



Growth Marketers Guide:

Building Trust in the Age of Privacy

Here's the opposite of a dirty little secret: it is very, very rare for a legitimate marketing organization to collect and disseminate specific data about individuals. Trolls, bots, and Cambridge Analytica aside, customer data is almost always used in aggregate to assess how users navigate sites and respond to advertising campaigns.

Yet despite sweeping regulation like GDPR and the CCPA, despite Chrome and Safari and Firefox's recent moves to clamp down on data collection, today's users do not trust that they have control of who uses their data, or for what (a [November 2019 Pew Research report](#) found that 81% of Americans feel they have little control over the data collected on them, and 79% have concerns about data use). Even the advertisers who are staying ahead of the regulation curve and keeping the customer first may be missing the opportunity to capture the trust they have spent time and money to earn.

In this brief, we'll discuss data-related warning signs that smart users should recognize and well-intentioned companies must make a priority to correct. We'll also show how responsible marketers have already built foundations for user trust, what they can and should do to further that trust, and, just as importantly, how to reassure users that their data is in good, secure hands going forward.

Let's dive in.

