



TRUSTe PRIVACY INDEX

2013 CONSUMER CONFIDENCE EDITION



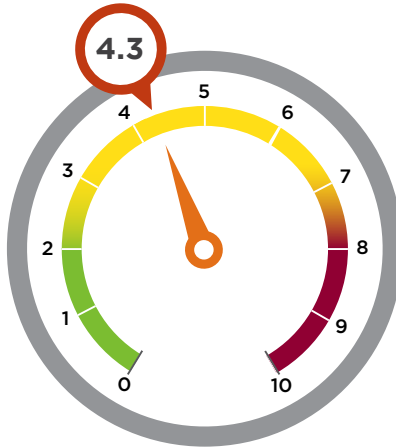
CONSUMER CONCERN



Consumer concern remains high in 2013. 89 percent of U.S. adults worry about their privacy online, down slightly from 90 percent in 2012.



CONSUMER MISTRUST



Consumer mistrust increased in 2013. 43 percent of U.S. adults do not trust businesses with their personal information, up from 41 percent in 2012.



BUSINESS IMPACT



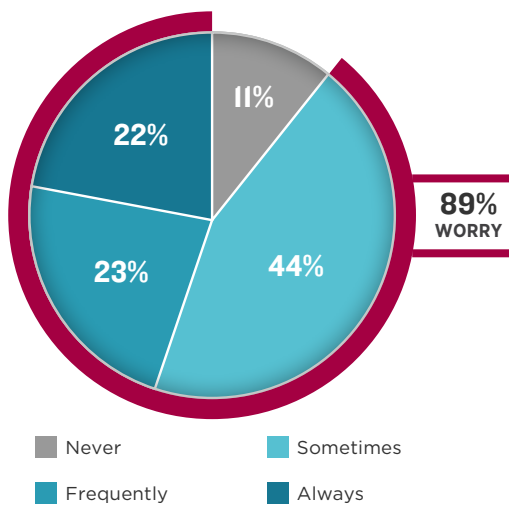
Business impact remains high in 2013. 89 percent of U.S. adults say they avoid companies that do not protect their privacy, up from 88 percent in 2012.



CONSUMER CONCERN



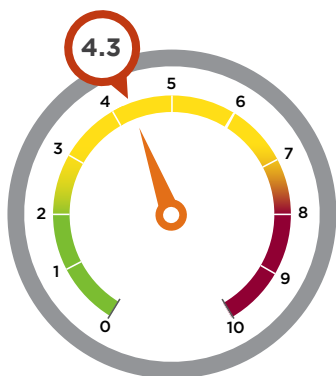
"How often do you worry about your privacy online?"



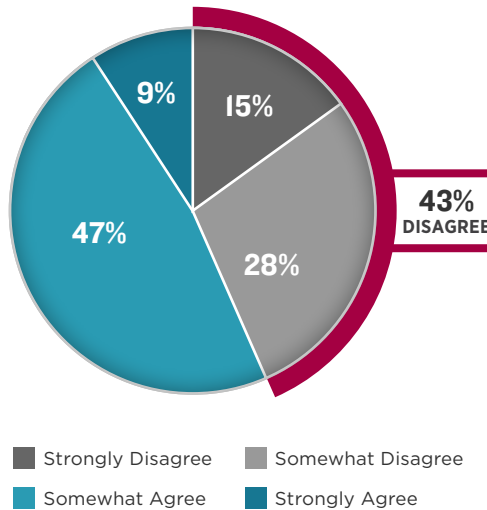
Activities where consumers have privacy concerns



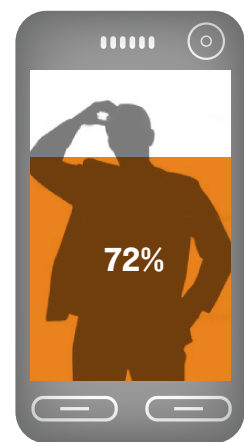
CONSUMER MISTRUST



"I trust most companies with my personal information online."



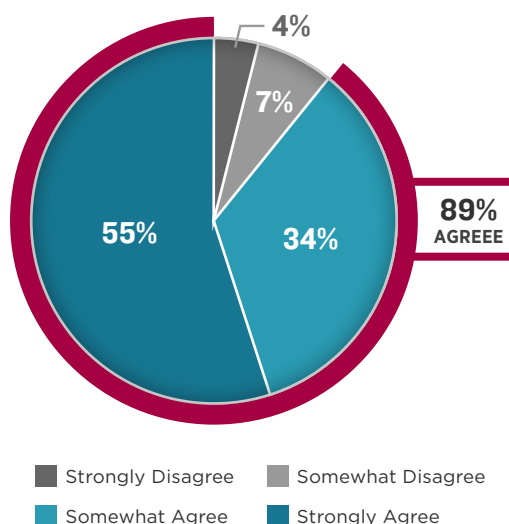
72% of smartphone users are more concerned about their privacy on smartphones than one year ago



BUSINESS IMPACT



"I avoid doing business with companies who I do not believe protect my privacy online."



81% of smartphone users avoid using smartphone apps that they don't believe protect their privacy online



LEARN MORE

Survey conducted online by Harris Interactive on behalf of TRUSTe, Inc. (January, 2013)

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