

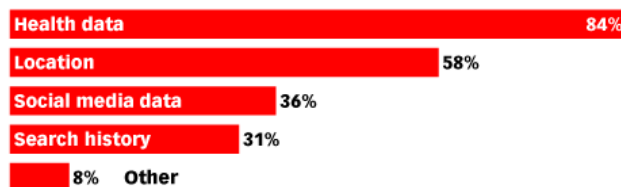
Consumers Are More Willing to Share Private Data During COVID-19, but Are Wary of Long-Term Ramifications

ARTICLE |

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Consumers don't fully trust companies with their personal data. But in an effort to help stop the spread of the coronavirus, many are willing to put their reservations aside.

What Types of Personal Data Are US Adults Willing to Share to Help Stop the Spread of the Coronavirus? % of respondents, March 2020



Note: ages 18-74
Source: CodeFuel, "The Privacy Pandemic: How Much Privacy Are We Willing to Sacrifice During the COVID-19 Crisis?" April 2020

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According to April 2020 research from CodeFuel, 84% of US adults said they would be willing to share their health data to deter the spread of the virus, and more than half (58%) of respondents said they would

be open to disclosing their location — both important factors that can help public officials flag hot spots.

However, government and public health organizations need to be transparent about how they are collecting and using this personal information. More than 80% US adults surveyed by CodeFuel also expressed their concerns about how their personal data may be used after the pandemic is over.

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- [How Supercomputing, Telemedicine and Biometrics Are Helping to Fight the Coronavirus](#)
- [Telemedicine Could Be More Widely Adopted Due to the Coronavirus](#)
- [What Consumers Expect From Brands During the Coronavirus](#)

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