

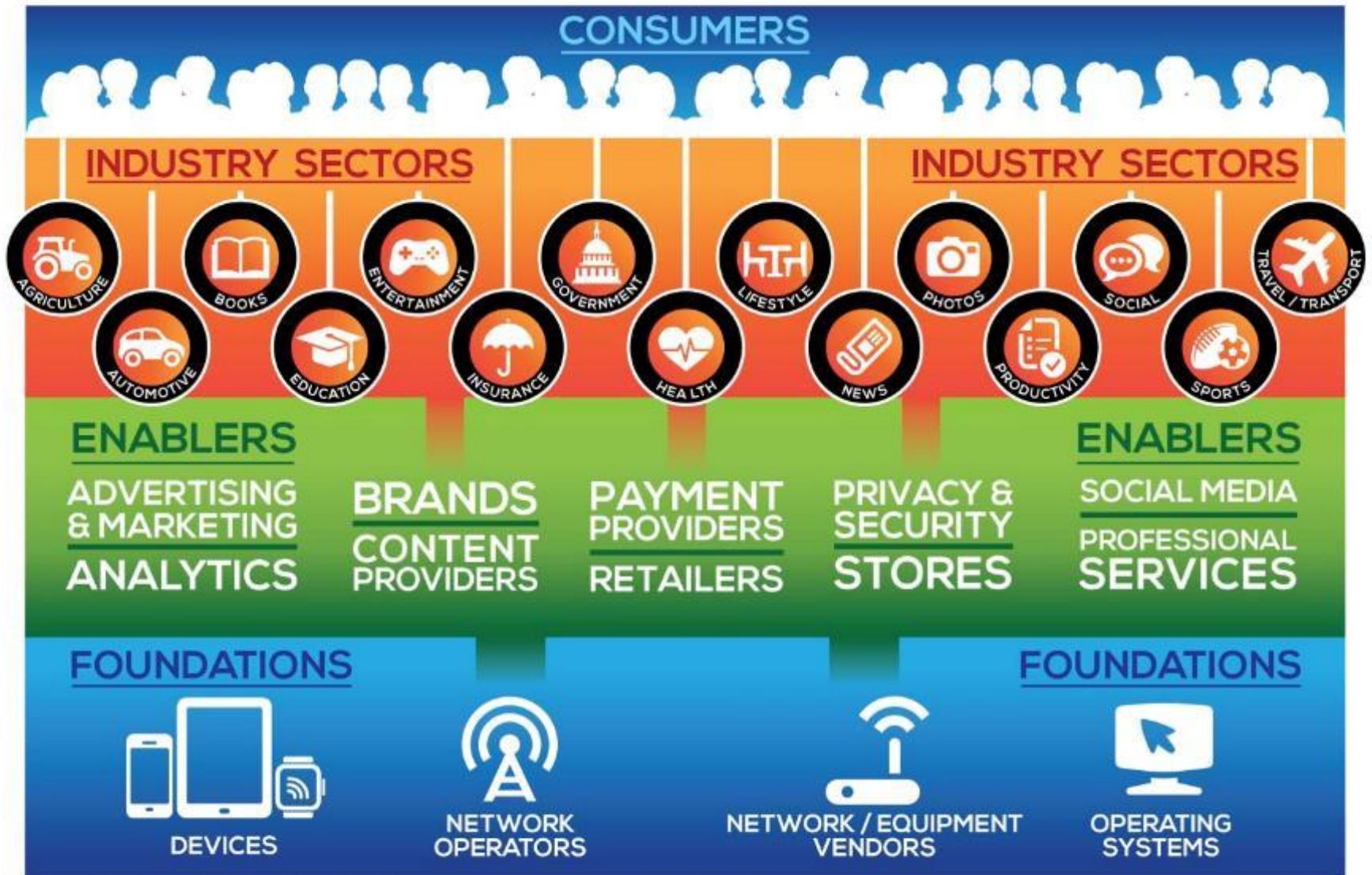


Building for Trust.

A Cross-Ecosystem Approach

Joanne Lacey, @MEF
My Data 2016

REPRESENTING THE INTERESTS OF THE BROADENING ECOSYSTEM



Global reach & member diversity





PRIVACY POLICY | LEARN MORE | ABOUT MEF | CONTACT

privacy matters
building trust in mobile apps



CONSUMER TRUST

This award recognizes organisations that are paving the way for creating a more trusted environment and experience on mobile for consumers.

KEY CONSIDERATIONS WHEN CHOOSING A MOBILE DEVICE

35%	34%	31%	24%
PROCESSING POWER	OPERATING SYSTEM	SCREEN SIZE	PRELOADED APPS & SERVICES

AVG



37% 49%

28% 21% 30%

5 4 3 2 1

COMPLETELY PREVENTS ME

DOES NOT PREVENT ME AT ALL

Lack of Trust Hampering Apps Downloads: MEF Global Consumer Trust Report 2015 - Impulse Gamer

Flashlight apps, location and why consumers still don't understand privacy

Industry Views: Is Privacy And Consumer Trust Still Hampering

December 4, 2014 by infomobster

The last few weeks have seen some interesting moves around trust.

Consumers still fear buy online: BRAZIL

Scoop.intl

MEF MOBILE ECOSYSTEM FORUM MEMBER GUIDE

DATA REGULATION IN BRAZIL AN ESSENTIAL OVERVIEW

MEF is set to continue its partnership AppsWorld series, coming to Earls Ct October.

Apps World Europe spells two days of mobile apps industry. As Europe's largest marketers, mobile operators, platform through its doors. With Apple co-founder confirmed as headline speakers this

Building Trust in Mobile

MEF will be in attendance with a free workshop on day 2 a revealing debate on consumer privacy in mobile apps with leading privacy experts and sharing with attendees the easy way to ensuring apps are privacy friendly.



MEF

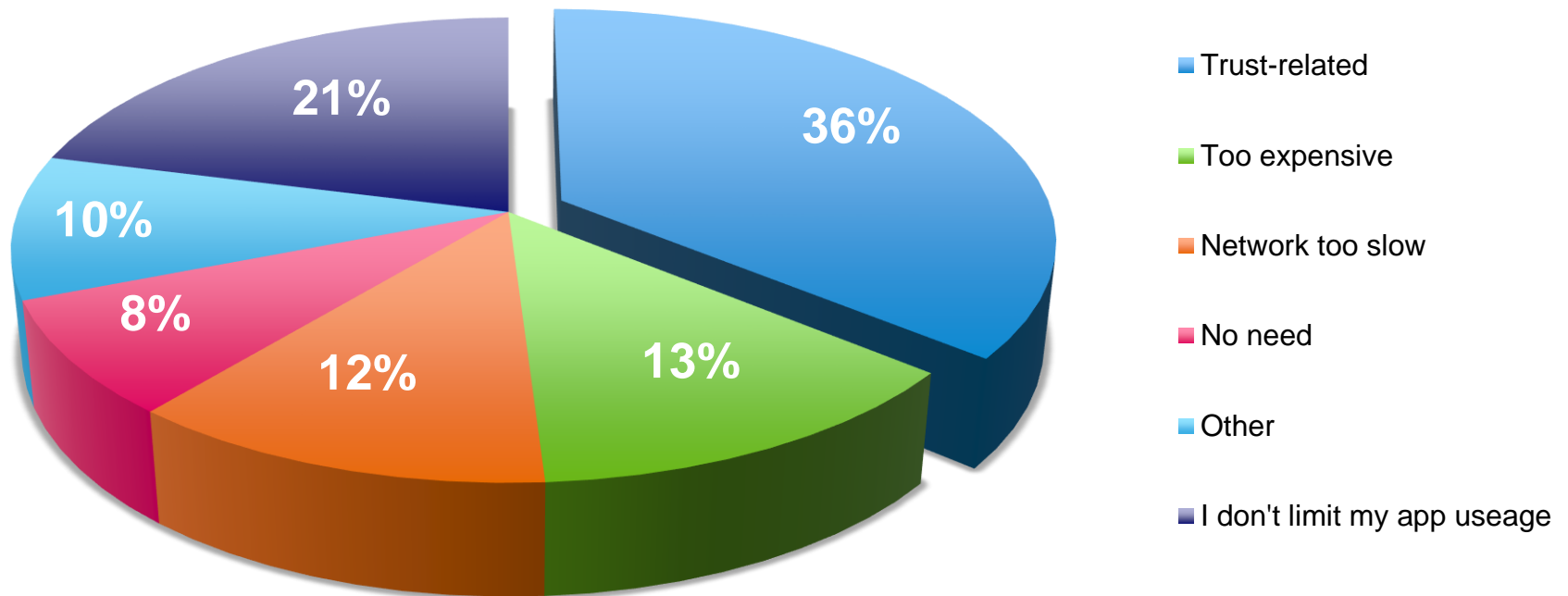


GLOBAL CONSUMER TRUST REPORT 2016

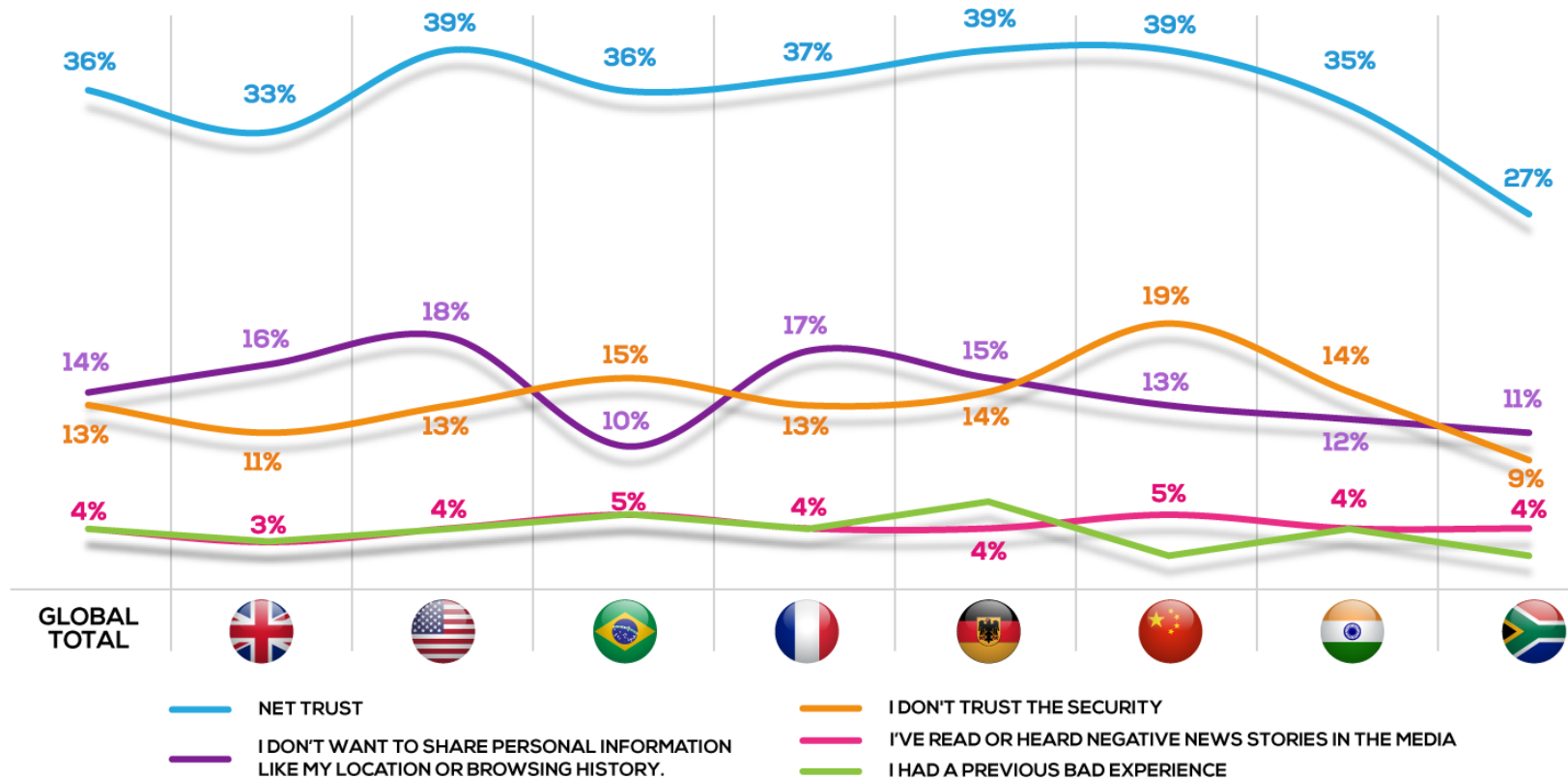


**UNDERSTANDING THE IMPACT OF
GLOBAL ATTITUDES TOWARDS
DATA PRIVACY AND SECURITY IN
THE MOBILE ECOSYSTEM**

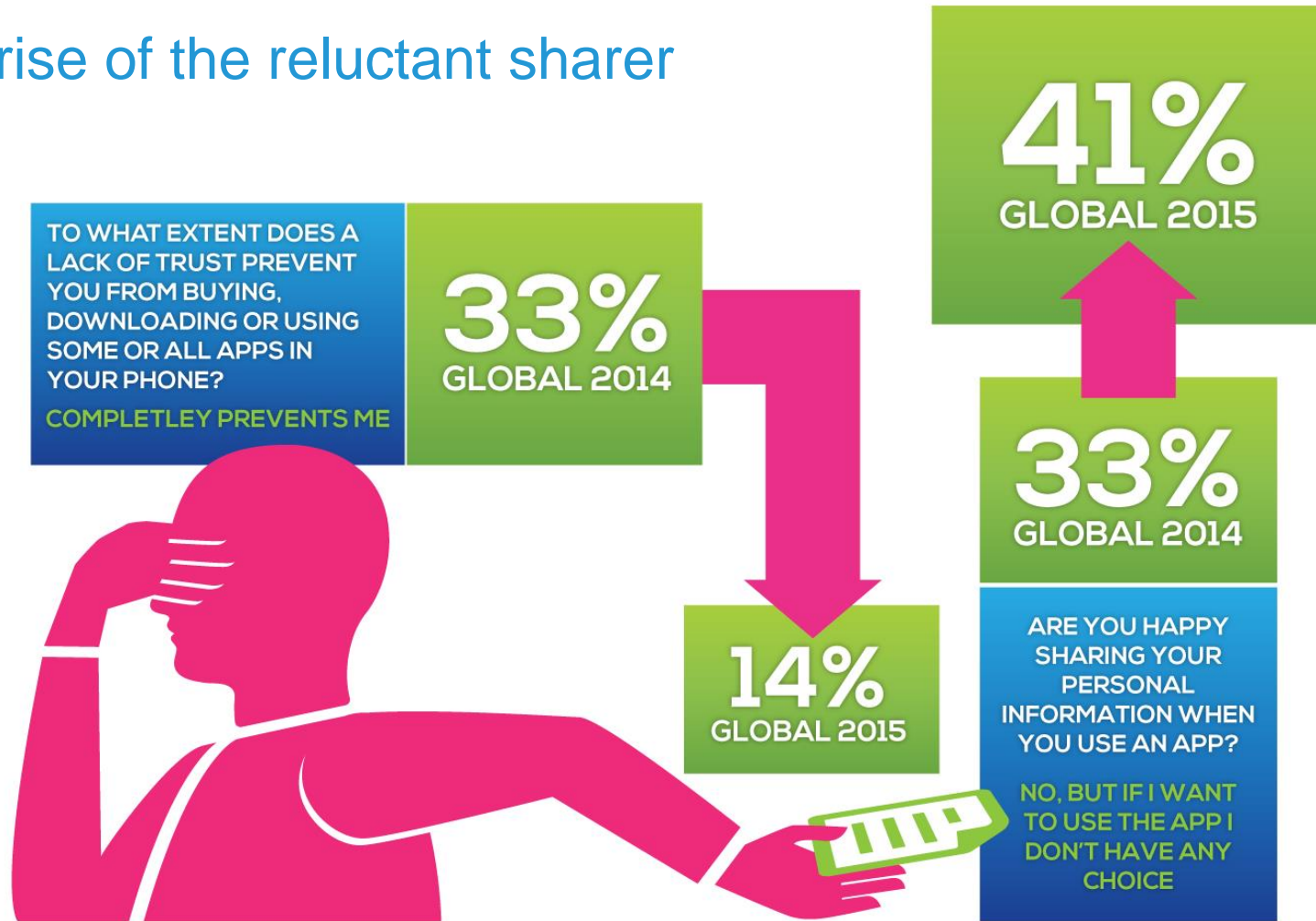
A lack of trust remains the single biggest barrier to growth



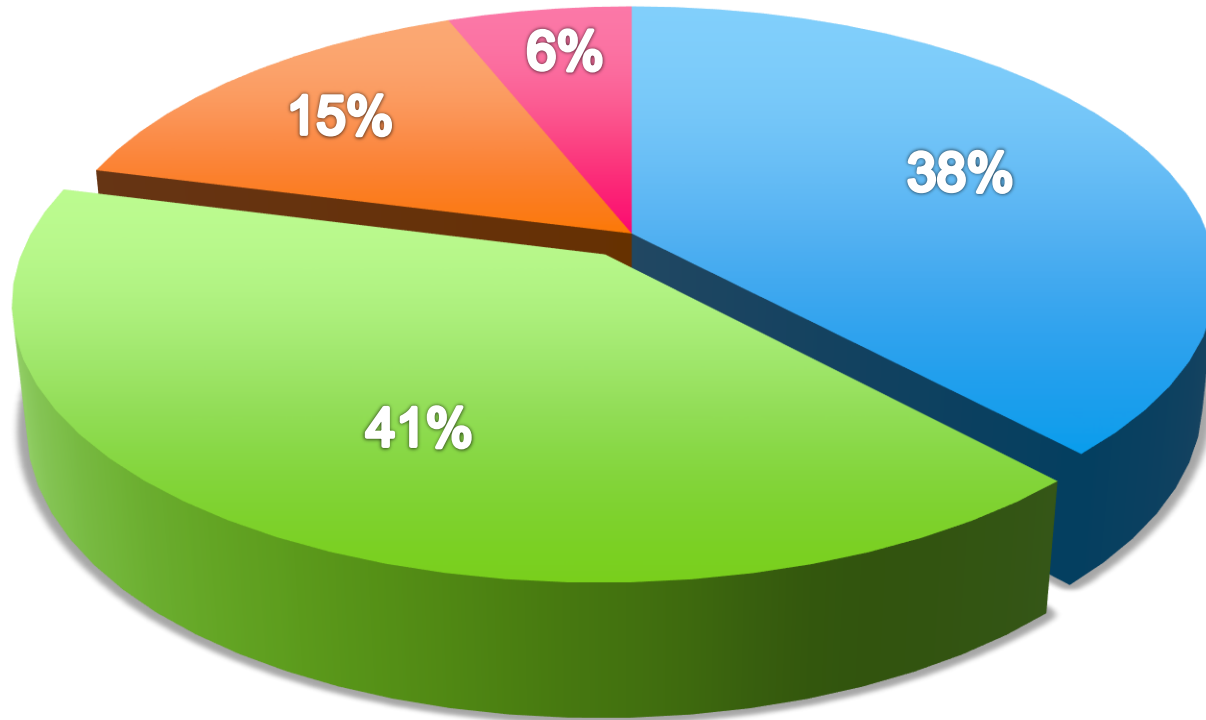
WHAT IS THE MAIN REASON YOU DON'T DOWNLOAD AND/OR USE MORE MOBILE APPS AND SERVICES?



The rise of the reluctant sharer



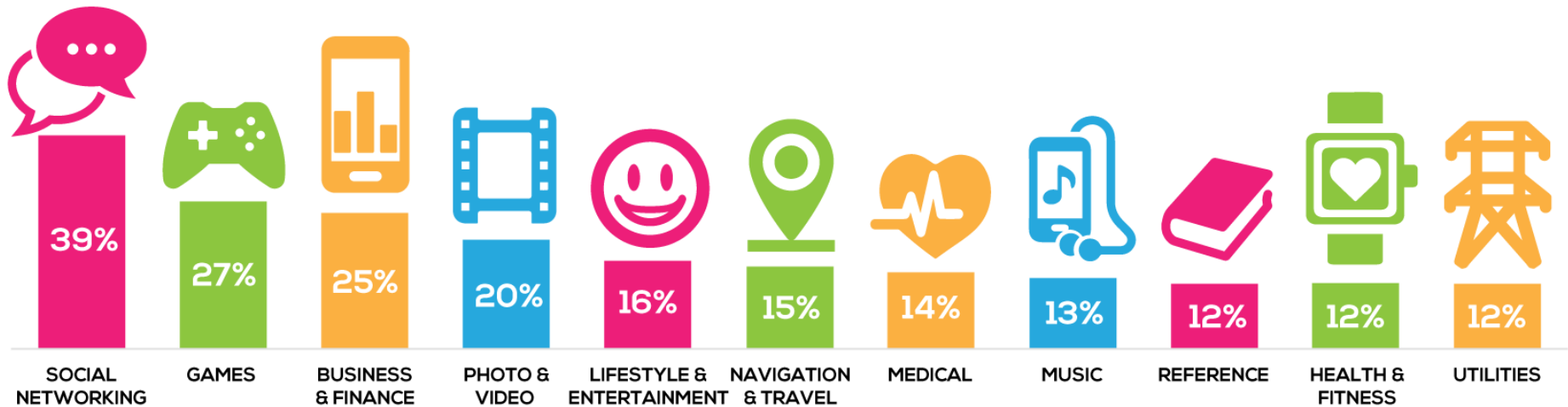
Only one in sixteen consumers are happy to share data



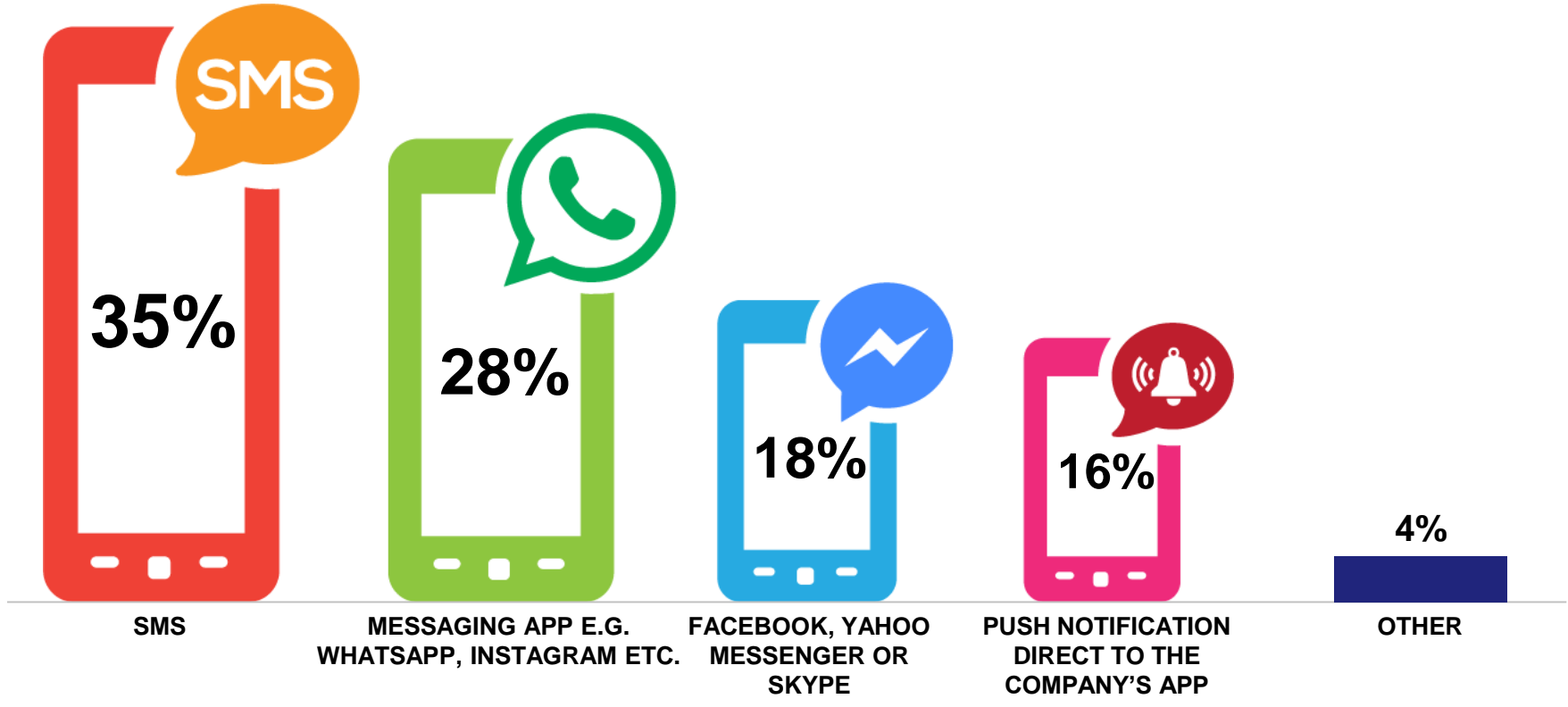
- No, and I never do
- No, but if I want to use the app I don't have any choice
- Yes, but only if I get something in return i.e. the app is discounted
- Yes, I am always happy to share my personal information

Social networks the least trusted

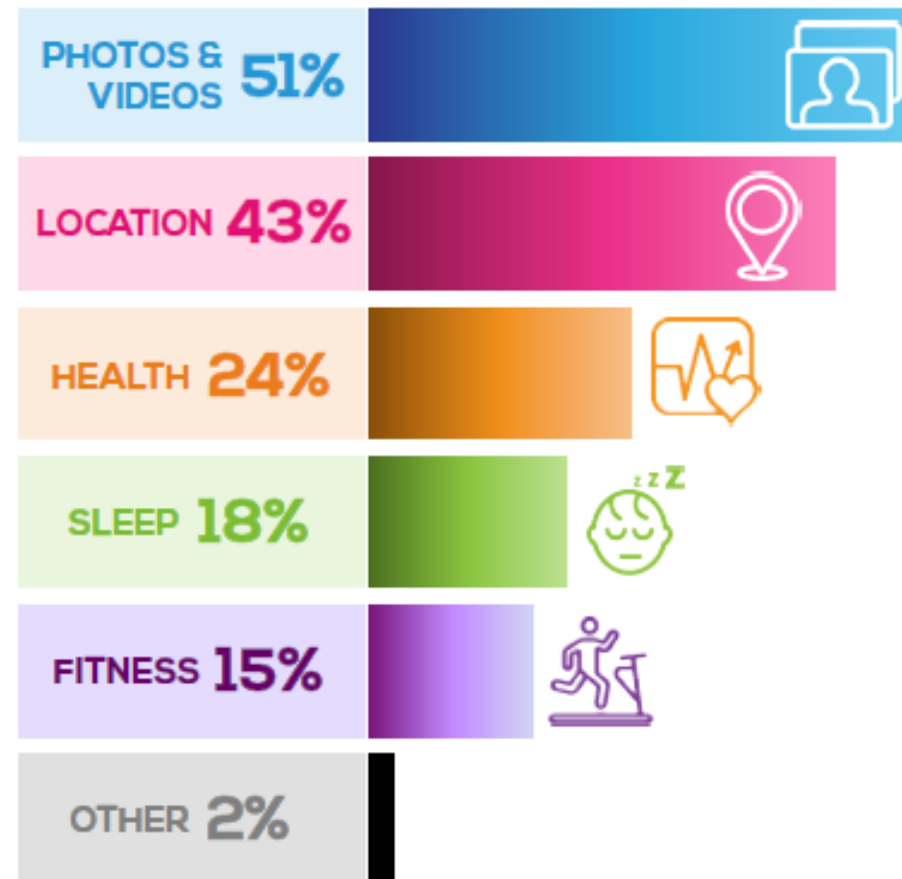
WHAT TYPE OF APPS DO YOU TRUST THE LEAST?



SMS the most trusted messaging platform



OF THE TYPES OF DATA COLLECTED BY A WEARABLE DEVICE, WHICH ARE OF MOST CONCERN TO YOU?



HOW DO WE BUILD TRUST IN THE PLATFORM ECONOMY?



New economies driven by data

Health

Finance

Transport

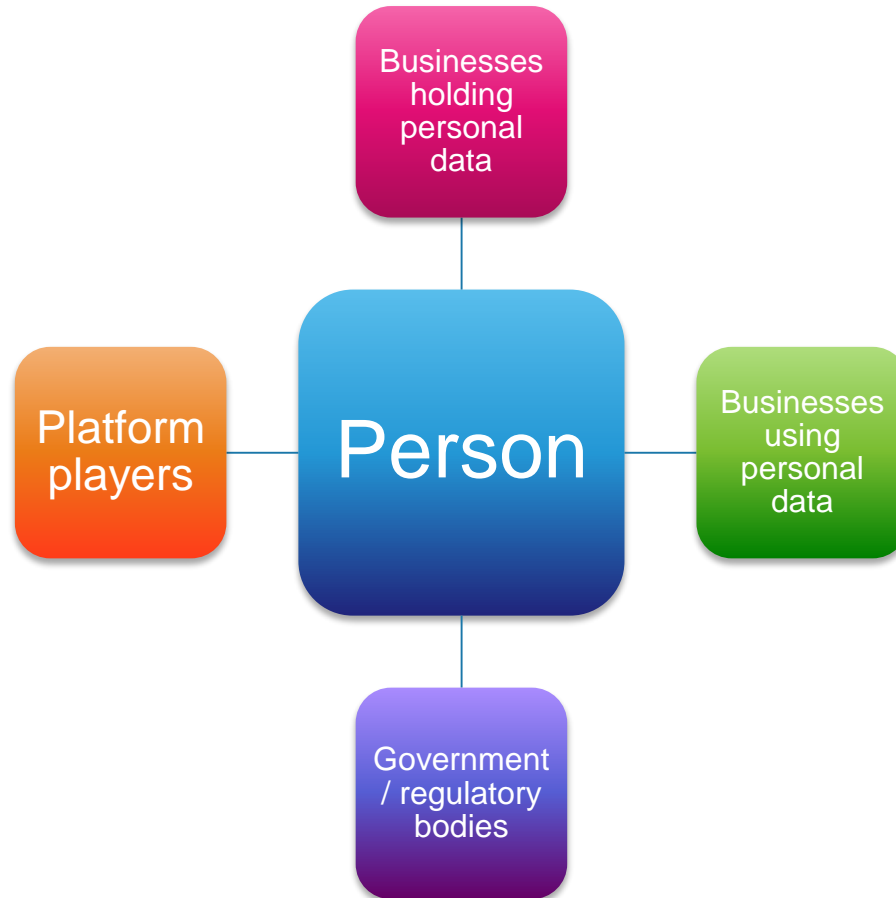
Food

Retail





PLATFORM ECONOMY

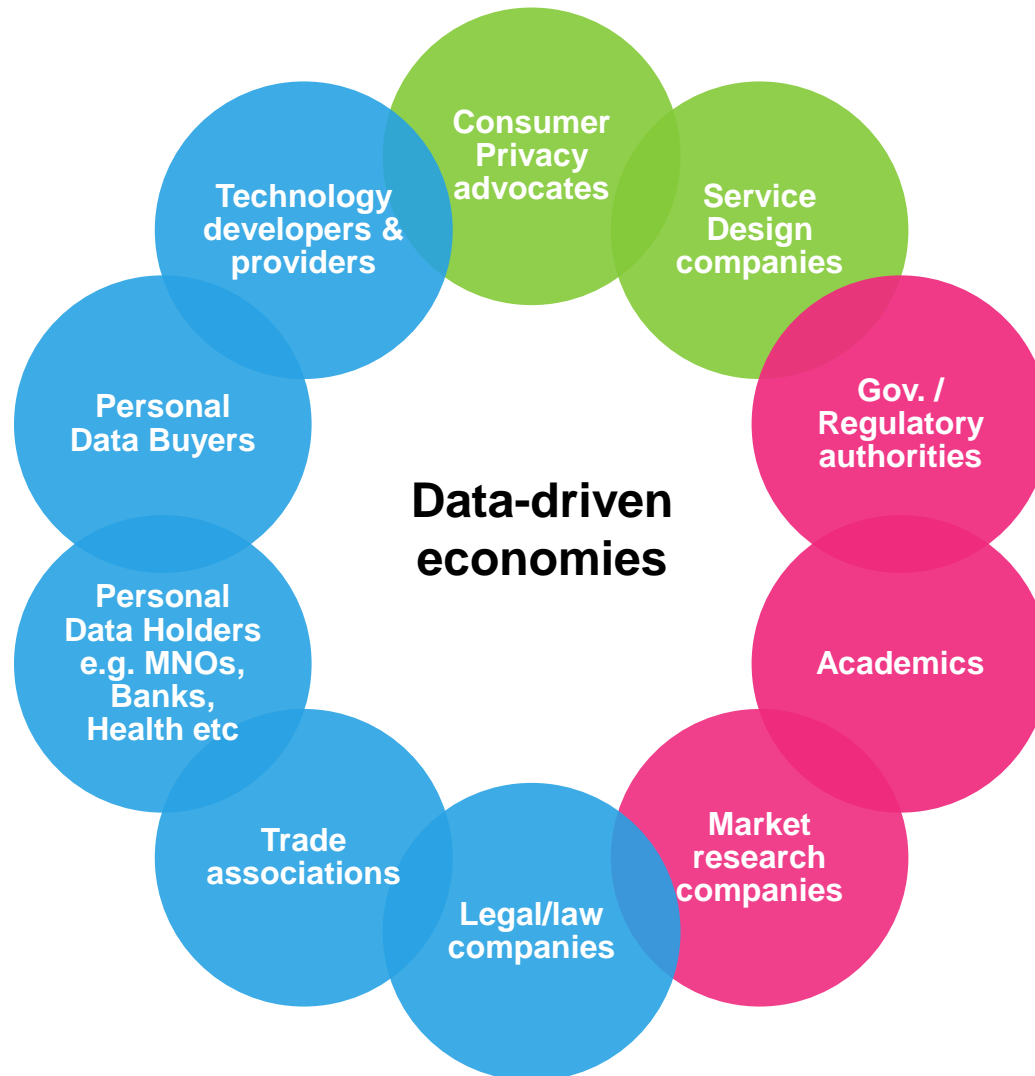
PERSONAL DATA ECONOMY

Personal Data Ecosystem

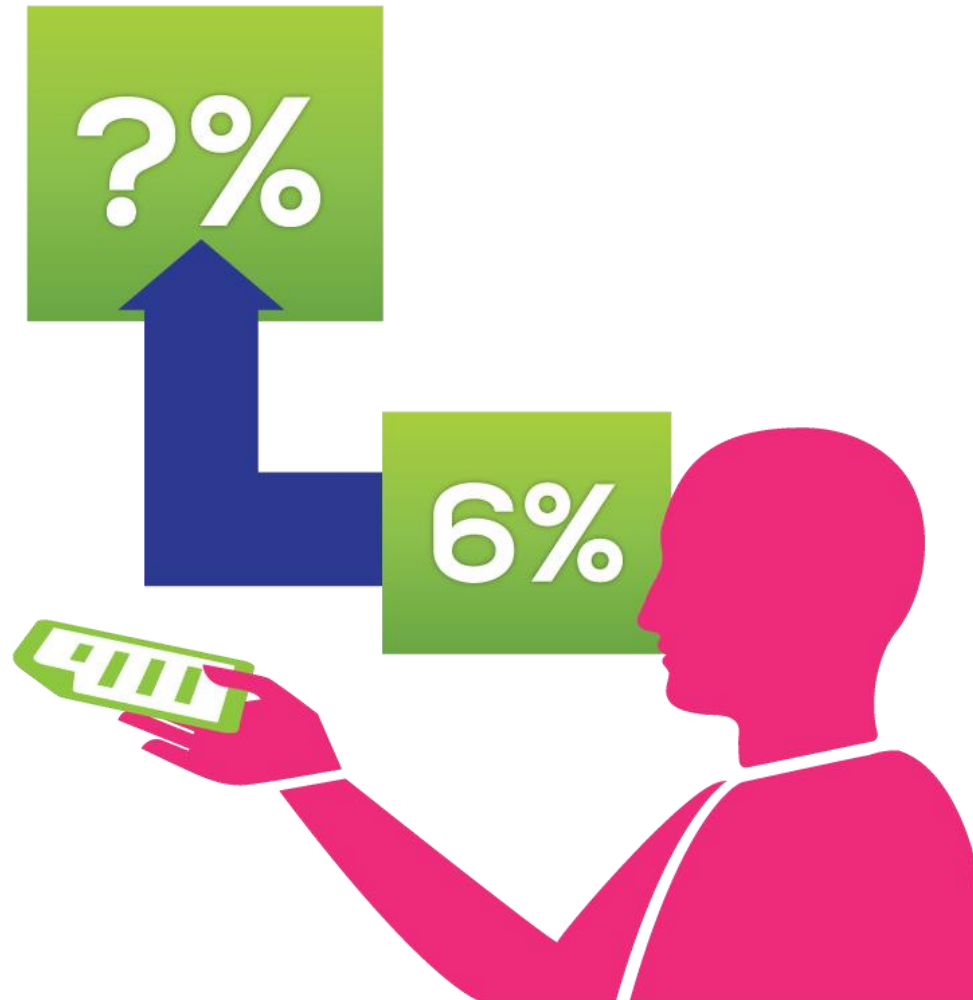


Challenges Ahead

-  Diverse regulation
-  Tools & technology
-  Identifying the right business models
-  Creating mass-consumer demand



The advent of the 'Willing Sharer'?





ACCELERATING YOUR MOBILE OPPORTUNITY

WWW.MOBILEECOSYSTEMFORUM.COM

