



The Role of Consumer Consent and Regulatory Interoperability in Building a Trusted Digital Economy

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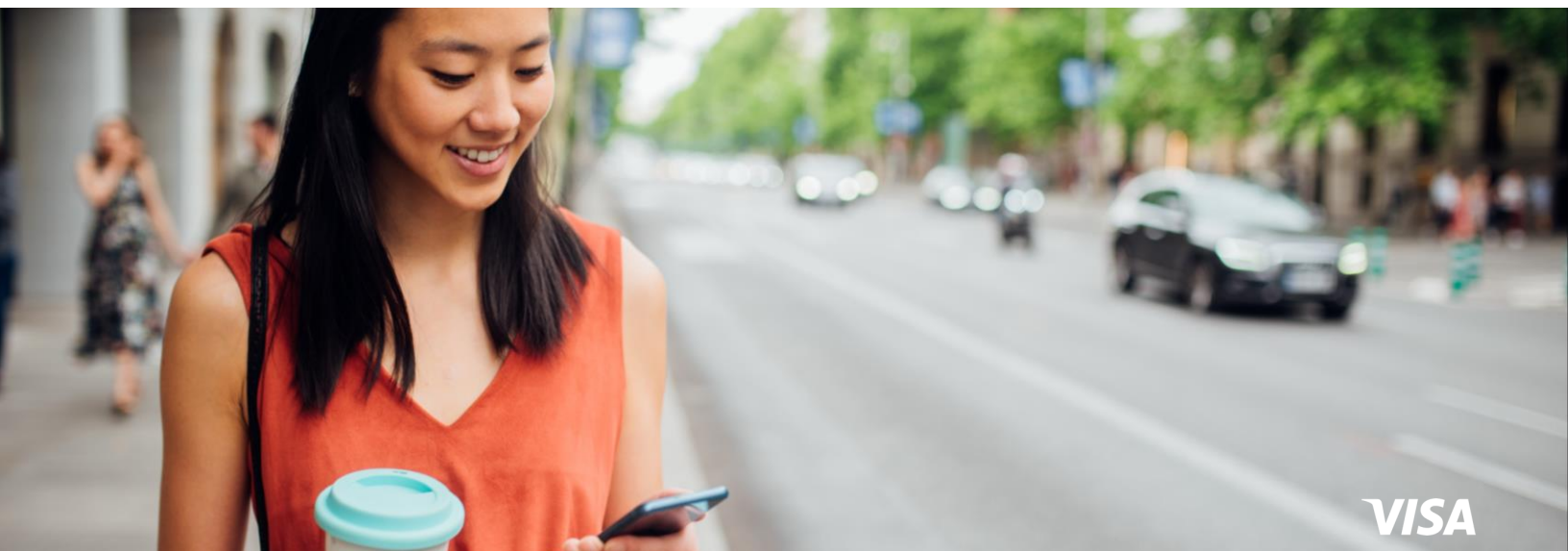
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Executive Summary

As the world interacts more and more online, so too does our data. Secure, trusted data flows across jurisdictions are critical to global economic growth, technological innovation, and inclusion in the digital economy. Variation in the global regulatory landscape on consumer consent requirements imperils these data flows both directly (by creating barriers to transferring data) and indirectly (by decreasing consumer trust and engagement in the digital economy). While a desire to protect and empower consumers is often a primary driver of efforts to advance data privacy and protection laws and regulations that strengthen consumer consent requirements, information on how the trends in global regulations impact consumers is limited.

To help fill this data gap and understand how we can give consumers more control over their data without unduly hindering data-driven innovation, Visa launched a Consumer Empowerment Study, which surveyed digitally connected and unconnected consumers in 25 countries and territories around the world. These surveys, conducted between 2020 and 2023, examined how consumers engage in the digital ecosystem, their frequency of engagement, and their sentiments regarding data use and collection. The survey results demonstrate that consumers value transparency and control over their data more than they value having a frictionless experience. More standardized consent experiences make consumers more likely to grant companies permission to collect and use their data. In these ways, providing “intentional friction” through well designed consent processes and user experiences (UX) can strongly empower consumers to engage in the digital economy.

Government cooperation to promote regulatory interoperability can help support more standardized consent experiences that build consumer trust and support multijurisdictional data flows. Investing in consumer education initiatives and ensuring that data privacy and protection requirements are clear and consistently applied can also empower consumers and facilitate secure, trusted data flows. Advancing regulatory interoperability and ensuring other changes to the global data privacy and protection policy landscape empower consumers to confidently engage in the digital economy and securely share their data can help create a more inclusive, innovative, and robust digital economy for all.



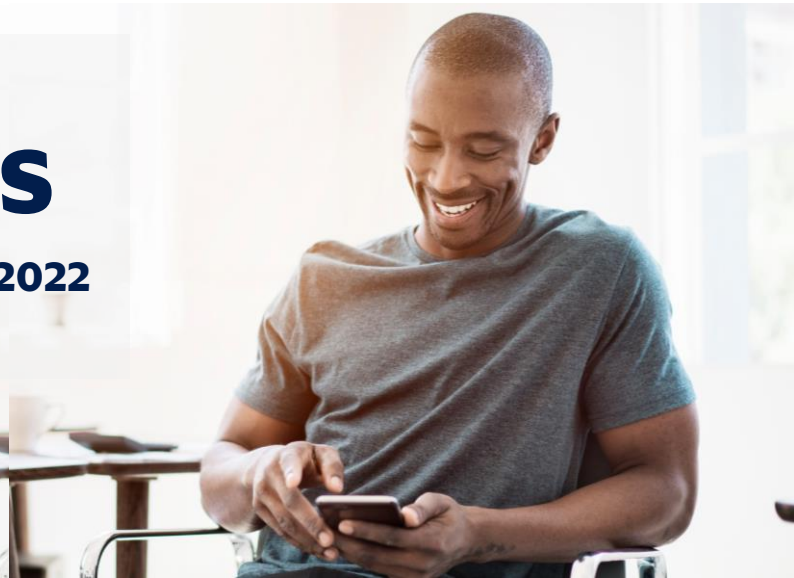
An Evolving Data Ecosystem and Regulatory Landscape

Evolving Data Ecosystem and Regulatory Landscape

With the expansion of the internet and growth in the ways individuals can interact digitally, more consumers globally are now connected and digitally engaged than ever. This growth in digital engagement means more opportunities to share and collect data online. In 2022 alone, it is estimated that about 97 zettabytes of data were produced globally.¹ The volume of global annual data production likely will increase accordingly with the global growth of digital engagement.

Digital connectivity brings the benefits of increasing convenience and efficiency, expanding global economic growth, and providing opportunities to stay connected through websites and apps but also the potential risks of losing control over personal data and privacy. Hacking, identity theft, and irresponsible use of consumer personal information has left many consumers distrustful of companies' data privacy practices and hesitant to engage fully in the digital economy.

97 zettabytes
of estimated data produced globally in 2022



In response to mounting concerns about data privacy and security, governments have created rules and guardrails around how companies collect, store, and use consumer data. Probably the most prominent of these rules is the General Data Protection Regulation (GDPR), which became effective in 2018 in the European Union (EU) after a yearslong effort to harmonize EU standards around data privacy.² As of early 2023, more than 160 countries around the world have enacted data privacy laws.³ Although many of these laws have been influenced by the EU GDPR, the requirements and components of the laws vary greatly from country to country.

Evolving Data Ecosystem and Regulatory Landscape

This resulting regulatory fragmentation poses significant, well documented compliance challenges for businesses that operate across multiple jurisdictions⁴ and risks inhibiting data flows that are critical to global economic growth, technological innovation, and widespread inclusion in the digital economy.⁵

For consumers around the globe, regulatory fragmentation may also have significant, negative impacts. However, despite the efforts to develop and enact data protection legislation and regulations, few studies provide robust data on how global data protection regulatory trends impact consumers.

At Visa, we wanted to understand how these regulations, and particularly their different consent requirements, impact consumers. Today, several jurisdictions mandate opt-in consent for sensitive data processing, some establish an age-based opt-in right, and others confer a right to opt out of all data processing or a specific type of processing.⁶ Numerous other consent requirements also vary.

In 2019, Visa's Global Data Office embarked on a global research program to better understand how consumer behaviors and sentiments were shifting in the face of rising data consumption and increasing privacy and data protection regulations. We were also interested in understanding how data breaches and the proliferation of global regulations have impacted consumer trust, how current consent experiences impact a consumer's willingness to share their data, and how companies and governments can build more consumer confidence and trust in the digital ecosystem.

The Visa Consumer Empowerment Study ("the Study"), a blind consumer survey of nationally representative samples in 23 countries and territories globally, spans both digitally connected and unconnected consumers. Conducted from 2020 to 2023 in partnership with an independent research firm, the Study examined how consumers engage in the digital ecosystem, their frequency of engagement, and their sentiments regarding how their data is collected, used, and shared.



25

countries and territories where we
have conducted the Visa
Consumer Empowerment
Research

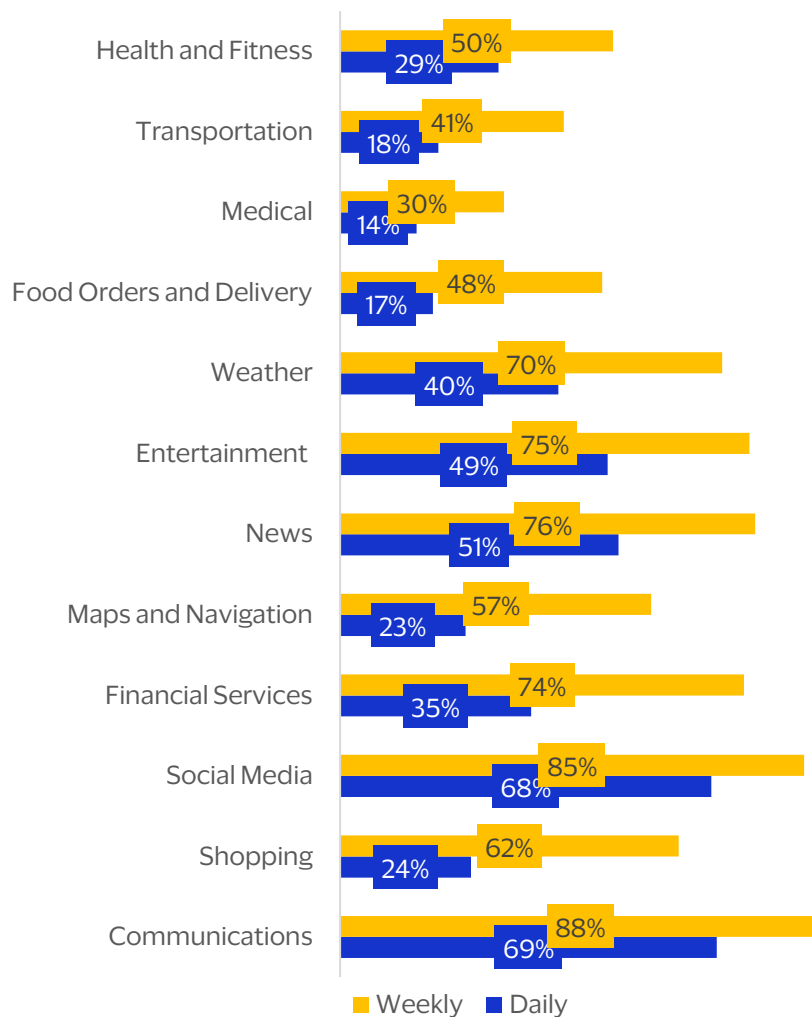
An Engaged, Yet Hesitant Consumer

An Engaged, Yet Hesitant Consumer

With increasing connectivity around the world, we sought to understand whether digital connectivity leads to digital engagement. To test this, we surveyed global consumers on their level of digital engagement across devices and platforms. Across the 25 countries and territories we studied, global consumers on average are highly digitally engaged, with 27% of global consumers using 8 applications (“apps”) or more each day and 60% using between 3 and 7 apps each day. Similarly, 15% of global consumers use 15 or more websites each day, and 49% use between 5 and 13 websites each day. Two-thirds of global consumers use social media and one-third uses financial services apps or websites daily (Chart 1).

Sixty-two percent of consumers interact with a shopping app or website weekly, and nearly one third of the global population shops online at least once or twice a week. Furthermore, 59% of global consumers have made an online purchase in the last week, with 17% making an online purchase in the last day.

Chart 1: Digital Engagement Among Consumers

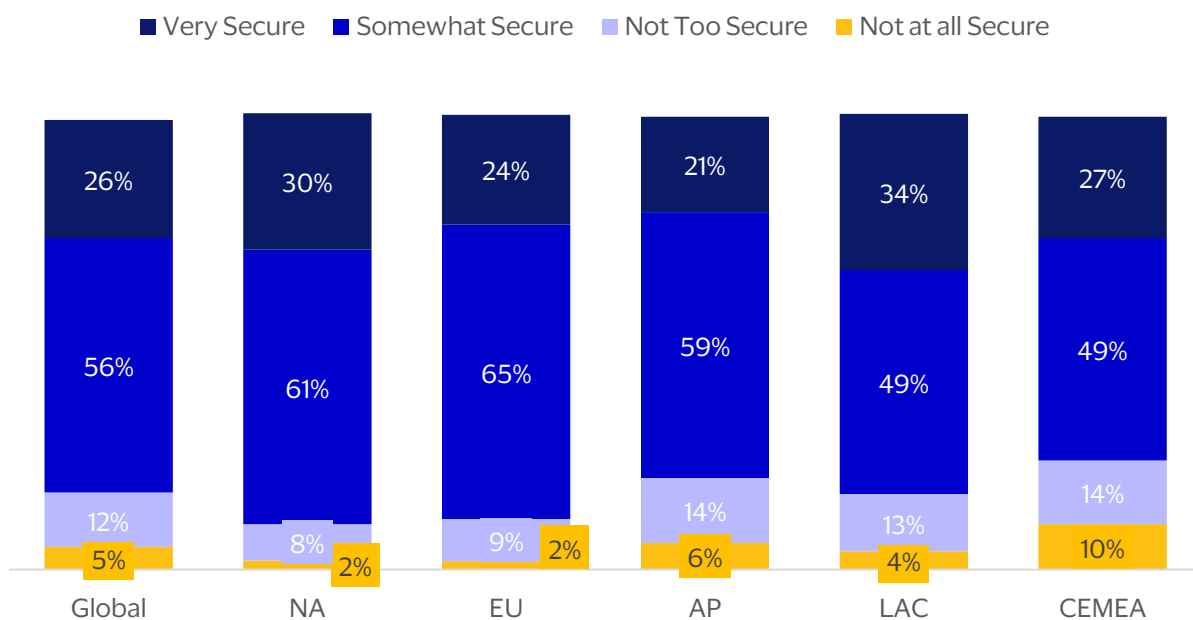


Source: Visa Consumer Empowerment Digital Audit 2020-2023 (Global N=18,400)
 Q22. How often do you use or interact with device apps or websites related to ____?

An Engaged, Yet Hesitant Consumer

However, despite relatively high engagement levels online, consumers may still be hesitant to engage in certain instances. For example, when asked their opinion on how secure online shopping is, only 26% of global consumers responded that online shopping was very secure. This sentiment varied across countries and territories. Brazil (50%), India (41%), and the United Arab Emirates (37%) had the highest percentage of consumers who perceived online shopping to be very secure. Hong Kong (14%), Singapore (11%), and Japan (8%) had the lowest percentage of consumers who perceived online shopping to be very secure. Indeed, except for India, consumers in the Asia Pacific (AP) region feel the least confident about the security of online shopping (Chart 2).

Chart 2: Consumer Perceptions On Security Of Online Shopping



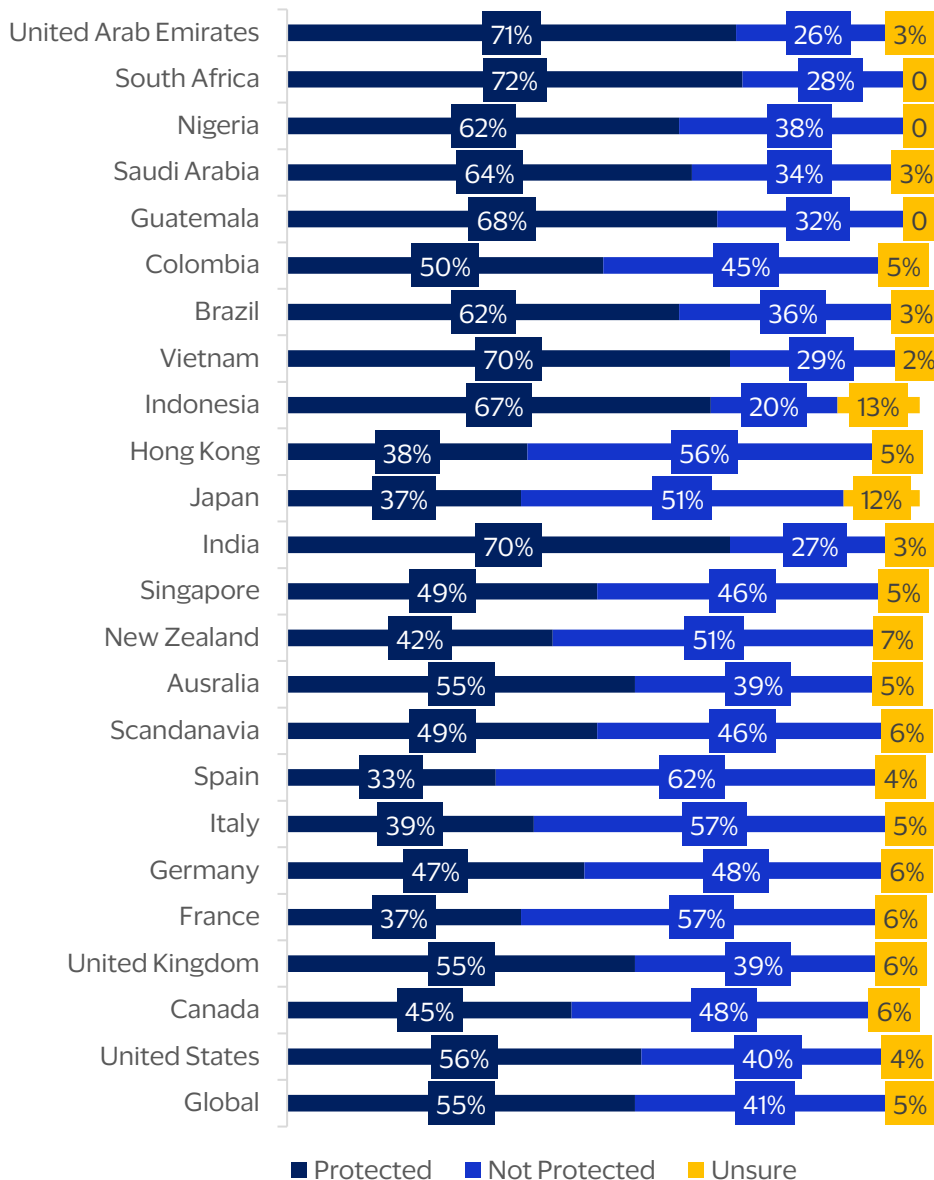
Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)
Q16: Regardless of how regularly you shop online, how secure do you think online shopping is?

When we asked how comfortable consumers are making purchases online, only 31% of global consumers feel very comfortable. In fact, 70% of global consumers feel concerned about giving their personal information (e.g., card info, name, address, email) to a merchant when making a purchase. These insights show that although consumer digital engagement is high, there is still hesitation and concern, particularly about shopping online.

An Engaged, Yet Hesitant Consumer

To assess whether consumer data privacy laws and regulations impacted consumer concerns, we asked consumers if they feel protected by laws and regulations. 41% of global consumers stated that they do not feel protected. Consumers in Spain feel the least protected by data privacy laws and regulations, with 62% stating that they do not feel protected (Chart 3).

Chart 3: Consumer Sentiments On Privacy And Data Use Laws And Regulations



Source: Visa Consumer Empowerment Survey 2020- 2023 (Global N=33,600)
 Q28: How protected do you feel by privacy and data use laws and regulations?

These findings suggest that legislation and regulations alone do not seem to alleviate consumer concerns. Governments and companies may need to consider how to increase trust and comfort among consumers participating in the digital economy.

Confident, Concerned, or Hesitant

Confident, Concerned, or Hesitant

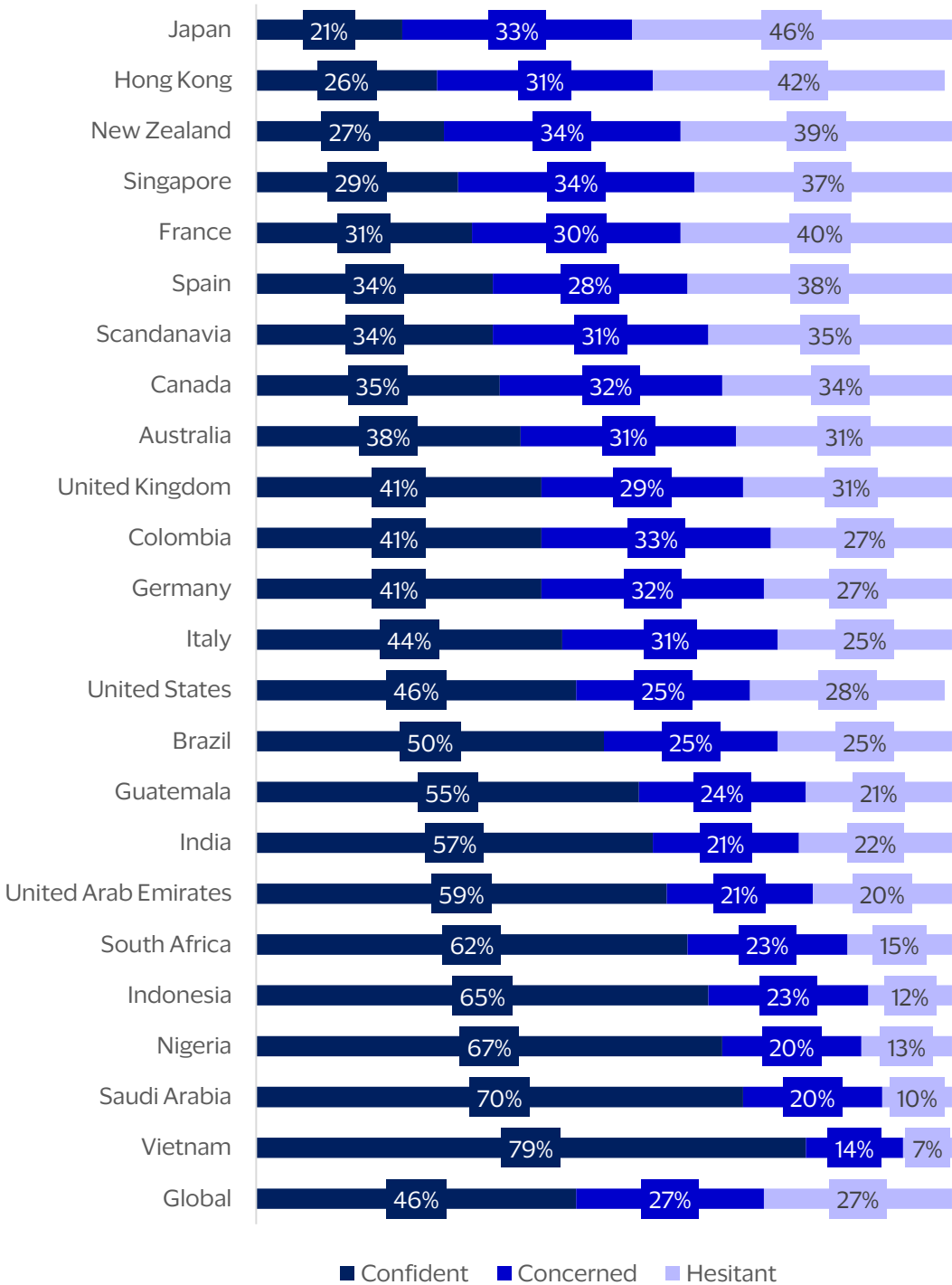
To better understand how global consumers feel about sharing their data online, we categorized consumers into three Persona groups (Confident, Concerned, and Hesitant) based on their overall sentiments across three themes: control, comfort, and understanding of how their data is collected and used.

- **Confident** consumers feel very comfortable with how their data is being collected and used, feel they have a lot of control over their data, and fully understand how their data is being used
- **Concerned** consumers tend to be somewhat comfortable, feel somewhat in control, and somewhat understand how their data is being used
- **Hesitant** consumers do not feel comfortable with how their data is being collected and used, do not feel in control of their data, and do not understand how their data is being used

Results from the Study show that global consumers are largely Confident, with 46% of consumers falling into the Confident category. Approximately 27% fall into the Concerned category, and the remaining 27% fall into the Hesitant category. Breaking down the Personas by countries and territories (Chart 4), we see some important trends. With a few exceptions, developing countries and territories tend to have higher shares of Confident consumers. Countries and territories in the Asia Pacific (AP) region seem to have a higher share of Hesitant consumers, followed by countries in the European (EU) region. Japan has the most Hesitant consumers among all the countries and territories we surveyed, while Vietnam has the most Confident consumers.

Confident, Concerned, or Hesitant

Chart 4: Personas



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q19: Thinking about the data collected about you when you conduct digital/online activities like using apps and websites, how well do you understand how your data is used?

Q20: Thinking about your data when you conduct digital/online activities like using apps and websites, how much control do you feel you have over what data is collected about you and how that data is used?

Q21: Thinking about your data when you conduct digital/online activities like using apps and websites, how comfortable are you with what data is collected about you and how that data is used?

Confident, Concerned, or Hesitant

Among Persona groups, we also noted some age-related trends. Younger consumers tend to be more Confident while older consumers tend to be more Hesitant. Confidence appears to decrease with older consumers, and hesitancy becomes higher among older age groups (Chart 5). Like age, we also observe gender-related trends. More males tend to be Confident while more females tend to be Hesitant (Chart 6).

Chart 5: Persona By Age

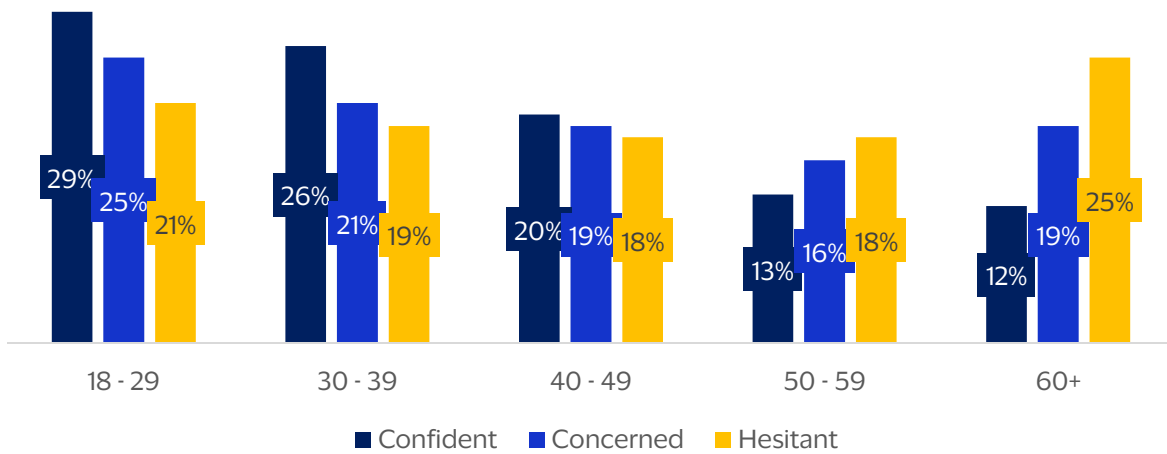
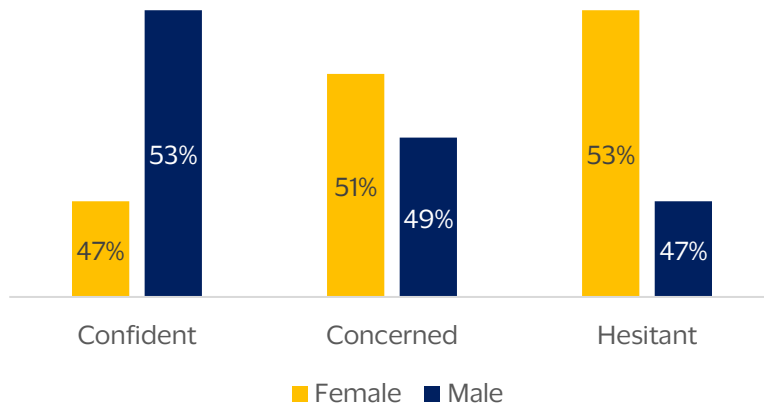


Chart 6: Persona by Gender



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q19: Thinking about the data collected about you when you conduct digital/online activities like using apps and websites, how well do you understand how your data is used?

Q20: Thinking about your data when you conduct digital/online activities like using apps and websites, how much control do you feel you have over what data is collected about you and how that data is used?

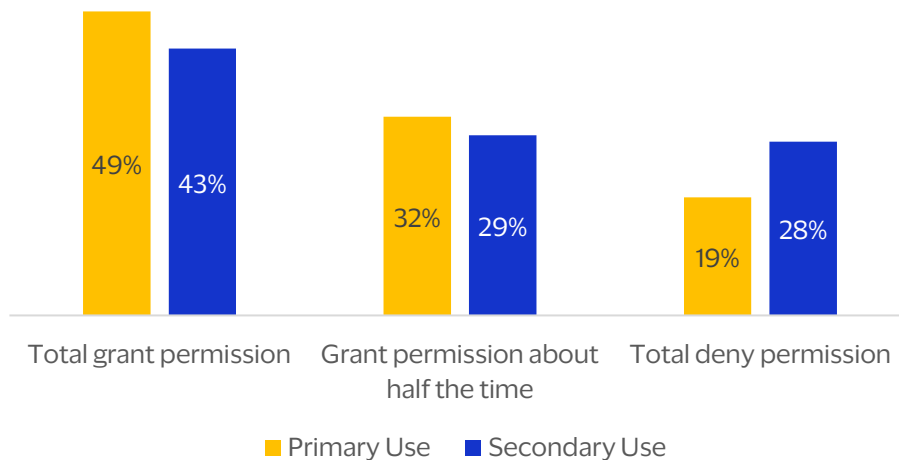
Q21: Thinking about your data when you conduct digital/online activities like using apps and websites, how comfortable are you with what data is collected about you and how that data is used?

Granting Permission, or Not

Granting Permission, or Not

Our research explored consumer preferences on granting companies' permission to collect and use their data. Global consumers were more willing to grant companies permission to use their data for primary purposes (i.e., as a condition to use the product or service) than for secondary purposes (i.e., using data beyond the primary transactional purpose, such as for personalized advertising, special offers, or making service improvements). About 49% of global consumers responded that they grant companies permission to use their data for primary purposes, and 19% of global consumers responded that they deny a company's request to use their data for primary purposes. Likewise, 43% of global consumers grant companies permission to use their data for secondary uses and 28% deny companies this permission (Chart 7).

Chart 7: Granting Or Denying Permission For Primary And Secondary Use



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q22: Think of the services, apps and websites that you have decided to use. When you sign up for these services, which of the following best describes how often you grant permission to collect/use your data when it is a condition for using the service?

Q23: Again, thinking of the services, apps and websites that you have decided to use. Which of the following best describes how often you grant permission to collect/use your data for something beyond the primary service that you initially signed up for, such as receiving special offers, making service improvements, or targeting advertisements to you?

Granting Permission, or Not

When we break these results down by age, additional trends emerge. For both primary and secondary uses, older consumers are less likely to grant companies permission to use their data compared to younger consumers. In contrast, younger consumers tend to be more willing to grant companies permission to use their data. However, consumers overall are more likely to grant permission for primary use than for secondary use (Chart 8 and 9).

Chart 8: Granting Permission For Primary Use By Age

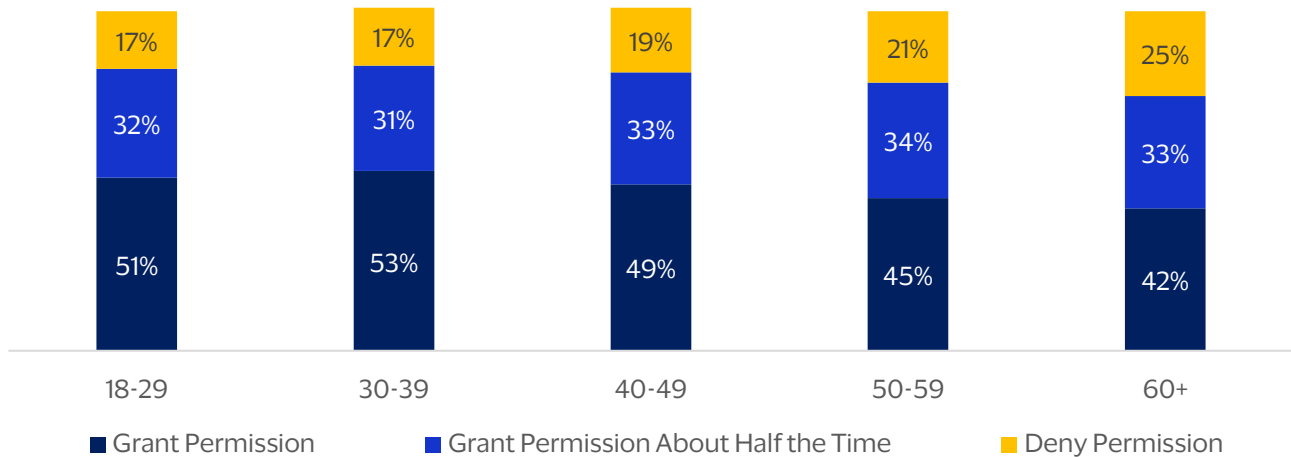
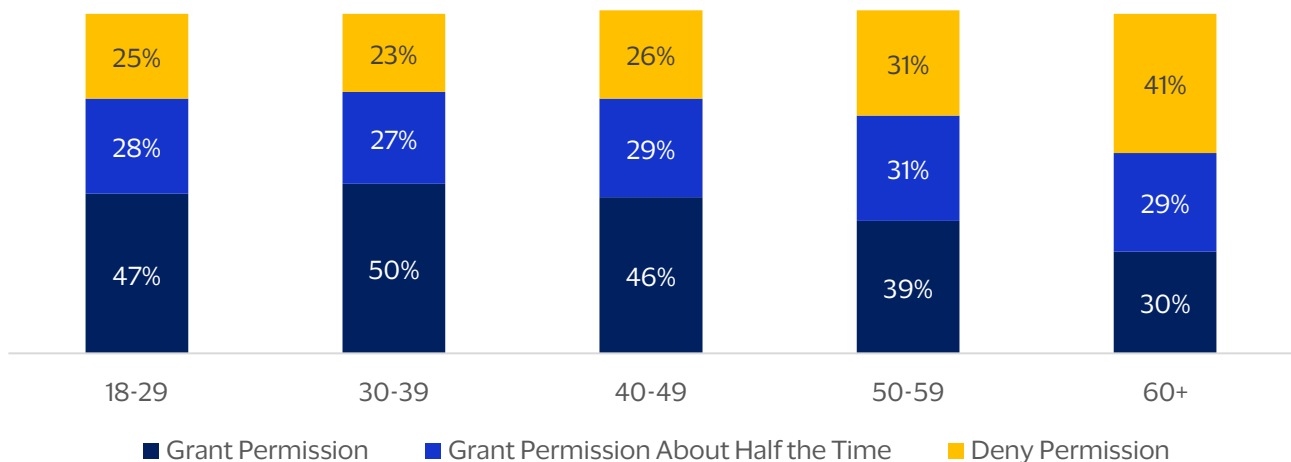


Chart 9: Granting Permission For Secondary Use By Age



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q22: Think of the services, apps and websites that you have decided to use. When you sign up for these services, which of the following best describes how often you grant permission to collect/use your data when it is a condition for using the service?

Q23: Again, thinking of the services, apps and websites that you have decided to use. Which of the following best describes how often you grant permission to collect/use your data for something beyond the primary service that you initially signed up for, such as receiving special offers, making service improvements, or targeting advertisements to you?

Granting Permission, or Not

Several trends are also evident across Persona groups. As compared to Hesitant consumers, Confident consumers are more likely to grant companies permission to use their data for both primary and secondary uses. Confident consumers, however, grant permissions equally for both primary and secondary uses, whereas Concerned and Hesitant consumers are less likely to grant permission for secondary uses than for primary uses (Chart 10 and 11).

Chart 10: Granting Permission For Primary Use By Persona

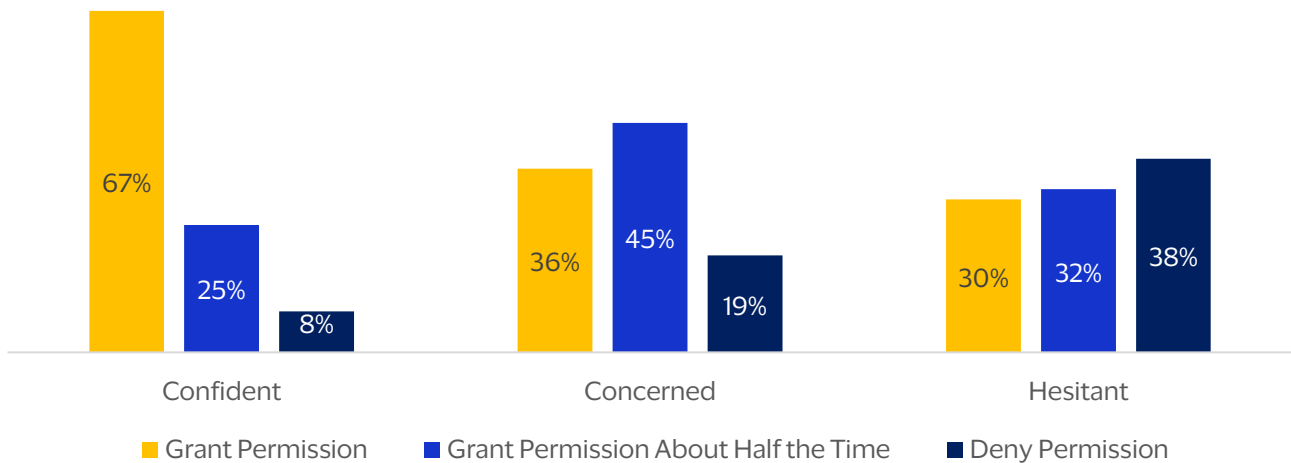
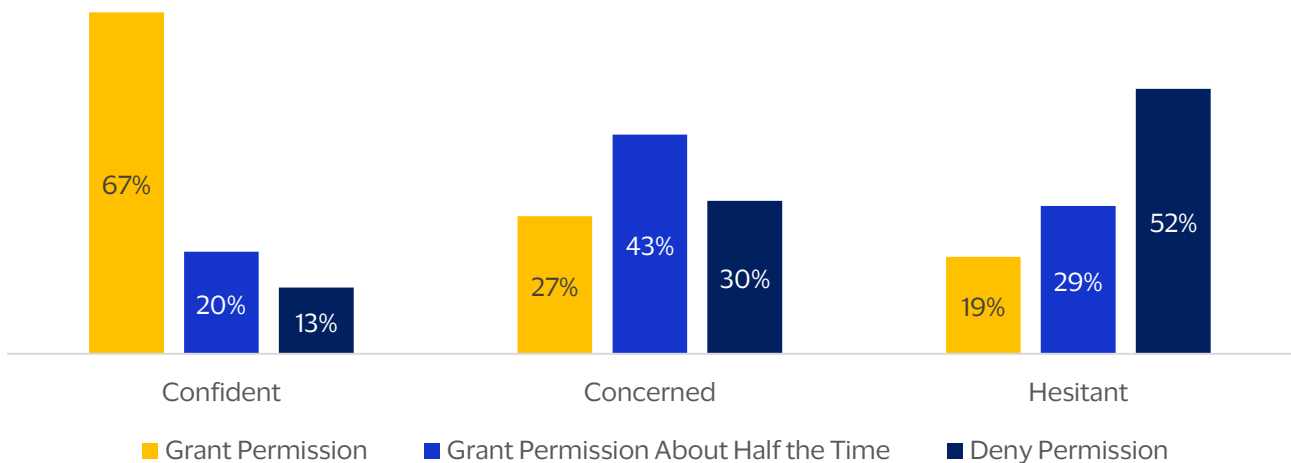


Chart 11: Granting Permission For Secondary Use By Persona



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q22: Think of the services, apps and websites that you have decided to use. When you sign up for these services, which of the following best describes how often you grant permission to collect/use your data when it is a condition for using the service?

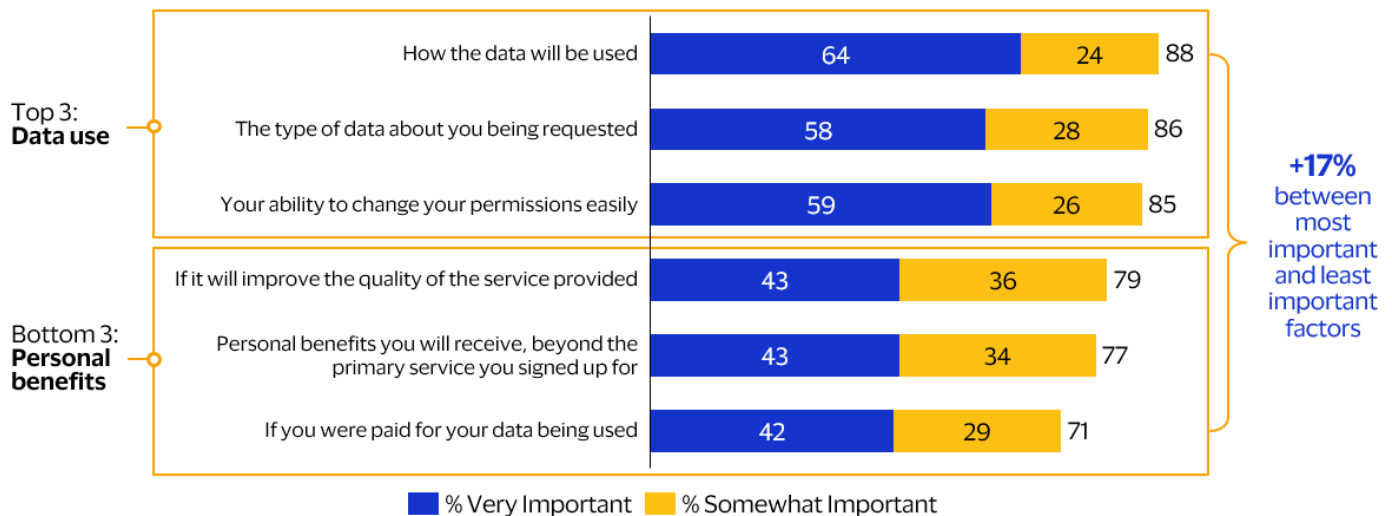
Q23: Again, thinking of the services, apps and websites that you have decided to use. Which of the following best describes how often you grant permission to collect/use your data for something beyond the primary service that you initially signed up for, such as receiving special offers, making service improvements, or targeting advertisements to you?

Granting Permission, or Not

We also wanted to learn which factors influence consumers' willingness to share their data with companies. When asked which factors consumers find most important when determining when to share data with companies, 64% of global consumers state that understanding how companies use their data is "very important." How companies use consumer data is the most important factor for consumers across every country and territory we studied. The type of data being requested is the second most important factor, with 58% percent of global consumers stating its "very important."

The least important factor impacting consumers' data-sharing decisions is whether consumers received payment for the use of their data, with only 42% of consumers identifying it as "very important" (Chart 12).

Chart 12: Important Factors Influencing Decision To Share Data



Source: Visa Consumer Empowerment Digital Audit 2020-2023 (Global N=18,400)

Q30: How important are each of the following factors when deciding whether or not to give your permission for a company to collect and use data about you?

These results show that consumers value knowing how their data will be used and shared above the personal benefits they may get for sharing their data.

Consumers Want More Control

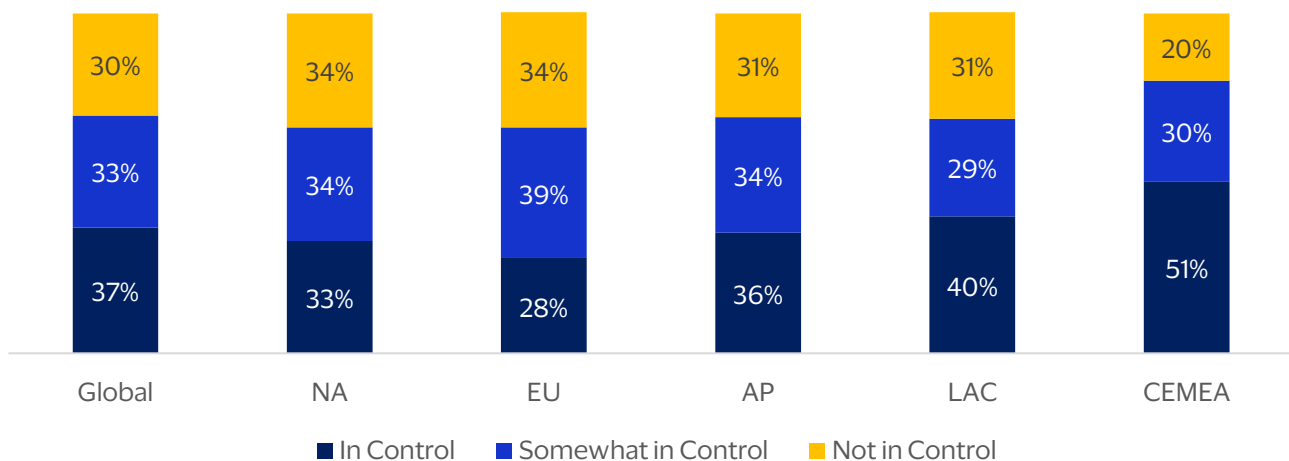
Consumers Want More Control

In the current landscape of informing consumers of data use and collecting consent, how often do companies get it right? Perhaps not as often as we think. We asked consumers how much comfort, understanding, and control they feel they have over the data that companies collect from them.

When we asked consumers how much control they feel they have over their data, we found that less than one-third of global consumers feel in control of their data. Consumers in Central Europe, Middle East, and Africa (CEMEA) feel the most in control with an average of 51% of consumers stating so, followed by Latin America and the Caribbean (LAC) region at 40%. The Asia Pacific (AP) region had countries and territories with the highest and lowest feelings of control. At the highest in terms of control was Vietnam, where 62% of consumers stating they feel in control of their data. Indonesia and India followed, with 54% and 51%, respectively, feeling in control of their data. In contrast, only 19% of consumers in New Zealand feel in control of their data.

Consumers across Europe (EU) generally feel less in control of their data compared to other regions. At the lower end of the range is Italian consumers, with 27% who do not feel in control of how their data is being used. At the higher end of the range is Scandinavian consumers, who feel the most in control of their data (Chart 13).

Chart 13: Control By Region



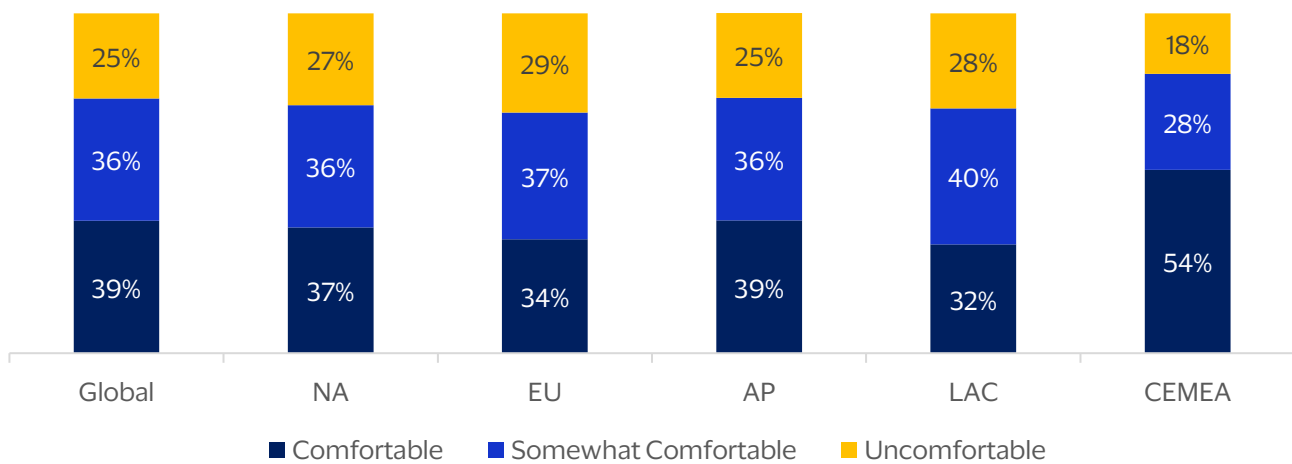
Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q20: Thinking about your data when you conduct digital/online activities like using apps and websites, how much control do you feel you have over what data is collected about you and how that data is used?

Consumers Want More Control

Beyond control, we asked consumers how comfortable they feel sharing their data with companies. About one-fourth of global consumers feel uncomfortable with how companies use their data. Regionally, consumers in the CEMEA region tend to feel more comfortable with how their data is being used, with an average of 54% of consumers feeling comfortable. In AP, consumers in Vietnam, Indonesia, and India also feel comfortable with how their data is being used, with 69%, 54%, and 50%, stating they were comfortable, respectively. In contrast, compared to their global peers, consumers in Japan feel the least comfortable with how their data is being used, with only 20% feeling comfortable (Chart 14).

Chart 14: Comfort By Region



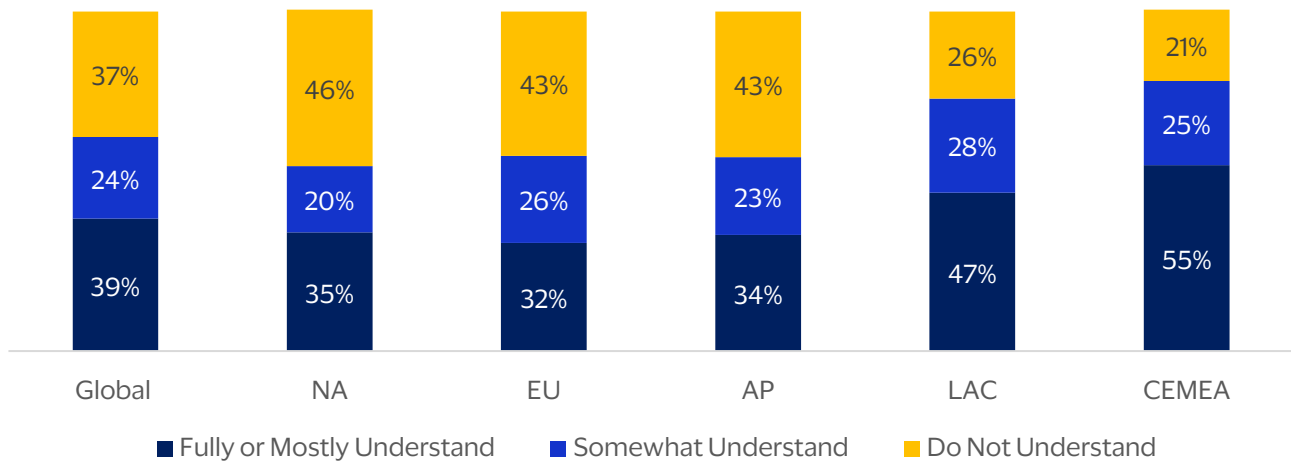
Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q21: Thinking about your data when you conduct digital/online activities like using apps and websites, how comfortable are you with what data is collected about you and how that data is used?

When asked how well consumers understand how their data is used, more than one-third of global consumers state they do not understand. CEMEA had the highest percentage of consumers (55%) who reported fully or mostly understanding how their data is used, followed by LAC (at 47%). Vietnam, Saudi Arabia, and Nigeria were countries with the highest level of consumers reporting they understand how their data is being used at 68%, 59%, and 57%, respectively. Of the countries and territories with the most consumers reporting they do not understand, Japan comes in at the top (with 64% of consumers reporting they do not understand how their data is used), followed by Hong Kong and New Zealand (at 59% each) (Chart 15).

Consumers Want More Control

Chart 15: Understand By Region

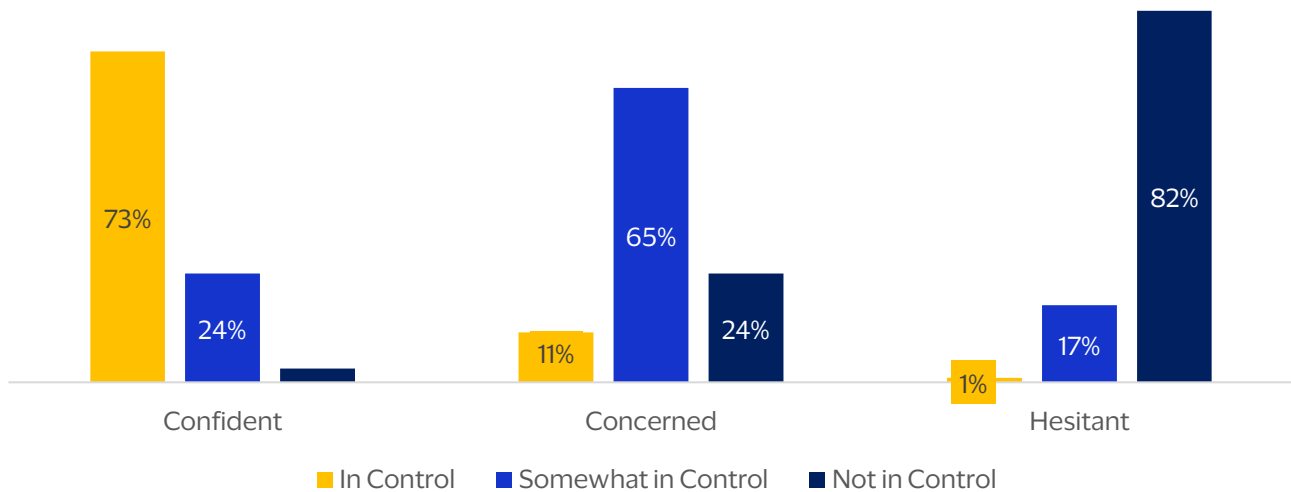


Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q19: Thinking about the data collected about you when you conduct digital/online activities like using apps and websites, how well do you understand how your data is used?

Breaking down feelings of control, comfort, and understanding by Persona, we see a clear trend among consumers. To no surprise, Confident consumers feel the most in control of their data, feel the most comfortable, and feel they understand how their data is being used. In contrast, Hesitant consumers feel the least in control of their data, feel the most uncomfortable, and feel they do not understand how their data is being used (Chart 16, 17, 18).

Chart 16: Control By Persona



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q20: Thinking about your data when you conduct digital/online activities like using apps and websites, how much control do you feel you have over what data is collected about you and how that data is used?

Consumers Want More Control

Chart 17: Comfort By Persona

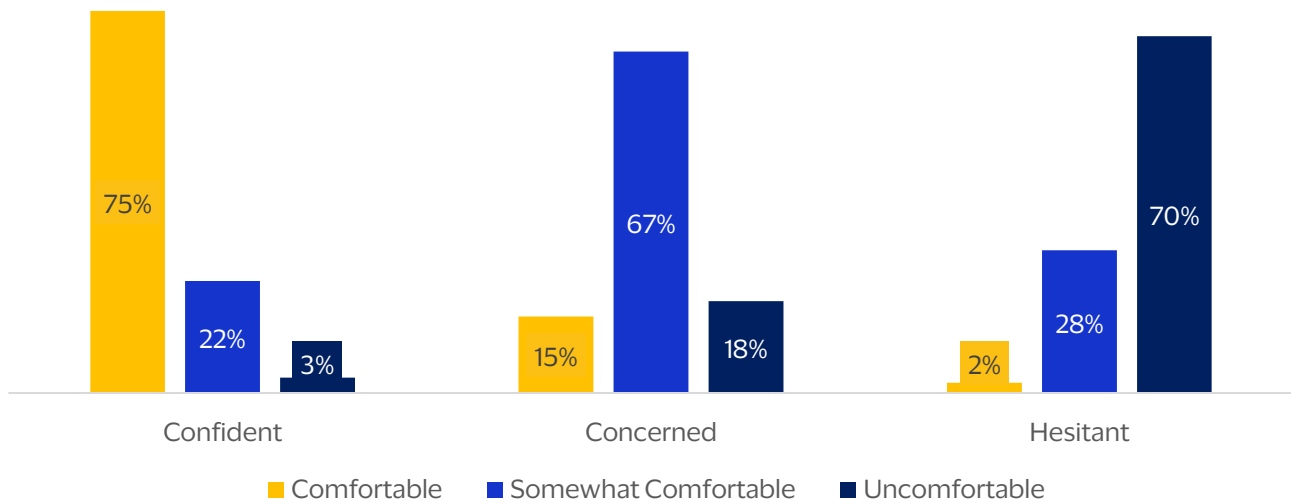
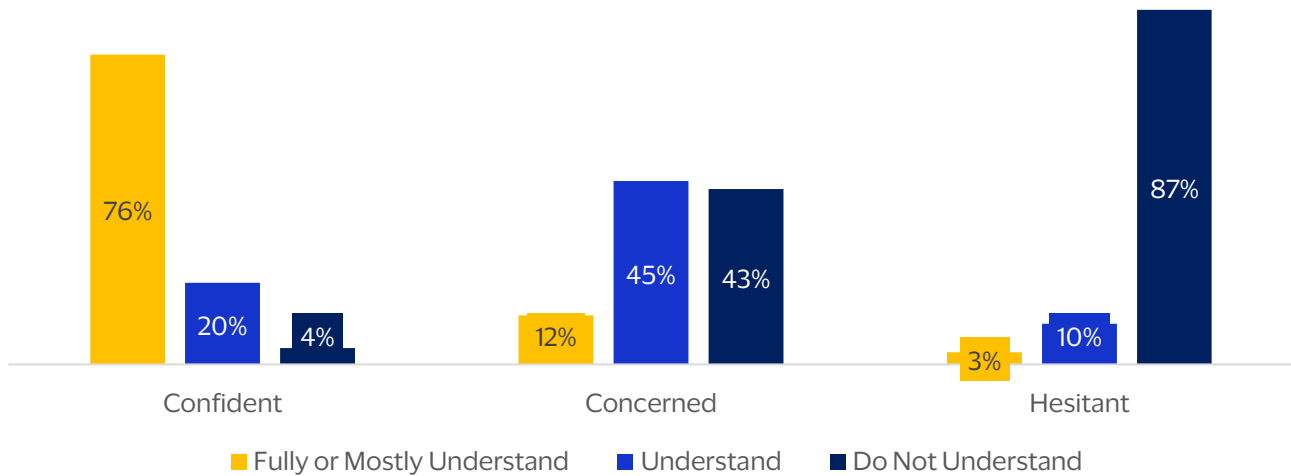


Chart 18: Understand By Persona



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q19: Thinking about the data collected about you when you conduct digital/online activities like using apps and websites, how well do you understand how your data is used?

Q21: Thinking about your data when you conduct digital/online activities like using apps and websites, how comfortable are you with what data is collected about you and how that data is used?

Consumers Want More Control

There are also some age-related trends when it comes to control, comfort, and understanding of data use. More younger consumers feel in control of their data, feel comfortable with how their data is being used, and feel they understand how companies are using their data. Conversely, older consumers tend to feel the least in control of their data, feel the most uncomfortable with how their data is being used, and feel they understand the least how their data is being used. Interestingly, across all age groups, at least a third of global consumers tend to feel somewhat in control of their data and only somewhat comfortable with how their data is being used, while nearly a quarter of consumers feel they do not understand how their data is being used (Chart 19, 20, 21).

Chart 19: Control By Age

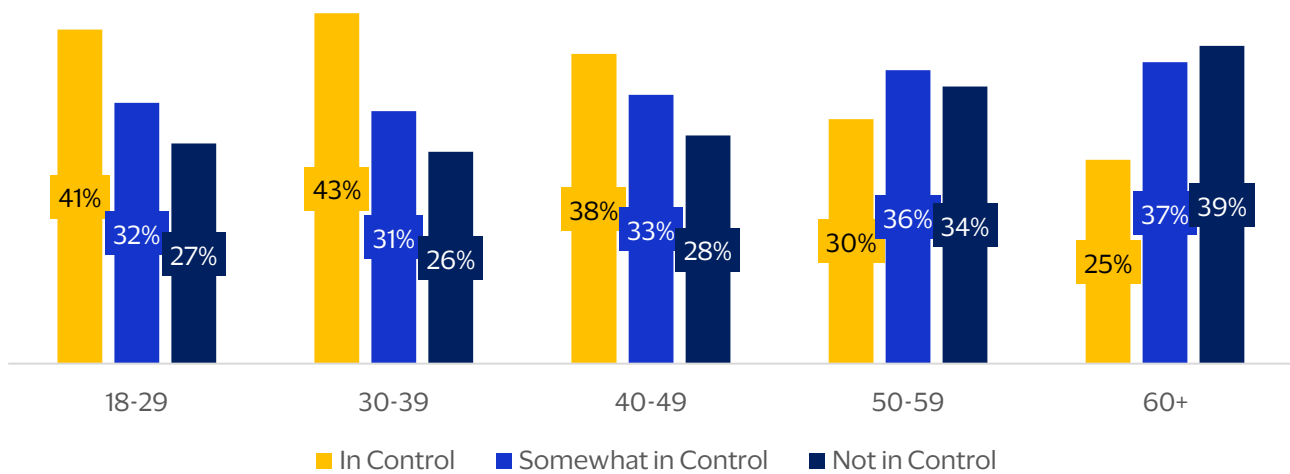
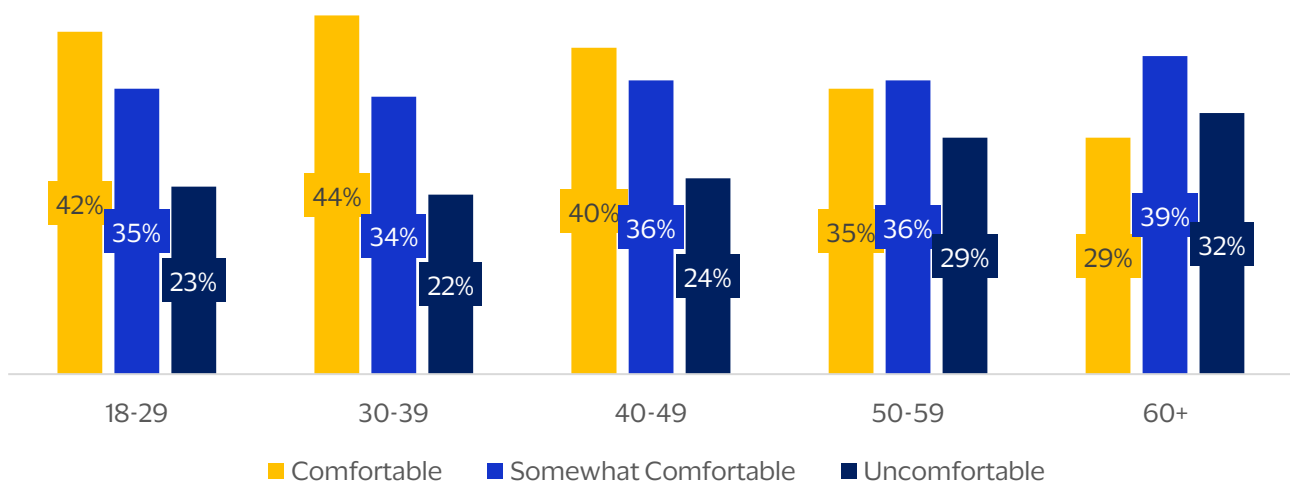


Chart 20: Comfort By Age



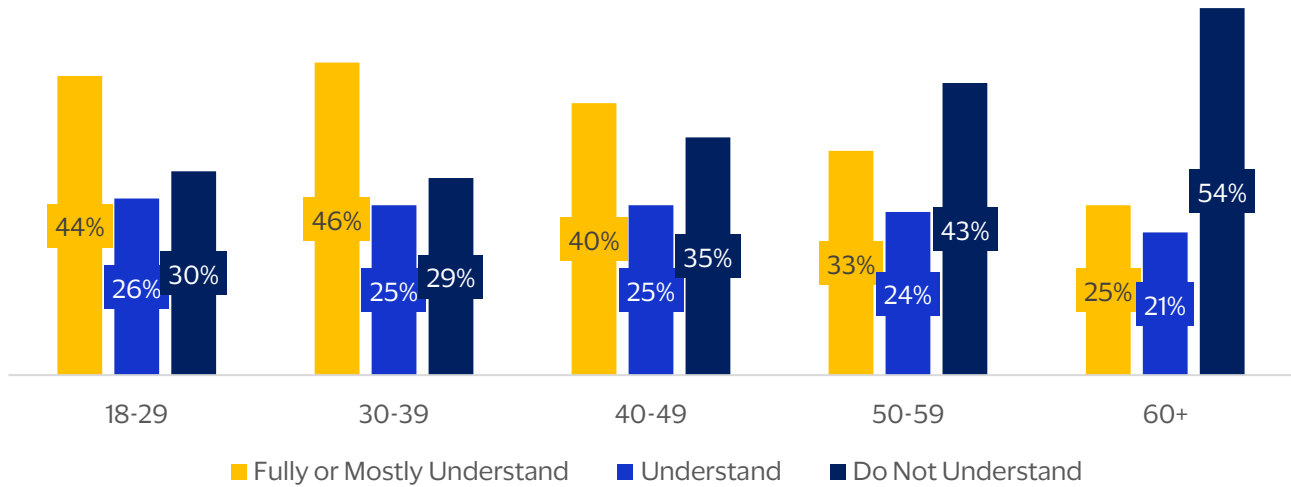
Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q20: Thinking about your data when you conduct digital/online activities like using apps and websites, how much control do you feel you have over what data is collected about you and how that data is used?

Q21: Thinking about your data when you conduct digital/online activities like using apps and websites, how comfortable are you with what data is collected about you and how that data is used?

Consumers Want More Control

Chart 21: Understand By Age



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q19: Thinking about the data collected about you when you conduct digital/online activities like using apps and websites, how well do you understand how your data is used?

These results clearly indicate that the current patchwork of consent and transparency requirements across the globe is not enough to give consumers a sense of control over, comfort with, and understanding of how their data is being used. Of particular note, 54% of global consumers in the Study reported that they do not read a company's terms and conditions on collecting and using their data. These findings illustrate that current terms and conditions alone may not be enough to give consumers a true sense of control and understanding with how their data is being collected and used.

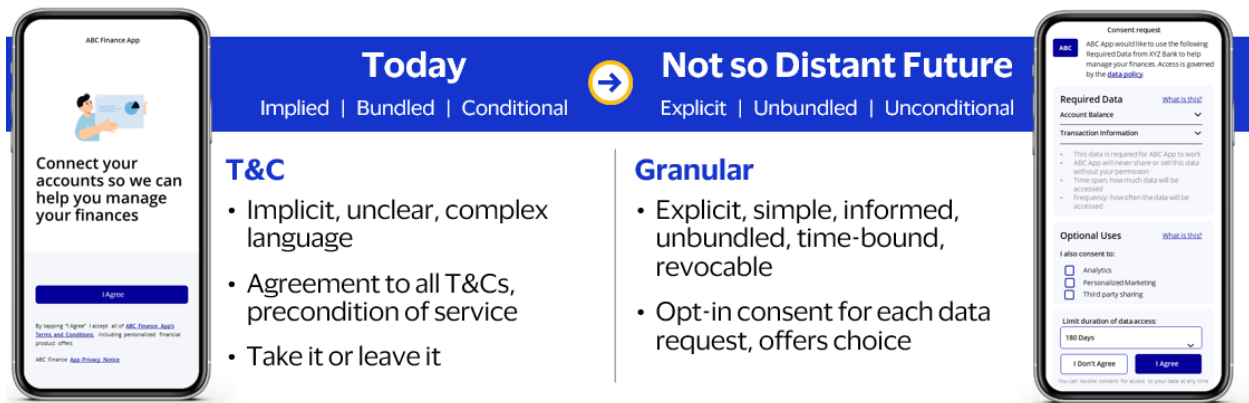
Feeling Empowered

Feeling Empowered

Consumers, globally, have some dissatisfaction with how companies are asking for their consent to collect and use their data. When asked how permissions requests can be improved, consumers rank explaining the benefits of granting permission at the top. Second in the ranking is giving consumers more choices for controlling what data is collected and used. At the bottom of the list for improving permission requests is allowing consumers to get to using the service quicker.

To more deeply explore these findings, we tested a variety of consent experiences. Two of the consent experiences tested are presented below – a standard Terms and Conditions (T&C) experience similar to existing models of consent utilized by companies today and a granular experience that has additional preference settings designed to give consumers more choice, understanding, and control (Figure 1).

Figure 1: Consent Experiences

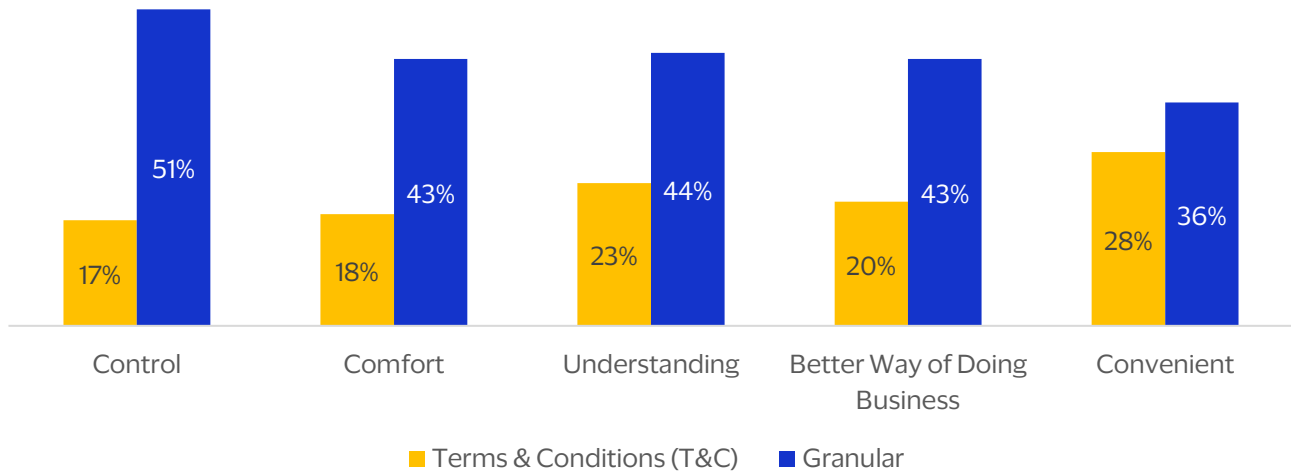


Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)
Q34-Q84: Consent Experience Questions

Among the two consent experiences we tested, more global consumers prefer the Granular experience across a variety of features than the standard T&C experience. The Granular experience ranked higher for control over data, comfort with data sharing, and understanding of data use. More consumers think that the Granular experience is a better way of doing business and is more convenient than the standard T&C experience (Chart 22)

Feeling Empowered

Chart 22: Consumer Preferences For Consent Experience Models By Key Features

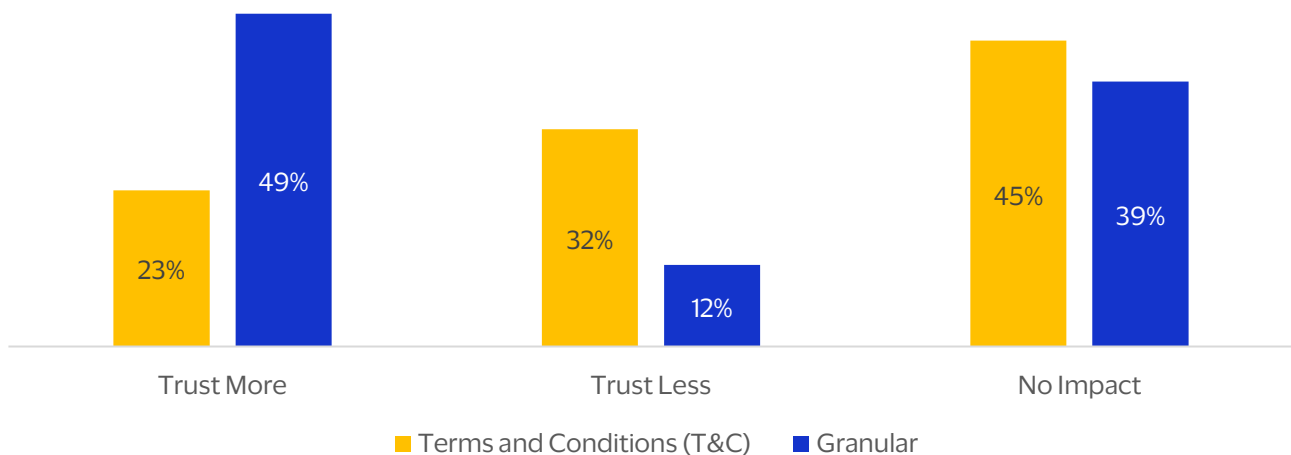


Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q34-Q84: Consent Questions *The Study tested multiple other consent experiences that are not shown, which is why data in graph does not add to 100%.

Furthermore, the type of consent experience companies use has an impact on trust. More consumers trust companies that use the Granular consent experience than traditional T&C (Chart 23). Even across Persona groups, more consumers see the Granular consent experience increasing trust in companies that utilize this consent experience compared to the T&C experience (Chart 24).

Chart 23: Consent Experience Impact On Trust

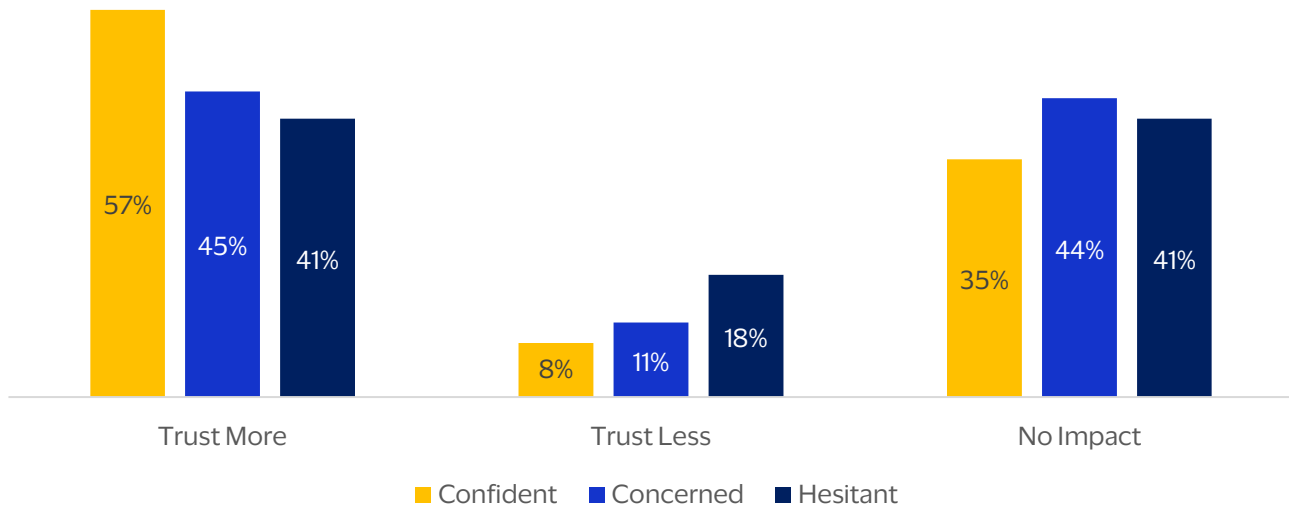


Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q70: Based on this permission request alone, how does it impact your feeling of trust toward the company?

Feeling Empowered

Chart 24: Consent Experience Impact On Trust By Persona



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q70: Based on this permission request alone, how does it impact your feeling of trust toward the company?

We also tested consumer preferences for consent experience across three use cases: Rewards, Loyalty, and Healthcare.

- For the **Rewards** use case, consumers were asked to consider using a rewards app that gives consumers personalized rewards and offers and to think about how they would feel if the app sold their data to third-parties for marketing purposes.
- For the **Loyalty** use case, consumers were asked to consider using a financial app that also wanted to use their data for more personalized financial offers, including the option of selling their data to a third-party to offer more personalized loans.
- For the **Healthcare** use case, consumers were asked to consider using a healthcare app that also wanted to use their data to support public research, flag indicators of health issues, and offer personalized intervention services for the consumer.

Considering these use cases, consumers were asked which consent experience (T&C or Granular) they would prefer across a variety of factors for each use case. For example, when asked which consent experience will give consumers the minimum comfort they need to grant the app company permission to use their data, more consumers chose Granular as the preferred consent experience. Furthermore, 67% of consumers find the Granular consent experience more convenient to use in all three use cases compared to T&C. In addition, 65% of consumers find the Granular experience clearer in terms of what consumers agree to when sharing their data.

Therefore, a Granular consent experience that gives consumers more control and choices will go a long way to bolstering consumer trust.

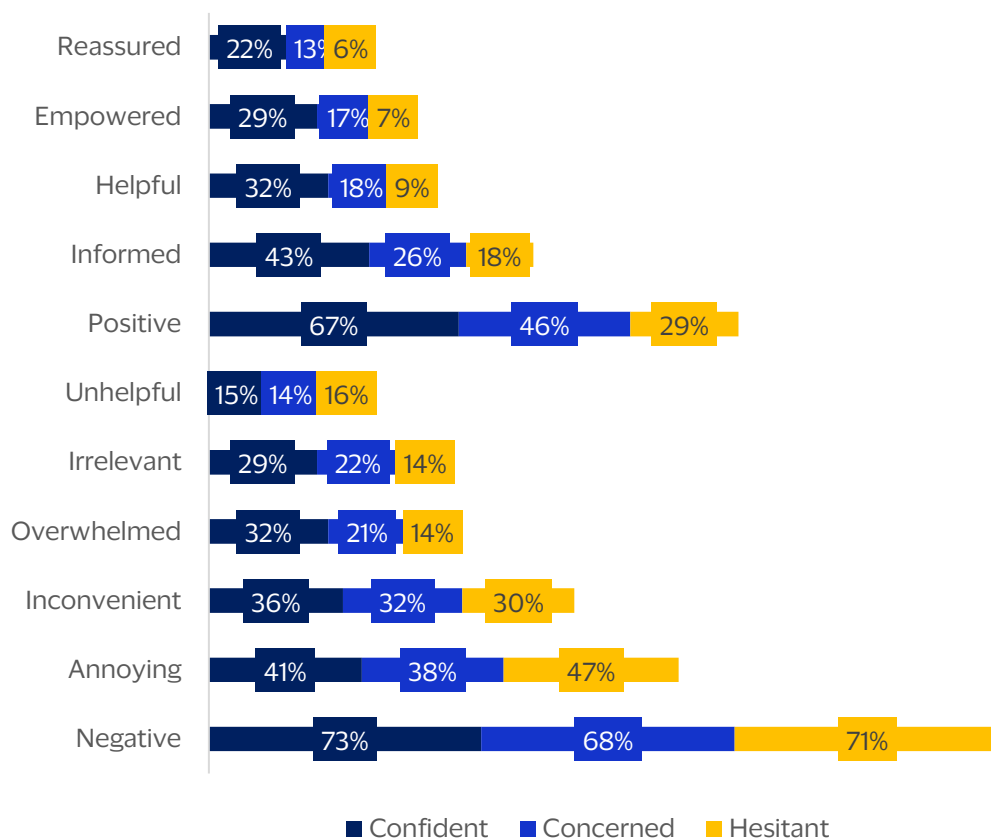
Intentional, Coordinated Friction

Intentional, Coordinated Friction

While we anticipated that the granular consent experience could add friction, our research indicates that consumers prefer more about transparency and control over how their data is used and shared over the friction they may encounter in the experience. An important finding is that the right kind of friction, designed to empower consumers, can have a positive impact on a consumer’s data sharing experience and their willingness to participate in the digital economy⁷.

One caveat to this insight, seen perhaps in consumers’ frustration with disparate cookie pop-up notices, is the idea that uncoordinated friction can result in diminishing value. When consumers were asked to share their feelings regarding cookie pop-up notices they encountered, 71% of consumers reported feeling negatively about them, with most consumers feeling annoyed by the experience (Chart 25). Interestingly, across all persona groups, consumers feel reported feeling more negative than positive. Even Confident consumers feel slightly more negative about cookie pop-up notices, with 73% reporting negative feelings, compared to 67% of Confident consumers who feel positive about cookie pop-up notices. Hesitant consumers feel much more negative about cookie pop-up notices with 71% feeling so compared to just 29% of Hesitant consumers who feel positive about such notices.

Chart 25: How Consumers Feel About Cookie Pop-up Notices By Persona



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

Q104: When you experience these cookie pop-up notices on websites, which of these descriptions characterize your feelings?

Intentional, Coordinated Friction

Knowing that experiencing cookie pop-ups is not pleasant, we asked consumers if creating more coordination and standardization across consent experiences would be appealing. The answer was yes. 61% of consumers globally prefer all companies to have a standardized consent explanation. Even across age groups, a significant majority of consumers prefer that companies provide standardized explanations when requesting consumers' consent to collect and use their data (Chart 26). Consumer preference for more standardization is also true across persona groups. While more Hesitant consumers prefer standardized explanations, a majority of Confident and Concerned consumers also want more standardization (Chart 27).

Chart 26: Preference For Standardization By Age

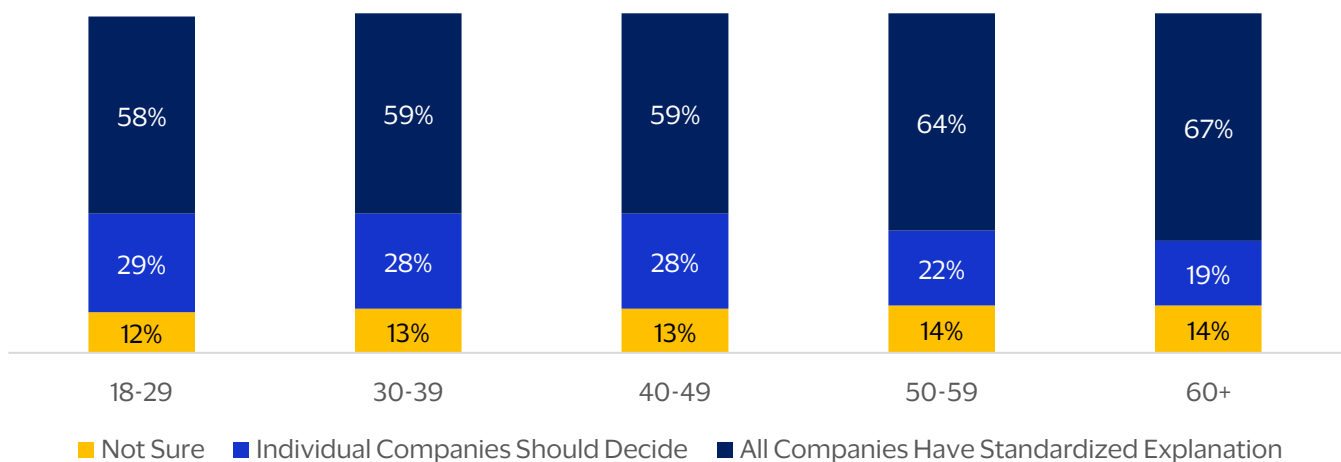
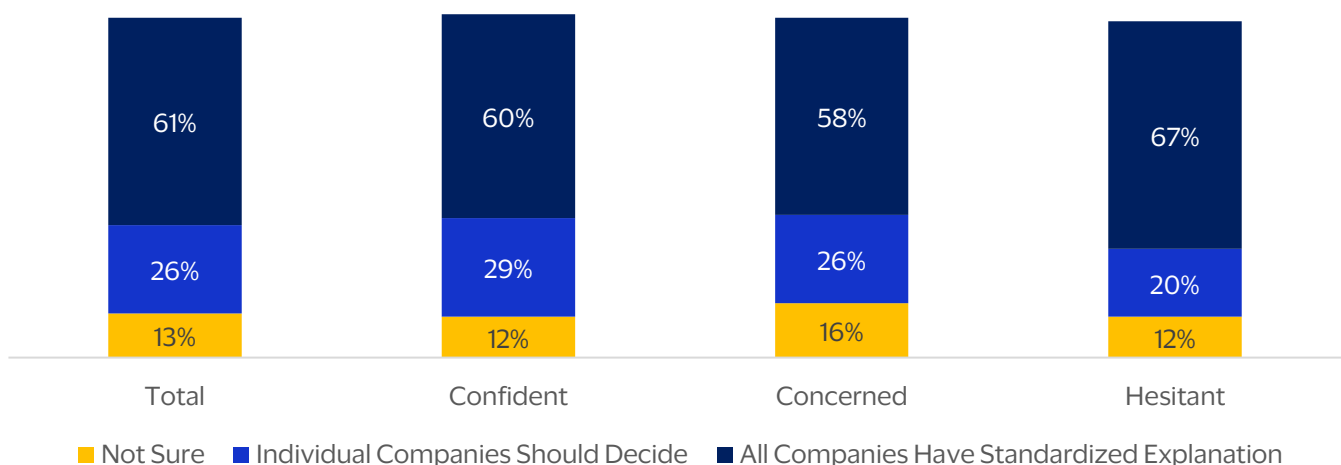


Chart 27: Preference For Standardization By Persona



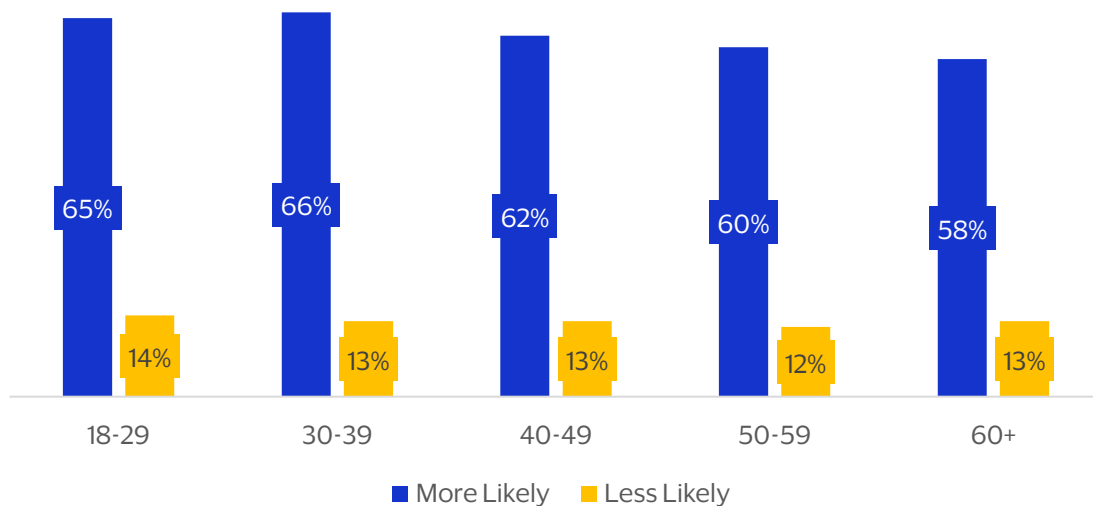
Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

QX3: Which of these would you prefer more – 1) Individual companies should decide how they ask for your permission to collect and use your data, and those that do it better will earn more customer trust? 2) All companies should be required to offer a standardized, simple explanation of what information about you is being collected, how it will be used, by whom, for how long and how you can manage your choices.

Intentional, Coordinated Friction

Furthermore, 63% of global consumers are more likely to grant companies permission to use their data when a standardized consent experience is used. In fact, across age groups, an overwhelming majority agree that having a standardized consent experience will make them more likely to grant companies permission to collect and use their data (Chart 28).

Chart 28: Likelihood Of Sharing Data With Standardized Consent By Age



Source: Visa Consumer Empowerment Survey 2020-2023 (Global N=33,600)

QX4: Consider if all companies were required to present you with a standardized, simple explanation of what information about you is being collected, how it will be used, by whom, for how long, and how you can manage your choices. Would such a standardized approach make you generally more likely or less likely to give your permission?

As a result, “intentional friction” through well-designed, standardized consent processes and UX, can prove valuable in providing more transparency and control, and ultimately empowering consumers. Bringing this innovation to the market in a meaningful and effective way, however, will require cooperation across the private and public sectors.

Creating A Future Of Consumer-Empowering Consent

Creating A Future Of Consumer-Empowering Consent

The future likely will create more ways for consumers to connect and interact online – and more opportunities for consumers to share their data. This growth in digital connectivity is likely to lead to the creation and strengthening of data protection and privacy laws and regulations globally. Yet, as our consumer research has illustrated, when consent requirements and data protection laws differ across jurisdictions, consumer trust and empowerment suffer. Regulatory fragmentation leaves consumers feeling a lack of control over, understanding of, and confidence about engaging in the digital ecosystem. This disengagement could reduce opportunities for individuals, businesses, communities, and economies to thrive.⁸

Our research demonstrates that giving consumers more control over their data can help promote consumer engagement in the global digital economy. Also, the results indicate that consumers prefer a consent experience that provides them with more transparency and control over how their data is collected and used, even if the experience comes with some friction. The type of friction experienced, however, matters. Intentional, coordinated friction that empowers consumers through a standardized consent experience is perhaps what the industry needs to regain trust among consumers – a win-win for both consumers and companies.

Our research has identified several features of consent experiences that build consumer trust through intentional, coordinated friction. These include:

- Offering **simple, clear, and consistent** information;
- Providing **transparency** around what data is being collected and with whom it is shared;
- Introducing time limits on data use and **the ability for individuals to revoke permissions** at any time;
- Providing **the ability to control data use** through distinct choices for different use cases; and
- Developing **easy-to-access tools** for updating permissions choices.⁹



Creating A Future Of Consumer-Empowering Consent

As policymakers and regulators continue to develop, implement, and update requirements for consumer data sharing, working to ensure consent requirements are interoperable across jurisdictions can help companies provide consumers with empowering experiences that encourage digital engagement. Investing in efforts to educate consumers about mechanisms for managing and safeguarding their personal information can also help bolster consumer trust and engagement in the digital economy.

In addition to benefiting consumers, regulatory interoperability can benefit businesses, organizations, and communities that participate in and contribute to the digital economy. By protecting data and privacy without unduly impeding data flows across jurisdictions, promoting regulatory interoperability will help ensure full and equitable participation in the digital economy around the globe. Furthermore, from an ecosystem perspective, ensuring that data protection and privacy requirements are clear and consistently applied is vital to driving greater innovation, market opportunities, and economic growth.

Consumer digital engagement is a core driver of global digital economic growth, and consumer data can fuel innovation and economic expansion. However, ensuring that innovation and economic expansion do not come at the cost of individual privacy is paramount. Policymakers, companies, civil society organizations, and other stakeholders will need to work together to make sure data protection laws and regulations support interoperability and other practices that build and maintain consumer trust, promote inclusive economic growth, and support ongoing technological innovation.

Empowering consumers to securely share their data and confidently engage in the evolving global data economy can help achieve these goals and produce important benefits for all.

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Research Methodology

Sampling quotas reflect global adult connected populations overall regarding gender, age, and province/region. In some cases, face-to-face interviews were conducted as well. Data was weighted to match targets for the adult connected population on gender, age, and province/region.

Countries/ Territories	Consumer Empowerment Survey Sample Size (N)	Digital Audit Sample Size (N)
United States	1,500	800
United Kingdom	1,500	800
Australia	1,500	800
Brazil	1,500	800
Canada	1,500	800
Colombia	1,500	800
Singapore	1,500	800
India	1,500	800
New Zealand	2,000	800
France	2,000	800
Germany	2,000	800
Hong Kong	2,000	800
Japan	2,000	800
United Arab Emirates	800	800
Guatemala	800	800
Indonesia	800	800
Nigeria	800	800
Saudi Arabia	800	800
South Africa	800	800
Vietnam	800	800
Italy	2,000	800
Spain	2,000	800
Scandinavia	2,000	800
Total	33,600	18,400

Sample Size	Margin of Error
800	±3.46%
1,200	±2.83%
1,500	±2.53%
2,000	±2.19%

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