

# Attitude & Usage Success Story

How HERE Technologies was able to champion data transparency to position as global industry thought leader



Category Foundational

“*In a world where data breaches are now a weekly occurrence, consumer data transparency and control can potentially provide companies not just with consumer data, but also drive increased trust in the brand.*”

American Marketing Association  
5 Takeaways from ESOMAR Congress

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Leading location data company wanted to study privacy, data protection and data sharing to position as a thought leader in “Autonomous World” and to raise brand awareness

2019 study sampled 10,000+ respondents across 10 Markets

- Built on 2018 research of 8 countries and 8,000+ respondents

Data informed HERE’s marketing assets including blogs, live demos, C-Level talking points

*Presented at ESOMAR Congress 2019*



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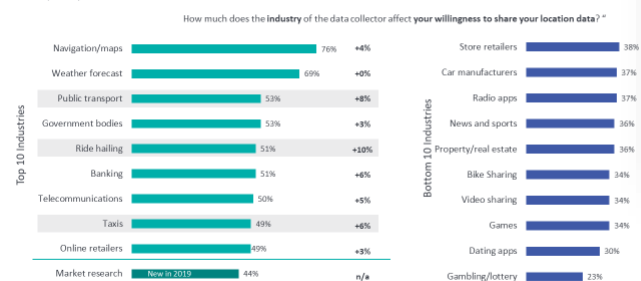
- Gained in-depth understanding of perceptions and behavior around multiple dimensions of privacy and location data
- Multiple global studies allowed for trend-based analysis across demographics, countries, and time periods
- Study publicized value in data transparency and recognized HERE as thought leader in data sharing space

Consumers are most willing to share their location data with mapping, weather and transport apps/ services as well as government and banking

Navigation/maps	76%
Weather forecast	69%
Public transport	53%
Government bodies	53%
Ride hailing	51%
Banking	51%
Telecommunications	50%
Taxis	49%
Online retailers	49%
Market research	48%
Smart home appliances	48%
Internet browsers	48%

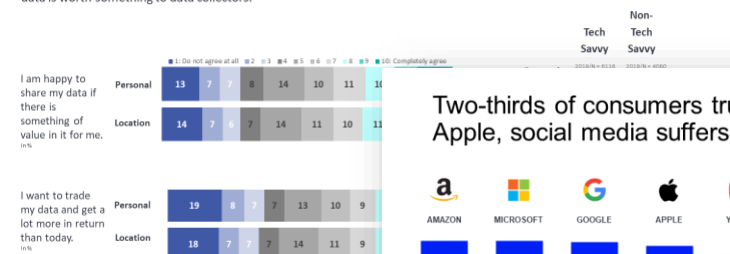
## ... likely for the growing need to share with mobility industries

In light of the increased willingness to share location data if consumers knew what it was used for, consumers demonstrate a significant willingness to share location data with players in the mobility industry: i.e. Public Transportation, Ride hailing, taxis as well as Navis especially those in urban areas.

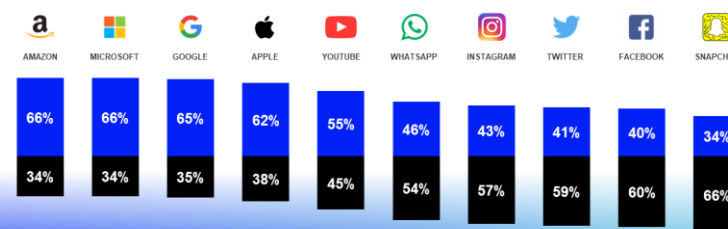


## Consumers will not share their data for free anymore – time to act

Consumers are willing to share or trade their data for something in return. Especially Tech Savvy consumers have realized that their data is worth something to data collectors.



## Two-thirds of consumers trust Amazon, Microsoft, Google and Apple, social media suffers a lack of trust





# Attitude & Usage Success Story

Global industry coverage and influence



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Here Technologies: Enhanced mobility is main factor for sharing location data

## 5 Takeaways from ESOMAR Congress 2018



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### 3. Data Protection Is an Opportunity, Not a Threat

During Congress, news broke of Facebook's recent data breach and a potential \$1.63 billion fine, hot on the heels of GDPR's debut earlier this year.

Many marketers perceive data privacy as a necessary nightmare, but perception depends on where you're standing. Researchers from Buzzback and HERE technologies, a location-based data company, wanted to better understand the intersection of consumer attitudes and data protection in digital apps. They found 91% of respondents were concerned about sharing their personal information digitally, while 75% stated "sharing my location makes me feel vulnerable or stressed".



## Category Foundational

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### Study: Consumers more willing to share data if it's beneficial for them

Less than a quarter of Australians are aware of what happens with their personal information after they share it

VANESSA MITCHELL (CMO) 13 SEPTEMBER, 2019 07:43

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#### CONTACT

## New research suggests data transparency can have significant positive impact for brands

By Newsroom on September 12, 2019 · No Comment



A new global study from **ESOMAR** and **HERE Technologies**, along with research partners **BuzzBack Research**, and **Cint**, shows that transparency around consumer data collection brands can potentially have a significant impact on both consumer trust and sales.

The study, which surveyed over 10,000 consumers in 10 markets, found that 27% of consumers in the UK

