



Trust: Is there an App for that?

Deloitte Australian Privacy Index 2019

There are few things more powerful when it comes to building trust than getting your privacy settings right. As community expectations set the parameters of social licence and trustworthiness, 'what you are doing with my data', and 'protecting my privacy' are key.

This year's Index highlights the significant differences in maturity of privacy practices across brands and sectors and a growing consumer awareness of privacy, and their strong desire to take control of their data.

The report is available for download at: www.deloitte.com/au/privacyindex

63%

of consumers **deleted apps** due to privacy concerns. They will leave brands with apps that do not protect their privacy.



89%

of consumers have at some point **denied an app access** to their location, photos, and contacts, or features such as their mobile device's camera or microphone, due to privacy concerns, thereby reducing the effectiveness of an app to deliver its best product or service.

22%

Privacy policies are not accessible in **22%** of apps. Basic transparency requirements of privacy law in Australia are not being fully met.



59%

of apps allow consumers to **partially opt out** of the collection of their data, suggesting that brands are beginning to recognise the need to provide consumers with greater transparency and some form of control.

52%

of consumers have used privacy enhancing applications such as **VPNs, browsers with private browsing mode, or encrypted messaging apps** to enhance the privacy settings over those available from their handset.

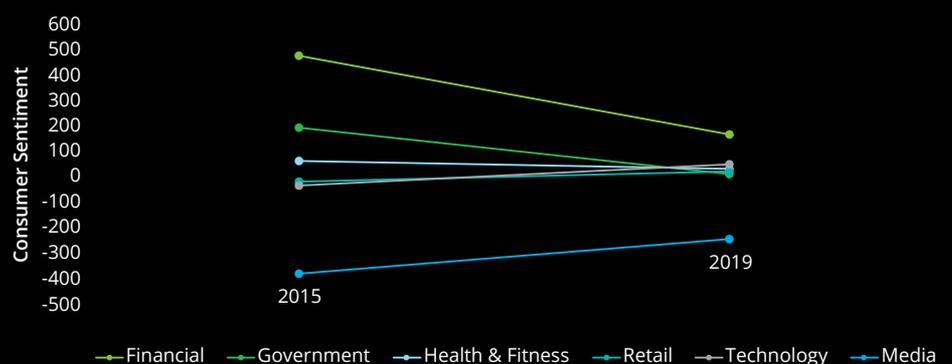
46%

of consumers are likely to provide **false personal information** when engaging with an app because of privacy, so hindering the accuracy and usefulness of data collected by brands.

Privacy Index 2019: How each sector ranked

Information Technology	1
Real Estate	2
Travel and Transport	3
Energies and Utilities	4
Retail	5
Education and Employment	6
Telecommunications and Media	7
Government	8
Financial	9
Health and Fitness	10

Trust in Privacy 5 years on



Each year we ask 1000 consumers which brands they trust the most and which they trust the least with their privacy. Those results are then aggregated across industry sectors, returning a net negative or positive trust in privacy score.

From our first Index in 2015 to now, there has been some significant movement in the consumer trust in privacy scores.

The most trusted brands

31% of consumers named Information Technology brands in their most trusted brands. The combined results of our Index also rated Information Technology as the top performing sector, which indicates a growing consumer awareness of, and ability to discern, good privacy practice.

73% of consumers are customers of the brand they trust the most with their personal information.

38% of those said they were customers of those brands because of their privacy practices.



49% of consumers trusted Telecommunications and Media (including social media) brands the least. Social media brands were the most significant contributor to this least trusted Telco and Media sector status.

The least trusted brands

38% of consumers revealed they used the brand apps they trusted the least, but said they would cease using that app if there was a better alternative, specifically due to their poor privacy practices.