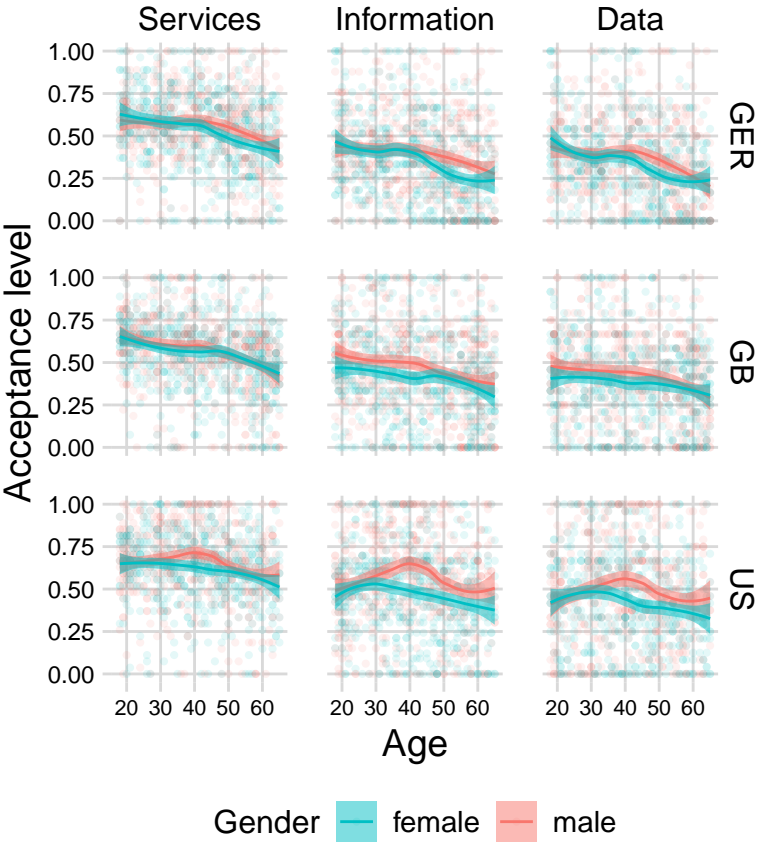


a. Attitudes towards personalization



b. Data privacy concerns

