

Securing PII To Drive Customer Engagement



A PYMNTS.com survey of 2,257 U.S. consumers found:

**CONSUMERS
CONDUCTING MORE
OF THEIR LIVES
DIGITALLY**

85%

of those who transferred the bulk of their shopping activities to digital channels plan to keep performing at least one digitally “shifted” task, even when restrictions on retail locations end.

But...DATA PRIVACY CONCERNS INHIBIT BUSINESS

87%

refuse to do business with a company if they had doubts about the way the company handled their personal data

81%

are concerned about providing PII to access online accounts

51%

store payment credentials in online accounts

OVERCOMING THE PRIVACY PARADOX

Learn how Very Good Security can protect PII and allow you to share it in a responsible manner.