

CHILDREN ONLINE

50% of children 10-12 years & 33% of children 7-9 years use social media apps. (UM Report)

40% of children have experienced online abuse (Wireless report)

52% of Gen Z find the process of managing their personal online safety to be overwhelming (FOSI)

42% of Gen Z don't feel they have access to the needed resources to manage personal online safety properly (FOSI)

48% of teens and young adults believe their online safety is at risk (FOSI)

82% of Gen Z consider the concept of digital citizenship to be at least somewhat important. (FOSI)

55% of Gen Z are uncomfortable with the amount of information available about them online (FOSI)

PARENTAL OPINION

21% of parents of children using social media apps say they are not able to find the information they need to set up parental controls (UM Report)

39% of parents say that it is too time-consuming to monitor their child's use of social media apps (UM Report)

31% of parents say that children find a way to get around parental controls (UM Report)

55% of parents feel overwhelmed by the process of managing online safety (FOSI)

50% of parents don't feel they have access to the information necessary to manage their children's personal online safety (FOSI)

PRIVACY IS GOOD FOR BUSINESS

39% of consumers are likely to walk away from a company that requires them to provide highly personal data to conduct business with them. (Akamai)

97% of companies have seen benefits like a competitive advantage or investor appeal from investing in privacy. (Cisco)

46% of consumers feel they've lost control over their own data. (Salesforce)

60% of Americans believe there are ethical ways companies can use personal information. (RSA)