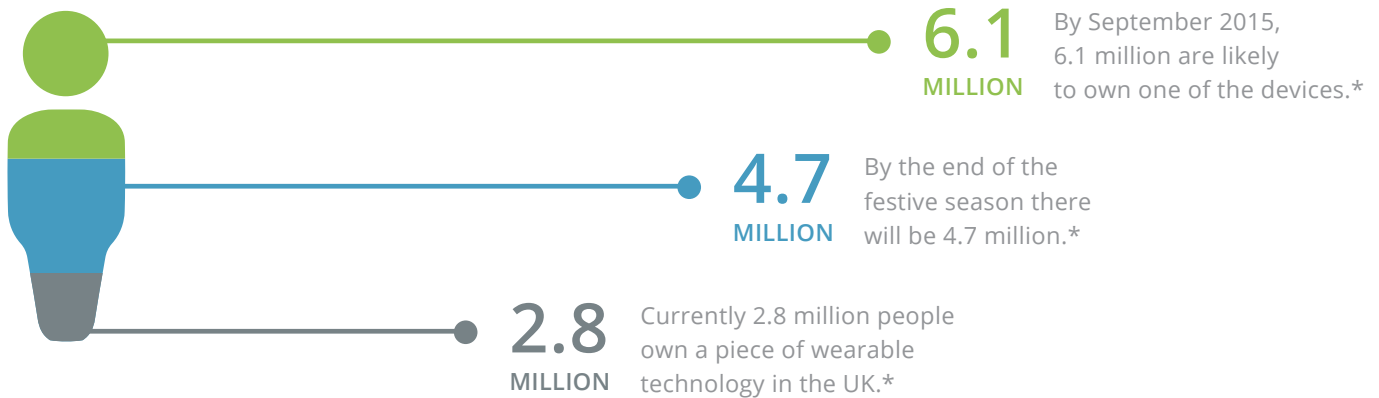


Wearables: Navigating the Personal Privacy Trade-off



Wearable technology comes in many forms from glasses, watches to bracelets and track and improve consumers' fitness, health and lifestyle.

Wearable Technology ownership:



While it enhances consumer's lifestyle, it raises privacy concerns for customers.

The Wearables Privacy Report explores the trade-off between sharing data and privacy fears. It shows:



- **72%** Are aware that information is collected from wearable devices
- **59%** are unaware that information can be shared with third parties
- **55%** do not want their information to be shared with third parties
- **51%** want to know details on how their information will be used
- **MORE THAN 50%** of consumers are willing to share personal information as long as they receive rewards
- **26%** take personal data privacy into account when purchasing a device