



# **Protecting Personal Information to Inspire Customer Trust Promotional Campaign**



## The Data Disconnect: Protecting Personal Information to Inspire Customer Trust Promotional Campaign

---

### OVERVIEW

The purpose of this campaign is to provide actionable takeaways for our target audience to better understand consumers' fears and concerns about data privacy and security, and to educate their users to be more cautious when disclosing personal data to organizations.

We crafted our study into an infographic format and the key findings include:

- **The disconnect:** Even though 39% of respondents say they would like to see increased government regulations around data privacy, 71% are unaware of consumer data protection laws like the California Consumer Privacy Act (CCPA) or General Data Protection Regulation (GDPR).
- **Americans lack familiarity with data protection best practices:** 71% either never or only occasionally read data sharing disclaimers to find out why their personal data is being collected and what it will be used for. And 23% have had their personal information or data compromised in a data breach and proceeded to use/work with the company as usual.
- **Consumers don't trust organizations with their data:** 38% never provide their personal data and 40% are unlikely to provide it, even if an organization requests it.

---

### TARGET AUDIENCE

- Chief Information Security Officer
- Chief Information Officer
- Chief Risk Officer
- Chief Privacy Officer
- Legal Manager
- Information Technology Security Manager

---

### CREATIVE ASSETS BUNDLE

PDF	Emails	Landing Page	Social Posts
1	3	1	4

---

## IMAGES

### Landing page



Data breaches are on the rise. In 2020, there was a [141% increase](#) in compromised records compared to 2019. At the same time, consumers are increasingly demanding privacy and control over their own data. And as a result, many governments have adopted new data protection regulations — and businesses are feeling the pressure.

New consumer research conducted by Ground Labs uncovers a disconnect between what consumers know, what they want, and what businesses are providing. Our team surveyed 1,000 U.S. respondents of all ages and genders through the Google Surveys Publisher Network during the months of August and September 2021. For the full findings, download our infographic: “The Data Disconnect: Protecting Personal Information to Inspire Customer Trust.”

[Download Survey Results](#)

#### Key Findings Include:

- **The disconnect:** Even though 39% of respondents say they would like to see increased government regulations around data privacy, 71% are unaware of consumer data protection laws like the California Consumer Privacy Act (CCPA) or General Data Protection Regulation (GDPR).
- **Americans lack familiarity with data protection best practices:** 71% either never or only occasionally read data sharing disclaimers to find out why their personal data is being collected and what it will be used for. And 23% have had their personal information or data compromised in a data breach and proceeded to use/work with the company as usual.
- **Consumers don't trust organizations with their data:** 38% never provide their personal data and 40% are unlikely to provide it, even if an organization requests it.

#### Data Discovery is the First Step:

The first step in achieving proactive compliance and maintaining customer trust is to develop a baseline understanding of what data your organization has and where it resides. This is a process known as data discovery. Keep your customer data safe by implementing data discovery, the foundation of any successful data protection program.

Learn About Ground Labs' [Data Discovery Tools](#)

**EMAIL COPY****Email #1****Subject: Ground Labs Survey UnCOVERS Data Privacy Disconnect**

Hi <<First name>>,

Data breaches are on the rise and consumers want increasing levels of privacy and control over their data. At the same time, many governments have adopted new data protection regulations. It's a lot to contend with, and <<insert organization>> is probably feeling the pressure.

To better understand consumers' feelings around data privacy and security, Ground Labs surveyed 1,000 U.S. respondents of all ages and genders through the Google Surveys Publisher Network. The survey reveals that despite the growing demand for data privacy and security, U.S. consumers still lack familiarity with data protection best practices.

Check out our infographic to learn more about this disconnect. Key survey findings include:

- Even though 39% of respondents say they would like to see increased government regulations around data privacy, 71% of consumers are unaware of consumer data protection laws like the California Consumer Privacy Act (CCPA) or General Data Protection Regulation (GDPR).
- 38% of consumers never provide their personal data and 40% are unlikely to provide it, even if an organization requests it.

Data discovery can help — it's the first step for any business in securing data and improving customer trust. Ready to get started on your data discovery journey? Please [schedule a meeting](#) with a Ground Labs data discovery expert today.

<<ICON WITH CTA>>

**Download Your Complimentary Infographic Today**

**Email #2****Subject: Free Infographic: Understanding Consumer Attitudes About Data Privacy**

Hi <<First name>>,

In 2020, we saw a 141% increase in compromised records due to data breaches. Still, many consumers lack familiarity with data protection best practices. Does your team at <<insert organization>> understand how your customers value data security?

Ground Labs surveyed 1,000 U.S. consumers to understand their experience with and sentiment toward data privacy and security. Key findings include:

- 38% of consumers never provide their personal data and 40% are unlikely to provide it, even if an organization requests it.
- 39% would like to see increased government regulations around data privacy as organizations collect and use an increasing amount of consumer data.

Download the infographic today to learn how your customers feel about data privacy and security, and how data discovery can help you meet those expectations. You can also [schedule a meeting](#) with a Ground Labs data discovery expert today.

<<ICON WITH CTA>>

[Download Your Complimentary Infographic Today](#)

### Email #3

#### Subject: Ground Labs Survey: The Data Disconnect

Hi <<First name>>,

Does <<insert organization>> know how familiar your customers are with data privacy laws and best practices? New consumer research from Ground Labs uncovered a disconnect between what consumers know, what they want, and what businesses are providing.

Download our complimentary infographic to read more about what we found, including:

- Why consumers don't trust organizations with their data
- How familiar Americans are with data privacy best practices
- What the impact of a data breach could be on your organization
- How data discovery can help

Read the full survey to learn about how your customers feel about data privacy and security. You can also [schedule a meeting](#) with a Ground Labs expert today to find out how data discovery can help.

<<ICON WITH CTA>>

[Download Your Complimentary Infographic Today](#)

---

## SOCIAL POSTS

### **Tweet 1**

Did you know that 71% of U.S. consumers are unaware of data protection laws like the California Consumer Privacy Act (#CCPA)? Download Ground Labs' infographic to find out more about consumer sentiment towards #dataprivacy and #compliance:

<https://go.groundlabs.com/google-survey>

### **Tweet 2**

#Cybersecurity was at the top of everyone's mind this year, with breaking news stories about major hacks across industries. Ground Labs recent survey takes a pulse on how Americans feel about #data collection and privacy. Check out our findings to discover the disconnect:

<https://go.groundlabs.com/google-survey>

### **Tweet 3**

Ground Labs surveyed 1,000 U.S. consumers to better understand their experience with #dataprivacy and #cybersecurity. You're going to want to click the link:

<https://go.groundlabs.com/google-survey>

### **LinkedIn post**

Data breaches are on the rise. In 2020, there was a 141% increase in compromised records compared to 2019. At the same time, consumers are increasingly demanding privacy and control over their own data. And as a result, many governments have adopted new data protection regulations — and businesses are feeling the pressure.

Now, new consumer research from Ground Labs uncovers a disconnect between what consumers know, what they want, and what businesses are providing. For a full look at the survey findings, download our infographic, [“The Data Disconnect: Protecting Personal Information to Inspire Customer Trust.”](#)

---

If you have any questions, please contact [Sasa.Limbu@groundlabs.com](mailto:Sasa.Limbu@groundlabs.com), we are on hand to help!

---