**Survey responses and trends**

**100% of users who took the survey have an active online presence**

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**About 11% of users are unaware of the type of data being gathered by day-to-day subscription services**

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**55.5% of users are concerned about the type of information being collected and tracked by the subscription services they use**

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**Most services today use facial recognition services to unlock apps, especially Instagram captures images uploaded on the application to automatically identify and tag users to improve user experience. However, 33% of users are unaware of this information being collected by Instagram**

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**77.8% of customers feel the need to control the kind of PII being collected by online platforms and would prefer that online services only collect the required data from the end users**

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**Recommendations to Instagram**

The perceived risk of compromised privacy remains a major barrier to information sharing. Granular privacy control can mitigate the negative impact of perceived risk. Trust in the system and process has a significant relationship with consumers’ willingness to share their information on online spaces. Policymakers will need to enforce granular privacy sharing settings that will allow individuals the autonomy to decide what level of privacy they are willing to forgo in order ti reap the benefits of the service