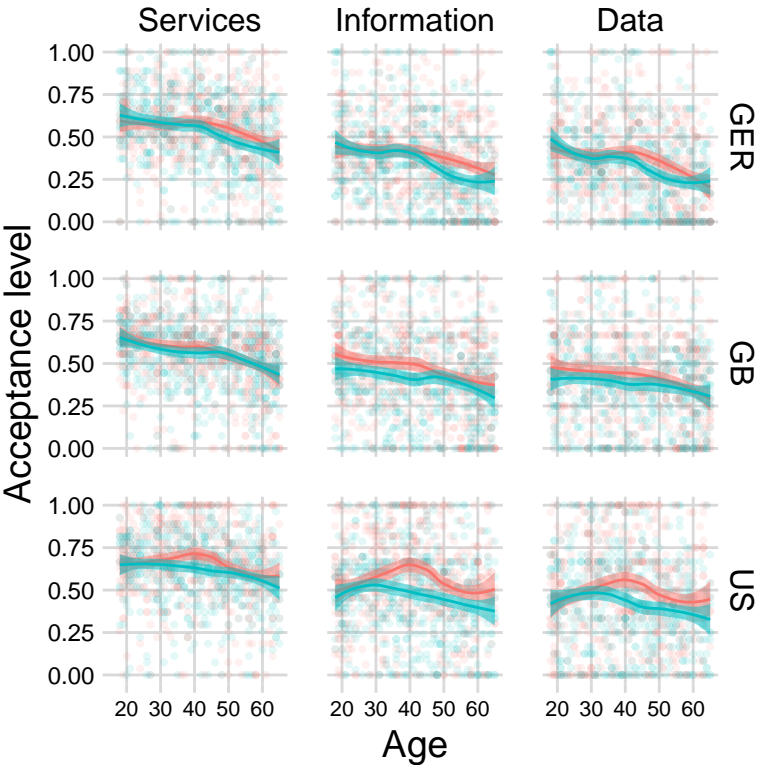


Attitudes towards personalization



Data privacy concerns

