GIGYA

The 2015 State of Consumer Privacy & Personalization

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Last year, Gigya's privacy and personalization survey revealed that, when it came to their data and how that data is used by brands for marketing purposes, consumers across the globe were demanding three key things: transparency, relevance and convenience. The results also showed social login adoption on the rise as a solution to address these concerns and expectations.

This year's survey results illustrate increased growth and intensity in consumer desire for data privacy and personalized user experiences. While social login usage continues to skyrocket, consumers are also showing a marked interest in next-gen-eration authentication methods, including payment providers and biometrics, indicating a clear evolution of the concept of digital identity: Identity 3.0.

Gigya's 2015 State of Privacy & Personalization survey was commissioned with OnePoll, and collected the perspectives of 2,000 US and 2,000 UK male and female consumers ages 18 and older. Let's take a look at the results.
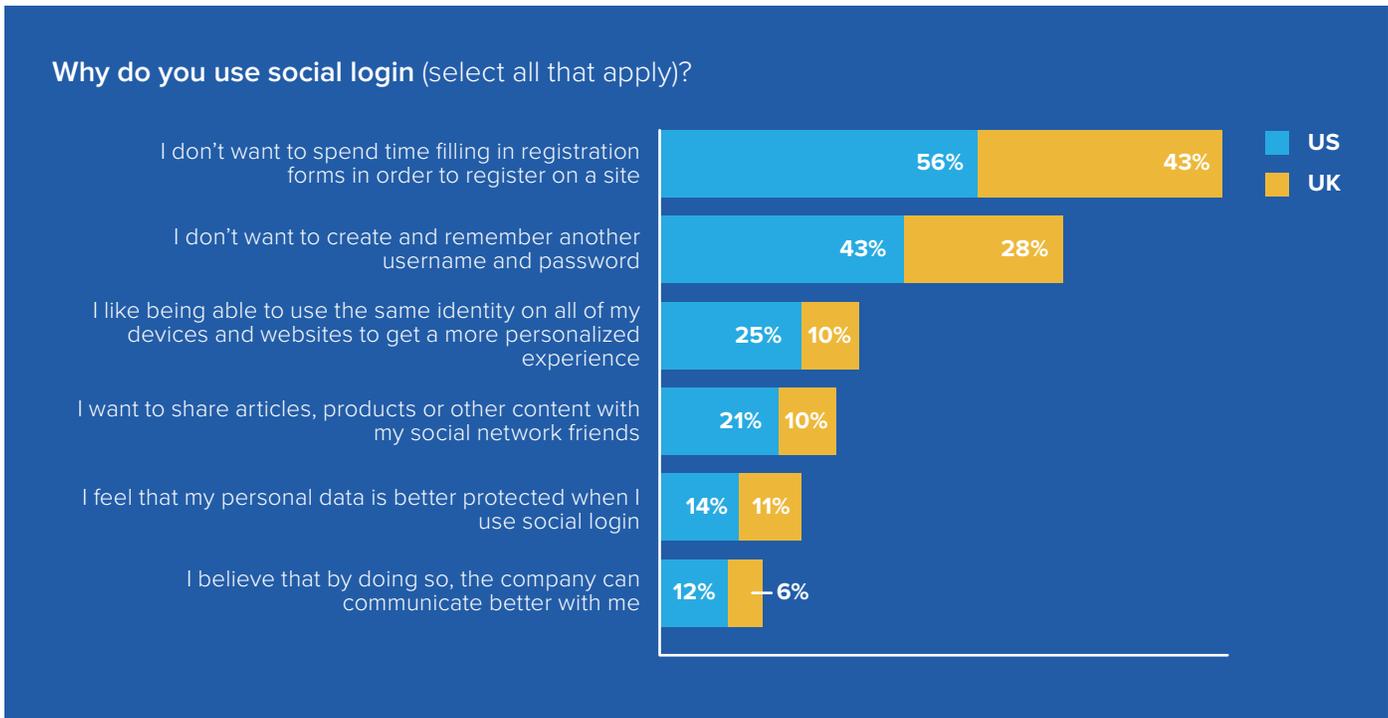
Social Login Usage Skyrockets

According to our survey, 88% of US consumers claim to have logged into a website or mobile application using an existing digital identity from a social network such as Facebook, Twitter or Google+. This is an 11% increase since our 2014 survey, and a 35% boost since our 2012 survey, showing a significant and consistent upward trend in social login adoption. Social login usage has also increased among UK consumers from 60% in 2014 to 66% in 2015.

Have you ever **logged into a website or mobile app using your social network account** from Facebook, Twitter or another third-party identity provider?

100%
88%   Yes (US)
80%   77%   Yes (UK)
66%
60%
60%   53%
40%
2012   2014   2015
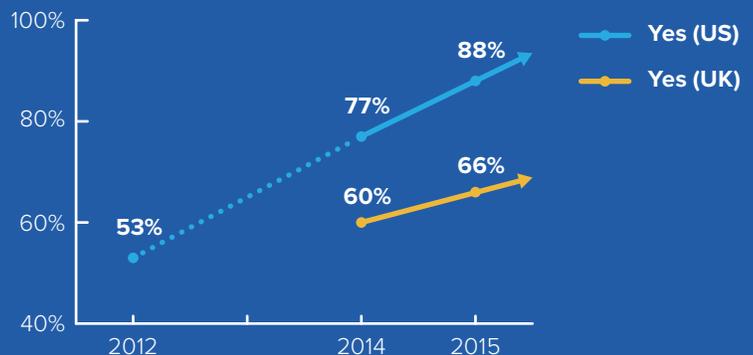
If you're attributing this boost in social login adoption to Millennials only, think again. Our survey shows that 75% of US consumers ages 55+ have used a social identity to authenticate on a website or mobile app, as well as 62% of UK consumers in the 55+ age range.

When asked why they choose to log in using an existing social identity, both US and UK respondents cite dissatisfaction with spending time filling out registration forms and remembering more usernames and passwords as the top two reasons. These responses are in keeping with last year's survey results, showing that convenience is still a key consumer value provided by social authentication.

Why do you use social login (select all that apply)?

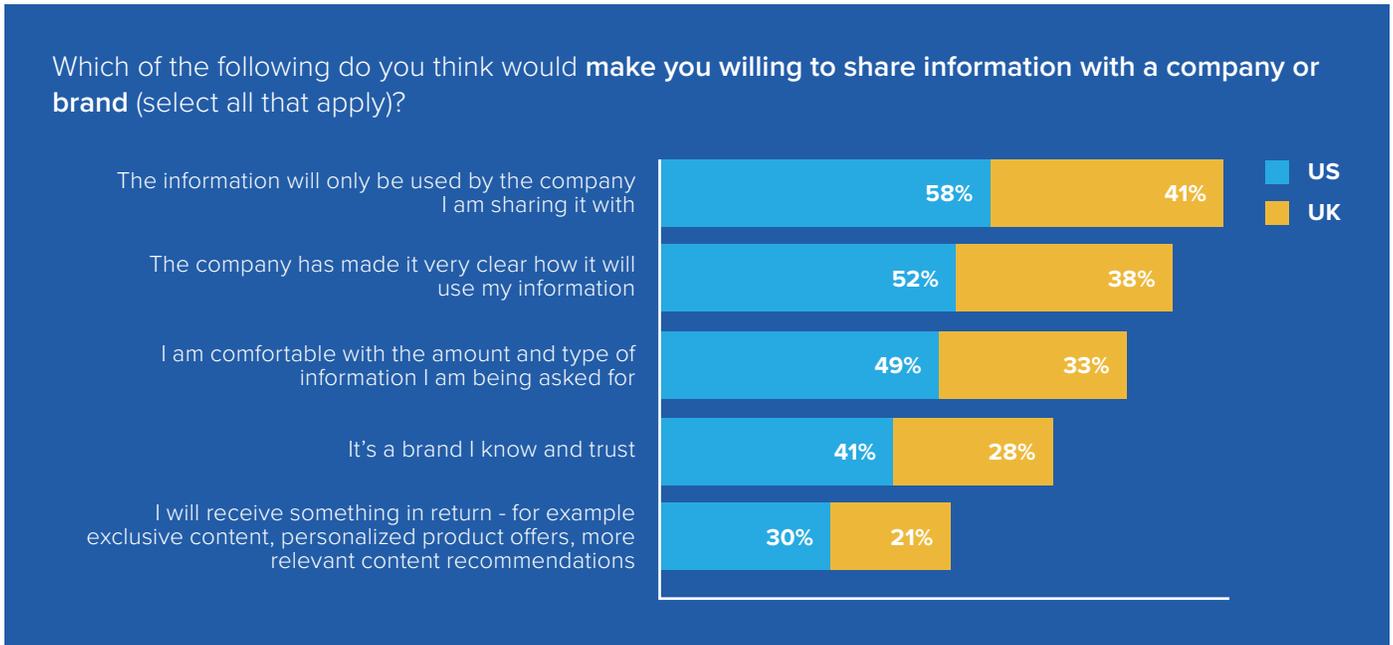|	US	UK
I don't want to spend time filling in registration forms in order to register on a site	56%	43%
I don't want to create and remember another username and password	43%	28%
I like being able to use the same identity on all of my devices and websites to get a more personalized experience	25%	10%
I want to share articles, products or other content with my social network friends	21%	10%
I feel that my personal data is better protected when I use social login	14%	11%
I believe that by doing so, the company can communicate better with me	12%	6%

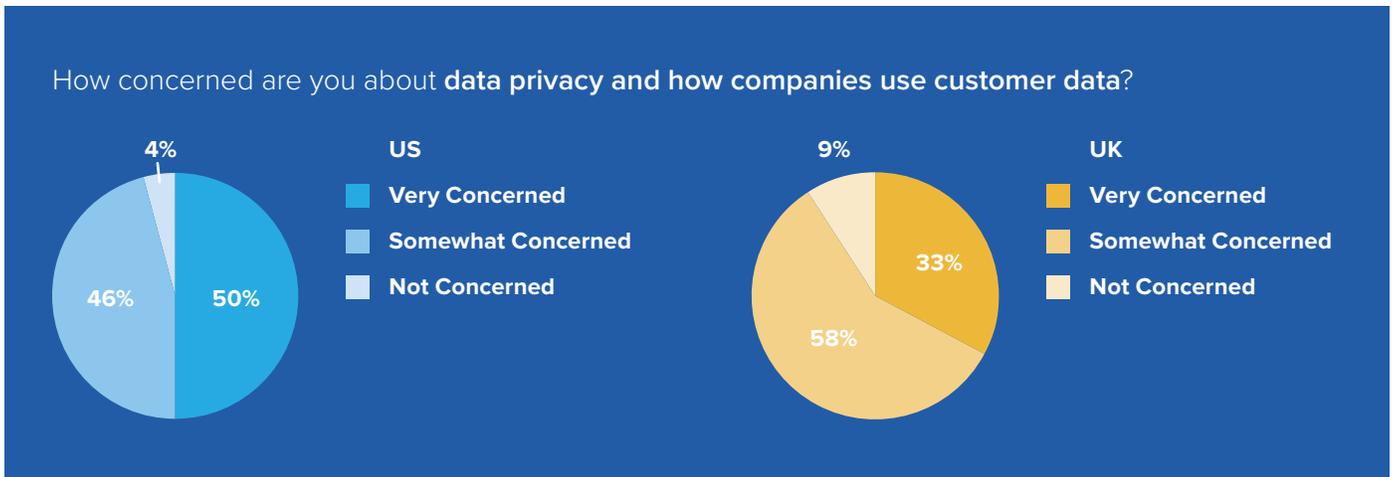## Transparency Tops List of Troubles

Concerns about data privacy and business transparency prove to be top of mind for consumers. Both US and UK respondents name reluctance to grant access to their information and fear that brands might share or post without their permission as the top two reasons for choosing not to authenticate on websites and applications using an existing social identity.

On a similar note, both sets of consumers claim that the reassurance that their data will be used only by the company they are sharing it with would make them the most

willing to provide their information. Clarity into how their information will be used is cited as a close second, while comfortability with the amount and type of information being requested comes in at number three.

Which of the following do you think would **make you willing to share information with a company or brand** (select all that apply)?

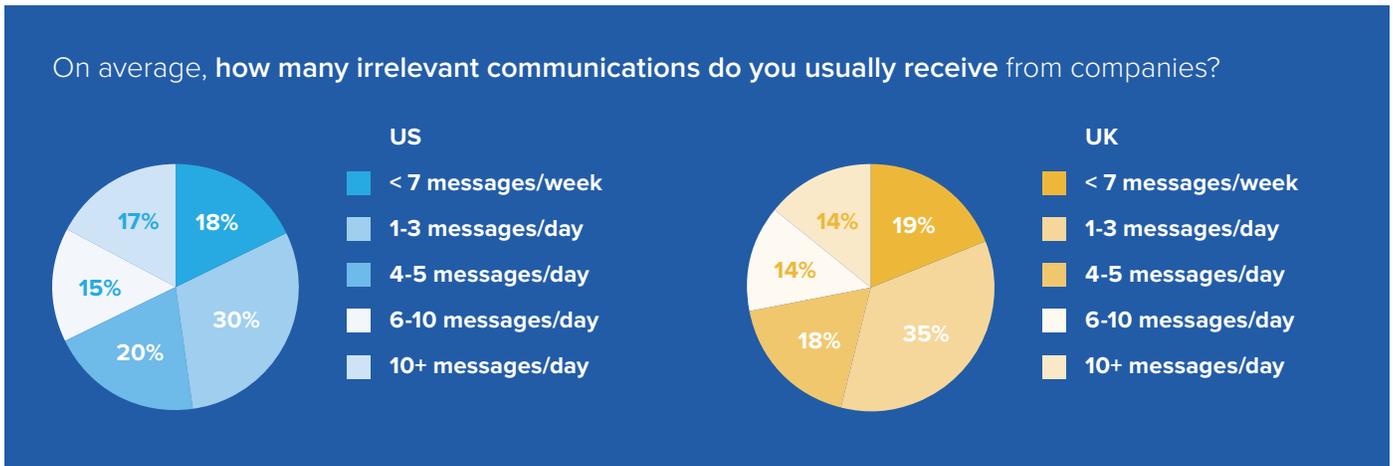|	US	UK
The information will only be used by the company I am sharing it with	58%	41%
The company has made it very clear how it will use my information	52%	38%
I am comfortable with the amount and type of information I am being asked for	49%	33%
It's a brand I know and trust	41%	28%
I will receive something in return - for example exclusive content, personalized product offers, more relevant content recommendations	30%	21%

In addition, more than 90% of both US and UK survey respondents admit to being somewhat or very concerned about data privacy and how companies are using customer data.

How concerned are you about **data privacy and how companies use customer data**?

US
- Very Concerned: 50%
- Somewhat Concerned: 46%
- Not Concerned: 4%

UK
- Very Concerned: 33%
- Somewhat Concerned: 58%
- Not Concerned: 9%

Pumping Up Demands for Personalization

In addition to concerns about data privacy, another key issue facing consumers is irrelevant marketing communications from brands. Approximately 20% of US and UK consumers say they receive between four and five irrelevant marketing messages per day, with 17% of US and 14% of UK respondents receiving more than ten mistargeted communications daily.

On average, **how many irrelevant communications do you usually receive** from companies?

US
- < 7 messages/week
- 1-3 messages/day
- 4-5 messages/day
- 6-10 messages/day
- 10+ messages/day

18%
30%
20%
15%
17%

UK
- < 7 messages/week
- 1-3 messages/day
- 4-5 messages/day
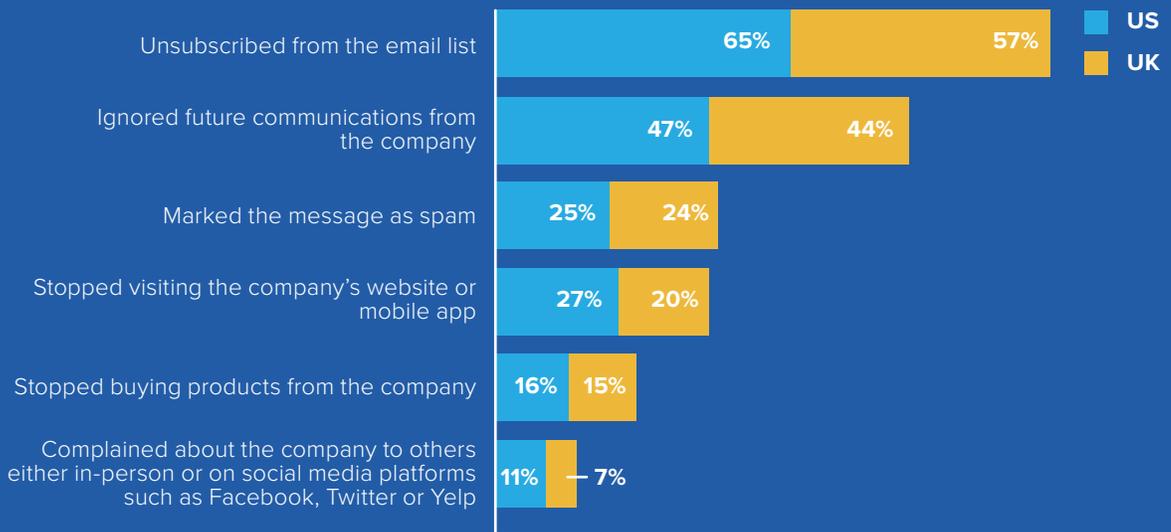- 6-10 messages/day
- 10+ messages/day

19%
35%
18%
14%
14%

For some, irrelevant communication has reached the threshold of offensive, with a surprising 25% of US and 17% of UK consumers claiming to have been made upset by an insensitive marketing message sent by a brand.

In fact, just over half of US consumers and only 30% of UK consumers can think of a brand that they feel sends them relevant information on a consistent basis. Amazon leads the pack among businesses that were noted as providing adequate levels of personalization.

Brands failing to deliver on the personalization front should beware - upon receiving irrelevant information or products from a brand, 20% of UK and 27% of US consumers have stopped visiting the company's website or mobile app. What's more, irrelevant communication has driven approximately 15% of both US and UK consumers to stop buying products from a company completely.

Have you ever done any of the following after a company sent you **irrelevant information or product recommendations** (select all that apply)?

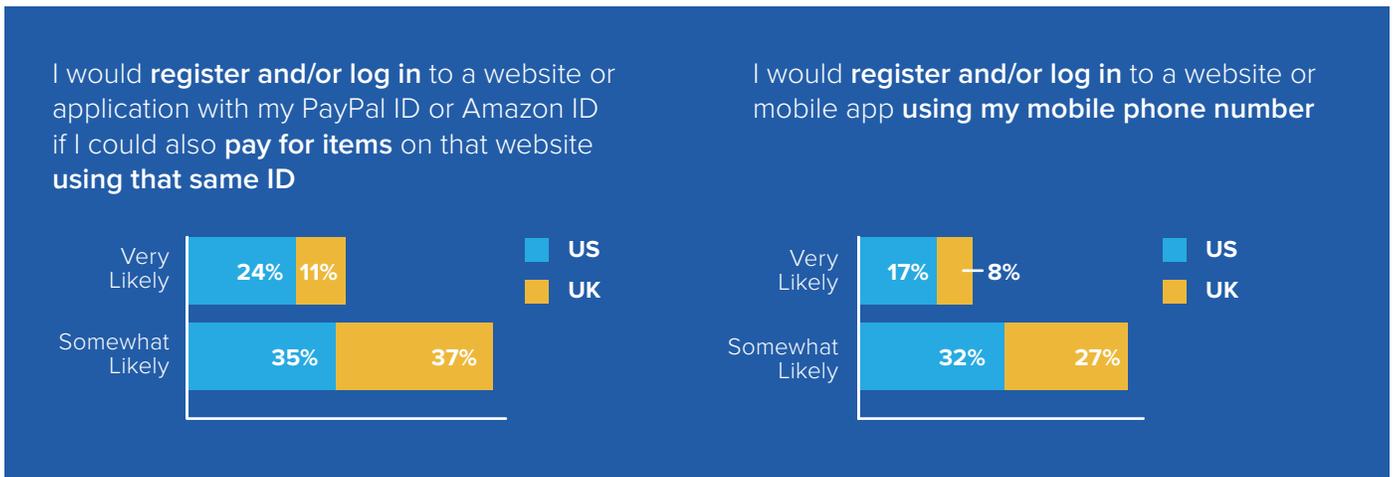|	US	UK
Unsubscribed from the email list	65%	57%
Ignored future communications from the company	47%	44%
Marked the message as spam	25%	24%
Stopped visiting the company's website or mobile app	27%	20%
Stopped buying products from the company	16%	15%
Complained about the company to others either in-person or on social media platforms such as Facebook, Twitter or Yelp	11%	7%

Identity 3.0 on the Rise

With privacy and personalization top of mind, consumers are beginning to show a willingness to adapt to more advanced authentication methods and new applications of identity. Our survey results reveal the indisputable and imminent rise of "Identity 3.0" as consumers seek the next generation of data security and marketing relevance.

While the Internet of Things has long been a topic of futuristic business interest, it seems as though consumers are beginning to see the value in connecting their digital identities to everyday objects in hopes of creating more personalized lifestyles. 31% of US consumers claim that they would be comfortable using their social identities to log in to smart or connected devices, while 33% are unsure, but have certainly not written off the idea.
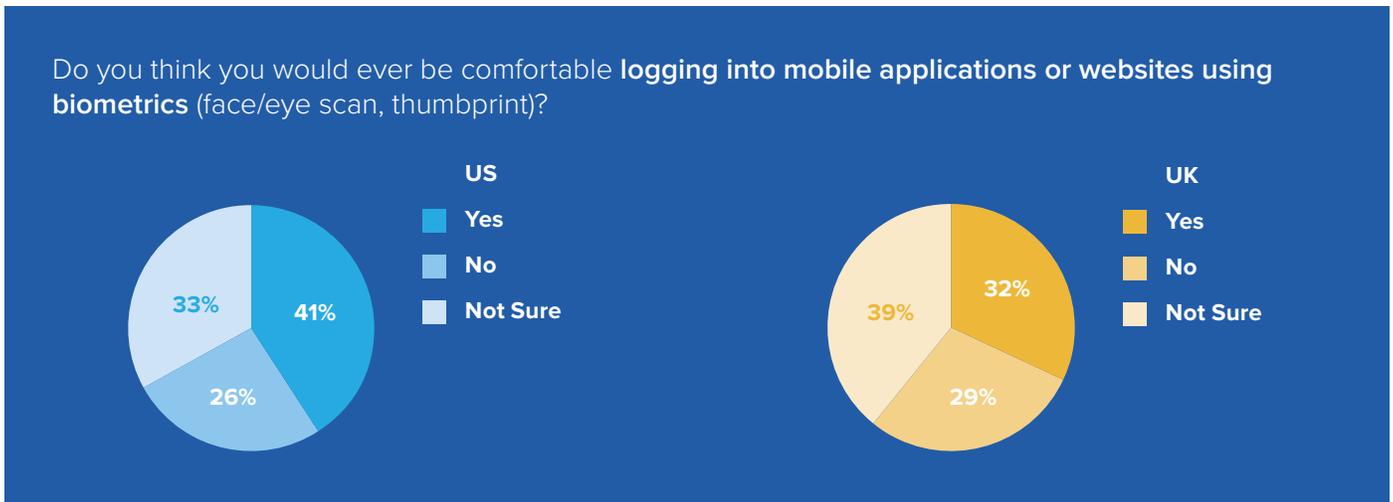
Should technology powerhouse Apple choose to become a third-party identity provider in the near future, it has a bevvy of consumers prepared to leverage their Apple IDs across the digital realm. While 44% of UK and 57% of US respondents agree that they would use their Apple IDs to register and log in to websites and applications, 40% of UK and 50% of US respondents would also leverage their Apple IDs to pay for items online.

I would **use my Apple ID to log in or register** on websites and applications if I had the option

	US	UK
Very Likely	23%	11%
Somewhat Likely	34%	33%

I would **use my Apple ID to pay for items** on websites and applications if I had the option

	US	UK
Very Likely	18%	9%
Somewhat Likely	32%	31%

48% of UK and 59% of US consumers say they are very or somewhat likely to log in and pay on a website or mobile app using their existing identities from payment providers like PayPal and Amazon. 35% of UK and 49% of US respondents would also be comfortable registering on a site using their cell phone numbers.

I would **register and/or log in** to a website or application with my PayPal ID or Amazon ID if I could also **pay for items** on that website **using that same ID**

	US	UK
Very Likely	24%	11%
Somewhat Likely	35%	37%

I would **register and/or log in** to a website or mobile app **using my mobile phone number**

	US	UK
Very Likely	17%	8%
Somewhat Likely	32%	27%

Perhaps the most surprising discovery is consumers' widespread acceptance of biometrics as an authentication method. 32% of UK and 41% of US consumers say that they would be comfortable logging in to a site or mobile app using their thumbprint or a face/eye scan.

Do you think you would ever be comfortable **logging into mobile applications or websites using biometrics** (face/eye scan, thumbprint)?

US

- Yes
- No
- Not Sure

33%
41%
26%

UK

- Yes
- No
- Not Sure

32%
39%
29%

What This Means for Businesses

With heightened demands for data privacy and personalization paving the way for Identity 3.0, businesses should focus on putting a customer identity management solution and strategy in place. This solution must have built-in scalability to accommodate and protect all types of user data, with the flexibility to support the ongoing evolution of consumer identity.

To learn more about privacy, personalization and the future of identity, visit www.gigya.com

About Gigya

Gigya's Customer Identity Management Platform helps companies build better customer relationships by turning unknown site visitors into known, loyal and engaged customers. With Gigya's technology, businesses increase registrations and identify customers across devices, consolidate data into rich customer profiles, and provide better service, products and experiences by integrating data into marketing and service applications.

Gigya's platform was designed from the ground up for social identities, mobile devices, consumer privacy and modern marketing. Gigya provides developers with the APIs they need to easily build and maintain secure and scalable registration, authentication, profile management, data analytics and third-party integrations.

More than 700 of the world's leading businesses such as Fox, Forbes, and Verizon rely on Gigya to build identity-driven relationships and to provide scalable, secure Customer Identity Management.

For more details about Gigya, visit www.gigya.com. or call us at 650.353.7230.

GIGYA | The Leader in Customer
Identity Management