

#PRIVACYMATTERS

What Americans Want from
a National Privacy Law



20 20

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Privacy is a **human right**.

So isn't it time for a **national privacy law**?

America says **yes**.

73% say "**it's about time**" for a national privacy law.

▶ IN PRIVACY WE TRUST

Privacy is top of mind for many Americans.

How could it not be? From the constant drip of data breaches and the grilling of top tech execs on Capitol Hill to the upcoming California referendum, privacy awareness is at its highest level ever.

So why is there still no national privacy law?

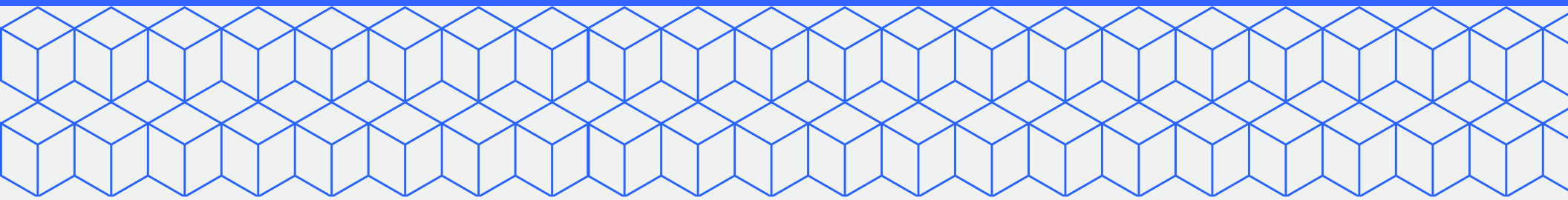
California has one set of laws while Nevada, Maine and Colorado have built their own statewide privacy mandates. It's a complex patchwork of rights that's confusing for citizens to navigate and expensive for companies to manage.

We asked 1,001 Americans for their opinions and one thing is clear: they want more control over their personal data and more tools to protect their privacy.

At a glance

- **73% of Americans** think it's time for a national privacy law
- Only **27% of respondents** believe the U.S. government and regulators are doing enough to protect data privacy
- **88% of respondents** think it's important to know how corporations use their personal data
- **83% of respondents** believe the right to be forgotten is important or very important
- **73% of respondents** believe an expiration date on personal data is important

▶ "IT'S ABOUT TIME" FOR A NATIONAL PRIVACY LAW



Awareness of privacy is at an all-time high.

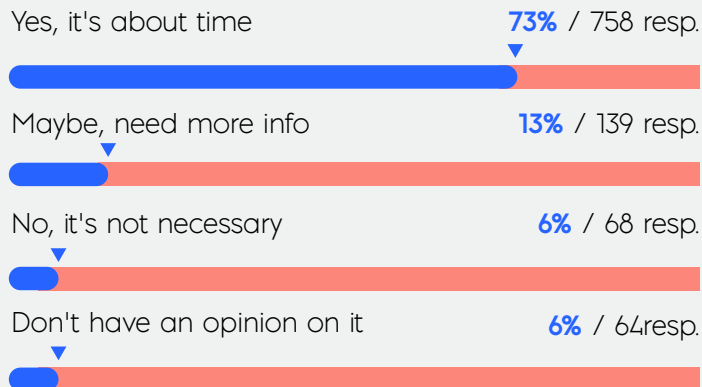
We're all beginning to fully understand the tradeoffs we make when we use our devices and live our digital lives. As the internet becomes an essential component of pandemic life, we're more aware of these tradeoffs than ever before.

Many Americans don't feel like their privacy matters enough to the corporations that monetize it and governments that regulate it.

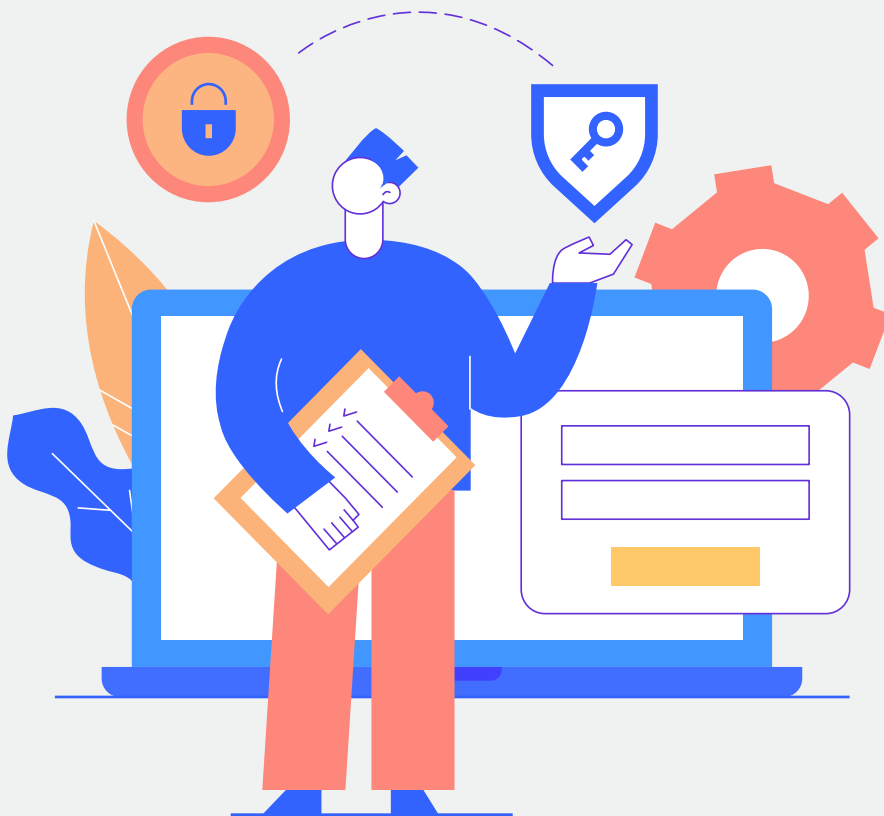
Americans are restless for a national privacy law.

Should there be a national data privacy law that gives citizens more control over how corporations store, use and sell personal data

1K out of 1K answered



▶ WHAT AMERICANS WANT FROM A NATIONAL PRIVACY LAW



Consumers are steadily gaining rights and greater privacy controls, thanks to laws like California's CCPA and the European Union's GDPR.

But what do Americans want from a national law?

The results show a broad acceptance of all types of privacy rights. It's clear that America is ready for a sensible privacy law that offers clarity and control for both citizens and corporations.

We also asked about **expiration dates for personal data**. This is an emerging feature of some tech products; so we wondered what consumers would think about controlling how long corporations could keep and use personal data.

WHAT AMERICANS WANT FROM A NATIONAL PRIVACY LAW

I want the right to...

83%

delete my personal data

88%

know how corporations use my personal data

88%

know how corporations got my data in the first place

84%

download my personal data held by corporations

83%

to be forgotten*

83%

set an expiration date for my personal data

*The right to request deletion of specific pages or other information from search engines and other Internet/digital platforms.

▶ THE CURRENT STATE OF PRIVACY

Americans are divided. There's a trust gap between corporations, citizens and government regulators.

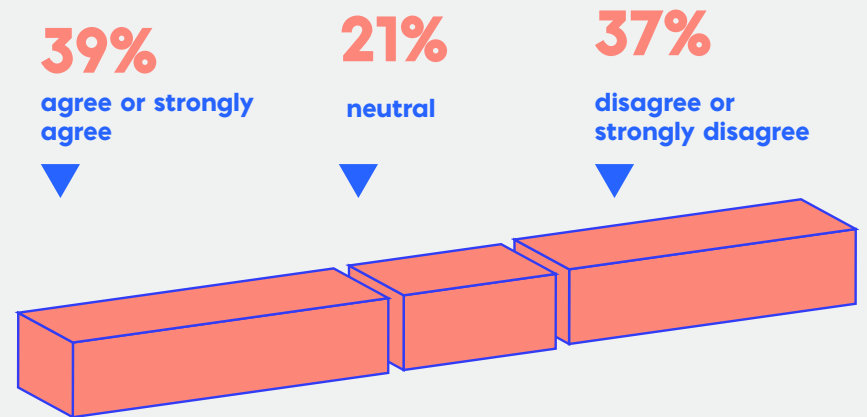
Companies continue to be untrustworthy data stewards, putting their own interests ahead of their own customers. And most citizens feel that their representatives should act and deliver a national privacy law.



The country is split as far as trusting companies to protect their data and privacy. The undecided middle could be swayed by being directly impacted by a data breach or identity theft. Companies must earn (and maintain) that trust and show consumers they care."

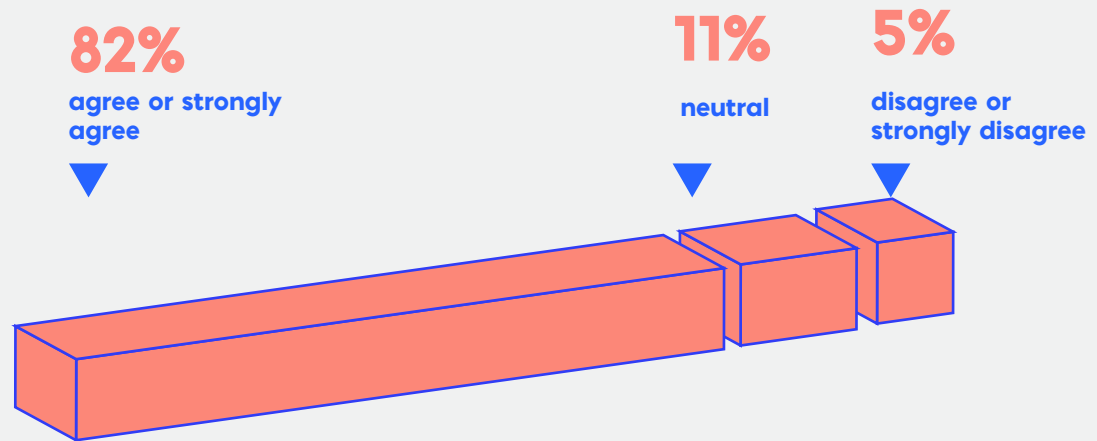
-Harry Maugans, Privacy Bee CEO

I trust companies to protect my personal data and privacy.



▶ THE CURRENT STATE OF PRIVACY

Privacy management should be convenient and easy to do



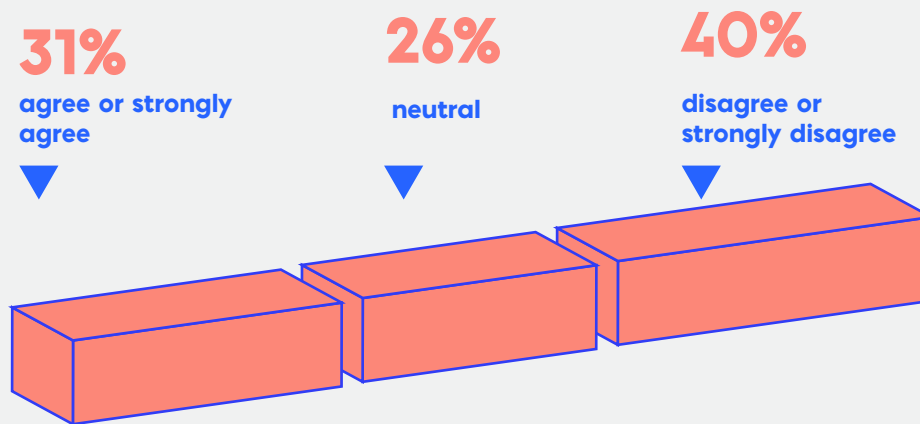
"It shouldn't be difficult or confusing to exercise your privacy rights. With proper privacy controls, consumers are empowered. But that's not what's happening: the majority of consumers feel that privacy management isn't living up to their expectations.

And when companies like Apple try to streamline privacy for users, just look what happens -- immense industry blowback that puts corporate interests ahead of consumers."

-Harry Maugans, Privacy Bee CEO

▶ THE CURRENT STATE OF PRIVACY

I'm confident that my data is safe and protected while using computers and digital devices.

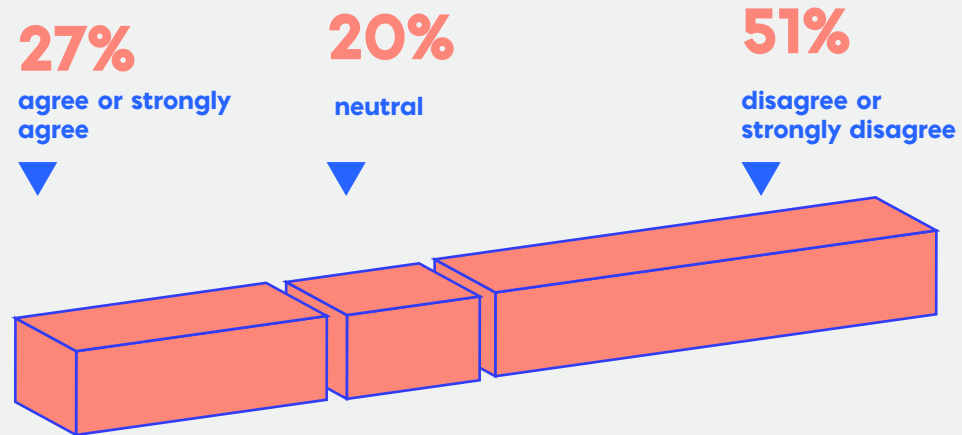


"Most Americans don't feel like their privacy matters enough to the corporations that monetize it and governments that regulate it. Overall, there's low confidence among many consumers in the overall safety and privacy protection of our digital lives. And there's a large chunk of the country that isn't quite sure about their data's safety -- that's a warning sign too!"

Harry Maugans, Privacy Bee CEO

▶ THE CURRENT STATE OF PRIVACY

The U.S. government and regulators are doing enough when it comes to data privacy and protecting our personal data from hackers.

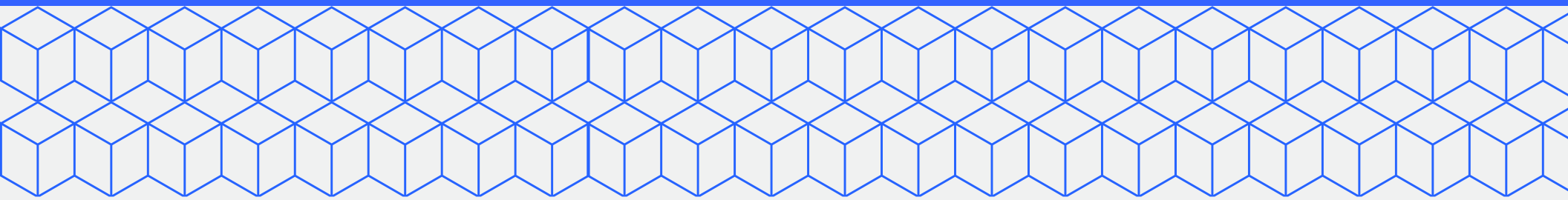


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"The U.S. government and regulators have an opportunity to give citizens what they want: a national approach to privacy that offers more consistency and greater control over data privacy."

Harry Maugans, Privacy Bee CEO

▶ EVERYONE DESERVES PRIVACY.



Privacy management remains challenging for consumers who have been trained to expect ease and convenience from digital services.

Describing their feelings about the state of privacy management, they said:

Managing my privacy is "complicated," (28%) "difficult" (24%) and "confusing" (24%) -- and citizens shouldn't feel "powerless" (21%).

Americans are clearly frustrated with the state of data privacy. More must be done to empower citizens with tools to control their data privacy.

Everyone deserves privacy!





**THE TIME IS
NOW FOR A
NATIONAL
PRIVACY LAW.**

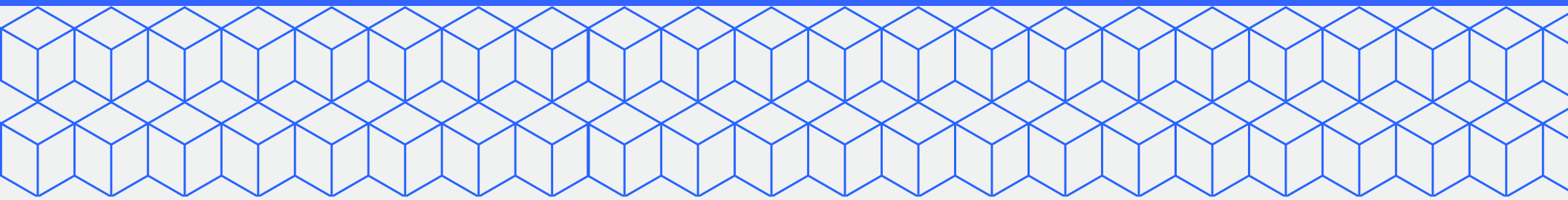
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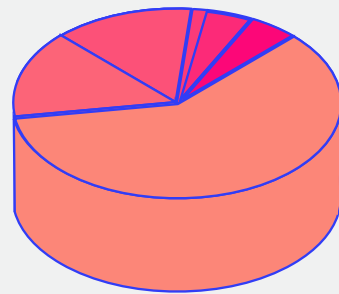
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▶ Methodology

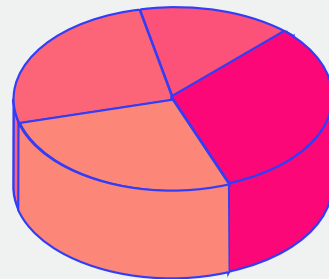


We surveyed 1,001 Americans aged 18-70 across all states and sampled according to Census brackets. The survey has a +/- 3.1% margin of error based on a population of 328 million at a 95% confidence level.



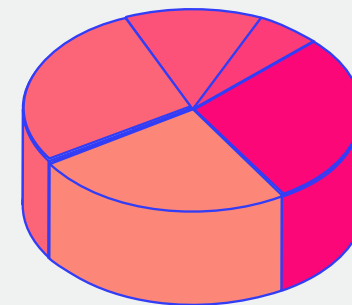
◀ ETHNICITY

- 60% White
- 15% Hispanic
- 14% Black
- 1.20% Pacific Islander
- 4.70% Asian
- 5% Other



◀ AGE

- 32% Boomers and Seniors (55+)
- 27% Gen X (40-54)
- 26% Millennials: (26-39)
- 16% Gen Z (18-25)



◀ Incomes

- 29% <\$25k
- 25% \$25k-\$50k
- 28% \$50k-\$100k
- 13% \$100k-\$150k
- 6% \$150k+