

The Mobile Privacy Predicament

Trust in brands and mobile operators to safeguard privacy has fallen among half of consumers in the last three years, yet consumers must share data in order to receive the personalized services they expect.

Privacy is Critical for Consumers



At least **89%** have some concern when sharing data with brands and mobile operators.



40% will reluctantly share basic personal data in order to improve the mobile experience.



Less than **20%** are willing to share more rich contextual data, such as location, browsing history and shopping habits.

Key Objections to Sharing Personal Data

Security: 25% of consumers surveyed don't believe their personal data will be kept private or secure.



Transparency: 21% of consumers surveyed worry about how their data may be used in the future.



Control: 19% of consumers surveyed are concerned their data will be sold to third parties.



Brands and Mobile Operators Must Drive Value and Trust Along the Mobile Journey

55% of consumers hold brands directly responsible for safeguarding their data.



30% of consumers hold mobile operators responsible for safeguarding their data.



38% of consumers assume brands should be able to improve personalized services and offers as a result of collecting personal data.

"All players in the mobile value chain must rethink their approaches to harvesting, managing and using personal data. They must take a more transparent approach to personalization that empowers control and guarantees data security and privacy."

- Mary Clark, Chief Marketing Officer, Syniverse

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Source: The primary research, commissioned by Syniverse and conducted in January 2016, sought to understand attitudes toward mobile privacy among more than 8,000 people across eight countries.