WHAT WE LEARNED ABOUT IN 2021?





WHY IS THE INFORMATION (DATA) IN THE FIRST PLACE?

Proponents say that publishers and other content providers can deliver more relevant content and advertising if they know more about their users' desires, likes and dislikes (ie. targeted advertising).

HERE ARE SOME OF THE TOPICS THAT WERE DURING 202

AND IS STILL DECLINING...

A 2021 poll by The Washington Post found that: Americans widely distrust the leading media giants' handling of their personal data:

WHAT'SAPP AND YOUTUBE **MORE THAN**

Distrust

GOOGLE, MICROSOFT, APPLE, AND AMAZON MORE THAN

Distrust

TIKTOK AND INSTAGRAM MORE THAN Distrust

FACEBOOK

Distrust

WHILE MANY AMERICANS USE SOCIAL MEDIA, AND MOST USE FACEBOOK

of them say the government should do more to rein in big tech companies up from 38 percent in 2012



AD TECH'S CONFUSION OVER PRIVACY **REGULATIONS HASN'T DETERRED ENFORCEMENT FROM ISSUING FINES,** NOR THE COURTS FROM UPHOLDING THOSE PENALTIES.

IN THE SAME KPMG SURVEY, MORE THAN...

of consumers disapproved of companies tracking their search behavior to make product

of American

consumers say data privacy is a growing concern for them.



US FTC COMMISSIONER NOAH PHILLIPS SAID THAT WE ARE SEEING A REBRANDING OF WHAT THE INDUSTRY USED TO CALL "TARGETED ADVERTISING" TO WHAT IS NOW REFERRED TO AS "SURVEILLANCE ADVERTISING"

EUROPEAN REGULATORS HAVE ISSUED MORE THAN

(EQUIVALENT TO \$1.7 BILLION)

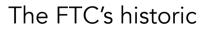
IN PRIVACY VIOLATION FINES SINCE THE GDPR WENT **INTO EFFECT IN MAY 2018**

Total 2021 fines exceeding **\$1.4 billion, accounting for nearly** 80% of the total of all GDPR fines.

REGULATORY COMPLEXITY IS



Representatives in the US Congress introduced the Banning Surveillance Advertising Act of 2022.





fine for mishandling users' personal data in 2019.



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