

Gen Z is the most skeptical—but the least concerned—about brands' data privacy practices

Article

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Only **39%** of Gen Z internet users in the US said they trust brands to keep their data safe, the lowest confidence rate of any generation. That said, Gen Z is the least concerned about the way companies use its personal information, with fewer US internet users in this age group voicing alarm than in older cohorts.

US Internet Users Who Trust a Brand Will Protect Their Information Once They Opt in, by Generation, March 2021

% of respondents in each group



Source: Fluent, "Consumers, Data, and Control: Driving Loyalty and Trust Through a Strong Value Exchange," June 3, 2021

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