

How Consumers Around the World Feel About the GDPR

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In the latest episode of eMarketer’s “Behind the Numbers” podcast, eMarketer analysts on both sides of the Atlantic discuss how consumers feel about the looming GDPR rules. Are consumers in Europe even aware of the rules, and do they care? What do these consumer attitudes mean for marketers?

This is the first in a five-part GDPR series. Next in the series: Implications for publishers.

