

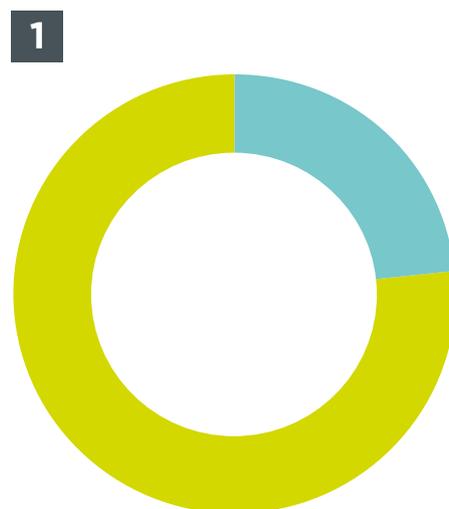
Consumer Consent & the Value Exchange

We recently ran a survey amongst 200 consumers to find out their views about data protection and data sharing. Using our own panel data and proven market research solutions we polled a random sample of ages and sexes from our consumer universe to get their input. We wanted to get to the bottom of how consumers are feeling about their data and how businesses use it to communicate with them.

Some of questions and their results can be seen below:

1. Are you aware that there are legislative changes surrounding data protection that are being introduced throughout Europe in 2018?

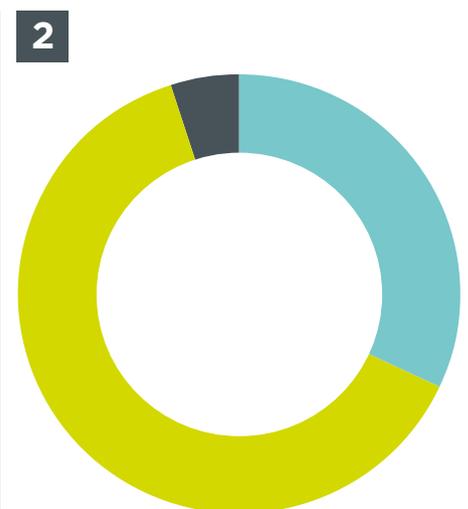
The survey results here indicate strongly that although we in the industry are very well aware of forthcoming changes to data protection legislation, UK consumers are not. It suggests that we need to spend some time educating our consumers so that we do not lose their support.



■ YES
■ NO

2. Are you concerned as to how companies may hold and process your personal information?

The fact that such a large proportion of consumers are very or slightly concerned again

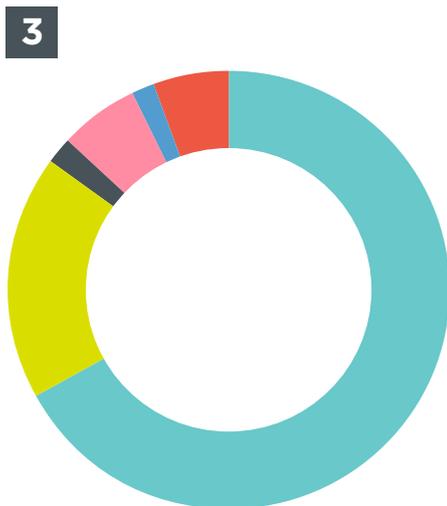


■ I AM VERY CONCERNED
■ I AM SLIGHTLY CONCERNED
■ I AM NOT ALL CONCERNED

► indicates a need by the brand marketers to inform and educate their customers about use of data and compliance policies. We need to engage with data subjects and build trust.

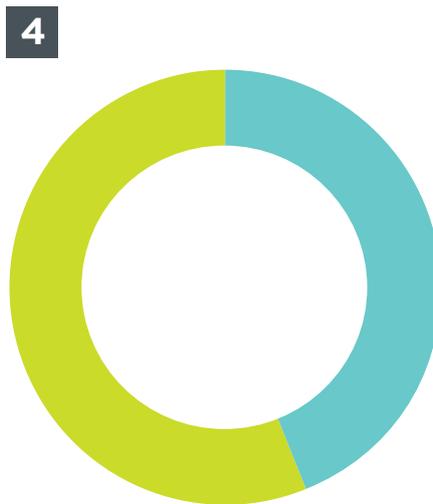
3. In what way do you prefer brands to communicate offers and promotions with you?

It is clear from these results that email is still the preferred method of promotional communication with a clear dislike for telephone. It is imperative that as marketers we understand the channels of communication our customers prefer and we ensure that these are get their permission to use.



- EMAIL
- POSTAL MAILINGS
- TEXT MESSAGE (SMS)
- SOCIAL NETWORK
- TELEPHONE CALLS
- ONLINE BANNER DISPLAY

4. Thinking back to the methods listed in the previous question, would you prefer adverts to be randomly selected and provided to you, or relevant based on your interests or previous shopping behaviour?

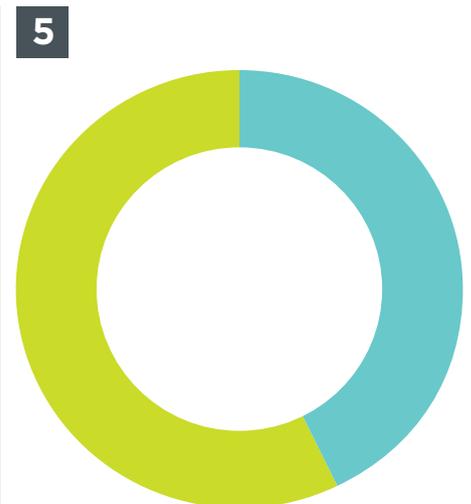


- RANDOM ADVERTS
- PERSONAL ADVERTS, PROVIDED BASED ON MY INTERESTS AND HABITS

Another clear indicator that consumers are beginning to recognise that more targeted communications are better but there is still plenty of work for us to do here to engage with our customers in a more personalised way to deliver a win win situation.



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- YES I WOULD BE HAPPY
- NO I WOULD NOT BE HAPPY

5. Would you be happy if companies shared information about you (with your consent) so that they could make their marketing more relevant to you?

As marketers we need to understand what is the value of having our customers consent? We need to be able to track, measure and report consent effectiveness and use this not only to improve our own ethical and compliant data use policies but to help better inform our consumers of the benefits.

The key learnings from this research indicates that although as an industry we are very strongly aware of the legislative changes about to be implemented, the average consumer is not. We are also aware of the benefits of targeted communications strategies and the improved results this delivers to our business but most consumers are not. The answer lies in us having a better understanding of the personal information value exchange and how aware customers are of the benefits to them.