

# **TRUST IS A MUST**

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# SURVEY RESULT HIGHLIGHTS 12/2018

## Europeans' attitudes towards the use of personal data



**GDPR rights are quite well-known and the change of actions has already started.**



**The lack of trust is an obstacle to the use of digital services.** The lack of trust is highest among managers, senior salaried employees and the 25-34 age group. Germans are the most suspicious.



**Data leaks have affected the way people behave.** Privacy settings have been changed and the use of services has been reduced.



**Trust is built through actions.** “I want to be able to accept and deny the selling of my data to third parties.”



**Having the power to make decisions is more important to people than pre-made decisions.** Finland as high as 74%. Finns knew what they want. The Dutch have the most trust in artificial intelligence among the surveyed countries.



**Two in three respondents want fair digital services to be identifiable.**



**Business opportunity.** People are willing to give access to their data on consumption and purchases IF they are offered additional services or personalised service or paid for the data.



**Benefit to society.** Finns in particular are willing to give access to information about their health and genetics if the data is used for scientific research.

<https://www.sitra.fi/en/publications/use-digital-services/>

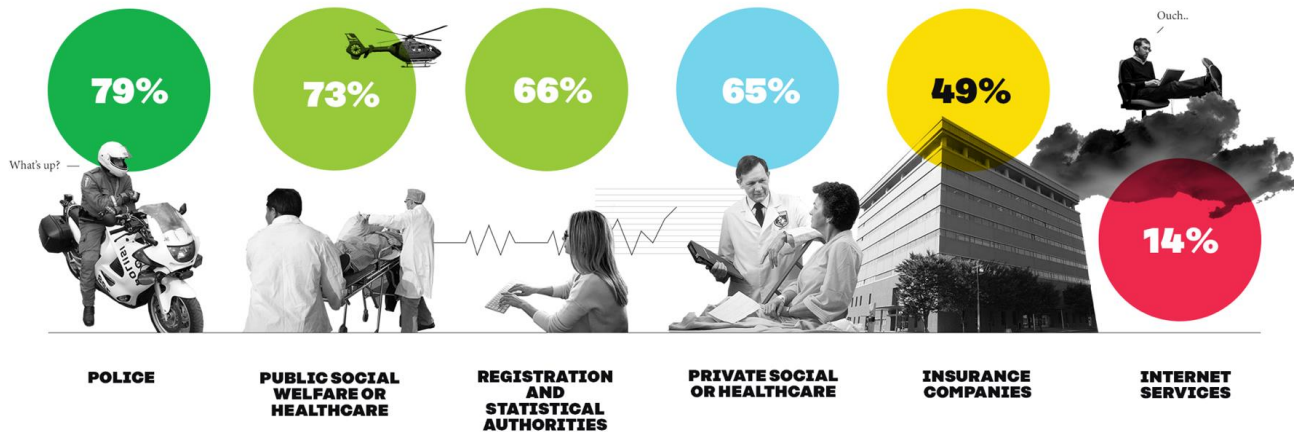
SITRA

# SURVEY OF ATTITUDES TO WELFARE DATA IN FINLAND

11/2016

<https://www.sitra.fi/artikkelit/survey-attitudes-welfare-data-finland/>

## Trust in those who use my data



Percentages of those considered to be trustworthy or quite trustworthy

## Basic principles on the use of data



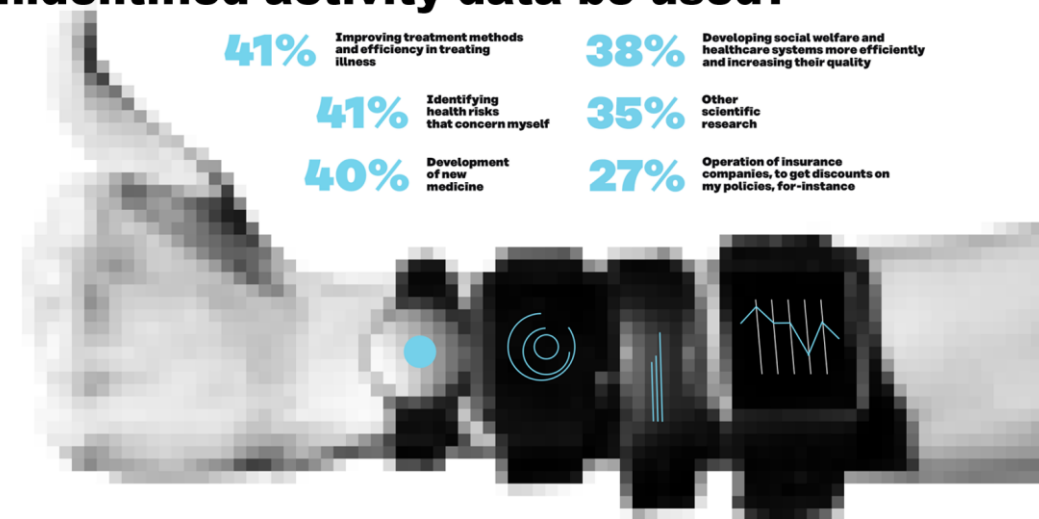
**93%** I CAN SEE WHO IS USING MY DATA

**91%** I CAN PREVENT THE USE OF MY DATA

**93%** THE USE OF MY DATA IS OVERSEEN BY AN AUTHORITY

Percentage of respondents who considered it to be important or very important

## For what purposes would you let your unidentified activity data be used?



Percentage of those answering "Yes, my information can be used freely".