

## SYNOPSIS

As connected devices, digital services, and artificial intelligence become embedded in everyday life, consumer concern about data use, surveillance, and digital vulnerability continues to grow.

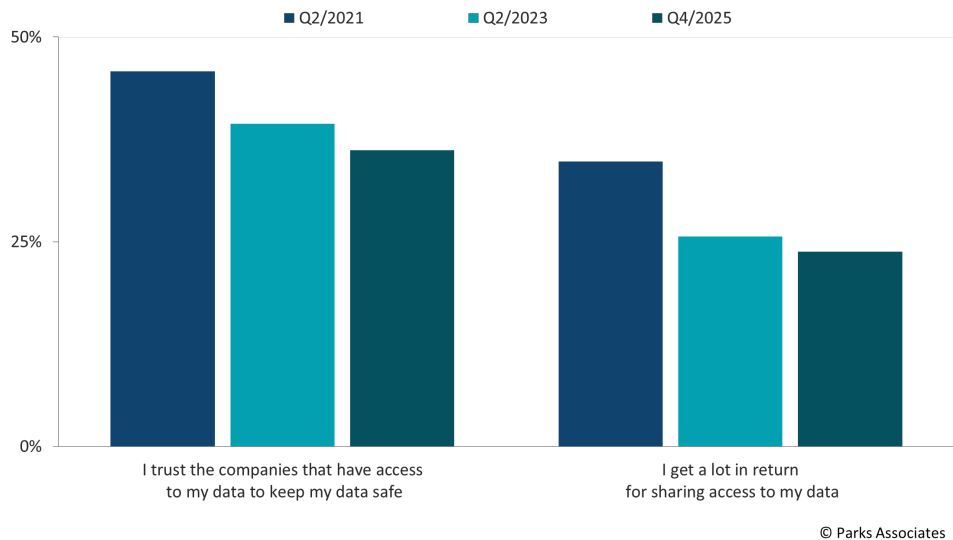
Building on longitudinal research dating back to 2018, this study tracks consumer sentiment, behaviors, and expectations related to privacy and data security across smart home, streaming, health, and AI-powered services. It quantifies adoption of privacy tools, security best practices, and willingness to share personal data in exchange for value.

The research measures trust in technology providers, the impact of AI transparency on consumer comfort, and changing definitions of digital safety in a connected world.

**Number of Slides: 81**

## AUTHORS

**Consumer Attitudes on Data Security, Access, and Sharing: Confidence in Data Security is Waning**



### Key questions addressed:

1. Has the new generation of AI tools impacted consumer attitudes regarding data privacy and security?
2. What steps do consumers take to protect their data and sensitive information?
3. What specific data types are consumers most and least comfortable sharing?
4. What provider types do consumers most and least trust to handle their data properly?
5. How does trust impact which companies consumers prefer to serve as their primary home control platform?
6. Do independent cybersecurity testing and certification programs relieve consumer concerns?
7. Are consumers willing to pay for products with enhanced data security measures?

“Trust, built over more than a decade of connected device adoption, is now eroding, with privacy and security concerns re-emerging as core barriers. AI unlocks unprecedented value from connected data, but without trust, that value cannot be realized.”

— John Barrett, Director, Consumer Analytics, Parks Associates

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## ATTRIBUTES

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