

Right to Anonymity

Overview

Consumers are deleting any personal data they can to preserve anonymity.

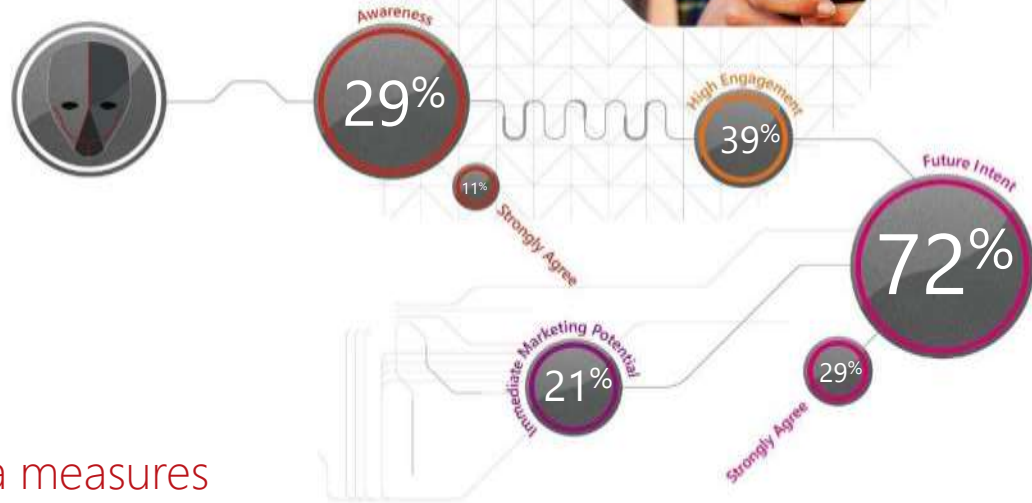
Privacy campaigners are pushing for legislation around users' right to delete data from sites' servers.

Why it's happening:

The more time we spend online, the more we consider our digital legacy. It's the permanent memory that is making us anxious.

The Future:

Permanent digital footprints won't exist.



Key data measures

Awareness: 29% can manage their digital identity by removing data. The majority want to choose for how long their information is online.

Engagement: 39% want personal pieces of online information removed automatically after a specified time.

Future Intent: 91% of early adopters would be interested in a server that allows them to remove information.

Marketing Potential: 21% would be keener to buy a product that offered an 'auto - delete' service' and if you allow users to update their privacy settings, 59% are more likely to buy from you.