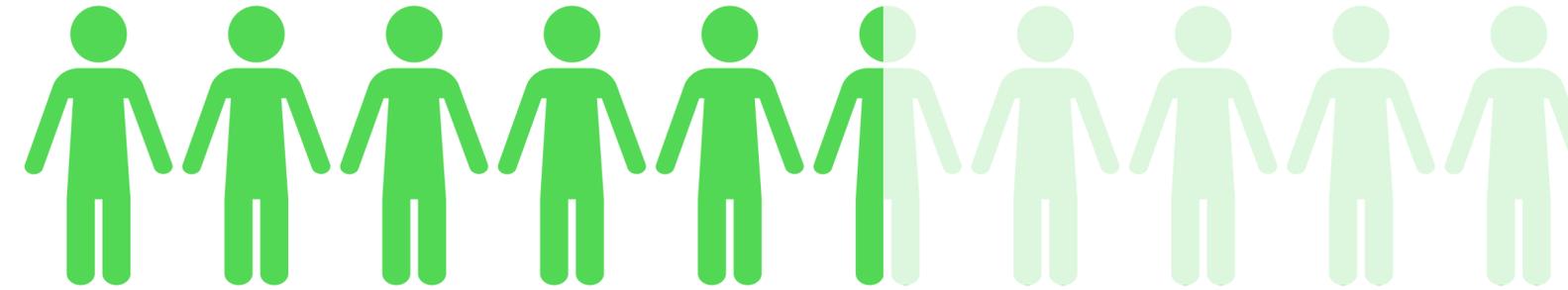
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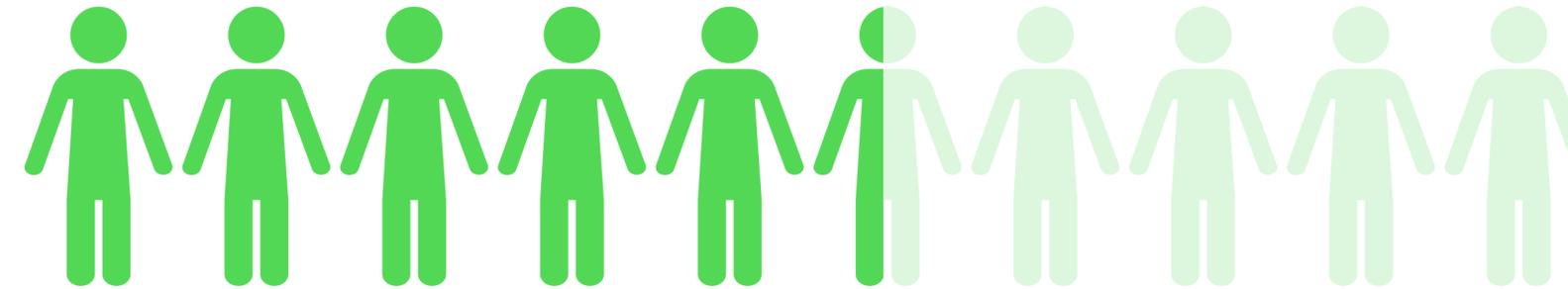
55,6%



55,4%



53,9%



More than

**1 in 2**

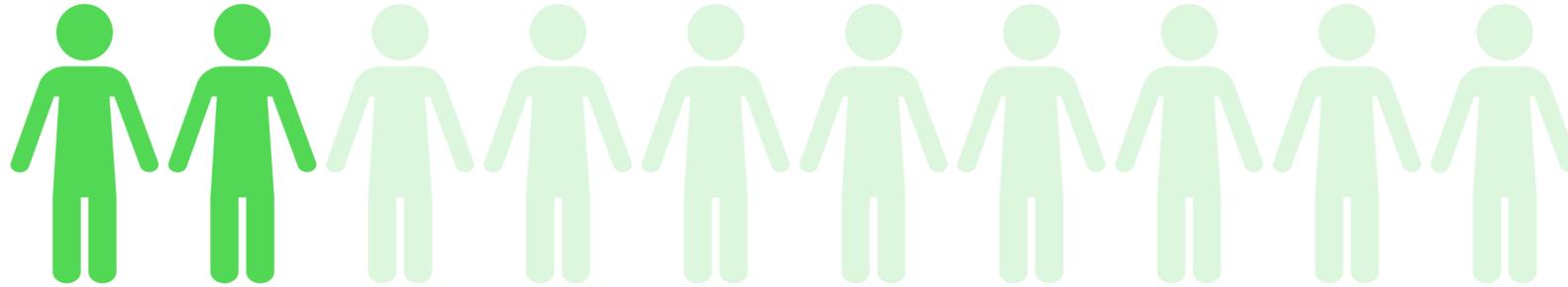
**Germans believe brands and retailers already know too much about them**

*In general, do you think that brands and retailers that you use already know too much about you? (yes 55.6%, no 10.0%, don't know 34.3%)*

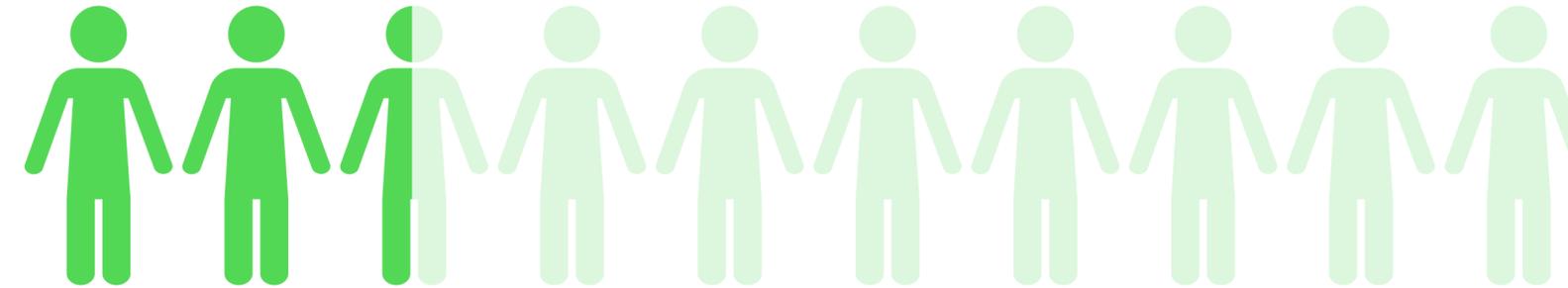
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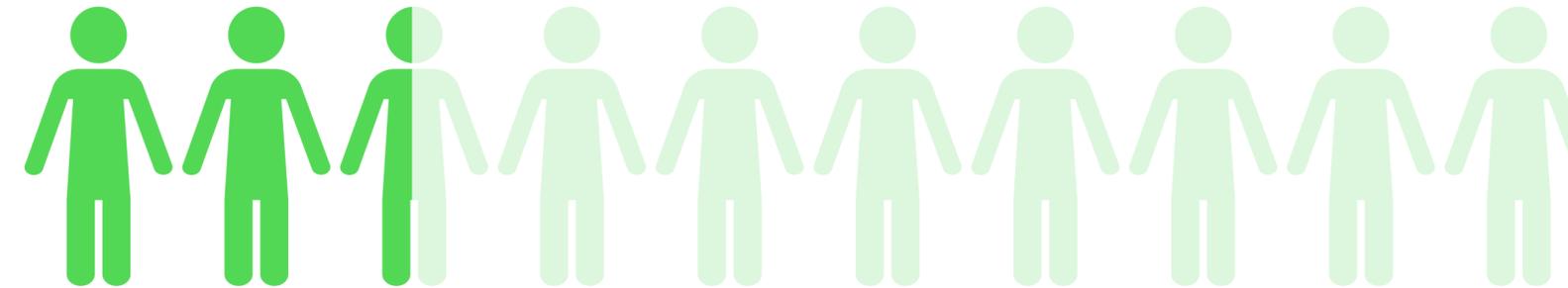
18,2%



26,1%



27,2%



Only

**1 in 5**

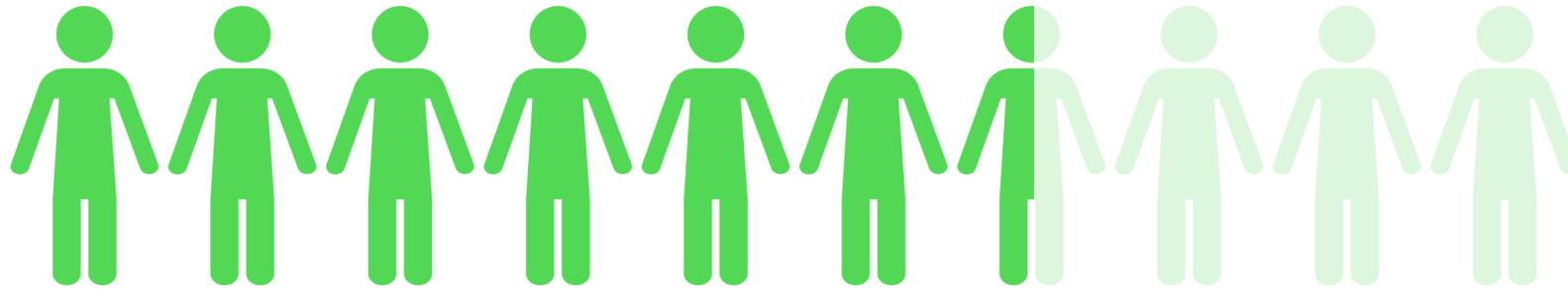
**Germans believe it is fair that Google and Facebook collect and use their data for targeted advertising**

*Google and Facebook are free to use because they collect and use your personal data to sell targeted advertising. Do you feel this is a fair exchange? (yes 18.2%, no 40.4%, don't know 41.5%)*

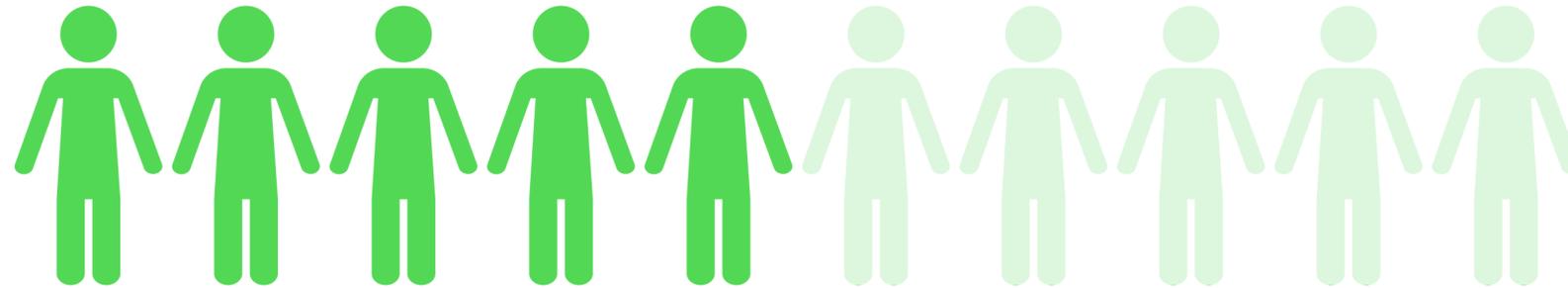
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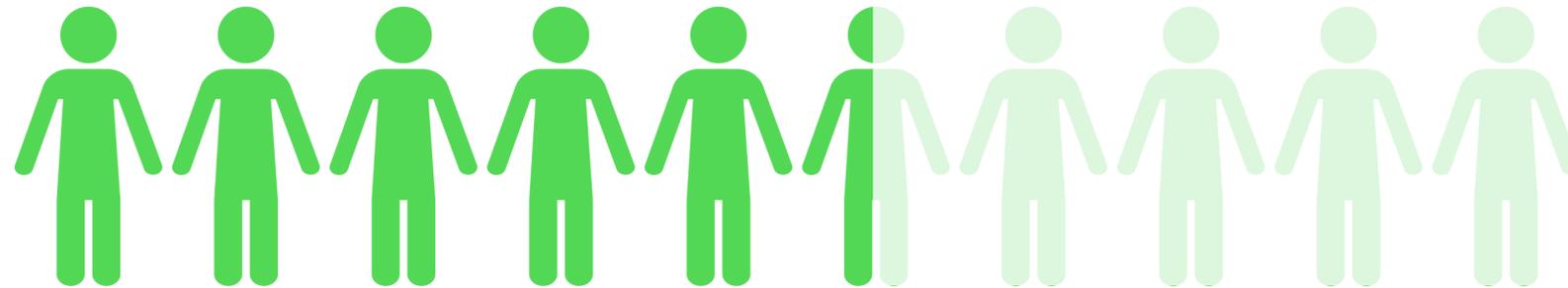
66,7%



52,0%



55,4%



## 2 in 3

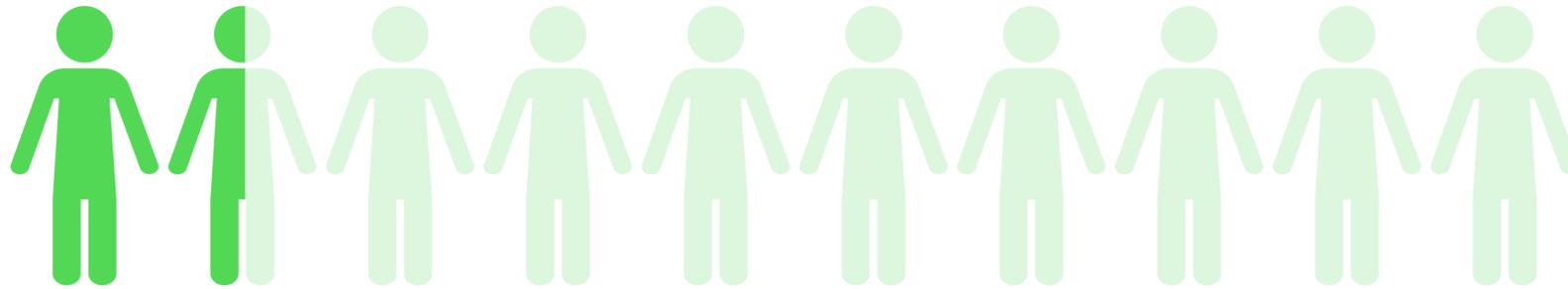
**Germans would not sell personal data to their favourite brand at any price**

*If your favourite brand offered to pay you for any data Google and Facebook already have about you (promising not to share it), what's the minimum amount you'd accept? (% wouldn't sell at any price 66.7%)*

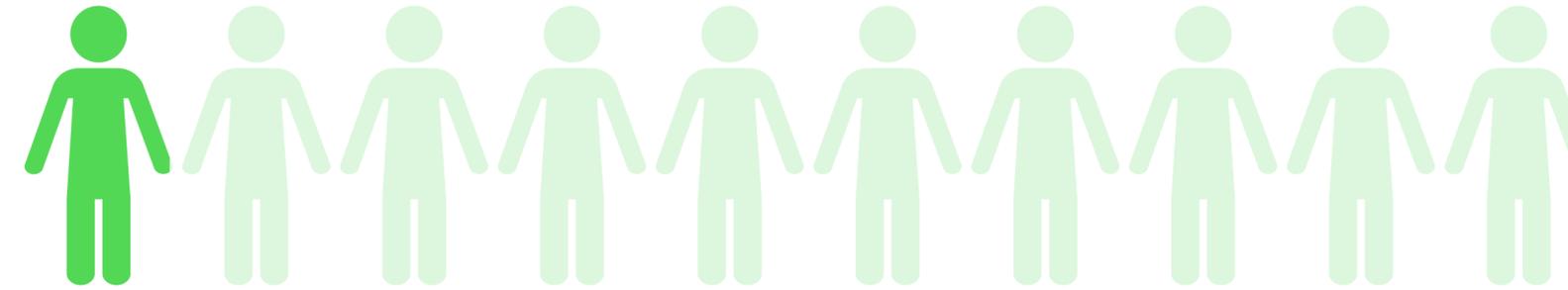
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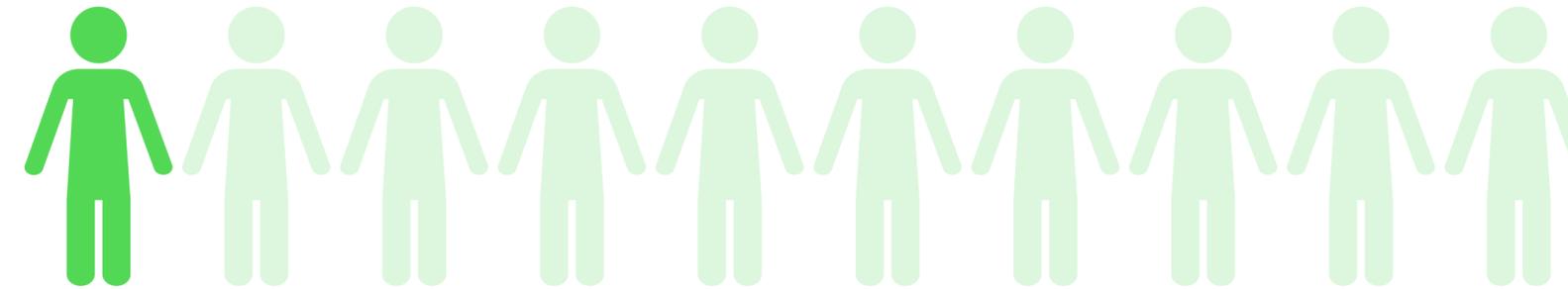
13,1%



8,3%



9,3%



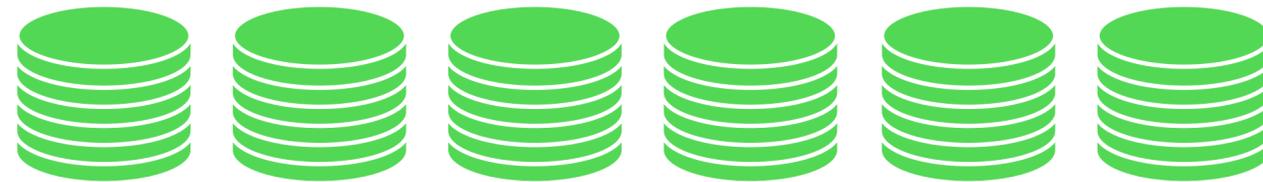
Only

**1 in 8**

**Germans would now be happy to share personal data with their favourite brand for free**

*If your favourite brand offered to pay you for any data Google and Facebook already have about you (promising not to share it), what's the minimum amount you'd accept? (% who would accept without payment 13.1%)*

SIZIGI



€140

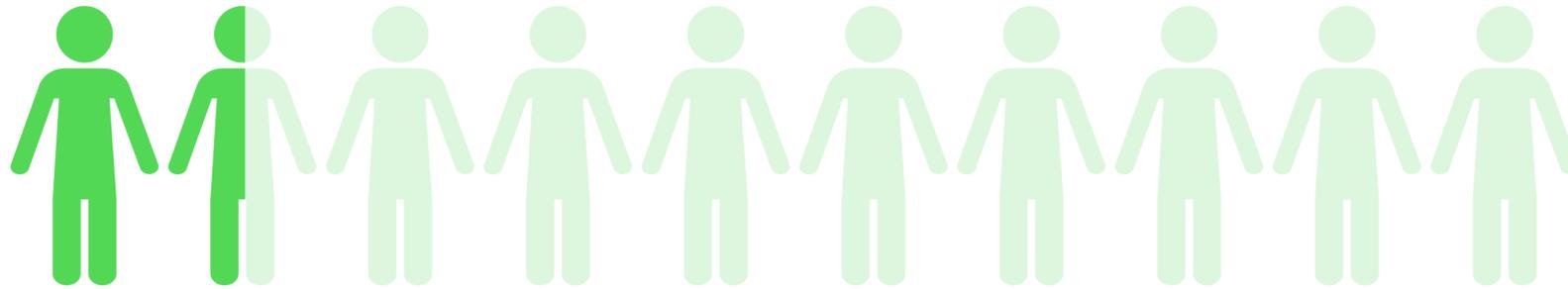
the average price at which Germans willing to sell personal data already held online about them would sell this to their favourite brand

*If your favourite brand offered to pay you for any data Google and Facebook already have about you (promising not to share it), what's the minimum amount you'd accept? (average (mean) price for those willing to sell €140)*

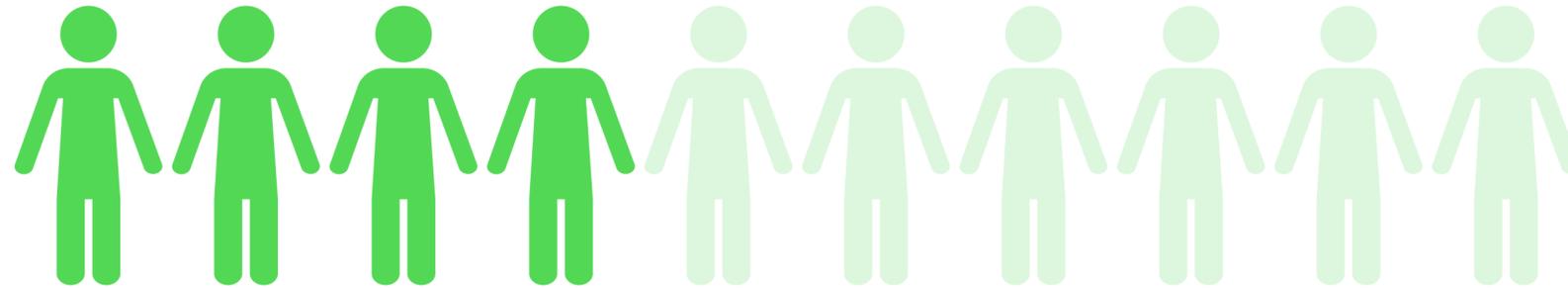
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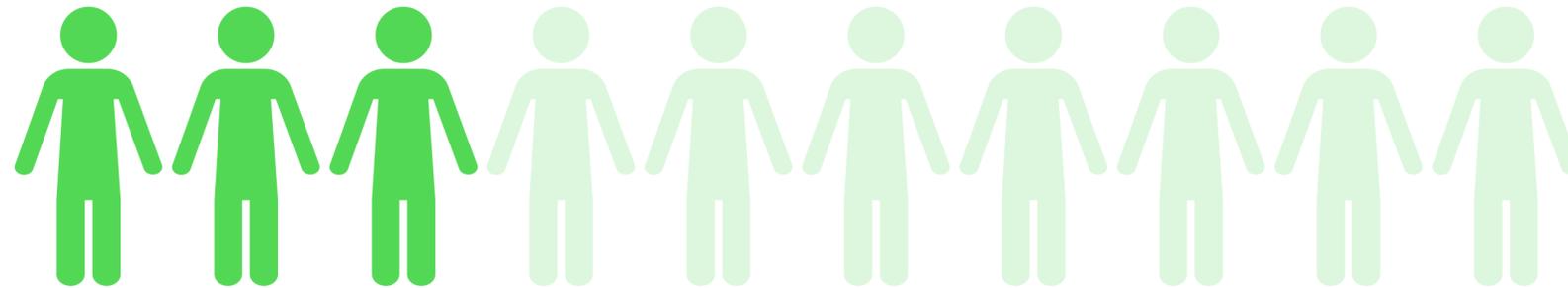
15,8%



39,2%



32,5%



Only

**1 in 6**

**Germans would accept €20/month for Google to track and monitor their use of digital devices\***

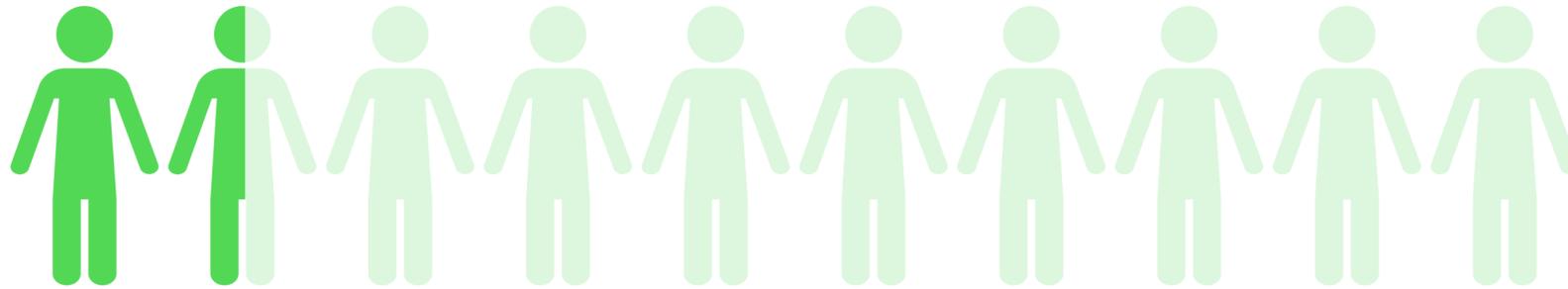
*If Google offered to pay you €20 per month to track and monitor your use and activity across all your digital devices (and promised not to share your data), would you accept? (yes 15.8%, no 84.2%)*

*\* Google Cross Media pays people up to €20 per month to track and monitor their digital activity*

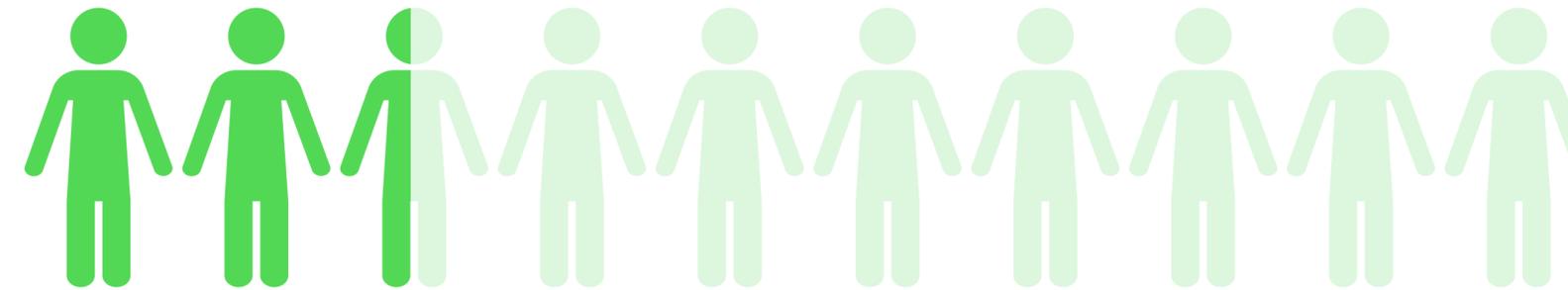
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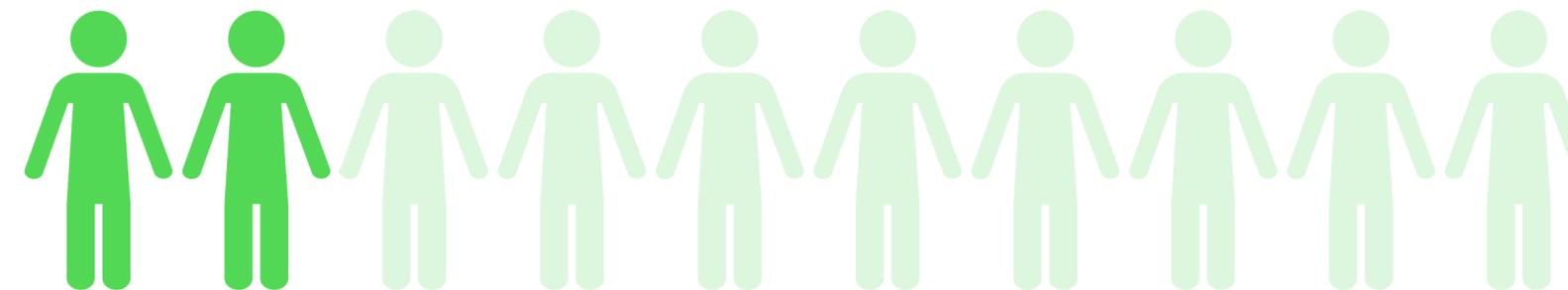
14,3%



23,9%



20,8%



Only

**1 in 7**

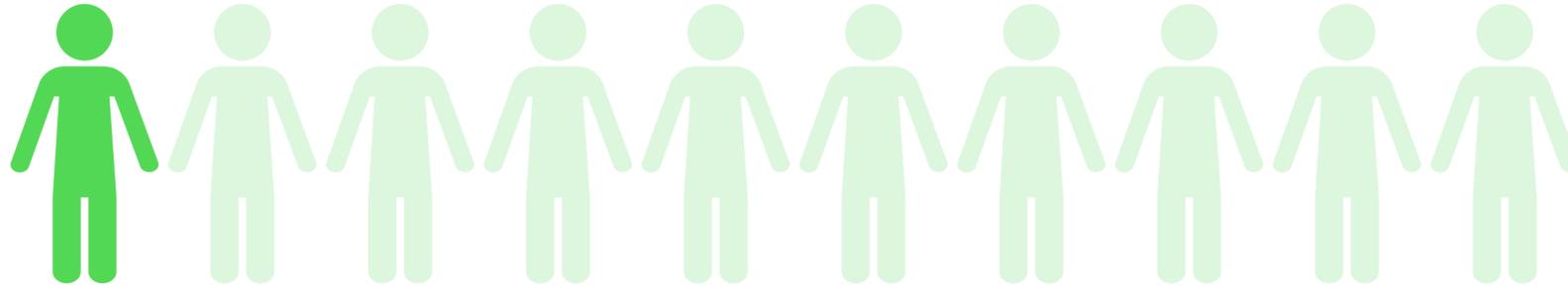
**Germans now think it's worth sharing personal data with a **trusted** website in order to get a more personalised experience**

*Marketers believe people are willing to share their personal data with trusted websites in return for getting a more 'personalised experience'. Is this generally true of you? (yes 14.3%, no 85.7%)*

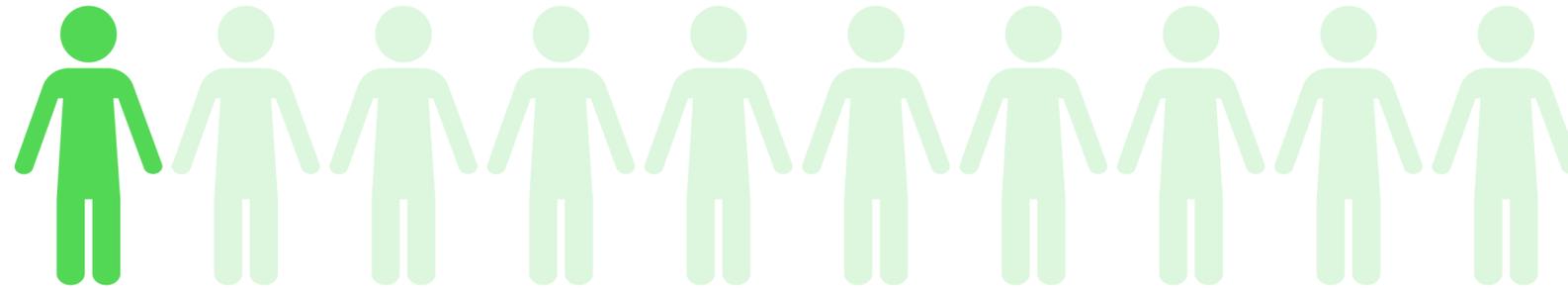
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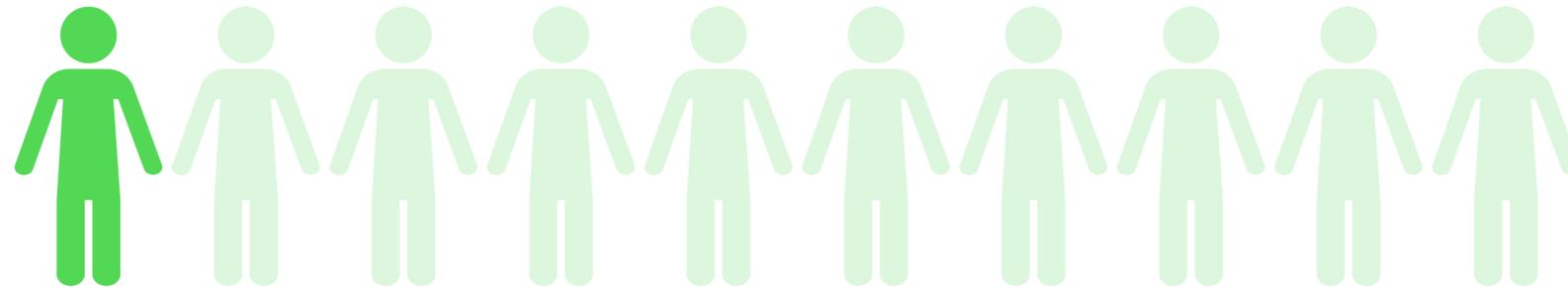
9,7%



11,5%



9,6%



Only

**1 in 10**

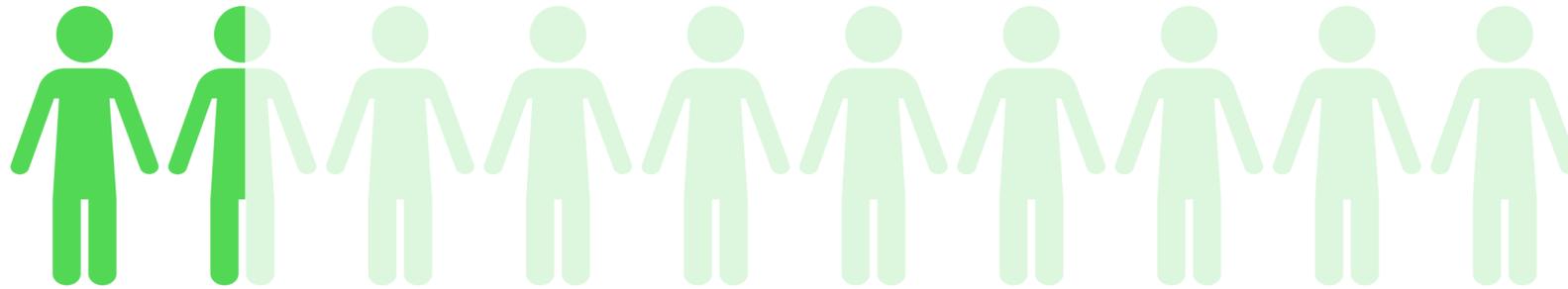
**Germans are happy when online content is automatically personalised to them**

*In general, how do you feel when you see things online that have been automatically personalised to you based on personal data held about you? (% positive/very positive 9.7%)*

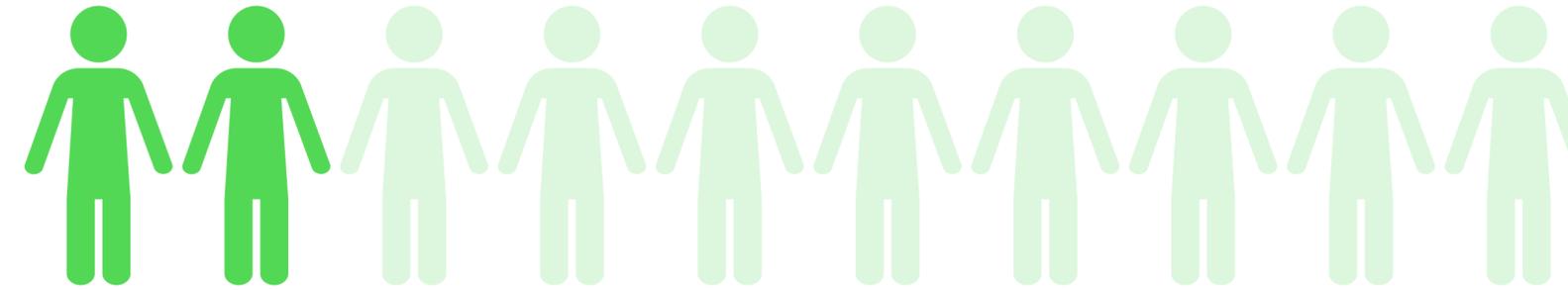
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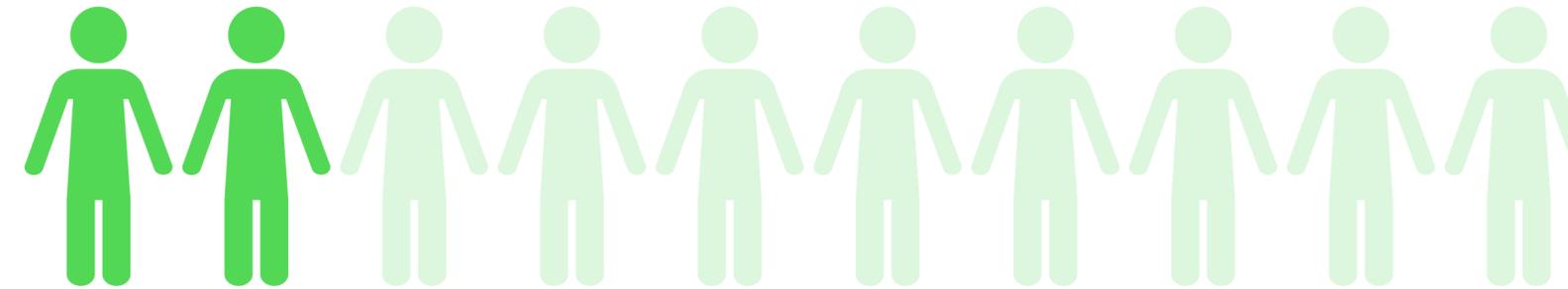
16,5%



21,3%



17,6%



Only

**1 in 6**

**Germans think it's worth giving up anonymity for getting a more personalised experience**

*In general, do you feel it's worth giving up some of your online privacy (anonymity) in return for getting a more personalised experience when you are online? (yes 16.5%, no 83.5%)*

S / Z / G /

## About SYZYGY

We're a digital agency and our purpose is simple:

**The greatest happiness for the greatest number.**

That unbeatable feeling when digital simply works - the perfect alignment of Technology, Design and Media. In astronomy this alignment is called a SYZYGY - 3 celestial bodies in harmony.

Our positive approach is what makes us distinctive. So if you believe in building on strengths rather than focusing on weaknesses, in pleasure-points rather than pain-points, and in harnessing what's right rather than what's wrong, then you've come to the right place.

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