

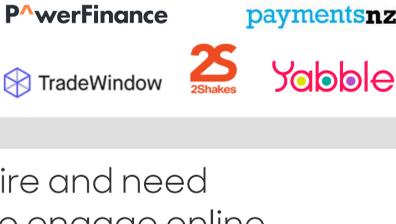
Identity and Trust 2020

'Do the best you can until you know better. Then when you know better, do better.' These wise words from Maya Angelou encapsulate the key findings from our 2020 trust and identity research. As organisations we have done an excellent job in raising awareness of some of the risks and challenges associated with our highly connected world, yet we are placing too heavy a burden on people to protect themselves without adjusting our systems and processes to make it easier for them to understand and take action.

Our identity and personal information is precious to us, to our whanau and the community around us. In that sense **identity is taonga**, it is treasure worthy of dignity, respect and care. This places a great deal of responsibility on organisations as kaitiaki/custodians of identity and personal information, and as this research shows our call to action is to 'do better' when it comes to how that information is cared for, including increasing transparency, meaningful privacy controls and simple, straightforward policies and technology that make it easier for people to take meaningful action. This is our wero (challenge) and our opportunity for Aotearoa to demonstrate a better way. We look forward to taking up that challenge with you.

Ngā Mihi,
Andrew Weaver
Executive Director

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Increasing desire and need for organisations to engage online



New Zealanders want more control & ownership of their digital identity

There are lots of inconsistencies in methods and approach by businesses/organisations, which is confusing

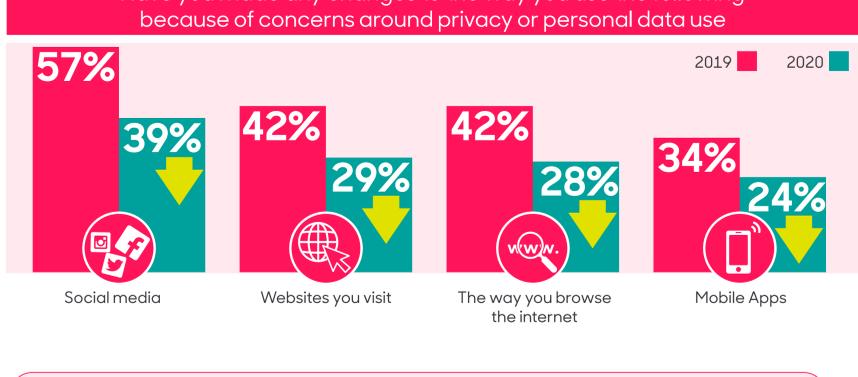


Consumers have no idea how to protect and businesses/organisations make it difficult to opt out...



There is begrudging acceptance of the collection of personal data online

New Zealanders continue to make changes to their habits online due to privacy or data concerns in 2020, although to a lesser degree than 2019. However, there is a significant desire for this to change



"It's like there is no point to change too much - it is what it is - when I go online I am automatically giving something away - I don't like it... but it happens."



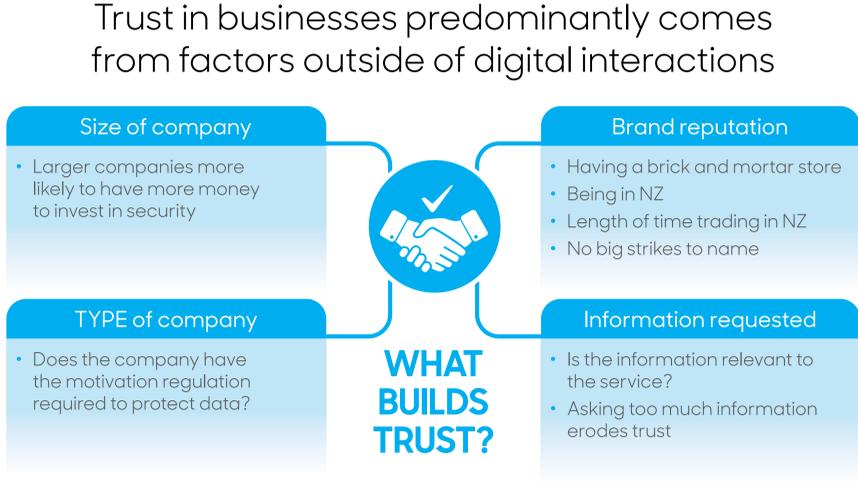
Businesses have the opportunity to deliver leadership in personal data use and protection



Sharing/selling of data still elicits angry/disappointed responses from most...New Zealand businesses/organisations can do better!



Trust in businesses predominantly comes from factors outside of digital interactions



"If it's a company I know I trust them - like if they have a store and have been around for a long time."

"The organisations I trust have a strong reputation, and how they behave as a business is good. They're transparent about security and use of info, and I know they're not selling my data to anyone."

Study details:

- Online survey conducted 5th June to 4th July 2020
- Designed to provide a robust metric of identity awareness and understanding among the New Zealand public
- Total of 1,011 people answered the survey online
- Representative of New Zealand population 18 years plus by age, gender, ethnicity and location
- Margin of error on results of +/- 3%
- Qualitative interviews across 16 respondents conducted in June 2020
- Designed to deepen understanding of people's motivations, issues and opportunities around digital identity