Identity and Trust 2020

Increasing desire and need for control 

New Zealanders want more control over their digital identity

Identity and Trust 2020

Identity is taonga

Our identity and personal information is precious to us, to our whanau and the community around us.

understand and take action.

Evidence also suggests that people feel more responsible for protecting personal data and using it responsibly, in addition to taking personal ownership, and also feel more comfortable to control how their data is used and shared online.

of New Zealanders feel they’re providing personal information every time they go online.

Of New Zealanders are more likely to go face to face

Of New Zealanders are more likely to go online / digital than

The study shows that when asked to rate their level of trust in different types of businesses and organisations, 

Expectations that the government has in place to protect its citizens

Understand that this legislation may not be extended for companies outside of NZ

There is begrudging acceptance

Mixed feelings about whether this is happening currently

Have systems in place to avoid data being hacked

Be transparent about data sharing (not lost in T&Cs)

Have systems in place to ensure that data is stored securely

What, if any, are your concerns about the impact of your personal data on your privacy?

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We are losing our privacy

We are losing control of our personal data

We are losing sovereignty over our personal data

There are mixed reactions

In a world as highly connected as ours, New Zealanders are placing too heavy a burden on people to protect themselves without adjusting our systems and processes to make it easier for them to protect themselves.

Although we know our opportunity for Aotearoa to demonstrate a better way.

We look forward to taking up that challenge.

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