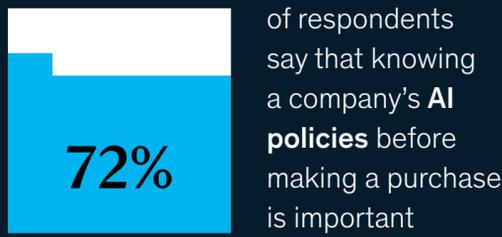


# Consumers value digital trust

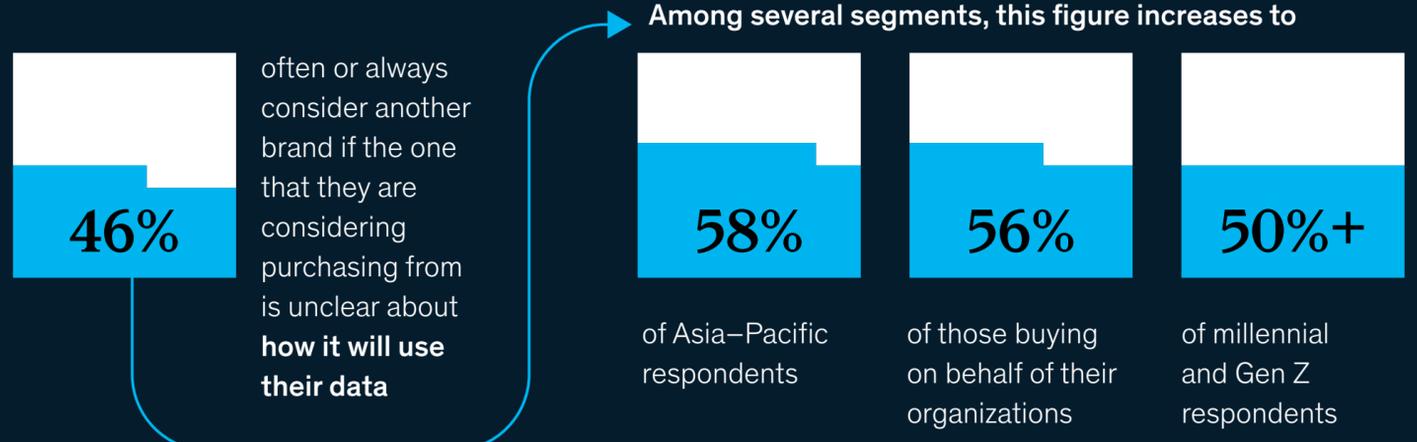


Consumers report that digital trust truly matters. They want companies to provide clear information about their AI and data practices, they expect rigorous data protections to be in place, and they will make purchase decisions based on these premises.

## Consumers want transparency about digital policies . . .

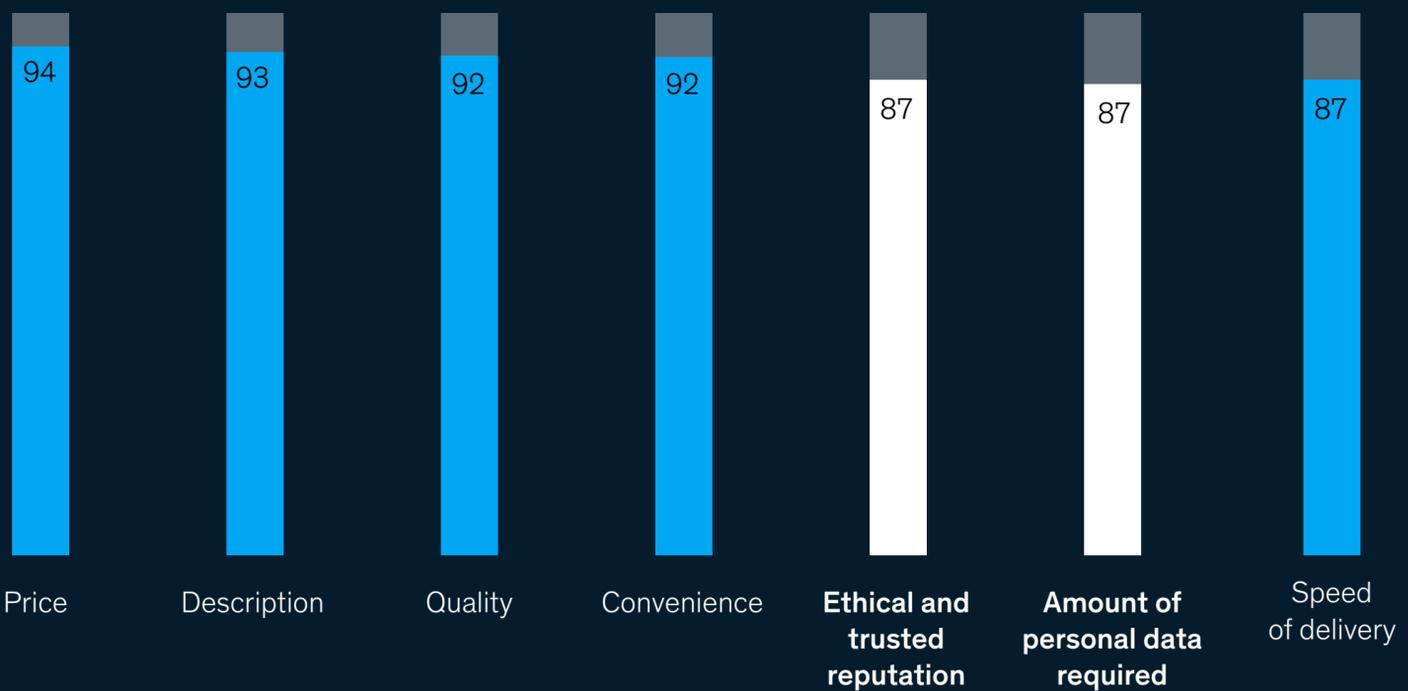


## . . . and clarity about how their data will be used.

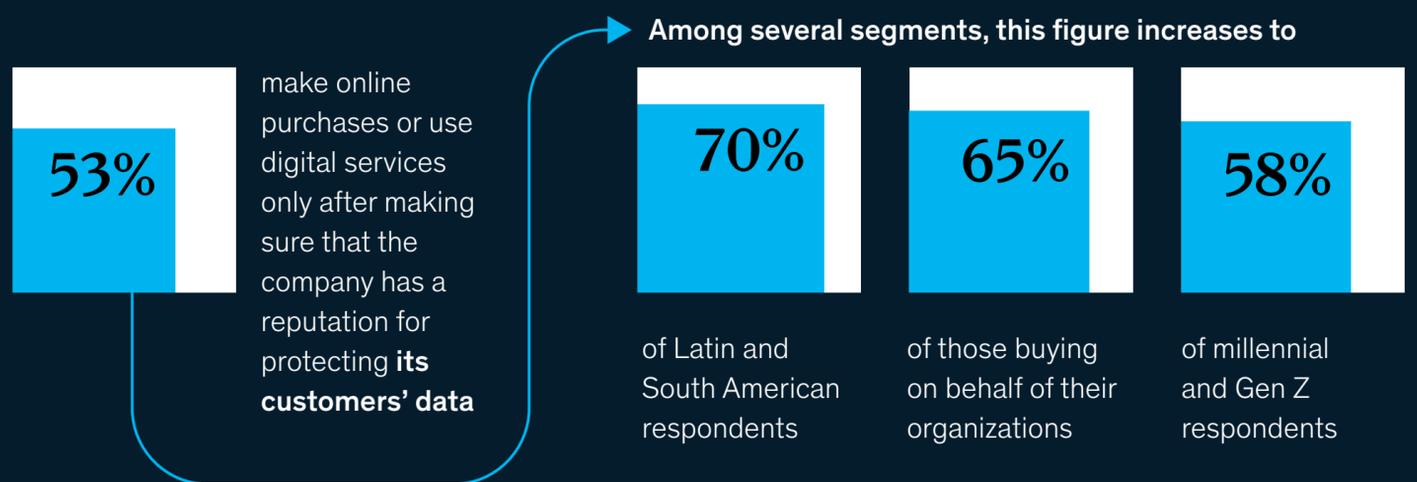


They consider trustworthiness and data protection to be nearly as important as price and delivery time.

Factors important to buying decision, % of respondents



## Many will only buy from companies that are known for protecting consumer data . . .



## . . . and they'll stop buying from a company if it violates digital trust.

Stopped doing business with a company that was not protective of customer data, % of respondents



Source: McKinsey Global Survey on Digital Trust, 3,073 consumers, May 2022