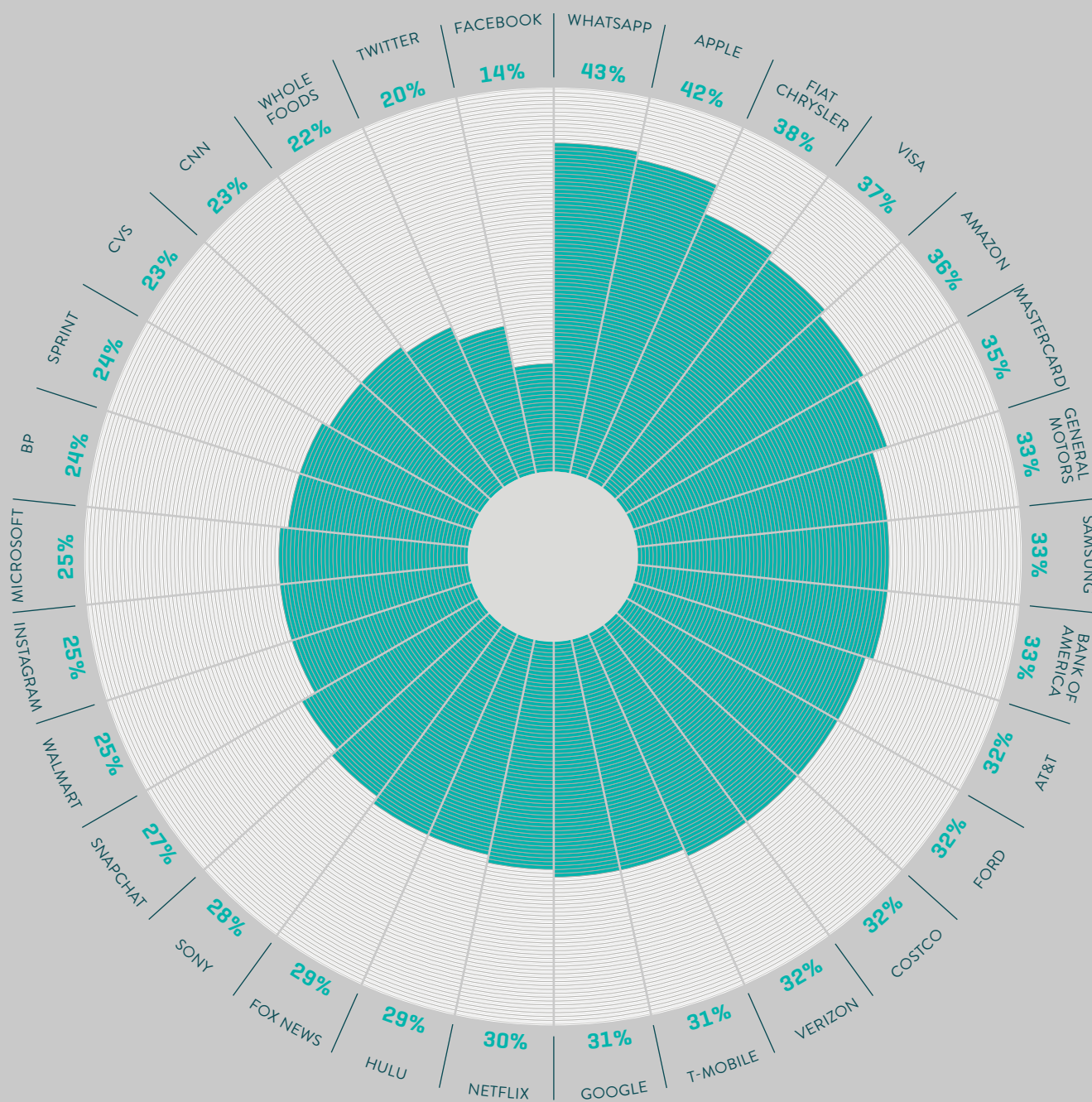


PRIVACY & TRUST INDEX

Trust in companies to keep the American public's personal details private is relatively low with less than half of Americans 18+ able to nominate a company they trust a lot when it comes to privacy.

As the Privacy & Trust Index demonstrates, there is vast differences across social networks – WhatsApp the most trusted and Facebook the least trusted brand of the 30 measured.



Q: TO WHAT EXTENT DO YOU TRUST EACH OF THE BELOW COMPANIES YOU HAVE A RELATIONSHIP WITH TO KEEP YOUR PERSONAL DETAILS PRIVATE? SCALE OF 1-5, WHERE 1 IS DON'T TRUST AT ALL AND 5 IS TRUST A LOT | **BASE:** THOSE WITH A RELATIONSHIP WITH EACH BRAND SELECTING 5 (TRUST A LOT), N=1,019