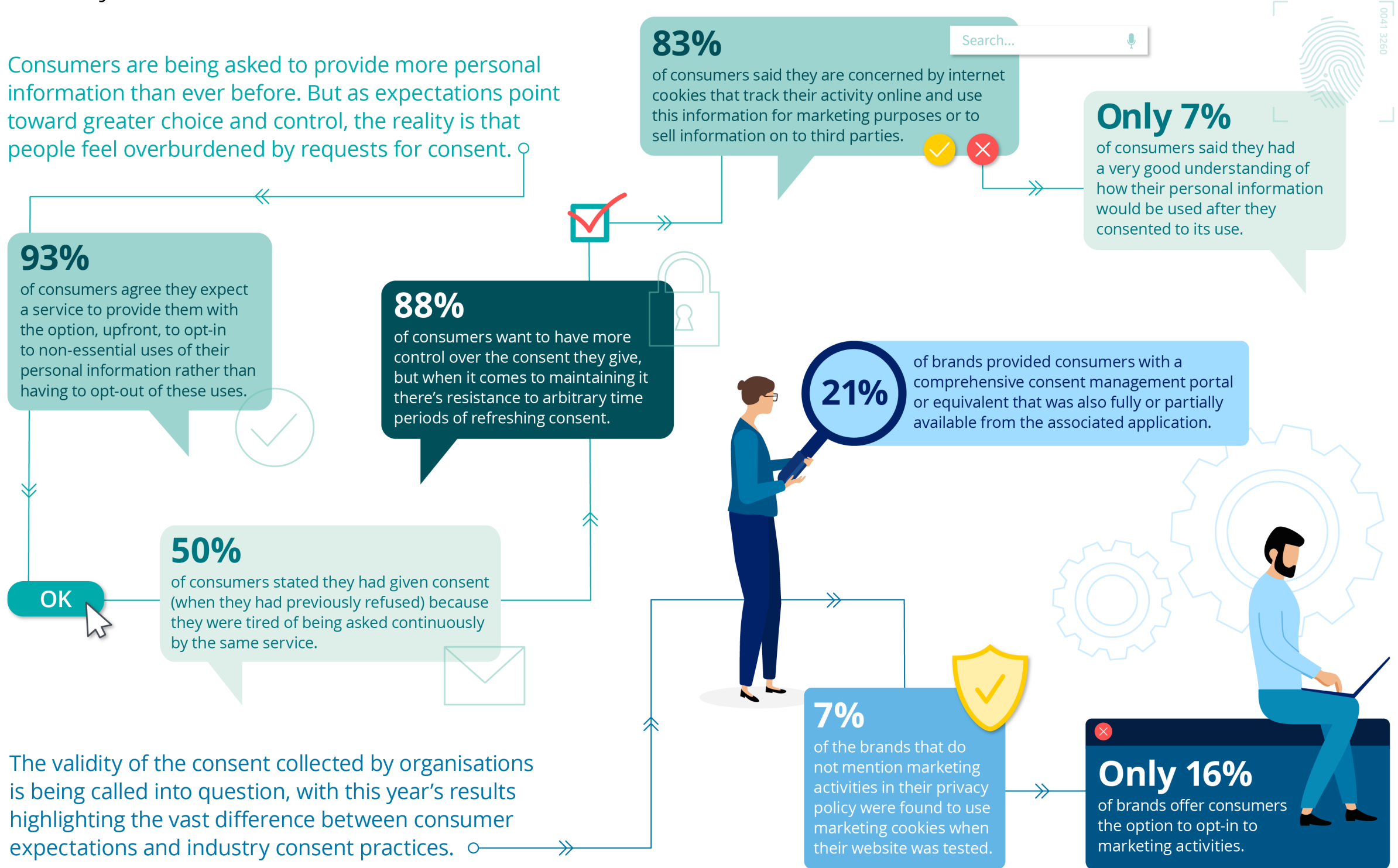


## Opting-in to meaningful consent

### Privacy Index 2020

Consumers are being asked to provide more personal information than ever before. But as expectations point toward greater choice and control, the reality is that people feel overburdened by requests for consent.



The validity of the consent collected by organisations is being called into question, with this year's results highlighting the vast difference between consumer expectations and industry consent practices.