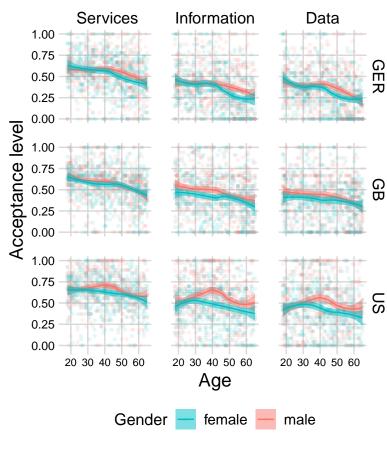
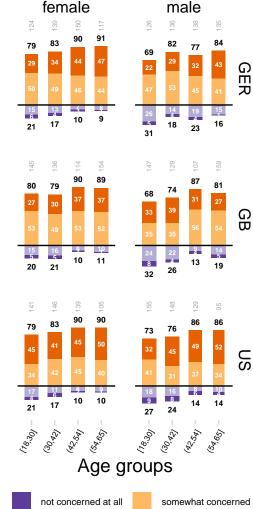
a. Attitudes towards personalization



female

b. Data privacy concerns



not very concerned

very concerned