

The Future of Privacy

- “Forty-one percent of voice assistant users are concerned about trust and privacy.”- Microsoft
- Suggestion: User should be presented with options that would allow for them to opt out of situations in which they could be tracked.
- Suggestion: Setting in which a user opts for their audio to be completely turned off when the device is not in use
- Privacy violations of customer information could lead to impacting trust people have in the company.
- Sales, credibility, and revenue could decrease if people decide to stop using the product.

Questions?