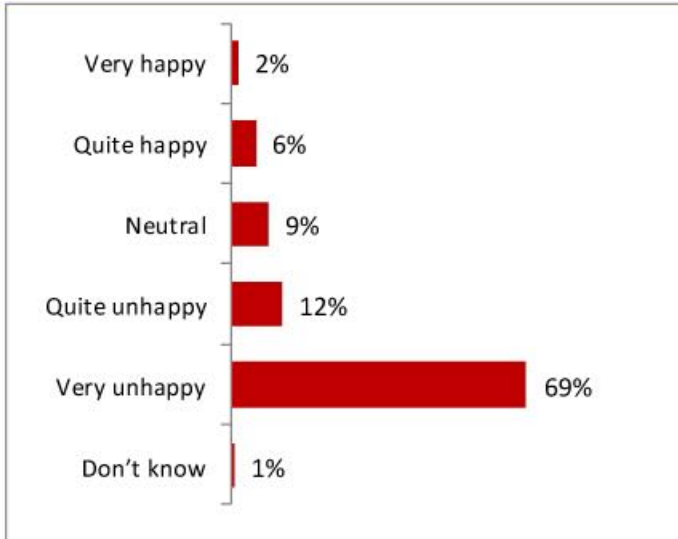


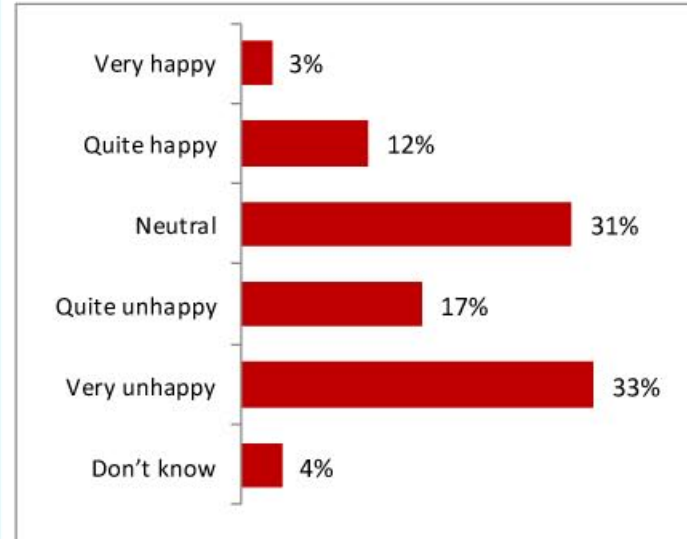
Retail Week Poll - Personal data in retail (November 2013)

3. To what extent would you be happy for retailers to use data from your bank statement, such as information on where you shop, to try and encourage you to shop with them?



The most opposed of all suggested uses of personal data, 4 in 5 consumers would be unhappy with retailers using information from their bank statements about where they shop to target their custom. Even amongst those who are more open to the other uses of personal data- younger consumers, those in London and men- less than a quarter are happy for retailers to use personal data from bank statements.

4. To what extent are you happy for retailers to use scanning equipment in-store to target shoppers with personalised adverts?



1 in 2 consumers are unhappy with the idea of retailers using scanning equipment to provide personalised adverts. The idea of targeted advertising is the most polarising of all ideas; whilst a third don't feel strongly either way, a third are very unhappy with the idea. There is likely some uncertainty about how this would be done that is contributing to the polarisation of views.