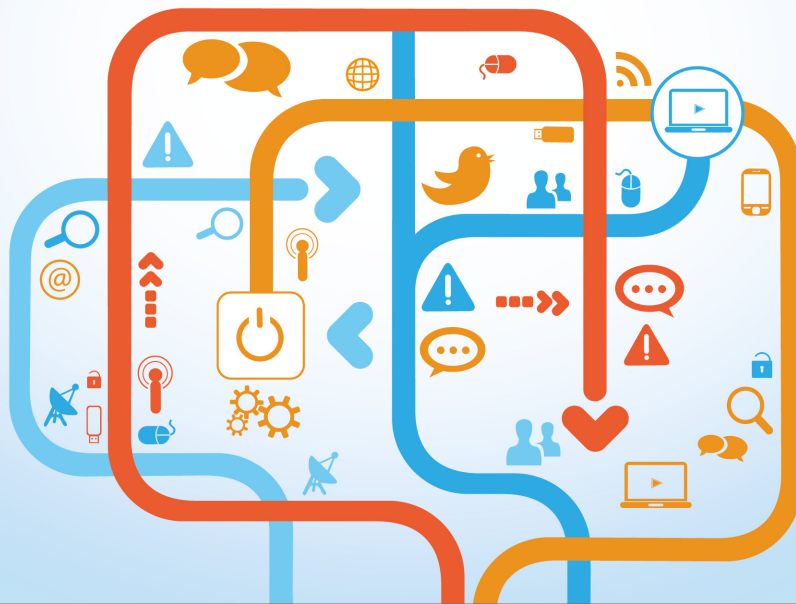


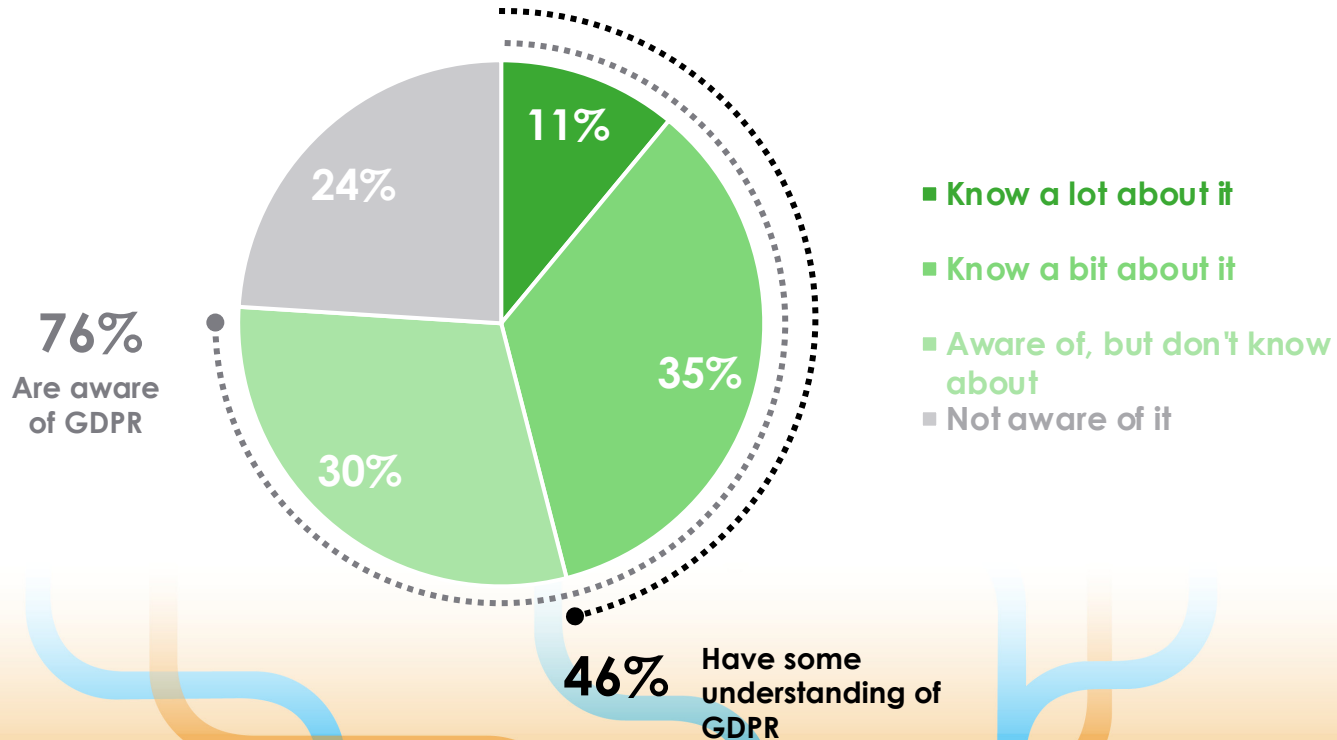
# DELIVERING TRANSPARENCY, CHOICE AND CONTROL FOR EUROPEAN CITIZENS



**Consumer's understanding of GDPR  
improves their comfort with OBA, which  
EDAA can help improve further**

## Consumers generally have an awareness of the introduction of GDPR, though not necessarily a working knowledge of its impact

**Awareness and understanding of new EU data privacy regulations (hereafter, labelled as GDPR)**  
(% selecting each statement)

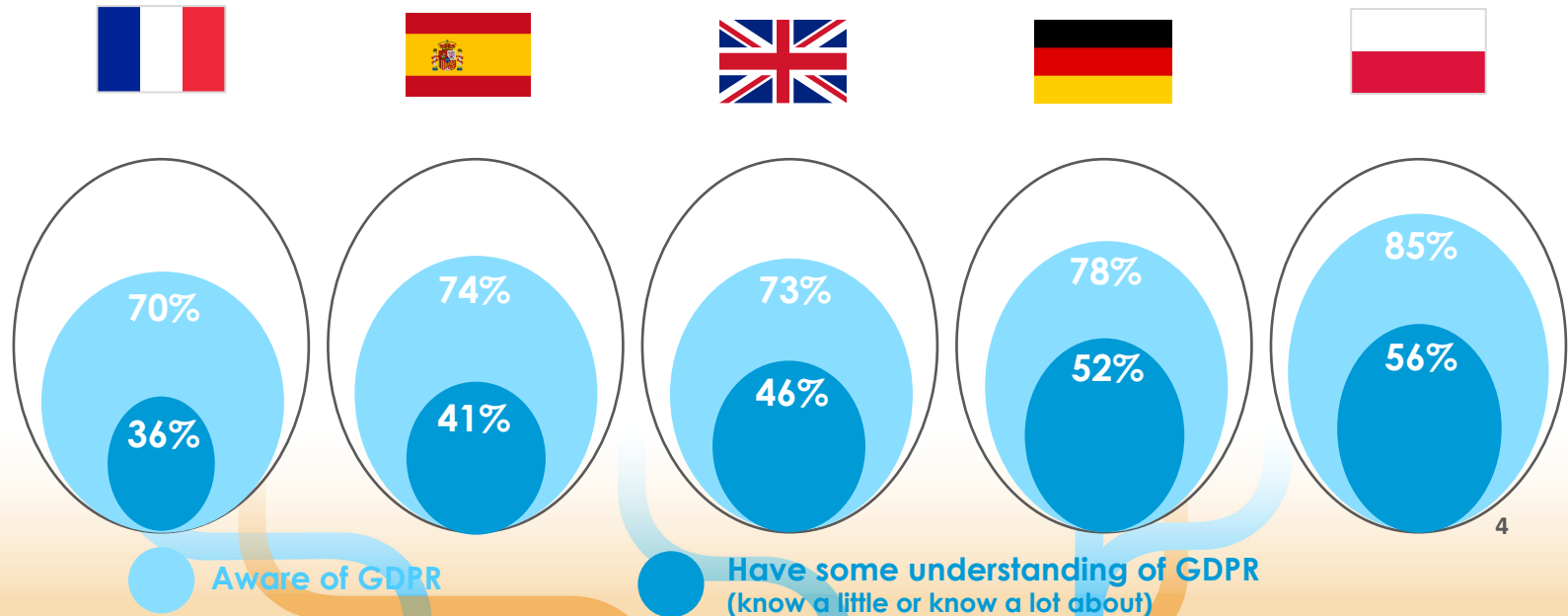


## Familiarity with GDPR differs by market

### Awareness and understanding of GDPR by market (% selecting each statement)

Less familiar

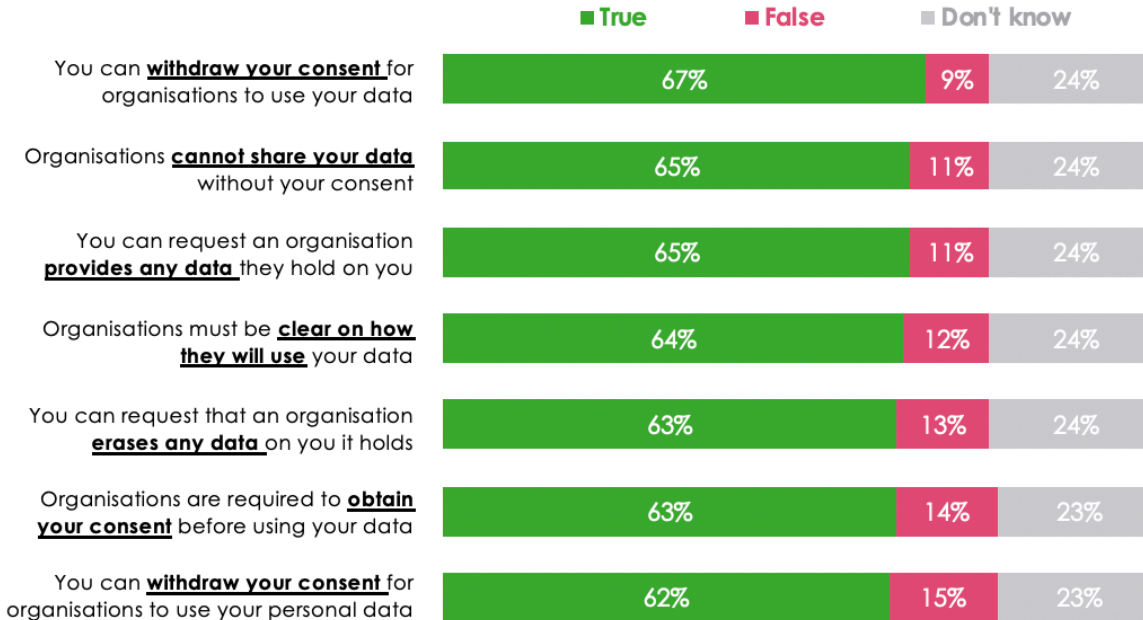
More familiar



# Despite lacking a thorough understanding, consumers generally have a sense of the GDPR's purpose & what provisions may be included

## Awareness of GDPR provisions

(% believing each measure is included as part of GDPR when prompted)



# The introduction of GDPR has helped a sizable minority of consumers feel more knowledgeable about online data

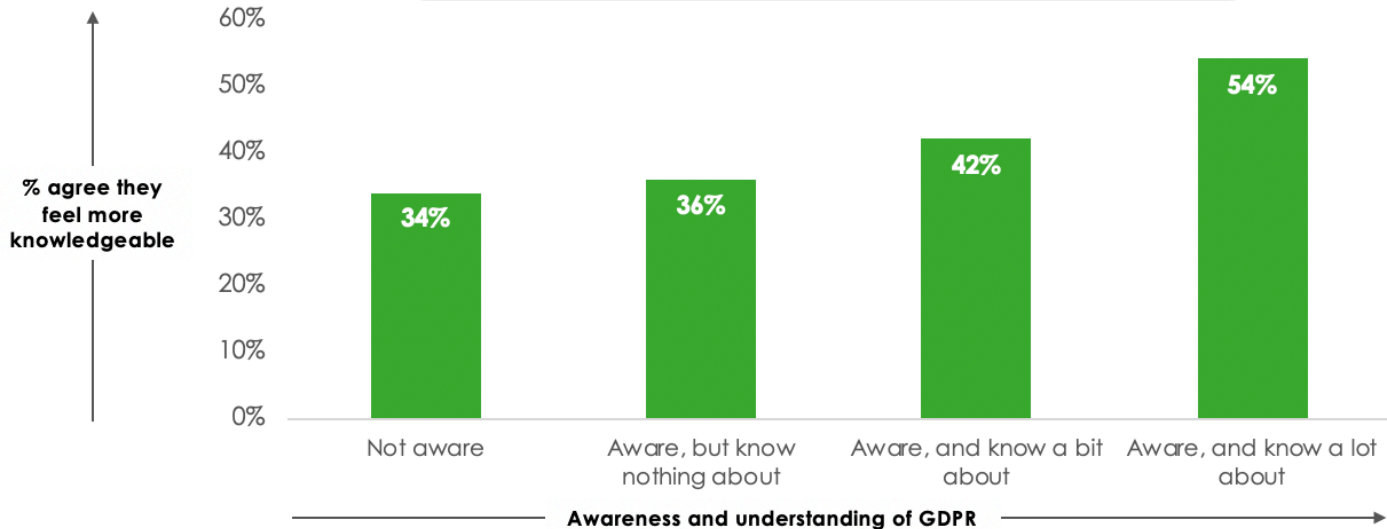
## Impact of GDPR on understanding of online data collection and use

(% agreeing of each sub-group who agree / strongly agree with the statement shown)



**40% of all respondents agree:**

**"I feel more knowledgeable about the way in which information about me is collected and used online"**

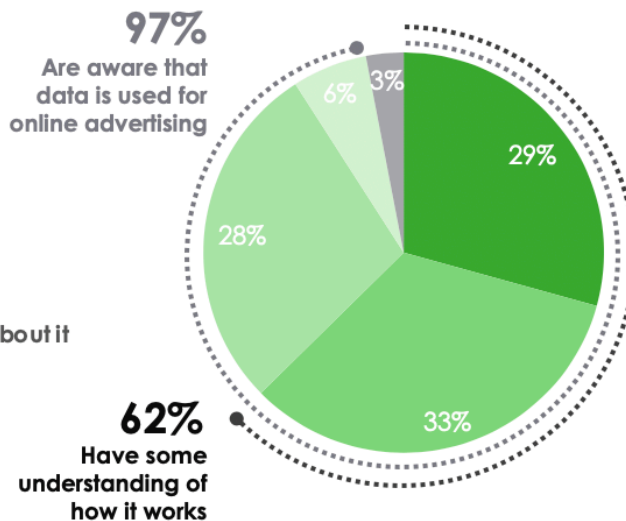


## Many consumers now have some knowledge of how data is used for advertising, but would like to find out more

### Awareness and understanding of the use of data for online advertising

(% selecting each statement)

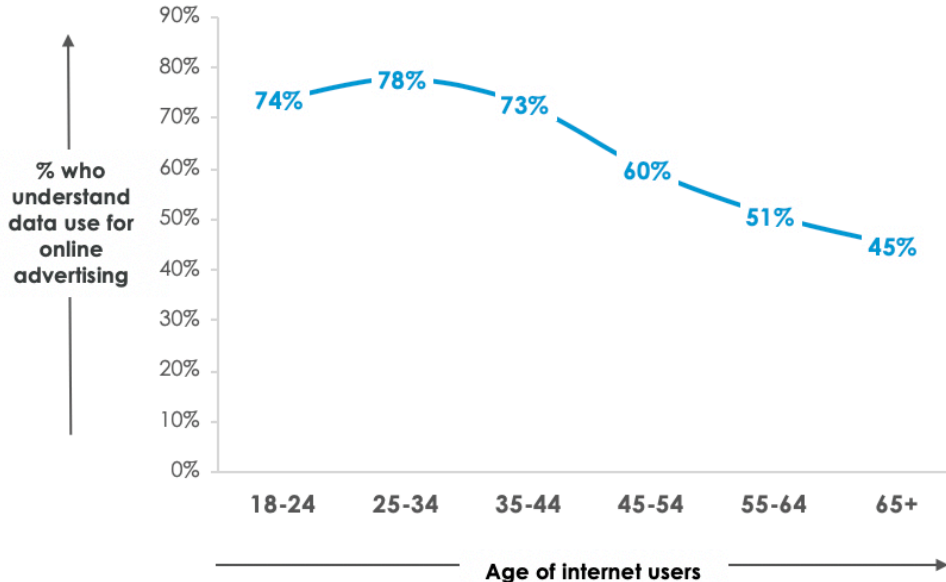
- I understand it very well
- I have a reasonable understanding
- I'm aware of it, but I'm unsure how it works
- I'm aware of it, but I've never really thought about it
- I wasn't aware of it before today



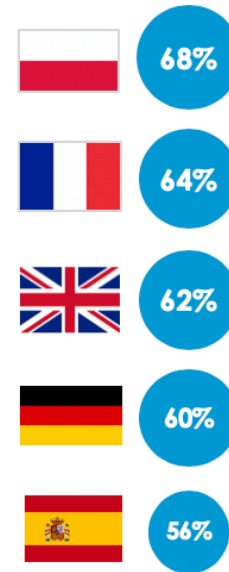
**72% agree:** "I'd like to know more about how information about me is used online"

# Understanding of the use of data for online advertising varies by age and by market

## Awareness of data usage for online advertising by demographics (% who either 'understand it well' or 'have a reasonable understanding')



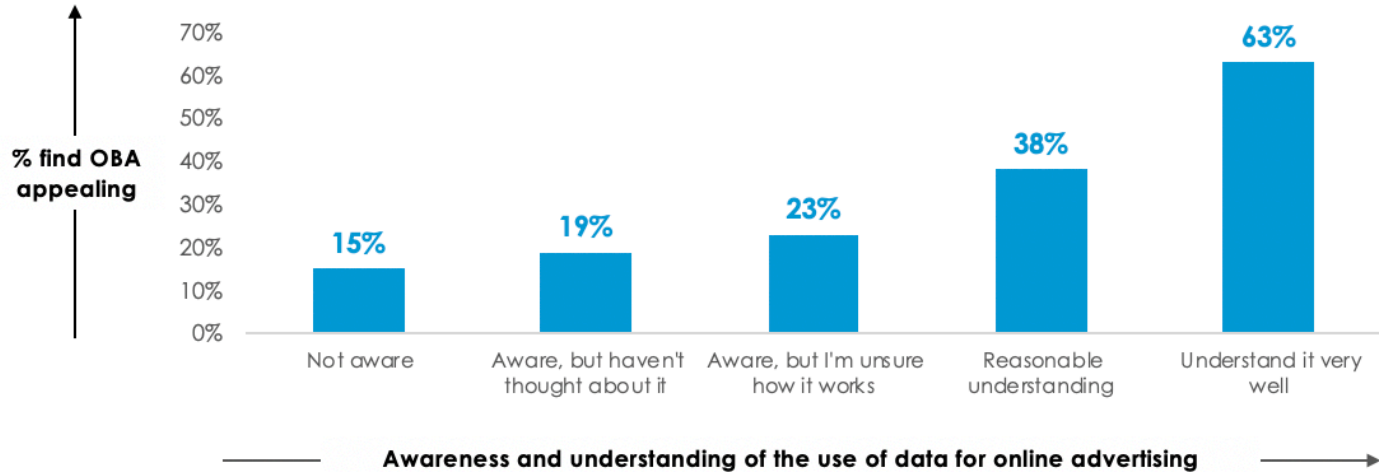
## Awareness by market (Across all age groups)





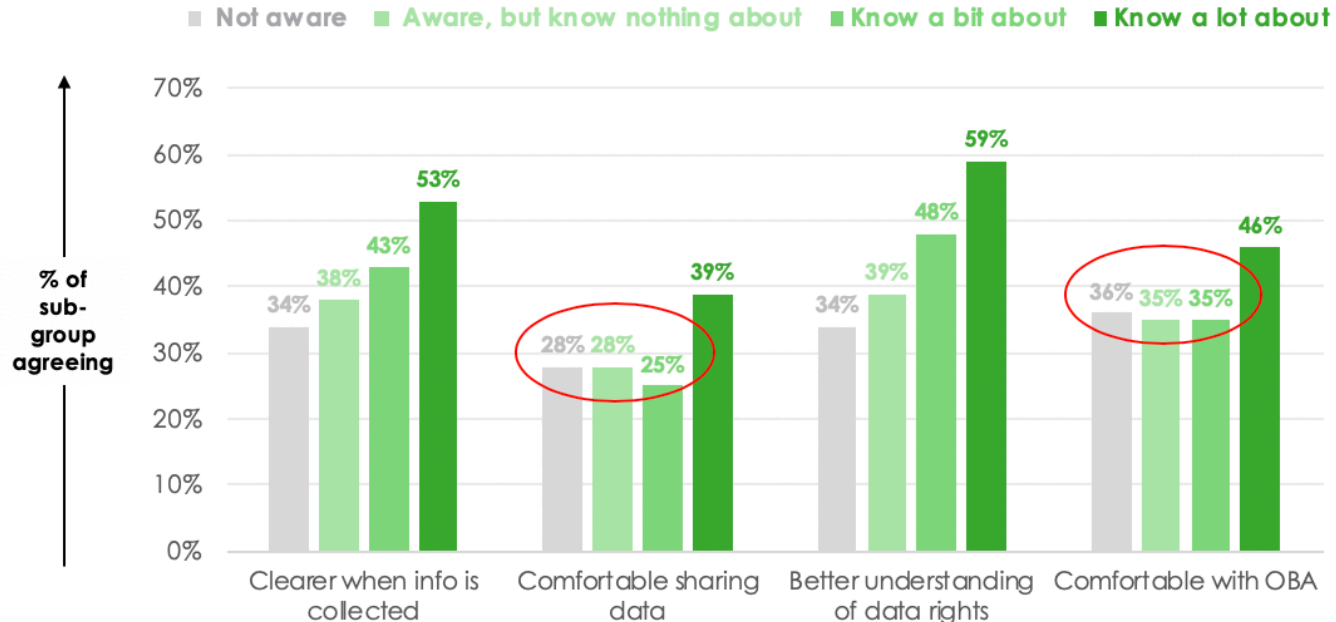
## Consumers with greater understanding of how data is used for OBA are more likely to find it appealing

**Appeal of online behavioural advertising (OBA) amongst people with differing levels of awareness / understanding of data usage for online advertising**  
(% appeal amongst those with differing levels of awareness / understanding)



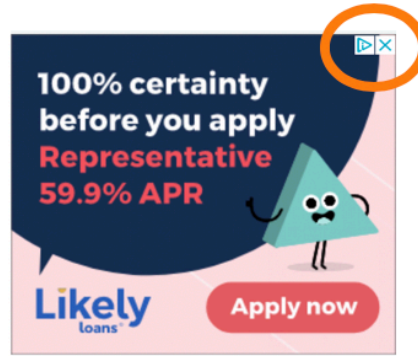
# Only those with a strong understanding of GDPR see a marked improvement in their perceptions of OBA and sharing data

**Impact of knowledge of GDPR on perceptions of data use**  
(% of sub-group who agree with each statement)

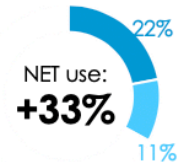


Use of the AdChoices Icon is positive— a third of consumers have used despite subtle delivery method

### AdChoices Icon

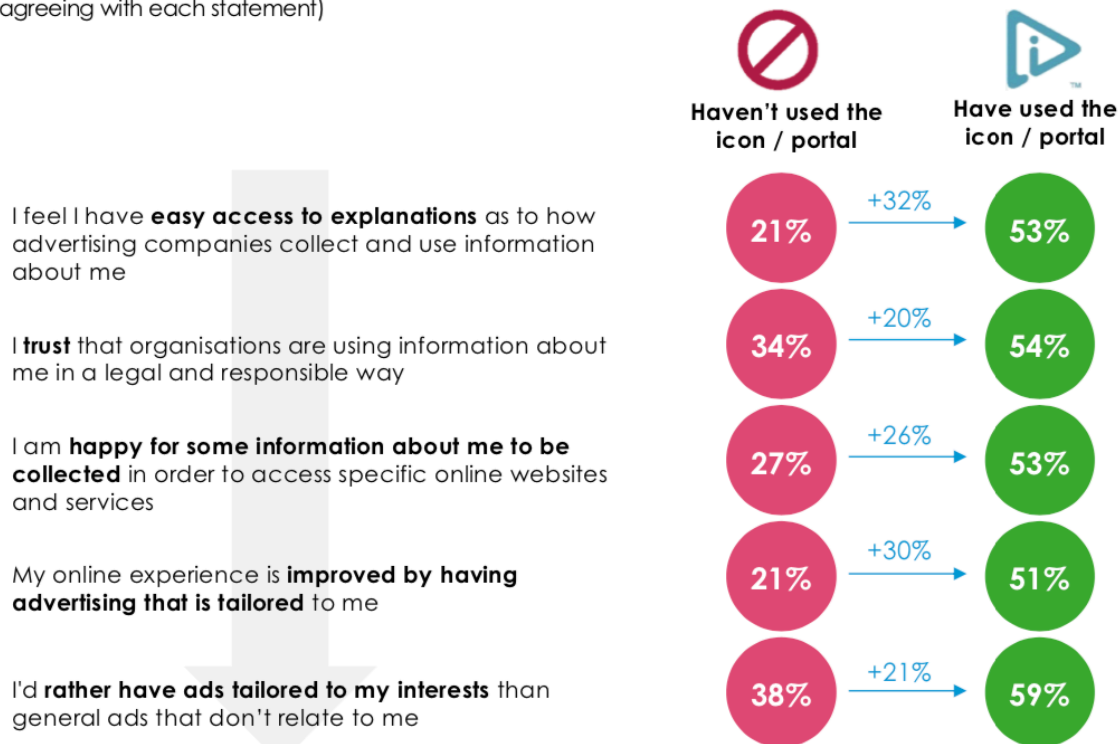


- Use often
- Use occasionally



# There is evidence EDAA is successful in improving understanding as users feel more informed and positive to online advertising

**Perceptions of online advertising amongst those who use the icon / platform**  
(% agreeing with each statement)



# Most consumers using the Programme understand data usage for advertising but there is a need to bring in those less aware

**Awareness of data usage by those who have / haven't accessed the programme**  
(% selecting each statement)

