



**A NEW SLICE OF PII,
WITH A SIDE OF
DIGITAL TRUST**

For businesses, access to customer data is essential. But for consumers and governments, privacy concerns are huge.

The European General Data Protection Regulation takes effect May 25, 2018, giving EU citizens control over who can use their personal data and for what purposes.

With consumers in the driver's seat, successful companies must treat this as an opportunity to transform **trust** into **value**.

Accenture found that **90%** of consumers say they'd limit access to personally identifiable information, but found **2/3** are willing to share data in exchange for perceived value. And **one in four** would be willing to share data in exchange for a better level of service or the ability to choose which data is shared with third parties.

Customers expect a tangible return from the use of their data. The bottom line: **data is becoming the new currency**

Learn how deepening digital trust can increase value and consumer loyalty with our full report:

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