Toluna   cintrifuse

Together, Toluna and Cintrifuse surveyed 1,000+ Americans over the age of 18 to gain insights around the public's trust of brands and the importance of data privacy in the digital age. The survey is the focal point of Cintrifuse's event, Hacking Trust (The Good Way!).

Cintrifuse is dedicated to accelerating the development of a disruptive, tech-based innovation economy in Greater Cincinnati. In partnership with Toluna, Cintrifuse will now offer members of its entrepreneur community access to Toluna's end-to-end consumer insights platform where audiences, surveys, communities, and analytics are completely integrated, powered by real-time engagement and behavioral data from Toluna's community of millions of influencers worldwide. With the use of the Toluna platform, Cintrifuse members can generate actionable insights in real-time at global scale.

Majority of respondents have concerns about data and security.

73% are very, or extremely concerned about the security of their data.

74% take steps to avoid companies that they don't trust.

Communications about privacy and trust can be improved.

Only **39%** of respondents agree, or strongly agree that brands do provide simple communications around privacy and trust.

People take proactive steps to securing their data.

46% of respondents use some type of measures to secure their data, **25%** are considering it.

46%   **25%**

Meaningful steps can be taken to earn trust.

The most critical things companies can do to earn trust are: protecting personal info **(70%)**, transparency **(65%)** & control/access to data **(62%)**.

70%   **65%**   **64%**

What do you look for before engaging in a relationship with a company?

I look for privacy shields & BBB accreditations	52%
General consumer feedback	49%
I ensure the privacy policy is clear	47%
Great customer service	46%
I ensure their website/app is easy to understand	41%
Word of mouth/Social media	35%
I feel empowered to engage with company easily	23%