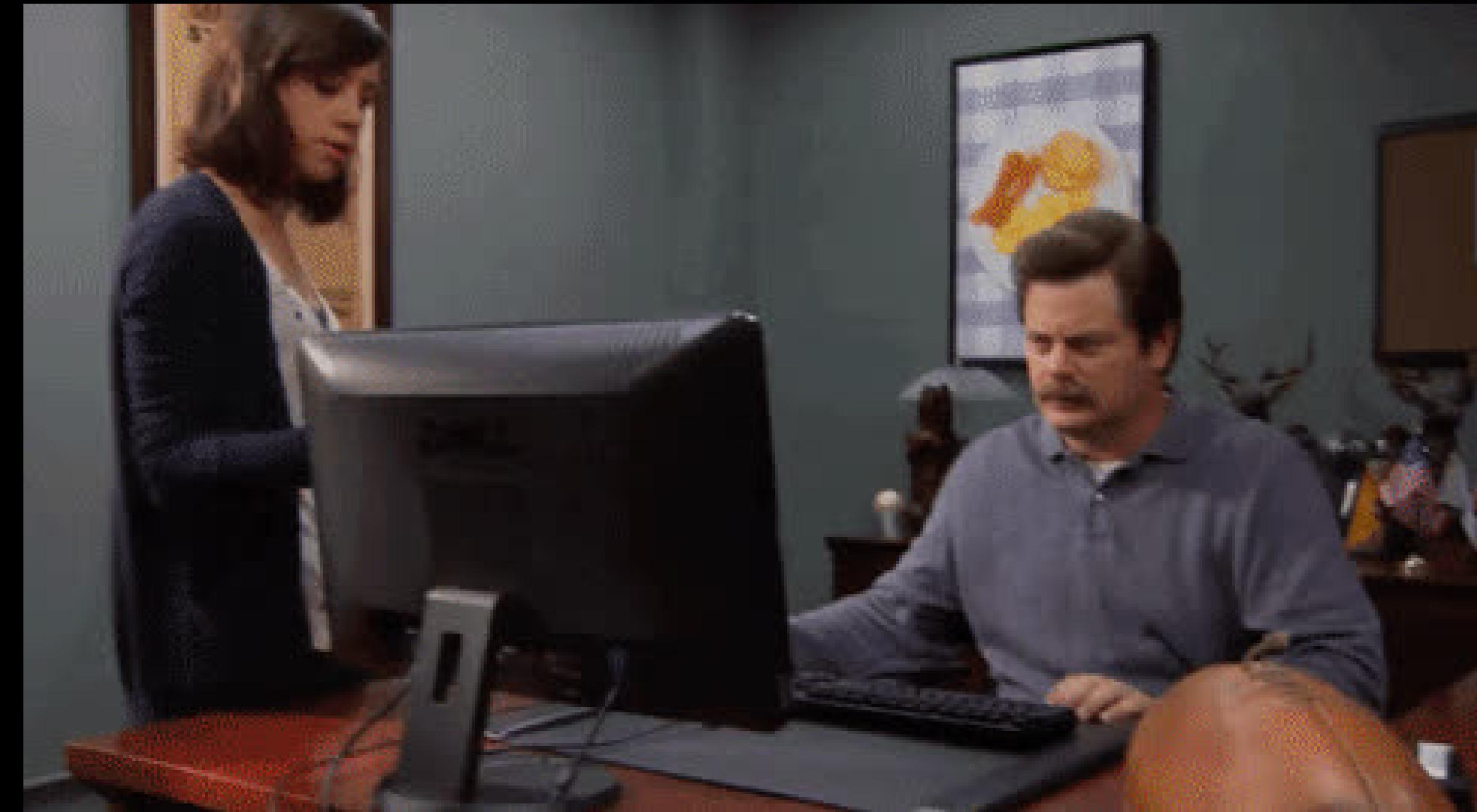


**one in five people have
had their financial
information leaked in a
data breach.**

**Facebook knows how
intelligent you are
how satisfied you are
with your life**

**Target knows if you're
pregnant
(Sometimes even before
your family does)**





By Celine Hoang, Kanika Kaul, Mackenzie Bush,
Pooja Jeeva and Ruthvik Talluri

AGENDA

- Importance (Why we here?)
- Research Questions
- Methods
- Findings
- Recommendations & Suggestions
- Questions





IMPORTANCE

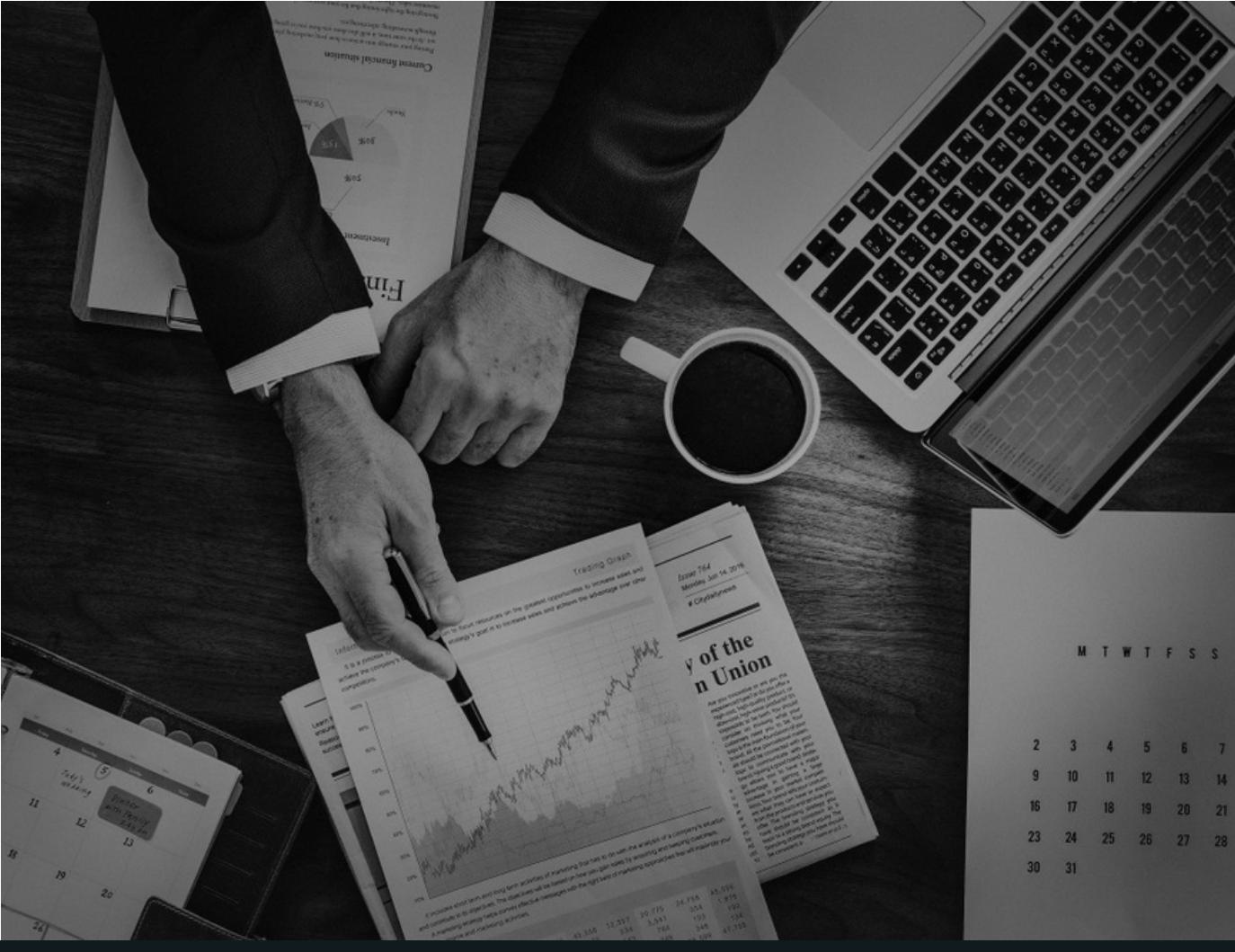
- Engaging Gen Z more on sites.
- Consulting with new clients about online media.
- Helping Gen Z to hit the buy button and share information.



RESEARCH QUESTIONS

1. What is Gen Z's **level of awareness** when it comes to online data privacy?
2. What are their **behaviors** about online privacy?
3. What are their **suggestions** to make online usage more comfortable?

RESEARCH PROCESS



1

IN-DEPTH INTERVIEWS

- 15 interviews
- 4 sets of questions

2

FOCUS GROUP

- 7 participants from different countries
- Group discussion and 3 activities

3

NETNOGRAPHY

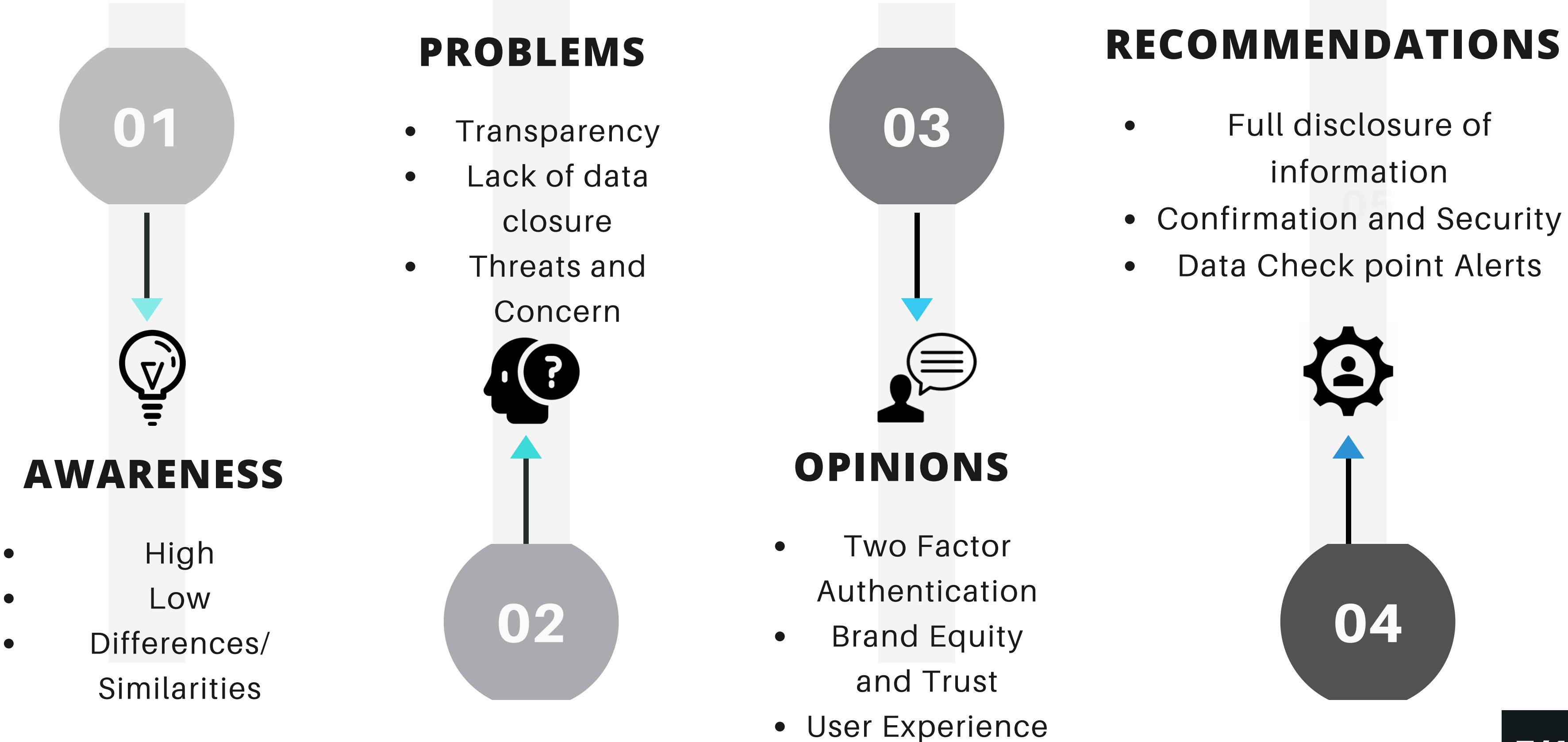
- 10 popular social media websites
- Looked at threads and comments

4

CODING AND ANALYSIS

- 4 questions as parental codes
- Analysed data and patterns

FINDINGS



AWARENESS

HIGH AWARENESS

- Collection of data
- Retention of data
- Third party involvement

LOW AWARENESS

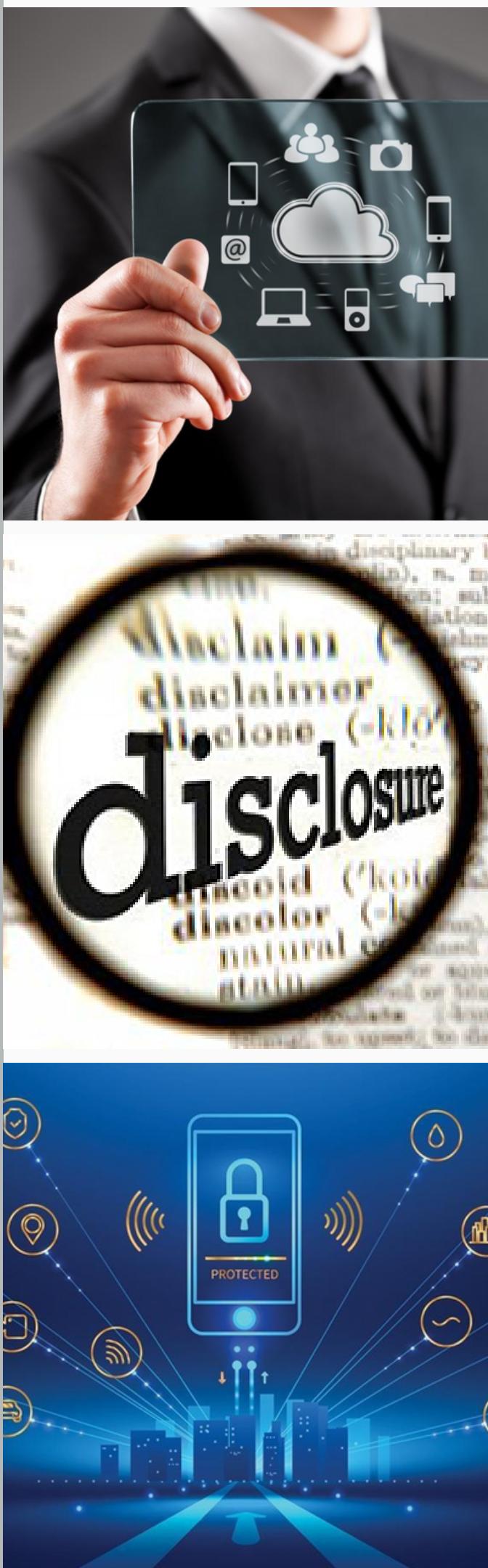
- Where does the collected information goes?
- How long is it retained?
- What is it used for?

"I mean, nothing's basically private these days. I feel like everything is, once you go on social media or anywhere, you know, there's still gonna be a point where your data or your privacy is still hindered. Regardless of what you don't post or post, there's still some background information being collected."

Differences/Similarities

- Similarities include shared concern and lack of control.
- Being indifferent to online privacy.
- No awareness regarding collection, storage or selling of information online.

Common Problems



TRANSPARENCY

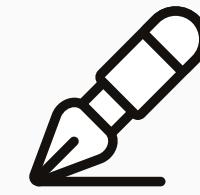
- Too many targeted Advertisements
- Acceptance of cookies

LACK OF DATA DISCLOSURE

- Storing private information such as birthdays, age, phone numbers and personal addresses

THREATS AND CONCERN

- Public Wi-Fi vs Private Connection
- Online payments for lesser known brands
- Personal experience and social media influence



Opinions On Brands

TWO FACTOR AUTHENTICATION

- For Online payments described as a must.
- Makes them feel safe and in power.
- Double verification of credentials.

BRAND EQUITY AND TRUST

- Well established vs Low/ Newly established.
- Third Party Involvement for the purpose of selling / storing data.
(R&D, Advertisements)



Recommendations For Business/ CMB's clients (Internal)



Safer sites with encryptions make Gen Z feel secure about their data.



Better online payment gateways associated with Convenience



Opinions On Experience

USER EXPERIENCE

- User Friendly websites
- Exceptional Customer Service
 - Easy returns
 - Problem solving

BRAND LOYALTY

- Reliable, Reputable, and globally available

“

*Amazon definitely uses most of my cookies for, um, suggesting the next product I should buy. ...I don't think they use a third party source for their cookies, so they built an **in house system**. And I **trust it pretty well** or trusted more than other websites.*

“

*They know that **nobody wants to read** like a long, you know, terms of agreement and everything.*

“

*The most convenient way for me is that give me **a pop up of checkpoint** every time they collect my data and need to use that*



Recommendations For Business/ CMB's clients (External)



Attractive and Transparent Display

Attractive terms and conditions (Ex: check boxes or button, GDPR, etc.)



Customized Experience

Based only on the "basic level" data (Ex: Name, time on screen, etc.)



Great Customer Service

Solve problems, especially financial related problems, with speed and guarantee for customers.

NETFLIX ORIGINAL

THE RAIN

Watch Season 1 Now

Play

+ My List

The rain is deadly. So are strange... To survive in this treacherous new world, they'll need to stick together.

98% Match

Continue Watching for US



Preview Content


Spot the
Algorithms!

Returns Center

Start a return

Return, replace or exchange items

[Return items](#)

Return a gift

Return or replace gifts

[Return a gift](#)

View return status

Print return labels and check the
status of your recent returns

[Manage returns](#)



Back to Morgan's question!

Transparent

“
*It would be great if they **notify us that where exactly it is getting stored and how is it getting used.***
”



Experience

“
if it's for research or development of their product or services, I won't mind being a volunteer.
”

17/18

Just to Recap...

