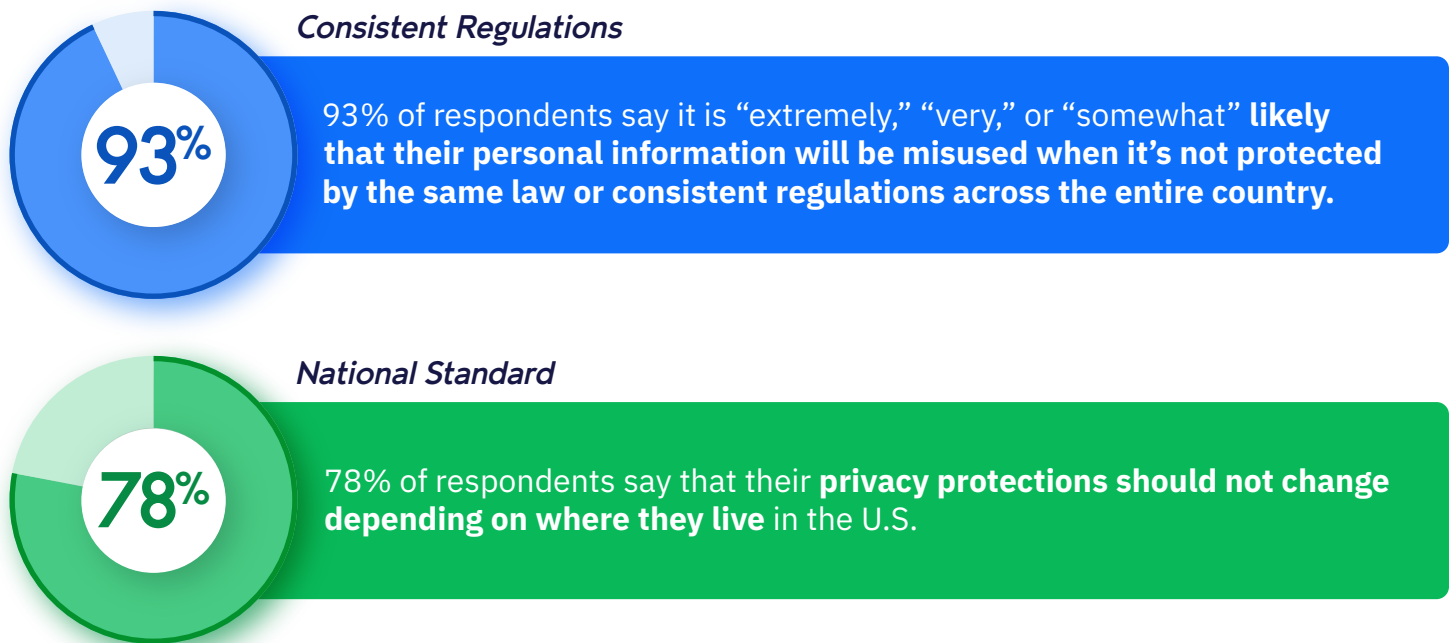




# Americans Want Economy-Wide, Federal Privacy Protections

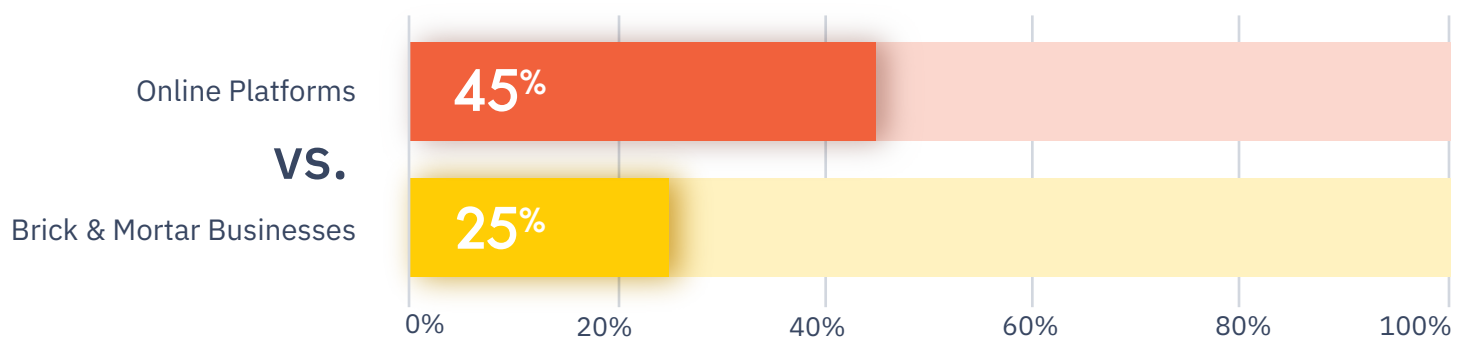
In a poll of 2,744 U.S. adults, Americans said they want consistent privacy protections regardless of where they live or the type of company they interact with.

## Americans Want Consistent Privacy Protections Across State Lines



## Americans Want Consistent Privacy Protections Online & Offline

More Americans know how to find information about their privacy protections and settings with online platforms than they do with brick and mortar businesses.





Virtually all respondents say that it is **important to have privacy protections that cover the data they share with online companies and brick and mortar businesses alike.**

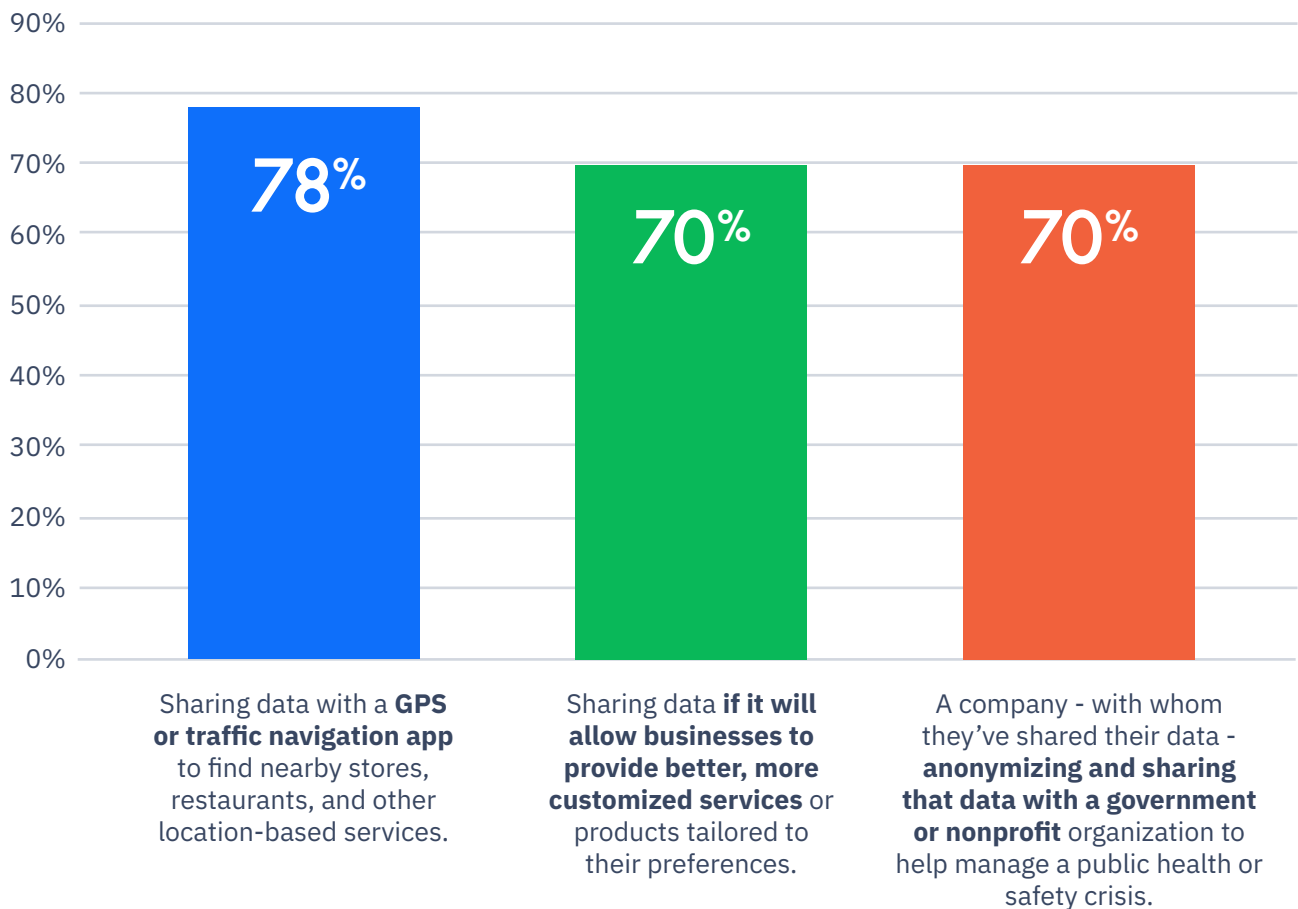
### *Economy-Wide Protections*



of respondents say that personal information **should have the same protections** regardless of whether it's shared with an online company or brick and mortar business.

## Many Americans Are Comfortable Sharing Data With Companies In Exchange For Free Or Low-Cost Services

Percentage Of Respondents Who Are “Extremely,” “Very,” Or “Somewhat” Comfortable With:



### About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit [www.internetassociation.org](http://www.internetassociation.org)