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.

93% of consumers agree they expect a service to provide them with the option, upfront, to opt-in to non-essential uses of their personal information rather than having to opt-out of these uses.

83% of consumers said they are concerned by internet cookies that track their activity online and use this information for marketing purposes or to sell information on to third parties.

Only 7% of consumers said they had a very good understanding of how their personal information would be used after they consented to its use.

88% of consumers want to have more control over the consent they give, but when it comes to maintaining it there’s resistance to arbitrary time periods of refreshing consent.

21% of brands provided consumers with a comprehensive consent management portal or equivalent that was also fully or partially available from the associated application.

50% of consumers stated they had given consent (when they had previously refused) because they were tired of being asked continuously by the same service.

7% of the brands that do not mention marketing activities in their privacy policy were found to use marketing cookies when their website was tested.

Only 16% of brands offer consumers the option to opt-in to marketing activities.

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.