

The real value of privacy, Google's first brick-and- mortar store, and kids shopping online

Audio

On today's episode, we discuss whether a federal privacy law is still expected this year, some case studies of how companies are building trust in emerging technologies through privacy,

and some best practices on how to differentiate on privacy. We then talk about major retailers' Q1 earnings, why Google is opening a brick-and-mortar store, and whether kids being able to shop online by themselves will catch on. Tune in to the discussion with Insider Intelligence senior analyst Sara M. Watson and analyst Daniel Keyes.

Priorities and Actions in Protecting Their Privacy According to Consumers Worldwide, June 2020

% of respondents



I care

I care about data privacy
I care about protecting others
I want more control



I'm willing to act

I am willing to spend time and money to protect data
This is a buying factor for me
I expect to pay more



I've acted

I have switched companies or providers over their data policies or data sharing practices

Note: n=2,602

Source: Cisco, "2020 Consumer Privacy Survey"; Insider Intelligence calculations;
Oct 21, 2020

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