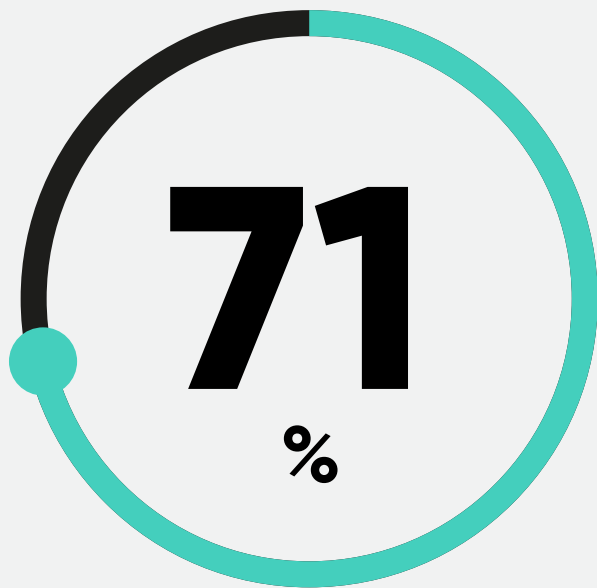




myGaru UK data privacy research

How should we address the sale and misuse of personal data and information on online behaviour to third parties?



of UK adults want tougher action in penalising companies that abuse our data privacy by misusing third party data.

71% tougher punishment

59% more global regulations

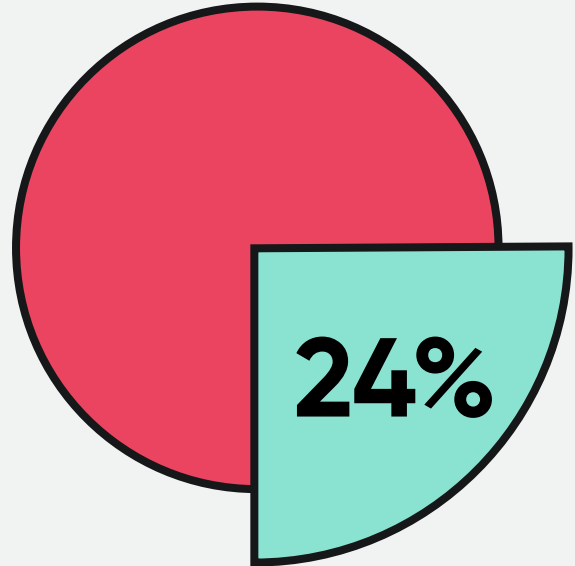
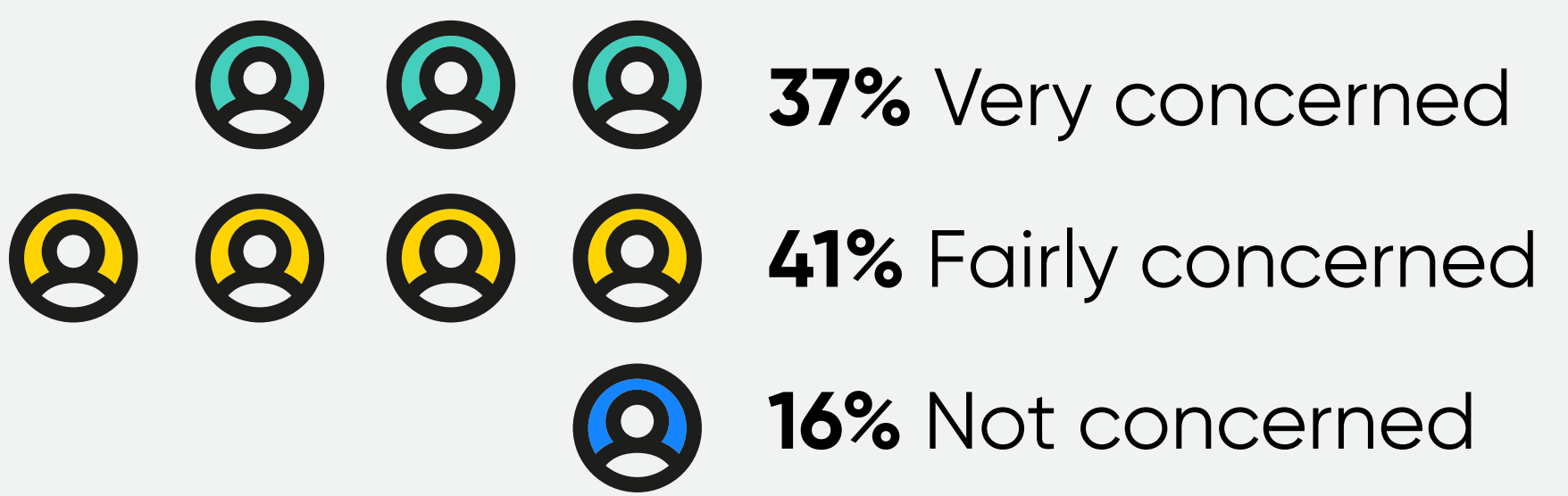
50% more education/awareness about how online data is monetised by brands



Concern about how private data and information on their online behaviour, such as online posts, photos and personal information, are being shared with third parties.



78% of UK adults are concerned



UK consumers confused about who the rightful owners of online data shared on social media are:

34% Social Media Companies

24% The Person whose data it is

5% None of these

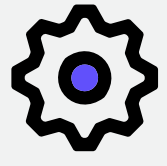
28% Don't know

9% The device manufacturer, OS used to access the social media app / website



Since the Cambridge Analytica Scandal:

34% have made changes to the privacy settings of one or more of their social media accounts



44% are more concerned about how their data is used by third parties, in general



19% would make more or new changes to their privacy settings in future



12% have cancelled one or more of their social media accounts

