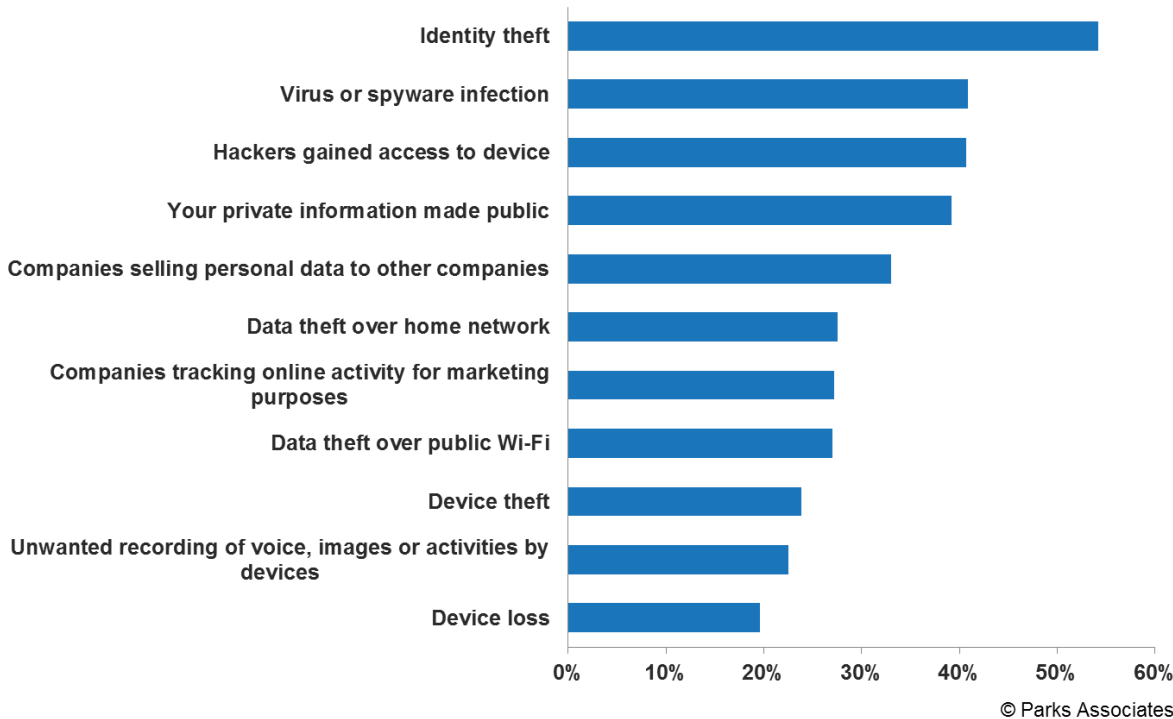
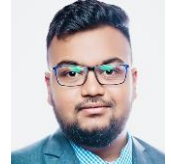


Consumer Concerns on Security/Privacy Issues US Broadband Households



Consumer Analytics Team

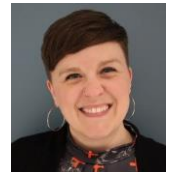


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SYNOPSIS

The value propositions of smart home products and services critically depend on consumer confidence that connected devices and their data will not compromise their privacy. This study provides consumer data on current attitudes around data privacy, the value of data, privacy policy engagement, privacy controls, and preferences for how companies collect and manage their data.

ANALYST INSIGHT

“As smart home devices move to mass-market adoption, manufacturers, broadband service providers, and data security service providers must double their efforts to mitigate potential risks to consumers’ personal data without the expectation that the consumer should or will do it themselves.”

— Lindsay Gafford, *Research Analyst*, Parks Associates

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Published by Parks Associates

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