

# In the New Coronavirus Reality, It's Time to Talk Privacy

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Victoria Petrock and research analyst Mariel Soto Reyes at Insider Intelligence discuss consumer attitudes around privacy, facial recognition and privacy rules and regulations. They then talk about how much the coronavirus has influenced contactless technology usage and whether virtual reality affects your eyes.

## **What Types of Personal Information Are Internet Users Worldwide\* Willing to Share in Exchange for Benefits?**

*% of respondents, Aug 2019*

Type of information shared	Benefit received	% of respondents
Health	To make me healthier/ improve my quality of life	57%
Financial	To save money	40%
Location	To increase the safety of my family/home	39%
Browsing history	Improve efficiency and speed	31%
Location	To gain financial compensation	25%
Biometric	To save money	19%
Voicemail history	To increase personalization	19%

*Note: n=6,000; \*China, Germany, India, South Korea, the UK and the US  
Source: PwC, "Are we ready for the Fourth Industrial Revolution?" Oct 22, 2019*

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