In the wake of recent data scandals and the implementation of the General Data Protection Regulation (GDPR) in the EU, US consumers are increasingly worried about their data privacy. We asked Americans how concerned they were, how that affected their behaviors and trust of companies, and what should be done about it.

WHO DO YOU TRUST?

Almost half of participants were very confident or extremely confident that these industries keep their data secure:

- 47% Health Care
- 46% Banking

THE BIG REVEAL

- 73% said their concern over the privacy of their personal data has increased in the past few years.
- 67% of US consumers think the government should do more to protect data privacy.
- 66% have taken steps to secure their data, like changing privacy settings, removing a social media account or declining terms of agreement.

DATA PRIVACY: ARE YOU CONCERNED?

A SAS survey of 525 US adult consumers reveals big concerns about data privacy.

- 47% said their concern over the privacy of their personal data has increased in the past few years.
- 67% of US consumers think the government should do more to protect data privacy.
- 66% have taken steps to secure their data, like changing privacy settings, removing a social media account or declining terms of agreement.

PERSONAL DATA PROTECTION RIGHTS IN THE US?

- 83% would like the right to tell an organization not to share or sell their personal information.
- 80% want the right to know where and to whom their data is being sold.
- 73% would like the right to ask an organization how their data is being used.
- 64% would like the right to have their data deleted or erased.

SOCIAL ANXIETY

- 38% said they use social media less often because of data privacy concerns.
- 36% said they removed a social media account.
- 31% of respondents were “not at all confident” social media companies would keep their data secure.

Read the full report: Data Privacy: Are You Concerned?