Privacy and Big Data: Safeguarding Consumers
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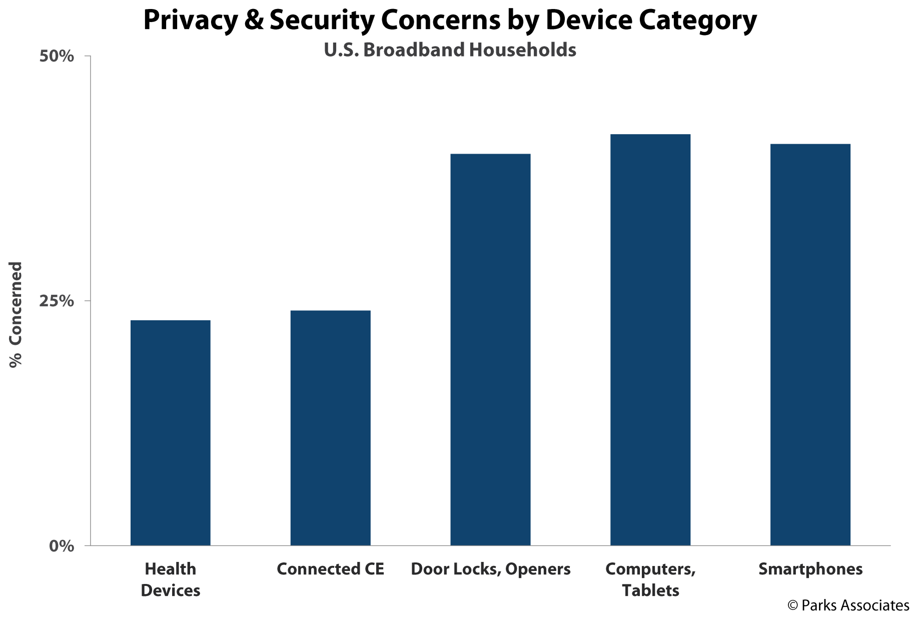
By Brad Russell, Research Analyst

Synopsis

High-profile security breaches, combined with the increased hacking risks of that come with smart devices, raise consumer concerns about the privacy and security of their personal information. However, big data and analytics are key tools for success with connected home products and systems. This report evaluates consumer concerns and preferences, assesses the security and privacy issues in the current market, and looks at best practices for companies to store and use consumer data while providing consumers with the necessary levels of privacy and security.

Publish Date: 3Q 15

Security Concerns per Device



"The presumption of security is no longer a luxury any company can afford. Consumer perceptions of companies are starting to include assessments of both the privacy and security of their data," said Brad Russell, Research Analyst. "Companies that implement forward-thinking security strategies can position themselves as safeguarding consumers, perhaps even differentiating themselves around this commitment."

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List of Companies

1Password
7signal
Acxiom
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Amazon
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Apple
ARM
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AT&T
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Cloudera
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Online Trust Alliance
Open Web Application Security Project (OWASP)
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Roboform
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Published by Parks Associates

© July 2015 Parks Associates
Dallas, Texas 75248

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Printed in the United States of America.

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