



iab. x talkshoppe

# Striking the Balance

THE CONSUMER PERSPECTIVE ON PRIVACY,  
PREFERENCE, AND PERSONALIZATION

January 2025



# Contents



04 **Striking the Balance  
on Consumer Privacy**

12 **Awareness of the Ad-Supported  
Free & Open Internet**

06 **Understanding of Current  
U.S. Data Privacy Laws**

19 **U.S. Data Privacy Laws:  
Successes & Opportunities**

26 **The Consumer Impact of  
Global Data Privacy Laws**

35 **Call to Action: A Mindful  
Approach Is Needed**



# Striking the Balance on Consumer Privacy

In 2024, IAB conducted a study revealing the importance that consumers place on the free and open internet, and their appreciation for the role that data and personalized advertising play in sustaining it.

**Despite this recognition, some officials are vilifying data-driven, personalized advertising and accusing the market participants that enable it of “commercial surveillance.”**

Therefore, as data privacy legislation is considered, a balance must be achieved between enabling consumer privacy rights and maintaining a free, open, and easy to understand internet.

This year's study explores the awareness, usefulness, and perception among U.S. consumers, as well as those in other countries, where national data privacy legislation exists. Important lessons can be learned as the U.S. considers a national privacy law.

**For this research IAB leveraged its Insights Engine (powered by Attest) and partnered with research firm Talk Shoppe to gain insights among over 1,500 U.S. and 2,500 non-U.S. consumers across the UK, Germany, Australia, Mexico, and Brazil to uncover:**

- The awareness and perception of the effectiveness of current data privacy legislation and website/app privacy controls.
- Advertising's role in helping to power the free and open internet, and consumer appreciation for the value exchange of data for seamless internet use.
- Understanding consumer preferences regarding how and where they choose to share their data in exchange for receiving personalized services and experiences.

Revelations from this study suggest that as the U.S. considers adopting a national privacy law, consideration should be given to balancing a robust set of privacy rights with a nondisruptive online experience to both consumers and businesses. In doing so, lawmakers should reserve the most restrictive standards where consumers see potential privacy harms (e.g., sensitive personal information) and maintain consumer opt-out rights where the consumer benefits outweigh the potential risks.

***“Striking The Balance: The Consumer Perspective on Privacy, Preference, & Personalization” provides valuable insights into lessons learned from existing legislation which can help U.S. jurisdictions balance consumer privacy, competition, and economic support for a free and open internet.***



# Methodology

IAB partnered with Talk Shoppe and leveraged our Insights Engine (powered by Attest) on a first-of-its-kind global research study that examines consumer attitudes toward privacy, data usage, and personalized advertising across multiple markets.

The research leveraged dual methodologies to examine consumer privacy attitudes, analyze the impact of existing regulations, and understand the relationship between personalized advertising and user experience.

Results include quantitative surveys across five global markets, in-depth qualitative interviews with U.S. consumers in states with and without privacy legislation, and a comparative analysis of consumer experiences in different regulatory environments.

## Virtual 1:1 U.S. Consumer Interviews

In-depth discussions with U.S. consumers aware of privacy laws  
**n= 20**

## Online U.S. Consumer Study

Online survey of U.S. consumers across 4 generations  
**n= 1,500+**

## Online Global Consumer Study

Online survey of Non-U.S. Consumers across 4 generations  
**n= 2,500+**

## Legend

- Unless noted, U.S. data is average of all 50 U.S. States
- "Law States"\* = Average of California, Virginia, Colorado, Connecticut
- "Non-Law States" = Average of U.S. States excluding California, Virginia, Colorado, Connecticut

\*States that have had privacy laws enforced for 2+ years as of November 2024





# STRIKING THE BALANCE

THE CONSUMER PERSPECTIVE ON  
PRIVACY, PREFERENCE, & PERSONALIZATION



## KEY INSIGHTS

01

**Awareness and support of data privacy laws in the U.S. are growing but education is needed.**

70% of U.S. consumers are familiar with current state-level, data privacy legislation, and a majority of them perceive the laws to be effective. However, more understanding is needed regarding more advanced privacy rights, e.g., only 40% know they can access/delete collected data.

02

**Consumer recognition and support for advertising's role in powering the free and open Internet is strong.**

Over 80% of U.S. consumers now recognize the importance of a free and open Internet, and understand advertising's roles in fueling it. They agree sharing personal data in exchange for access is fair, and prefer the level of personalization that the sharing provides.

03

**Yet, consumers want privacy laws that won't restrict their use of the free and open Internet.**

Nearly half of U.S. consumers think privacy laws should support the tenets of the free and open internet—from website accessibility to business innovation. Additionally, about 60% find current privacy management complex, confusing, and inconvenient.

04

**Globally, where data privacy laws exist nationally, consumers want similar features and benefits.**

3 in 4 non-U.S. consumers see privacy laws as a “win” for data protection and accountability—feeling that their data is more secure compared to countries without privacy laws. But, they feel overwhelmed by consent requests, and that imbalanced privacy laws could hinder businesses and internet use.

05

**Legislators should take a mindful approach that considers consumer preferences when developing new laws.**

Consumers value laws protecting data privacy but not at the expense of a free and open internet. A thoughtful legislative approach should be simple and clear, targeting where consumers see the most risk (e.g., with sensitive personal information) while not compromising preferences, business innovation, and trusted websites/apps.

# Understanding of Current U.S. Data Privacy Laws

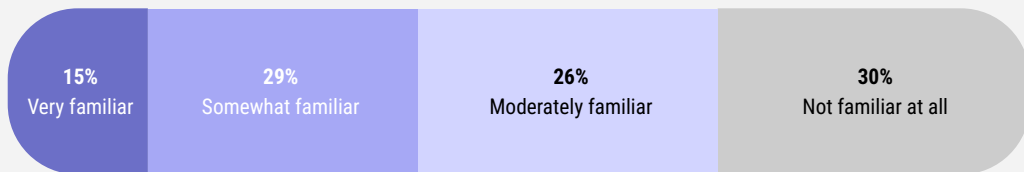


# Most U.S. consumers are familiar with data privacy laws

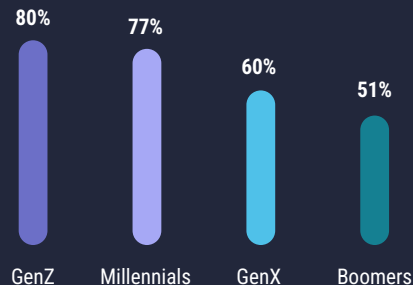
**70% of Americans have at least some familiarity with current data privacy laws in the U.S.**, e.g., those in California, Virginia, Colorado, Connecticut and more—with only 30% reporting that they're not familiar at all. Remarkably, this holds true across regions, with a slight familiarity boost among residents of states with privacy laws enacted for over two years.

However there are notable disparities in familiarity across different generations, and income levels. Boomers are twice as likely to be unfamiliar with privacy laws as younger generations, with half reporting a lack of familiarity compared to just a quarter of Millennials and Gen Zers. In addition, lower-income households (< \$60K) are significantly more likely to be unfamiliar with the laws compared to higher-income households (> \$150K).

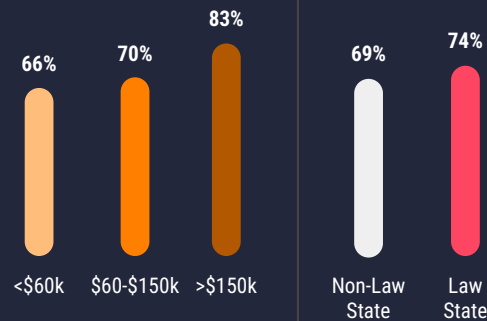
**% FAMILIAR WITH DATA PRIVACY LAWS**  
TOTAL U.S. CONSUMERS



**% FAMILIAR WITH U.S. DATA PRIVACY LAWS**  
BY GENERATION



**% FAMILIAR WITH U.S. DATA PRIVACY LAWS**  
BY HOUSEHOLD INCOME & REGION



# Awareness of the more substantive benefits of data privacy management is lacking

There's a significant divide of digital privacy literacy in the US. **While most consumers understand the surface-level privacy concepts they encounter regularly—account settings and accepting cookies—far fewer are aware of their deeper privacy rights—accessing or deleting their data.**

Unsurprisingly, the groups with greater overall familiarity with privacy laws—Gen Z, Millennials, and higher-income groups—show greater awareness of these privacy rights, while Boomers lag behind.

+ "These tools do make me feel less safe **because I'm not sure what it is that I'm agreeing to when I select them.** I could be agreeing to something that I don't want to agree to."

- Female, Gen X

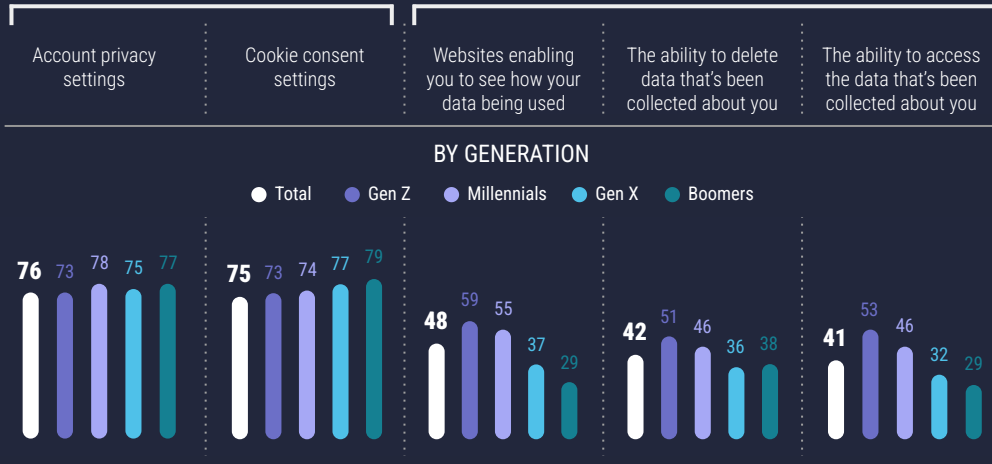


## AWARENESS OF U.S. DATA PRIVACY PROTECTION FEATURES

% of consumers aware

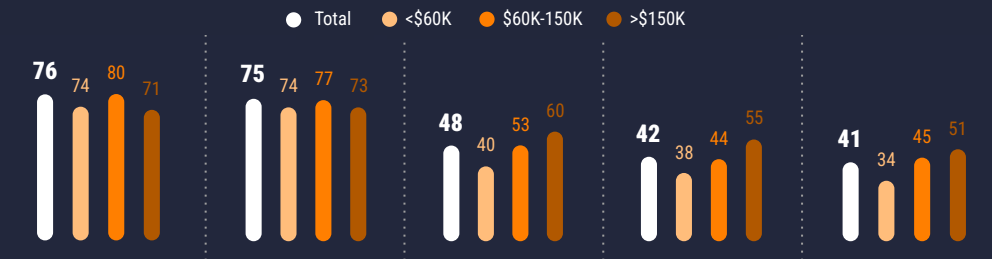
### Basic Data Privacy Measures

### Advanced Data Privacy Rights



### BY GENERATION

### BY HOUSEHOLD INCOME







DATA PRIVACY LAW AWARENESS & UNDERSTANDING

# Data privacy laws are gaining consumer support in the U.S.

As awareness and understanding grows, the idea of data privacy laws and how they can provide security and protection are gaining consumer support.

**Over 70% of consumers familiar with the laws see them as effective in enhancing data privacy, safety, control, and protection while boosting confidence in exercising digital rights.**

This is especially true for higher-income consumers who tend to be more aware of their privacy rights, have greater resources to act on them, and benefit more from these regulations.

**+** *"Privacy laws in general make me feel more safe because I know my information is not being used without my knowledge or my consent."*

- Female, Gen Z



## CONSUMER IMPACT OF U.S. DATA PRIVACY LAWS

% of consumers agree

The laws give me control over my personal data and information

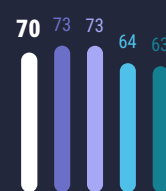
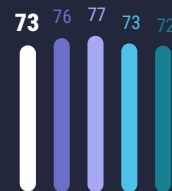
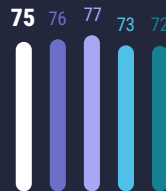
The laws reduce the risk of my data being misused or exploited

My personal data is more protected than before the privacy laws were in place

Compared to countries without privacy laws, my personal data is more safe and secure

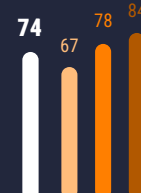
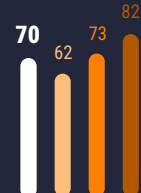
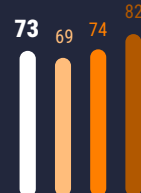
### BY GENERATION

● Total ● Gen Z ● Millennials ● Gen X ● Boomers



### BY HOUSEHOLD INCOME

● Total ● <\$60K ● \$60K-150K ● >\$150K



# Consumers say privacy laws drive business trust and accountability

Consumers also understand data privacy laws can have benefits for businesses, **such as helping them build trust and transparency, as well as holding them accountable for how they collect and use consumers' personal data.**

Higher-income individuals who may have more business exposure are more likely to agree that laws boosts business' trust and accountability. Younger generations are more optimistic about regulations building trust.

+ *"These tools do make me feel more safe **because there's at least some transparency there with what companies are doing**, but it is also a little bit worrying I guess to be reminded of the fact that my data is being tracked literally every single time I go to a different website."*

- Male, Gen Z



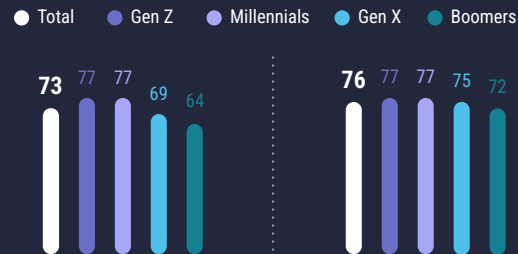
## U.S. PRIVACY LAWS IMPACT ON BUSINESSES

% of consumers agree

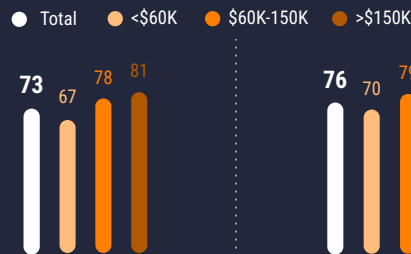
Privacy laws help businesses build trust and transparency


Privacy laws hold businesses accountable for how they collect and use my data

### BY GENERATION



### BY HOUSEHOLD INCOME





***“Privacy laws would make me feel more safe because I would know that every single site, corporation, company, would need to adhere to these laws—but I haven't really heard much about privacy laws so I would need to learn more about the specifics of anything that's passed.”***

Female, Gen Z



# Awareness of the Ad-Supported Free & Open Internet







THE AD SUPPORTED FREE & OPEN INTERNET

# Consumer awareness of advertising's vital role in keeping the internet free and open is growing

Contrary to the perception of some, consumers are increasingly viewing advertising not as a necessary annoyance but as a key enabler of equitable and democratized Internet access.

Compared to our 2024 research, **over 80% of consumers now recognize the value of a free and open internet—essential for democracy, free speech, and broader access to websites and apps—and attribute these benefits directly to advertising.**

They also believe it would be unfair if internet services were not free, further highlighting their understanding of the importance of keeping the Internet accessible to all.



## CONSUMER PERCEPTIONS OF THE FREE AND OPEN INTERNET *% of consumers agree*

● 2025 ● 2024

A free internet provides access to more sites and apps  
87% (2025) / 78% (2024)

Websites and apps are free because of advertising  
86% (2025) / 80% (2024)

A free and open internet is important to democracy and free speech  
83% (2025) / 70% (2024)

It would be unfair to those with less money if online services aren't free  
80% (2025) / 79% (2024)

I prefer seeing ads than having to pay for online services  
80% (2025) / 78% (2024)



THE AD SUPPORTED FREE & OPEN INTERNET

# Advertising fueled by personal data is not only a fair value exchange, it's preferred

80% of U.S. consumers prefer free internet access supported by ads and over 70% are willing to share data to enable it, viewing targeted advertising as a worthwhile trade-off.

Higher-income consumers are notably more accepting of this exchange, showing greater comfort with data sharing and trust in websites to use their data responsibly.

+ *"I feel good about websites and apps that I like, use often, and trust collecting data because that information they're collecting from me, it is approved by me, and I'm aware of first. It's going to help improve their services, and I will benefit from it."*

- Female, Millennial



## CONSUMER PREFERENCE FOR THE AD SUPPORTED INTERNET

% of consumers agree

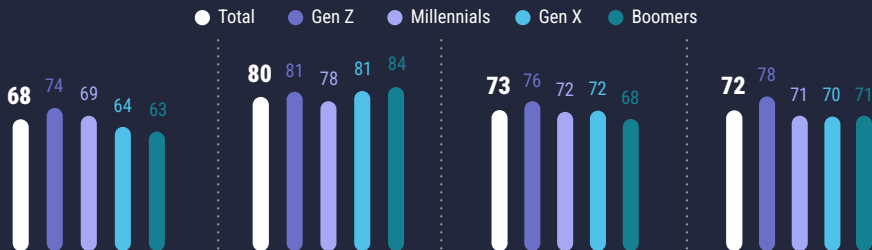
Data is essential to a free Internet, so I'm okay sharing it to support ads

I prefer seeing ads than having to pay for online services

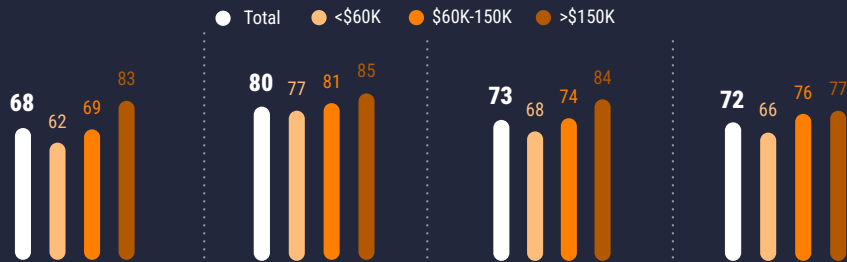
I'm fine with a website/app that I trust/value using my personal data to send me relevant ads

Free access to websites/apps that I trust is worth sharing my data

### BY GENERATION



### BY HOUSEHOLD INCOME





***“Overall, I think it is important to balance privacy with keeping the internet accessible because I think it's important for companies to be able to collect browsing data. They need their analytics and they need to be able to know what the consumers want.”***

*Female, Millennial*





THE AD SUPPORTED FREE & OPEN INTERNET

# Consumers' preference for ads based on personal data is widespread and drives positive brand outcomes

Consumers prefer personalized ads—those based on provided personal data—no matter where they are in their purchase journeys, from brand discovery to products and services they're actively shopping for.

They're also more likely to engage and have positive sentiment towards a brand that delivers them personalized messaging—representing a clear opportunity for advertisers to achieve impactful outcomes.

## CONSUMERS OVERWHELMINGLY PREFER ADS PERSONALIZED TO THEIR INTERESTS

% of consumers agree

82%



Personalized ads help me discover products/services I'm interested in more quickly

80%



Prefer ads for products or services I'm interested in or shopping for

79%



I feel more positive toward brands/retailers that tailor their ads based on my preferences

78%



I am more likely to engage with personalized ads than non-personalized ads



"The way I see it is if there's something I really want and advertisers show it to me, it could be a good thing. I could find a product that I might not have realized I wanted but if they're advertising to me and it's not something I care about, I won't buy it."

- Male, Gen X







THE AD SUPPORTED FREE & OPEN INTERNET

## Regarding personal data, consumers are most concerned about criminal activity—not ads

When it comes to fears about how websites and apps collect and use personal data, consumers are intensely concerned about active threats that could directly harm them, crime and data breaches.

Conversely, **only 2% of consumers are concerned about passive commercial use of their data, e.g., personalized advertising**—demonstrating that not all data use cases are equal, and consumers appreciate the use of personal data for advertising.

+ "If I had a biggest worry about sharing my information online, it would be about identity theft, financial insecurity. **As far as targeted advertising goes, I'm not concerned about it because it's just ads.** At least it's targeting me based off what I've looked at and what I do so that there is a potential for it to be more interesting to me. I might actually see something I like as opposed to ads for services that I really don't need."

- Male, Gen X



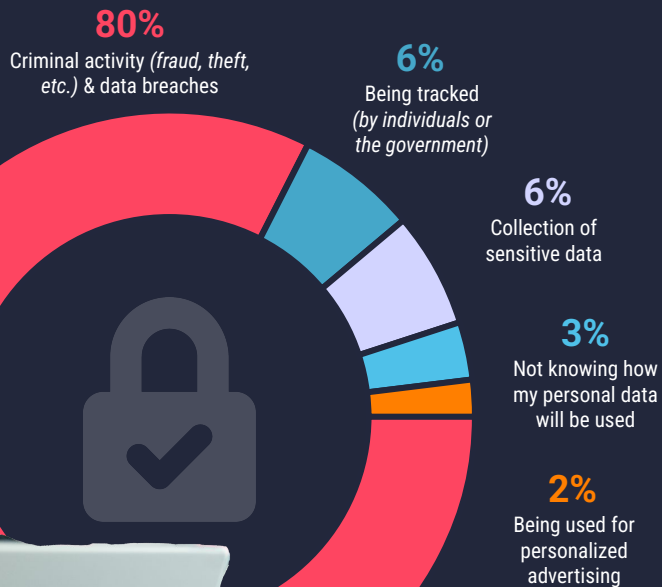
+ "What I'm most concerned about putting my information online is about getting my identity stolen. **I'm not so necessarily concerned about ads.** Getting my information to run personal ads for me it's something companies have been doing for years. It's kind of it happens. It comes along with the territory."

- Male, Millennial



### TOP-OF-MIND CONCERNS WITH HOW WEBSITES/APPS COLLECT AND USE DATA

Total U.S. consumers





***“My biggest concern about sharing my information online is it getting into the wrong hands or being used maliciously in a way, or hackers getting into it. I am not generally concerned about sharing my information online or having it available to consider me for ads and things like that.”***

*Female, Millennial*



# U.S. Data Privacy Laws: **Successes & Opportunities**





# Consumers are frustrated with day-to-day privacy management

Consumers are supportive of privacy legislation, as well as website/app privacy management tools. **However, they're frustrated by current privacy management implementations that can be complex, confusing, and inconvenient.**

Younger generations and higher-income consumers, with higher expectations for seamless internet experiences, report greater frustration compared to older and lower-income groups.

+ "Cookie pop-up alerts or privacy notices **make me feel unsure about my data security because I just don't think they're that clear.** Since every website has their own version of how to select which ones you want or don't want, it can get confusing."

- Female, Gen Z



+ "[Privacy tools] make me feel irritated about my data security because I never really know what's going on with them. **These tools make me feel neither more safe nor less safe because it's all very confusing.**"

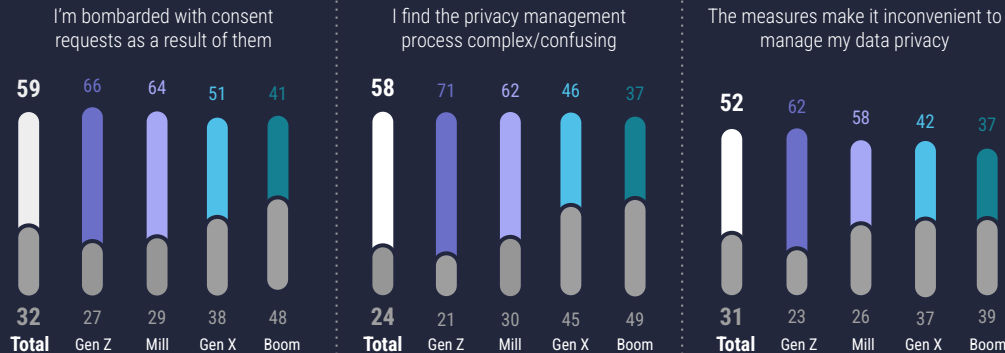
- Female, Gen X



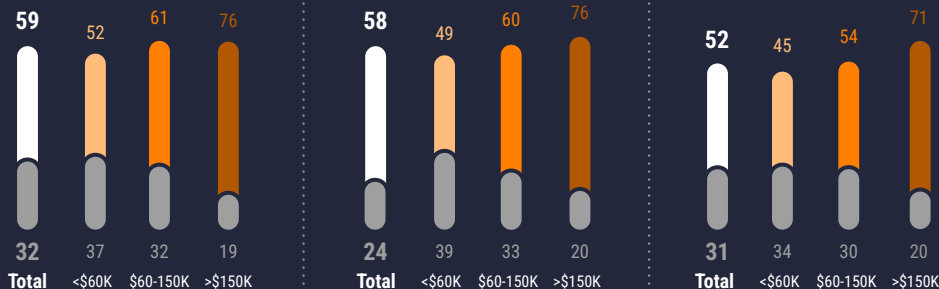
## CONSUMER FRUSTRATION WITH DATA PRIVACY MANAGEMENT

Agree Disagree

### BY GENERATION



### BY HOUSEHOLD INCOME







# Consumers want privacy laws that support the benefits of the free and open internet

Nearly half of U.S. consumers think privacy laws should support the tenets of the free and open Internet—from costs to website accessibility to business innovation.

Younger generations and higher-income consumers are significantly more likely to be concerned if privacy laws restricted these principles.

+ "When it comes to the government's role in regulating Internet privacy, it can be a slippery slope. **You can get into that territory of people's right to free speech being limited.**"

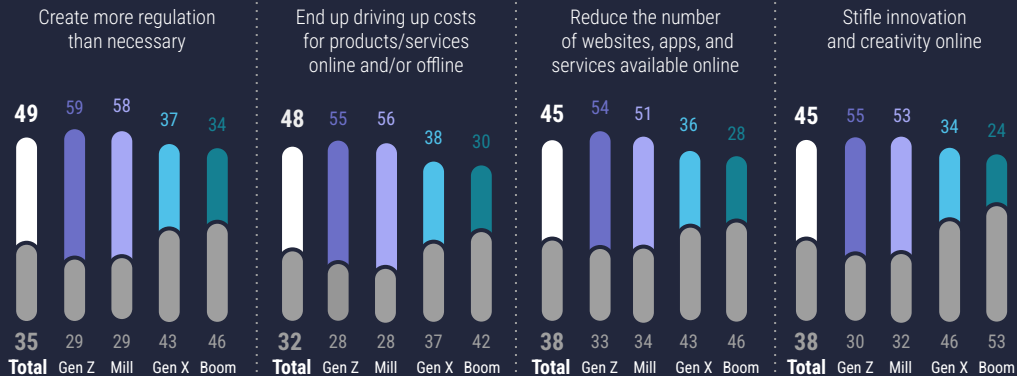
- Female, Gen Z



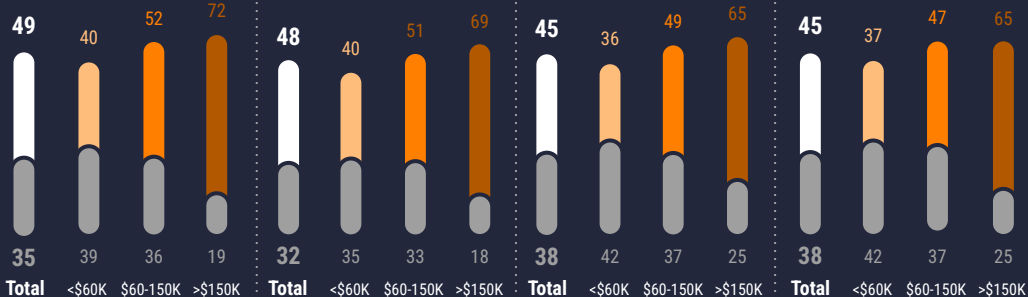
## CONSUMER CONCERNS WITH DATA PRIVACY LAWS

Agree Disagree

### BY GENERATION



### BY HOUSEHOLD INCOME





# Consumers also want privacy laws to protect, not inhibit, businesses—especially SMBs

Over half of Americans recognize that privacy laws could pose challenges for businesses in terms of compliance costs and limits on personalization, including how these might impact SMBs who likely have limited resources to comply and innovate.

Younger generations and higher-income consumers are more likely to acknowledge these possibilities as further legislation is considered.

+ "Overall, I think it's important to balance privacy with keeping the internet accessible **because if it gets too restricted or expensive, it's going to hurt many industries.**"

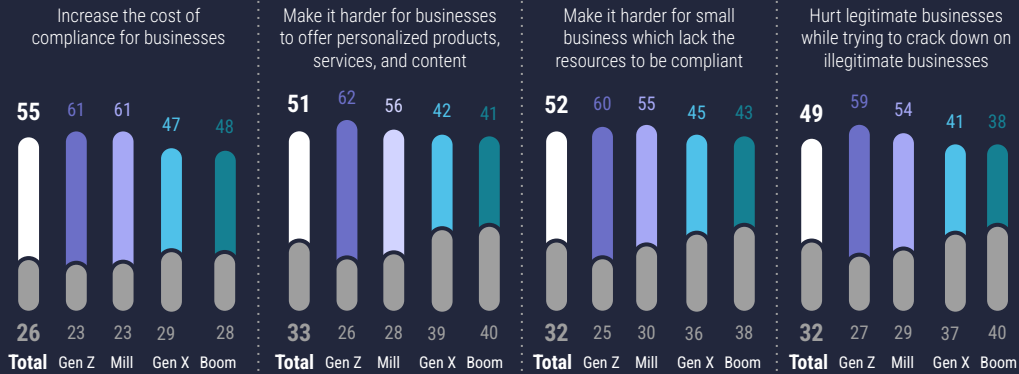
- Female, Gen X



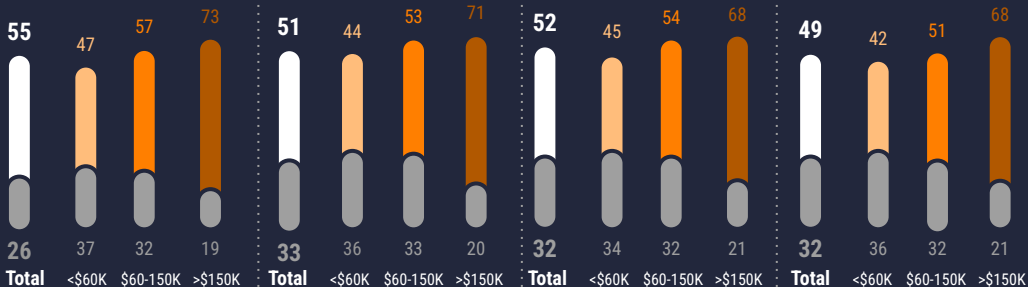
## CONSUMER SENTIMENT: IMPACT OF DATA PRIVACY LAWS ON BUSINESSES

Agree Disagree

### BY GENERATION



### BY HOUSEHOLD INCOME



Base: Total U.S. (n=1552)  
Source: IAB/Talk Shoppe, 2025



# Consumers expect businesses to protect their data privacy to earn their trust and loyalty

With growing data privacy awareness, a company's data privacy policy now has a strong influence as to where and how U.S. consumers will shop or use services. And if assured that their data was protected and secure, consumers would be willing to share it with trusted businesses.

As such, there's a golden opportunity for companies to build trust with consumers who are willing to share personal data with brands they trust. Younger generations and higher-income consumers offer the greatest potential, as they are more influenced by privacy policies than other groups.

+ "The ideal privacy law for me would be **to keep my information safe and only share with companies I've approved or that are not malicious** and I would hope that there would be a greater government, a greater company that would declare what was safe so that I didn't have to go through and do each individual time I visit a website."

- Female, Millennial



## DATA PRIVACY PRACTICES' IMPACT ON CONSUMER ENGAGEMENT WITH BUSINESSES

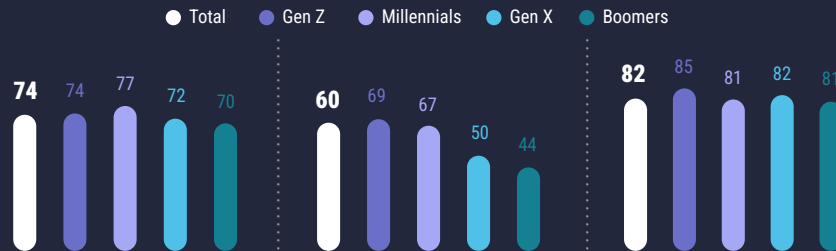
% of consumers agree

A company's data privacy policy influences whether I shop or use their services

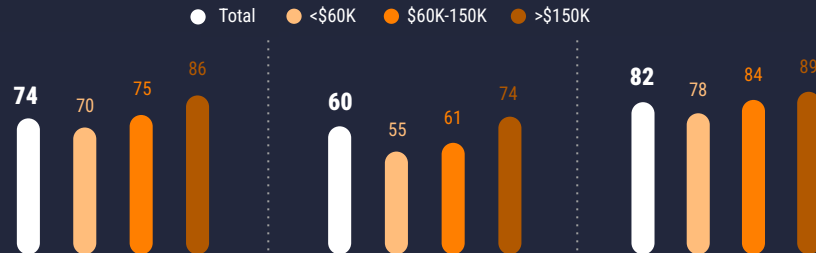
I have stopped using a company's service/product based on their data policies and/or data-sharing practices

If assured that my data was protected and secure, I'd share it with websites/apps that I trust

### BY GENERATION



### BY HOUSEHOLD INCOME





# Data privacy law support could decrease if protection is not balanced with accessibility

If data privacy laws led to a less accessible and valuable Internet experience like higher costs, changes in Internet quality, or challenges for innovation, public support for these regulations could decrease.

While most consumers across generation and income groups would be less supportive of the laws under these circumstances, Boomers, Gen X, and lower-income earners are even more likely to feel this way.

+ If privacy laws made things more expensive or restricted my online access and choices **I would be frustrated, angry, and stop using those services.** Overall I think it's important to balance privacy and keeping the internet accessible.

- Female, Millennial



## CONSUMERS WOULD SUPPORT U.S. PRIVACY LAWS LESS IF THEY...

% of consumers agree

Required payment for currently free services

Lowered the quality of websites/apps

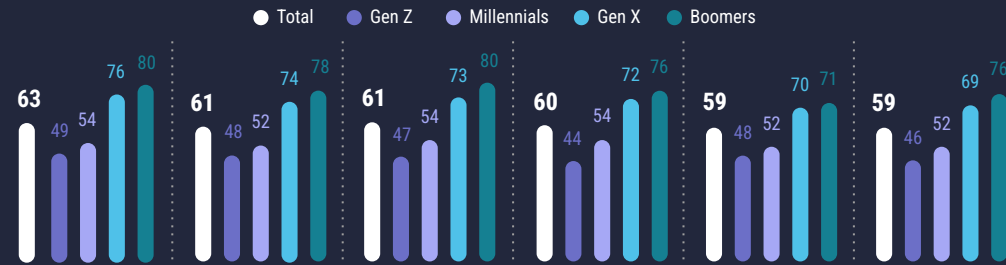
Impacted your free speech

Reduced available websites/apps for you to use

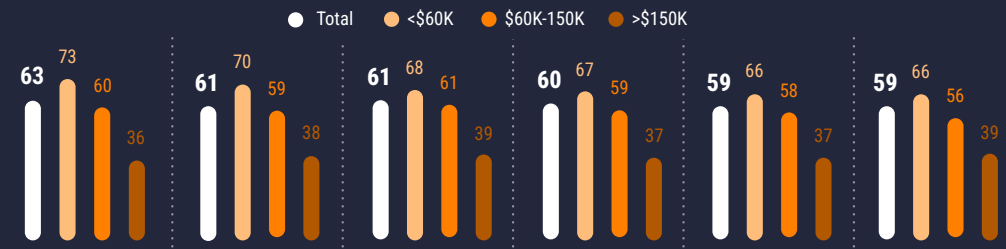
Made it more difficult for innovation and creativity to thrive

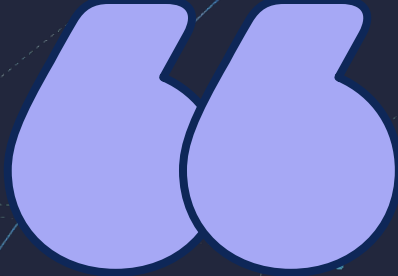
Made it more difficult for online businesses to launch/thrive

### BY GENERATION



### BY HOUSEHOLD INCOME





***“If new privacy laws made things more expensive or restricted online choices, I would feel angry because it restricts our free will. Overall I think it’s important to have balance and privacy keeping the internet accessible because we live in a democracy and I believe it is our right to have access to information.”***

*Female, Millennial*



# The Consumer Impact of **Global Data Privacy Laws**





# Lessons for the U.S. from international privacy laws

As part of this study **over 2,500 consumers were surveyed across 5 key non-U.S. countries where data privacy regulations have existed for years** to understand awareness and perception of their laws, and investigate what the U.S. can learn from these regulations. Do consumers in the UK, Australia, Mexico, Brazil, and Germany have the same level of understanding and/or concerns as those in the U.S.?

The research uncovered that similar to the U.S., awareness and support of the laws are strong, but international consumers also cite issues with the user experience as well as the unintended consequences that arise.

**By examining how current laws are perceived and integrating lessons from existing regulations abroad, policymakers have the opportunity to craft solutions that protect privacy while fostering a thriving digital economy.**



**Australia: Privacy Act of 1988**  
The Privacy and Other Legislation **Amendment Bill 2024** was passed by both houses of Parliament.



**UK and Germany: GDPR**  
The European Parliament and Council of the European Union adopted the GDPR on 14 April 2016, **becoming effective on 25 May 2018.**



Data privacy laws in **Mexico**, specifically the "Federal Law on the Protection of Personal Data Held by Private Parties" (LFPDPPP), were passed in July 2010 and **came into effect on July 6, 2010.**



**Brazil's** data privacy law is the General Data Protection Law (LGPD), or Lei Geral de Proteção de Dados in Portuguese. The law was first **published in August 2020.**



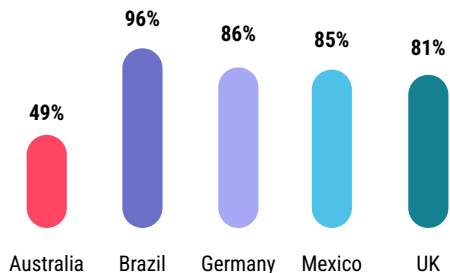


# Non-U.S. consumers are aware of privacy laws but lack familiarity with deeper data privacy rights

Over 8 in 10 consumers in non-U.S. countries with national privacy regulation are familiar with their countries' laws.

Similar to the U.S., these consumers are largely familiar with basic privacy features, including account settings and accepting cookies, but are much less familiar with advanced privacy rights, such as accessing or deleting their data.

**% FAMILIAR WITH THEIR COUNTRY'S PRIVACY LAWS**  
TOTAL NON-U.S. CONSUMER



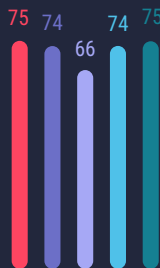
## AWARENESS OF DATA PRIVACY PROTECTION FEATURES

% of consumers aware

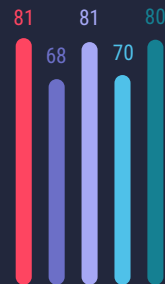
Australia Brazil Germany Mexico UK

### Basic Data Privacy Measures

Account privacy settings

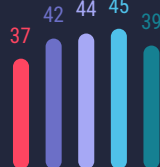


Cookie consent settings



### Advanced Data Privacy Rights

Websites enabling you to see how your data is being used



The ability to delete data that's been collected about you



The ability to access the data that's been collected about you





THE IMPACT OF GLOBAL DATA PRIVACY LAWS

# Non-U.S. markets see privacy laws as a “win” for safer data and accountability

Nearly 3 in 4 global consumers believe national privacy laws improve data protection by keeping their data safer, reducing misuse, giving them more control, and holding businesses accountable.

**They even feel that their data is more safe and secure compared to countries that don't have privacy laws,** showcasing their support overall for the intent behind their country's legislation. Support can be seen as highest in Brazil and slightly lower in Germany.

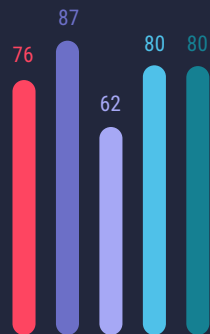


## CONSUMER IMPACT OF DATA PRIVACY LAWS

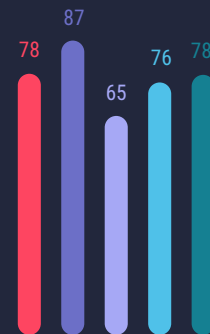
% of consumers agree

● Australia ● Brazil ● Germany ● Mexico ● UK

Give me more control over my personal data and information



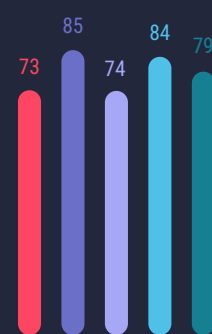
Reduce the risk of my data being misused or exploited



Compared to countries without privacy laws, my personal data is more safe and secure



The laws hold businesses accountable for how they collect and use my data





THE IMPACT OF GLOBAL DATA PRIVACY LAWS

# International consumers believe in an ad-supported, free and open Internet, and prefer it that way

Like U.S. consumers, those in other countries view sharing their data for advertising as a reasonable trade-off for free internet access.

**Many go further, recognizing that reputable websites use their data to support advertising efforts and preferring this approach to ensure ads are relevant to them** i.e., are about products and services they're interested in or shopping for. Consumers in Brazil and Mexico, in particular, demonstrate the strongest preference for relevant ads.

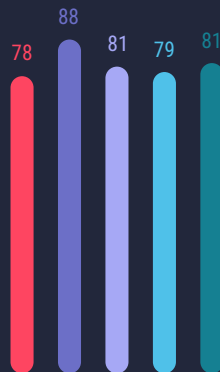


## CONSUMER PREFERENCE FOR THE AD-SUPPORTED INTERNET

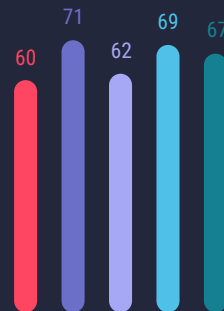
% of consumers agree

● Australia ● Brazil ● Germany ● Mexico ● UK

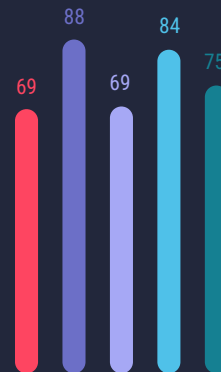
Most reputable websites and apps use my personal data to support their business with advertising



Free access to websites and apps that I trust is worth sharing my data



I prefer ads for products or services I'm interested in or shopping for





THE IMPACT OF GLOBAL DATA PRIVACY LAWS

# International consumers are frustrated with day-to-day privacy management

International consumers express the same frustrations about current privacy management implementations. 2 in 3 feel overwhelmed by consent requests and half find managing privacy settings complex and confusing.

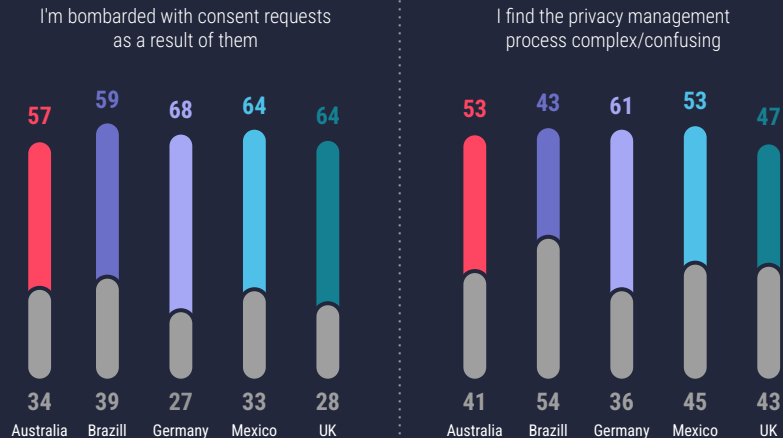
Consumers in Germany, Australia, and Mexico are even more likely to struggle with privacy management.



## CONSUMER FRUSTRATION WITH DATA PRIVACY MANAGEMENT

 Agree  Disagree

### BY COUNTRY



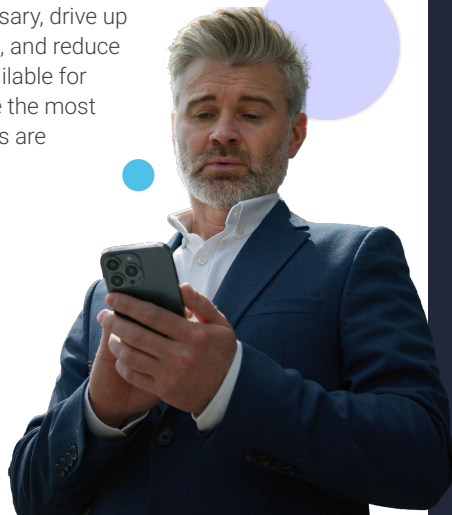


THE IMPACT OF GLOBAL DATA PRIVACY LAWS

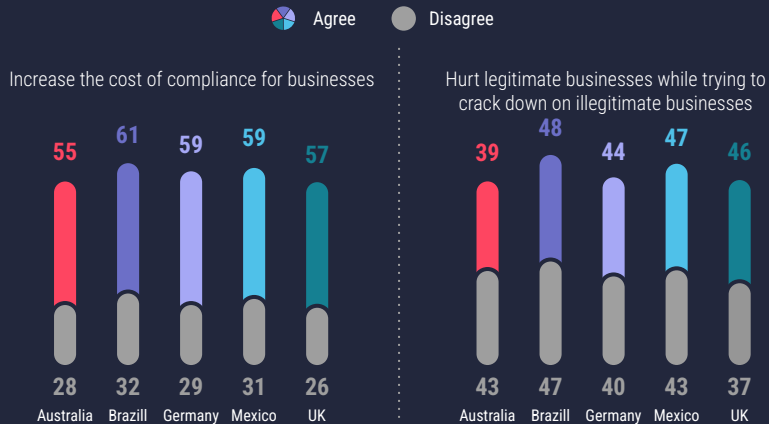
# Non-U.S. consumers worry that imbalanced privacy laws could hinder businesses and internet use

More than half of international consumers feel their countries' laws can make it harder for businesses to succeed due to increased compliance costs. And nearly half feel that legitimate businesses can get caught in the crossfire as the laws aim to restrain illegitimate businesses.

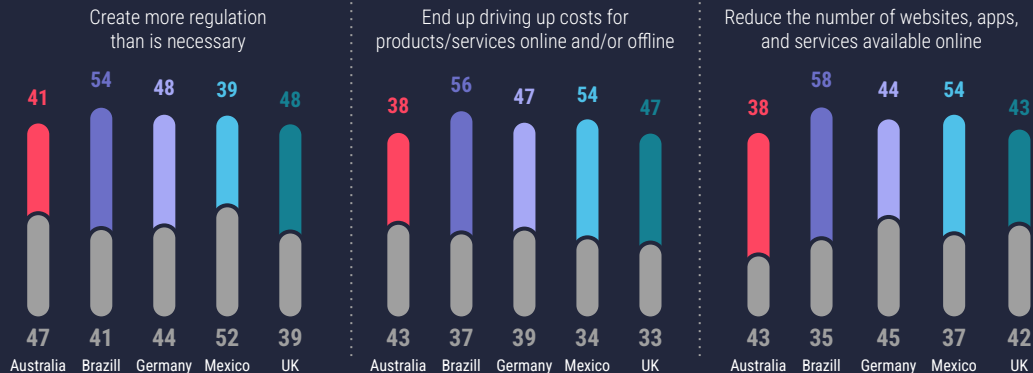
In addition, nearly half feel the laws could negatively impact overall Internet usability and accessibility as they create more regulation than necessary, drive up costs for products/services, and reduce the number of websites available for consumption. Brazilians are the most concerned, while UK citizens are consistently less worried.



## CONSUMER SENTIMENT: PRIVACY LAWS IMPACT ON BUSINESSES



## CONSUMER FRUSTRATION WITH DATA PRIVACY LAWS



Base: Total Non U.S. (n=2551)  
Source: IAB/Talk Shoppe, 2025





THE IMPACT OF GLOBAL DATA PRIVACY LAWS

# International consumers expect businesses to protect their data privacy to earn their trust and loyalty

As in the U.S., a company's data privacy policy now determines how international consumers engage with businesses. **Nearly 3 in 4 international consumers agree a company's policies influence whether they shop or use the company's service.**

Over 75% of non-U.S. consumers would share their data with websites and apps they trust if assured that their data was protected and secure.

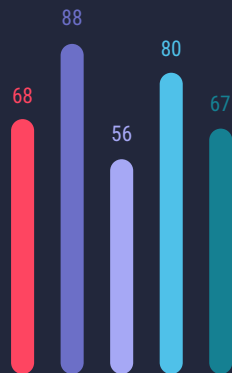


## DATA PRIVACY PRACTICES' IMPACT ON CONSUMER ENGAGEMENT WITH BUSINESSES

% of consumers agree

● Australia ● Brazil ● Germany ● Mexico ● UK

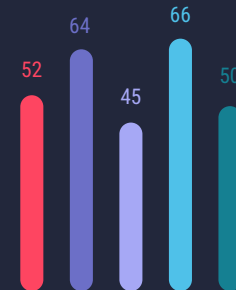
A company's data privacy policy influences whether I shop or use their services



If assured that my data was protected and secure, I'd share it with websites and apps that I trust



I have stopped using a company's service/product based on their data policies/data-sharing practices





# International consumers would support changes to improve the effectiveness of data privacy laws

Only 5% of non-U.S. consumers note that they wouldn't make any changes to their countries' current privacy laws (data not shown), highlighting a strong awareness of potential areas for improvement.

The top recommended changes are making the privacy laws easier to understand and more user friendly, increasing penalties for companies that don't comply, and making compliance simpler for small businesses.

These recommendations directly reflect consumers' current knowledge gaps and top frustrations with day-to-day privacy management, including their limited awareness of advanced user rights (e.g., accessing or deleting their data) and their recognition that the laws have the potential to increase costs for businesses, especially for SMBs.

## TOP RECOMMENDATIONS FROM INTERNATIONAL CONSUMERS TO IMPROVE PRIVACY LAWS

- 1 Make them easier to understand
- 2 Make them more user-friendly for individuals
- 3 Increase penalties for non-compliance by companies
- 4 Make compliance simpler for small businesses
- 5 Reduce compliance costs that impact consumers



# Call to Action: A Mindful Approach Is Needed





# The U.S. must take a mindful approach in developing a national privacy law

As the U.S. considers a national privacy law, attention should be given to balancing a robust set of privacy rights with a nondisruptive online experience to both consumers and businesses. **Therefore, we call for a mindful approach focused on high risk areas while balancing the benefits and needs of consumers use of the free and open internet.** This will help to minimize consumer confusion and frustration, ultimately sustaining/enhancing their support for legislation. Policymakers should prioritize three key insights:

## Keep it simple and similar.

To sustain consumer support, legislation should be easier to understand, include simplified privacy tools, and ensure consistent implementation across states—a learning from global markets as well. Harmonization reduces complexity, ensures consistent consumer protections, lowers compliance costs, and supports innovation for businesses.

**Simplification, consistency, awareness, and education will build consumer support and trust with businesses implementing laws.**

## Balance privacy and accessibility.

Consumers would not want expanded data privacy regulations if it means losing internet functionality, paying more, or limiting the personalization businesses can provide—especially lower income and older generations.

**Ensure privacy protections are designed to maintain internet affordability and accessibility.**

## Distinguish data use cases.

Reserve the most restrictive standards for areas where consumers perceive significant privacy risk, like sensitive personal information, while maintaining opt-out rights where benefits outweigh risks—acknowledging that not all data use cases are equal, and consumers overwhelmingly appreciate the use of personal data for advertising.

**Take a risk-based approach based on the sensitivity of different types of personal data.**





# Leverage IAB and IAB Tech Lab resources

The following tools, frameworks, and insights are resources to help the digital ad industry navigate evolving privacy laws, ensure compliance, manage user preferences, and maintain transparency across the ad supply chain while fostering trust and accountability.

## [IAB Tech Lab's Accountability Platform](#)

provides the industry a way to transparently show that user preference signals are being passed and/or received as is and have not been altered across the digital ad supply chain.

## [IAB Tech Lab's Data Deletion Request Framework](#)

is a specification that standardizes and facilitates the handling of user data-deletion requests as consumer privacy rights evolve.

## [IAB Diligence Platform](#)

a hub powered by SafeGuard Privacy, enables companies to complete a questionnaire containing a standard set of privacy questions. These questions can be utilized for assessing their practices, vetting partners, and staying updated as legislation evolves.

## [IAB Multi-State Privacy Agreement \(MSPA\)](#)

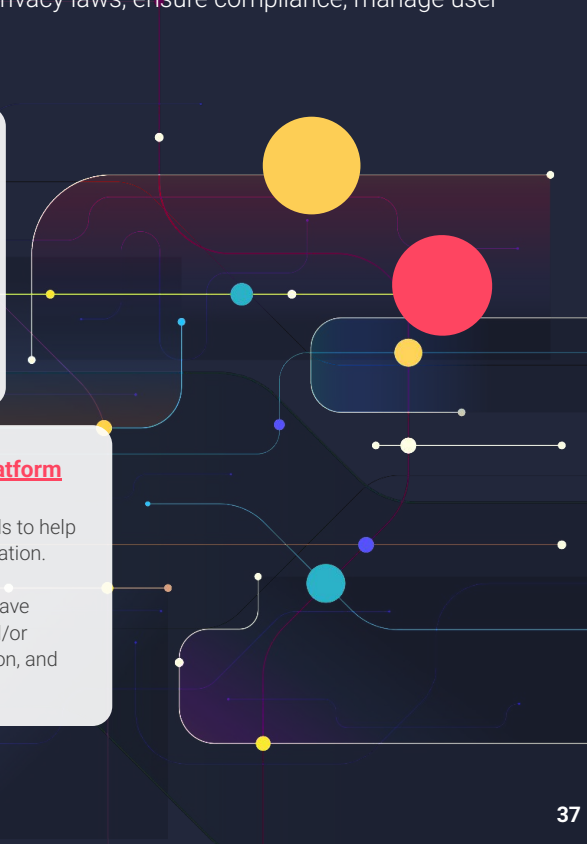
creates a common framework with a consistent, transparent set of privacy terms for advertisers, agencies, technology vendors, and publishers to use when implementing the new privacy laws taking effect in 2023 and beyond.

## [IAB State Privacy Law Survey Results](#)

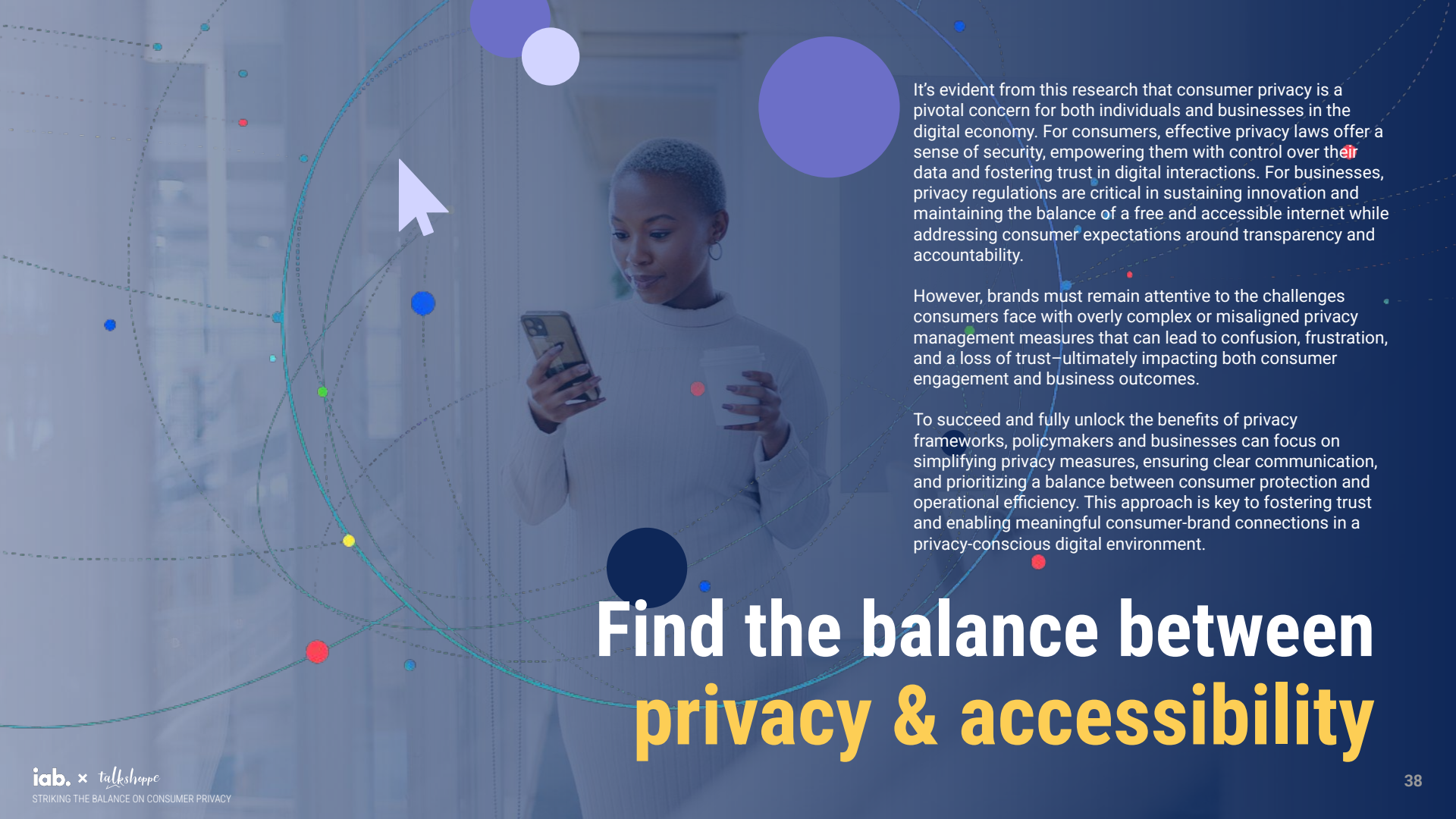
provides insights from a recent survey of publishers, sell-side and buy-side ad tech companies, agencies, brands, and law firms regarding the implementation of the new state privacy laws and best practices.

## [IAB Tech Lab's Global Privacy Platform \(GPP\)](#)

is a standard mechanism for communicating user preference signals to help the industry comply with privacy legislation. Implementation allows companies to understand per market whether they have appropriate permissions to collect and/or process consumer personal information, and for what purpose.







It's evident from this research that consumer privacy is a pivotal concern for both individuals and businesses in the digital economy. For consumers, effective privacy laws offer a sense of security, empowering them with control over their data and fostering trust in digital interactions. For businesses, privacy regulations are critical in sustaining innovation and maintaining the balance of a free and accessible internet while addressing consumer expectations around transparency and accountability.

However, brands must remain attentive to the challenges consumers face with overly complex or misaligned privacy management measures that can lead to confusion, frustration, and a loss of trust—ultimately impacting both consumer engagement and business outcomes.

To succeed and fully unlock the benefits of privacy frameworks, policymakers and businesses can focus on simplifying privacy measures, ensuring clear communication, and prioritizing a balance between consumer protection and operational efficiency. This approach is key to fostering trust and enabling meaningful consumer-brand connections in a privacy-conscious digital environment.

# Find the balance between privacy & accessibility



# iab.

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing.

In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

[www.iab.com](http://www.iab.com)

# talkshoppe

Talk Shoppe is an Ogilvy Award-winning, women- and minority-owned consumer research agency, known for its ability to craft customized solutions that provide clarity, deliver insights necessary for informed decisions, drive growth, and keep clients ahead in an ever-evolving marketplace. Talk Shoppe has redefined excellence in consumer research, offering global reach with personalized, white-glove service to stay ahead in an ever-evolving marketplace.

[www.letstalkshoppe.com](http://www.letstalkshoppe.com)

# Attest

Founded in 2015 and headquartered in London and New York, Attest is a consumer research platform that makes doing regular research less of a big deal. Attest's easy-to-use, self-serve dashboard is coupled with on-demand research expertise. Some of the largest brands in the world leverage insights from Attest to harness the ever-changing consumer landscape. To date, Attest has raised >\$100 million in venture capital with backing from investors such as Kismet, Schroders, and NEA.

[www.askattest.com](http://www.askattest.com)



# Report Contributors

**iab.**

---

- Chris Bruderle | VP, Industry Insights & Content Strategy | [chris@iab.com](mailto:chris@iab.com)
- Meredith Guinness | Director, Research & Insights | [meredith@iab.com](mailto:meredith@iab.com)
- Jack Koch | SVP, Research & Insights | [jack@iab.com](mailto:jack@iab.com)
- Johanna Moscoso | Head of Research, InsightNex | [johannamoscoso@icloud.com](mailto:johannamoscoso@icloud.com)

*talkshoppe*

---

- Ruth Behr | Managing Partner | [ruth@letstalkshoppe.com](mailto:ruth@letstalkshoppe.com)
- Meg DiRutigliano | Designer | [meg@letstalkshoppe.com](mailto:meg@letstalkshoppe.com)