# Why privacy should matter to marketers ⚇

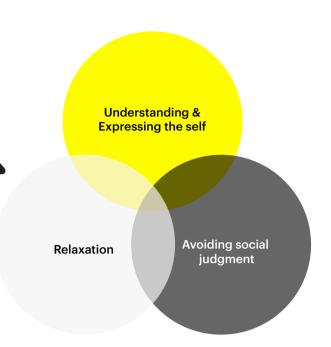## More than ever, privacy is the hot topic
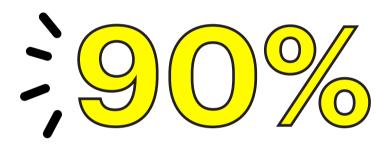
# 77%
of users consider online privacy to be important.[1]

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

- Understanding & Expressing the self
- Relaxation
- Avoiding social judgment

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

# 90%
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).[3]

## Users are mostly concerned about what happens to content they create and share... and how that information is used[4]

The company's privacy policy being difficult to understand.

Seeing fake news or suspicious content.

The broader public being able to see what I say and do.

Receiving spam messages.

Privacy settings being hard to find and/or difficult to use.

## Which is why features that empower users to take charge of their content build the most trust in apps[5]

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

| We communicate honestly and openly | You choose how to express yourself | We design with privacy in mind | You control your information | Deletation is our default |

Sources:
[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] 2022 Global KR&I study commissioned by Snap Inc. *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...; Base: T3B Reported; Saudi Total Sample = 1,252 [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?