

Many Consumers Still Don't Trust Retailers with Their Data

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The retail industry is no stranger to data breaches, and unsurprisingly, consumers have little confidence that retailers can keep their personal data safe from hackers, according to findings from [First Data](#).

In a July 2018 survey of US internet users, First Data found that although the majority of respondents realize cybercrime is a threat in every industry, more trust is placed in records-driven companies, like financial services (46%) and healthcare (39%), when it comes to protecting private information.

Retailers, on the other hand, aren't trusted to provide the same degree of data security. Just 8% of respondents trust retailers with their data, and about an equal amount (11%) feel confident in a retailer's preparedness should a data breach occur.

The retail industry is [particularly susceptible to data breaches](#), and when they happen, nearly half of respondents (45%) said they want to be told within an hour of discovery. Given the lack of trust in retail's ability to safeguard data, this [transparency is important](#) because without it, consumers may think twice about shopping.

In fact, some 11% would no longer buy from a retailer that experienced a data breach, but it's more likely they'll rethink payment methods.

More than four in 10 respondents (43%) said they would continue to shop at the compromised retailer but would instead pay with cash.

One change consumers can make is to use a **different payment method** to protect themselves from fraud.

According to a study from the **American Institute of CPAs (AICPA)** conducted by **The Harris Poll**, due to safety concerns 43% of US consumers reported using cash or checks more often, and another 5% said they used cryptocurrencies instead of paying by card. Other steps included self-monitoring credit and debit card accounts (56%) to check for fraudulent activity.

AICPA's findings are in line with a separate survey from security company RSA, which also looked at the steps people take to protect their privacy. Of the 7,579 internet users surveyed in the US and Western Europe, nearly 80% said that wherever possible, they try to limit the amount of personal information they share with companies.

Attitudes Toward Data Privacy According to Internet Users in the US and Western Europe*, Jan 2018

% of respondents

Where possible, I try to limit the amount of personal information/data I put online/share with companies

78%

Have boycotted/would boycott a company that repeatedly showed they have no regard for protecting customer data

69%

If a company loses my personal data/information I feel inclined to blame them above anyone else, even the hacker

62%

Find it creepy that tracking technologies (e.g., wearables, Fitbits) collect and store data on my every move

58%

People are so used to giving away our personal information/data that reversing that trend will be almost impossible

55%

Feel like I have no choice but to hand over personal data in return for products/services from companies

46%

Have felt coerced into sharing personal data with companies that is not relevant to the product/service I am purchasing

45%

Companies having more of their customer data than before means that they offer better and more personalized products/services

31%

Would provide my personal information/data to companies for improved customer experience/services

26%

Feel quite defeated and just go along with sharing my data now

24%

*Note: ages 18+; top 2 "strongly" and "tend to agree" responses; *France, Germany, Italy and UK*

Source: RSA, "Data Privacy & Security Report" conducted by YouGov; eMarketer calculations, Feb 8, 2018

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Although consumers take precautions, many believe it's the **retailer's responsibility** to protect their financial data. In a survey conducted last year, the **Transaction Network Services (TNS)** found that roughly two-thirds of US internet users felt that way.