

◆ VOTERS ARE CLEAR: ◆
**BANKS ARE TRUSTED
WITH PERSONAL DATA**

This survey was conducted on behalf of Bank Policy Institute by Morning Consult



◆
The majority of consumers trust banks with data privacy.

- 3 in 4 voters**
- are confident in the ability of their
- bank or financial institution to securely
- collect and protect their personal data.

Voters are 3x more likely

to trust banks and financial institutions to collect and protect their personal data than they are technology companies (57% versus 18%)

Over 8 in 10 voters

support a national law that requires banks and financial institutions to notify customers in the event of a data breach.

Voters support a national ◆
standard for data breach.

◆ Voters are supportive of their personal data being used for identity protection and fraud prevention.

Voters are **14x more comfortable** with banks and financial institutions using their personal data for...



...than they are for personal advertisements (4%)

Voters report banks and credit cards are most likely to help consumers during a breach.

90% Voters say either their bank or financial institution or their credit card provider assisted in the recovery of lost funds after a data breach.



Only 4% of voters say the same about retailers, 3% about credit bureaus and 2% about the government.*

*Among those who have lost funds in a data breach (n = 403)

Customers' trust in banks is well earned: No industry is more regulated or subject to regulatory review and examination of their privacy standards.



Scan Me To Learn More