THE PERSONAL DATA CHALLENGE.

In a recent BCS commissioned YouGov online survey[1], **2092 GB adults** were asked about the issue of Personal Data. The survey explored people's attitudes to sharing data and the consequences of confidential information being exposed in a data breach.
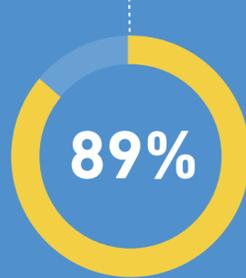
The survey reveals that although data security has rapidly risen to the top of consumers' priority lists, people's confidence in the ability of organisations to keep their personal data safe is low:

64%

NOT HAPPY
with the way companies collect and use data about them, but don't feel there is much they can do about it.

89%

WANT MORE CONTROL
over what data a company collects about them online, and what it uses this data for.

SAFETY AND SECURITY

If a service existed whereby the provider could guarantee the safety and security of all personal data...

44%
OF PEOPLE SAID THEY WOULD USE IT.
BUT DONT WANT TO PAY FOR IT.

43%
AGREED

that companies shouldn't collect personal data without permission, even if it helps them provide a more personalised service.

THE ISSUE OF DATA SECURTIY IS BIGGER NOW THAN EVER:

We also asked **439 BCS professional members**[2] whether they thought it should be a criminal offence if a professional designs and implements a system to store everyone's website history and fails to protect that data...

86% AGREED

6% NEITHER AGREED NOR DISAGREED

8% DISAGREED

BUT IS IT A DIFFERENT MATTER IF YOUR DATA IS USED TO HELP IN CRIMINAL INVESTIGATIONS?
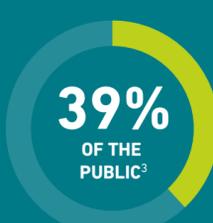
17%
AGREED
...that in order to protect national security, companies should weaken or defeat their own security measures to provide authorities with access to content which has been encrypted.

77%
DISAGREED

AND DO IT PROFESSIONALS AND MEMBERS OF THE PUBLIC SHARE THE SAME VIEW?

Across our surveys...

39%
OF THE PUBLIC[3]

64%
OF BCS MEMBERS

...felt uncomfortable with the police and security services having access to their website history.

Personal data should work for everyone, putting people in controlwhilst empowering organisations to use data in more beneficial ways.

If you are passionate about making personal data work for all, get involved today and help us to share opinion and create debate...

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