More than ever, privacy is the hot topic of users consider online privacy to be important.¹

Privacy not only builds trust, but also yields important physiological benefits.²

The privacy benefits most valued by users influence their behavior online.³

social app users in Saudi Arabia think it’s important that the apps they use care about and protect their privacy (compared to 73% of the Total International Sample).⁴

Users are mostly concerned about what happens to content they create and share... and how that information is used⁴

Which is why features that empower users to take charge of their content build the most trust in apps⁵

For example...
Receiving an alert if someone screenshots or records my posts / messages
Knowing my posts will automatically disappear

And we have strong privacy principles to empower people to express themselves

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¹ 2022 Global KR&I study commissioned by Snap Inc. Base: T3B Reported; Saudi Total Sample = 1,252; Snapchatters = 617; Non-Snapchatters = 635 Q7. Now, please think more specifically about privacy online. This might include personal information or things you don’t want to share with others online. On a scale from 1-7...

² Darhl M. Pedersen, Psychological Functions of Privacy, Journal of Environmental Psychology, Volume 17, Issue 2, 1997. Exploratory factor analysis was used to determine statistically which response options were most related to one another to create three benefits of privacy sub-scales. Q10. Privacy can offer a variety of benefits and take many forms (from being alone, to feeling anonymous in a crowd or online space, to keeping your thoughts and feelings to yourself...)

³ 2022 Global KR&I study commissioned by Snap Inc. Base: T3B Reported; Saudi Total Sample = 1,252; Snapchatters = 617; Non-Snapchatters = 635 Q11. How important is it that the social/communication apps you use do the following?

⁴ “2022 Global KR&I study commissioned by Snap Inc. Base: Saudi Total Sample = 1,252; Snapchatters = 617; Non-Snapchatters = 635 Q15. What are your biggest privacy concerns when using social/communication apps?

⁵ 2022 Global KR&I study commissioned by Snap Inc. Base: Saudi Total Sample = 1,252; Snapchatters = 617; Non-Snapchatters = 635 Q16. Which of the following most increase your sense of trust and security when using social/communication apps?