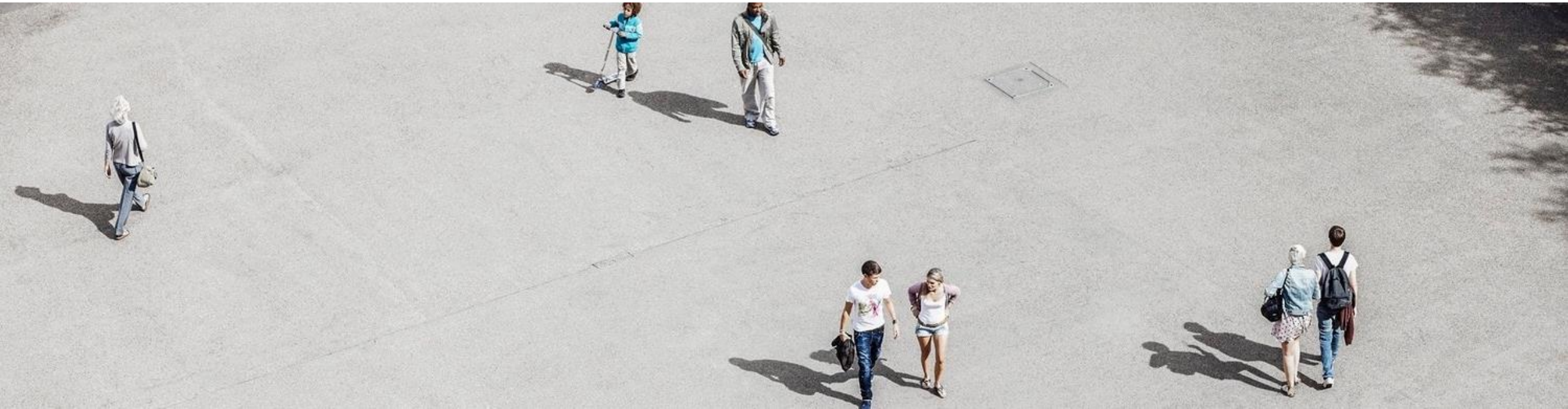


# COVID, Data Privacy and Re-Opening

Insights from Oliver Wyman Forum Data Sharing Sentiment Survey  
IIF Webinar, July 2020



Mission

## **Future of Data Initiative**

**Help enable and accelerate  
responsible data-driven innovation  
following rules of the road that  
drive society-wide value**

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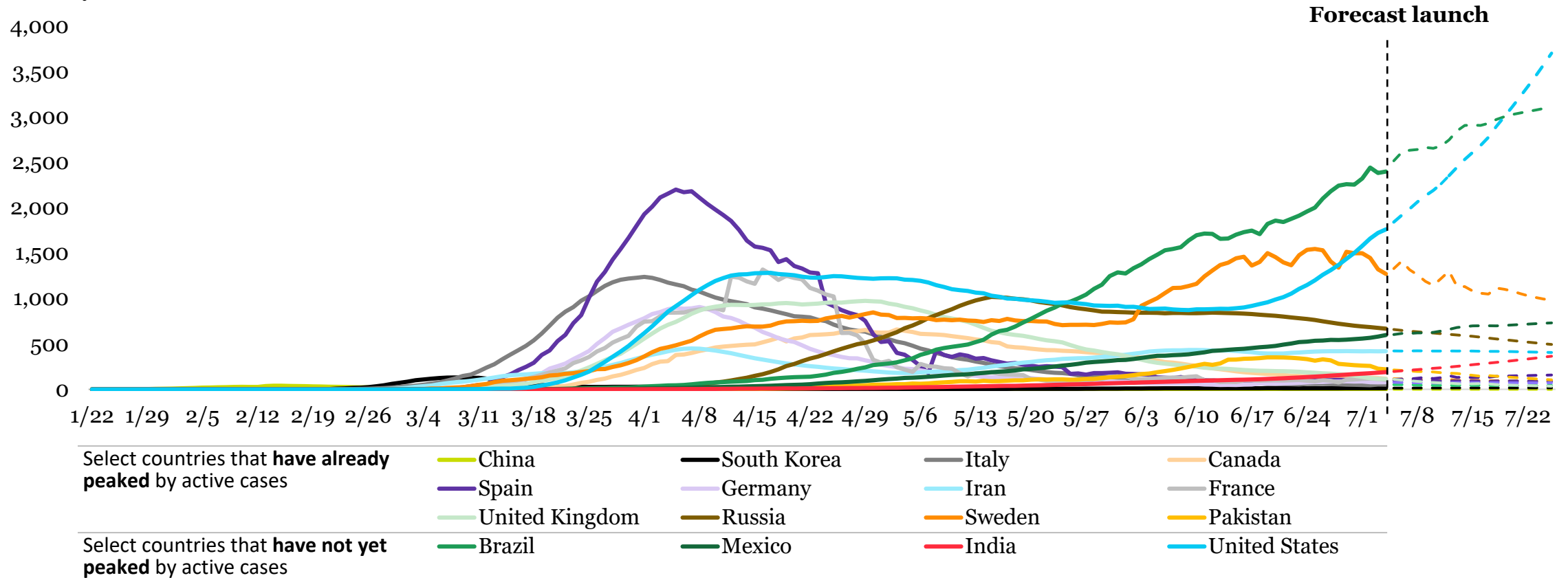
# Executive Summary

- The pandemic has illustrated the challenges of rapidly mobilizing data in a way that balances broader different societal priorities
- Countries experienced different outcomes under the pandemic and different data protection regimes, yet we found many similarities in their data sharing preferences
  - Drops in willingness to share data over time
  - General discomfort with data re-use by firms
- We found more striking differences in willingness to use apps that support pandemic suppression
  - Residents in US and France have lower willingness to use these apps, but also lower levels of awareness around the value of contact tracing
  - Overall, respondents are more sensitive to who develops the app, rather than any specific technical measure or principle adopted
- Stakes are high for policy makers: Concerns of a second wave of infections are high, but so are expectations around a quick return to normalcy
- We conclude with a number of recommendations for financial institutions

# The coronavirus pandemic continues its spread

## Active cases per million for select countries

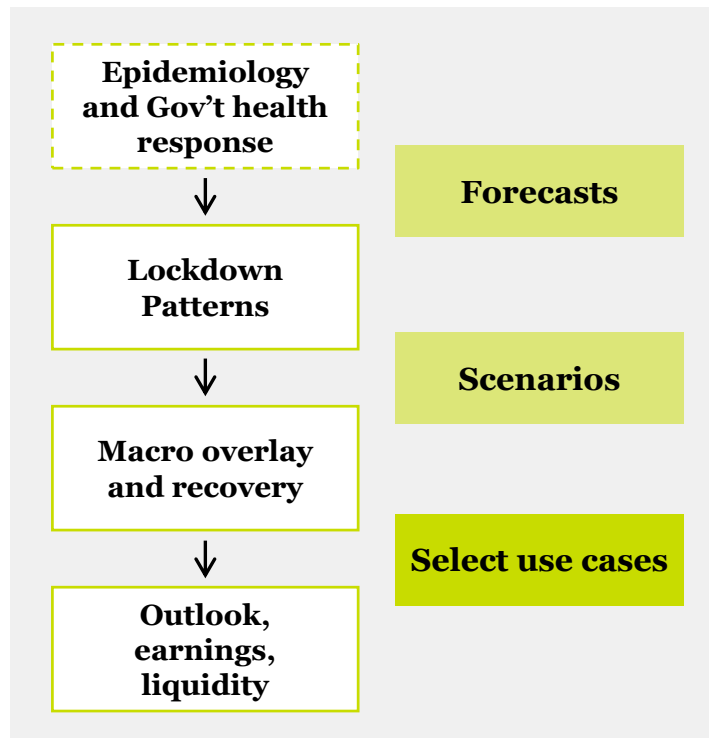
As of July 4<sup>th</sup>, 2020



Explore at our website <https://pandemicnavigator.oliverwyman.com/>

We would collectively be much better off **if smart containment policies work** and, as we know, contact tracing is a key component of those policies

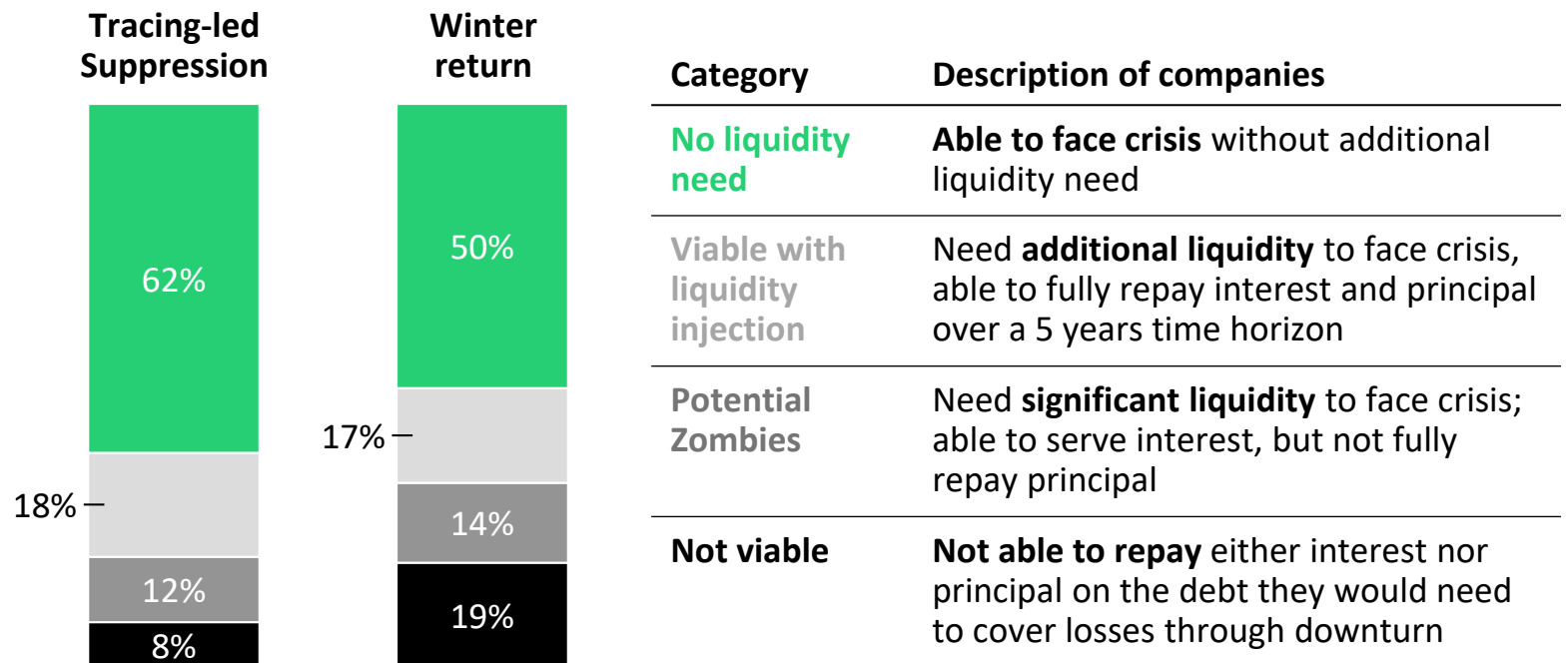
## Pandemic Navigator



## Viability assessment across scenarios

%, UK, sample excludes companies that were not profitable in 2019

Illustrative Example: United Kingdom



Explore at our website <https://pandemicnavigator.oliverwyman.com/>

Source: Oliver Wyman analysis. Sample of sectors only, pre-government support. Orbis company level data for 2018 (companies in scope with 4.0Mn EUR turnover or more), 2019 values assumed to be 2018 actuals.

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# Our Survey

USA

UK

Spain

Germany

France

Australia

Singapore

## Wave 1

March 21-26, 2020

N= 3,600

## Wave 2

June 12-22, 2020

N= 5,300

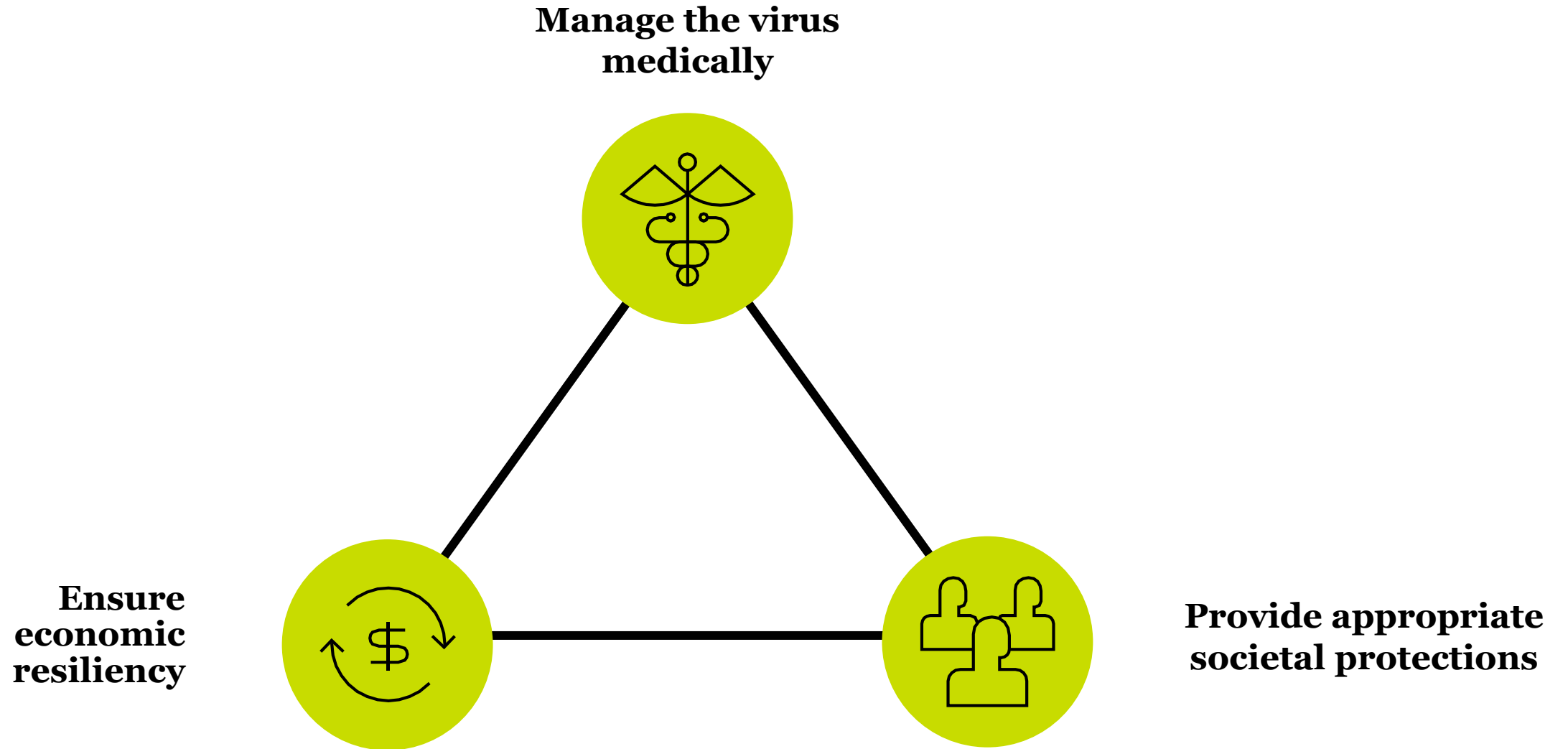
## Core Themes

**Willingness to share data** to support efforts to manage the pandemic

**Who is trusted** with data-sharing

**Evolving expectations** on how firms use and share data

The pandemic has been a useful test case in **rapid mobilization of data** that balances broader **societal priorities**



In our survey, we asked respondents about their attitudes for both **sharing of new data** and **re-use of previously collected data**

Willingness to **share**  
personal data



Mobilize **new** data resources

Comfort with data **previously**  
**collected** being re-used

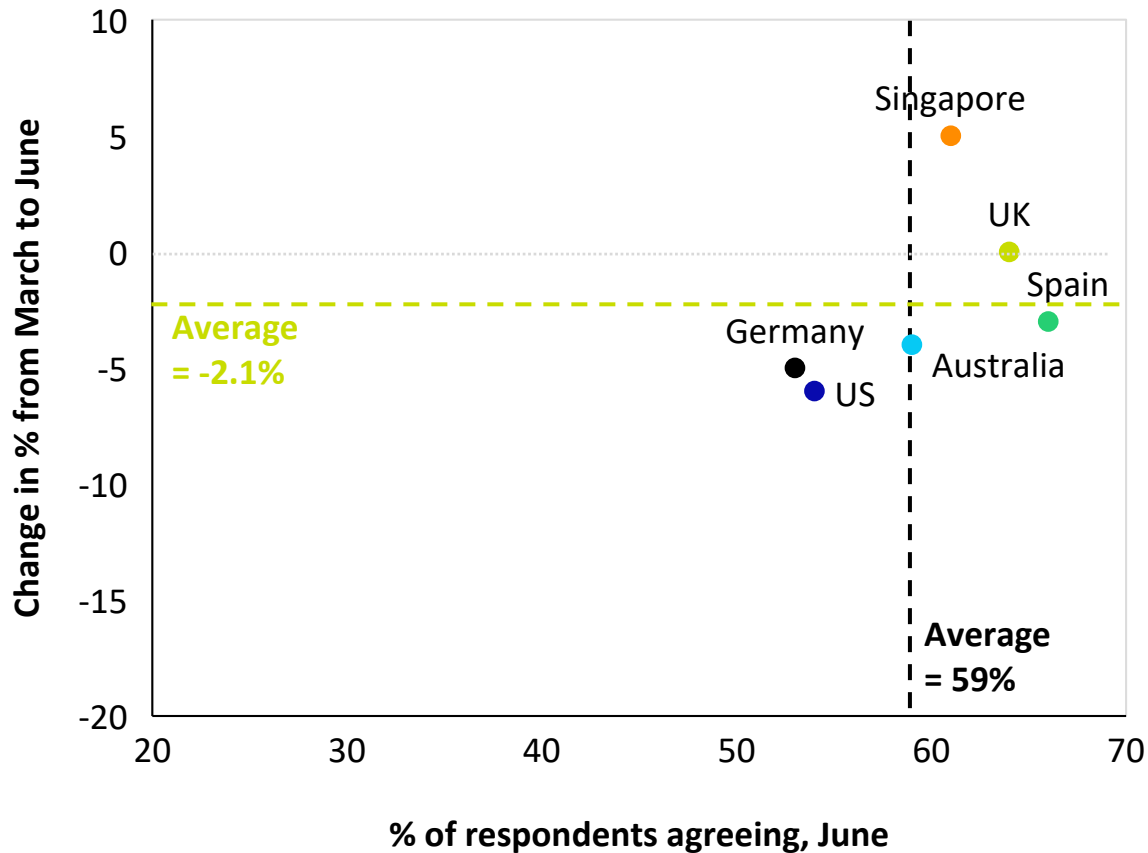


Mobilize **existing** resources

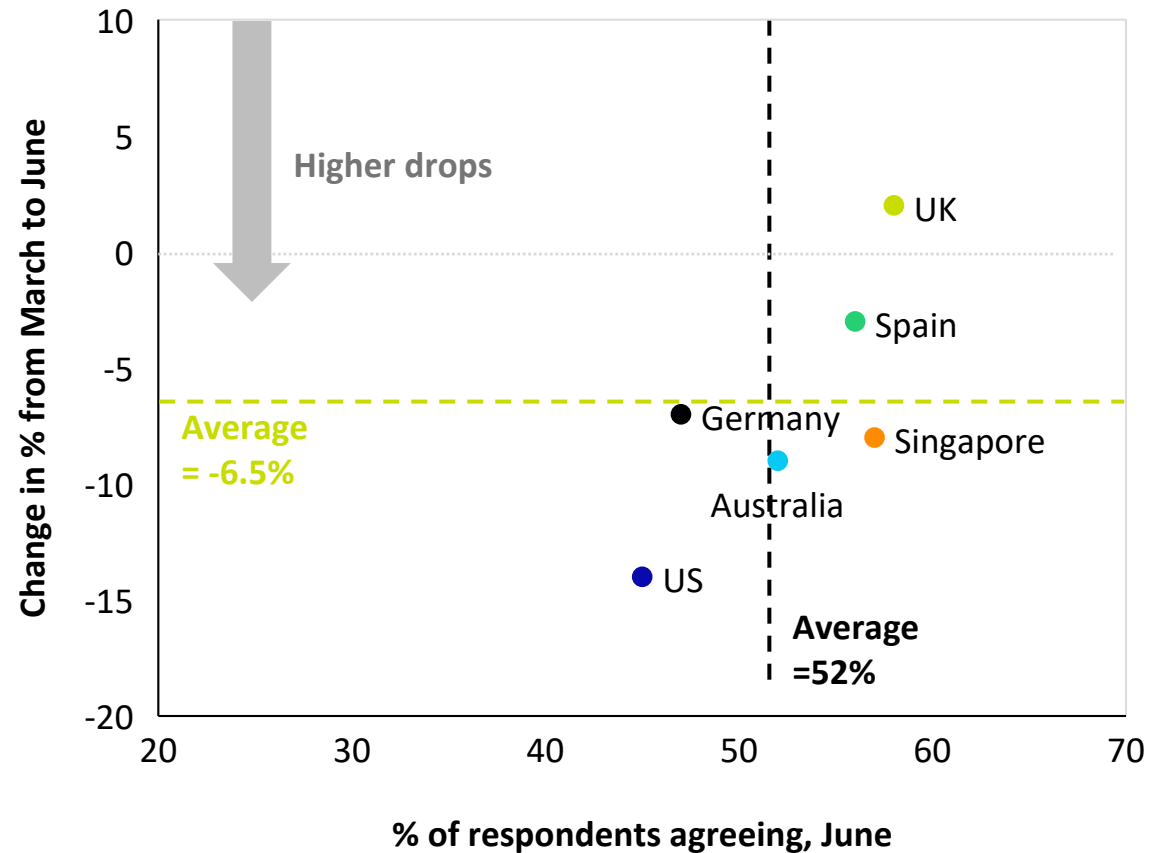


# As the pandemic evolved, willingness to share data **for personal gain remained relatively stable**, while willingness to share **for public good decreased**

Willingness to **share personal health information** to ensure one's healthcare is the highest possible quality



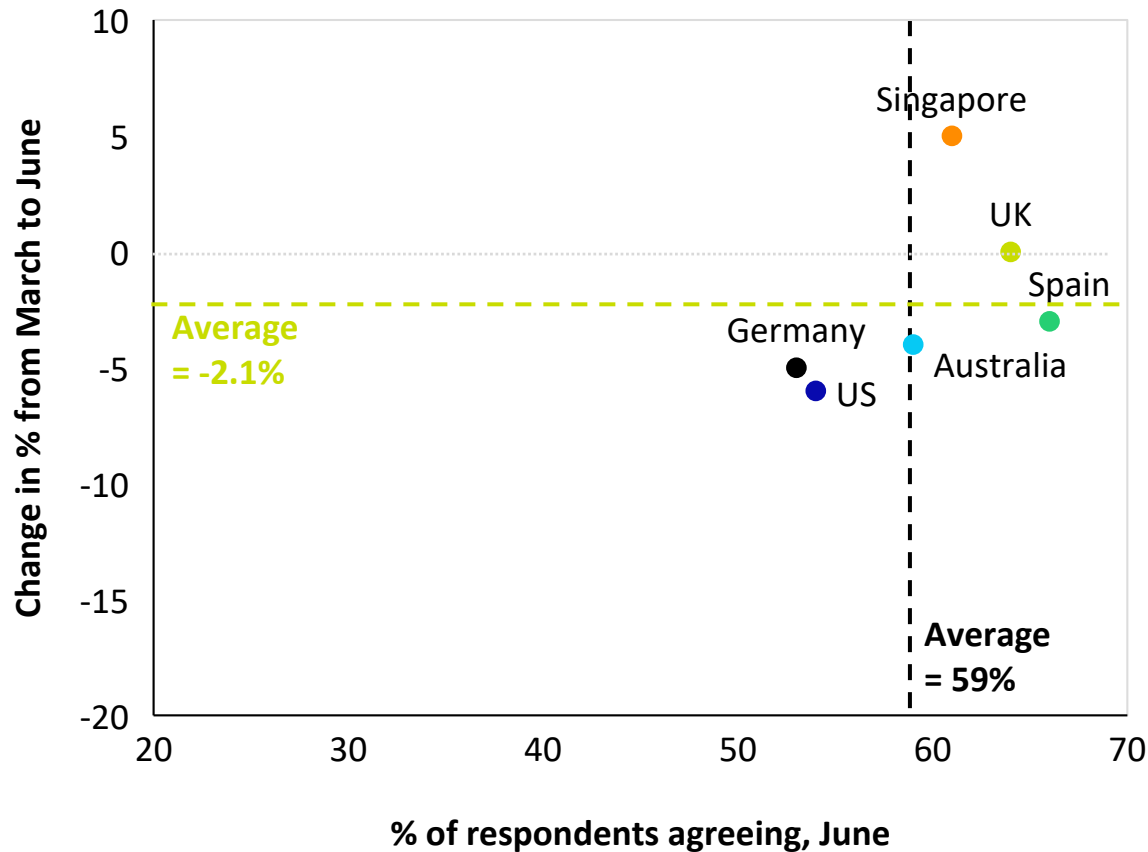
to **prevent a disease from spreading further**



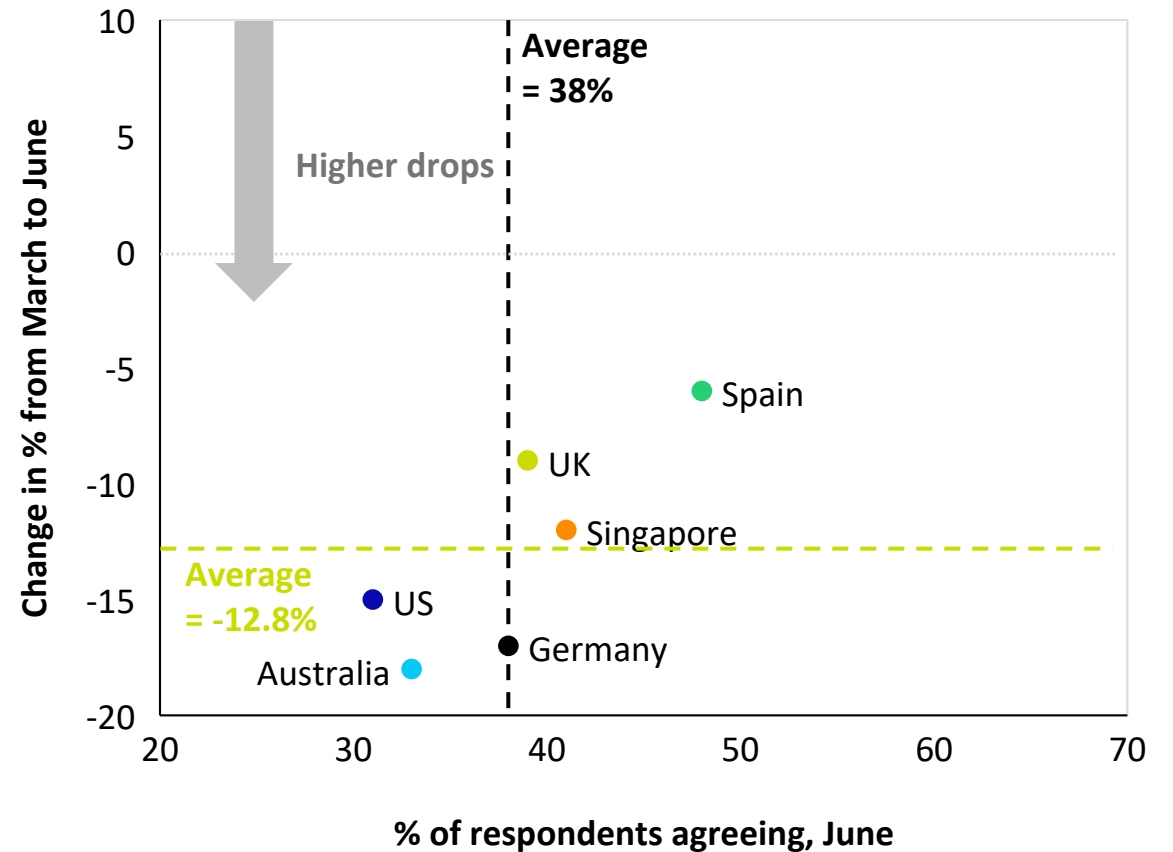
Source: Oliver Wyman Survey (N = 5,300, MOE +/- 3.3%). Note: France not surveyed in March survey. June response: 46% to prevent a disease from spreading, 56% for own healthcare

# Even more striking, **comfort with having personal data be re-used**, even for personal gain, has **decreased significantly**

Willingness to **share personal health information** to ensure one's healthcare is the highest possible quality



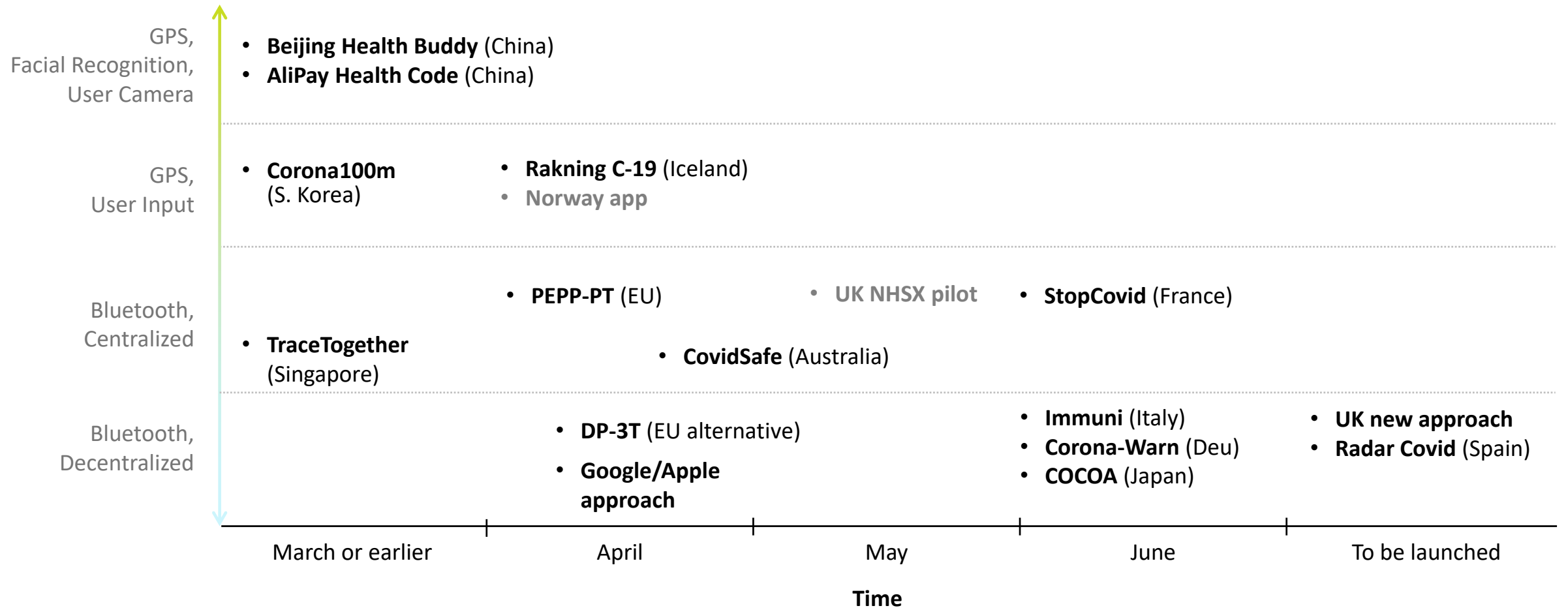
Comfort with your personal **data being re-used** to ensure one's healthcare is the highest possible quality



Source: Oliver Wyman Survey (N = 5,300, MOE +/- 3.3%). Note: France not surveyed in March survey. June response: 46% to prevent a disease from spreading, 33% for data re-use

# Landscape of apps to support the pandemic have been increasingly making use of **privacy-preserving approaches**


## Apps supporting pandemic management (non-exhaustive)



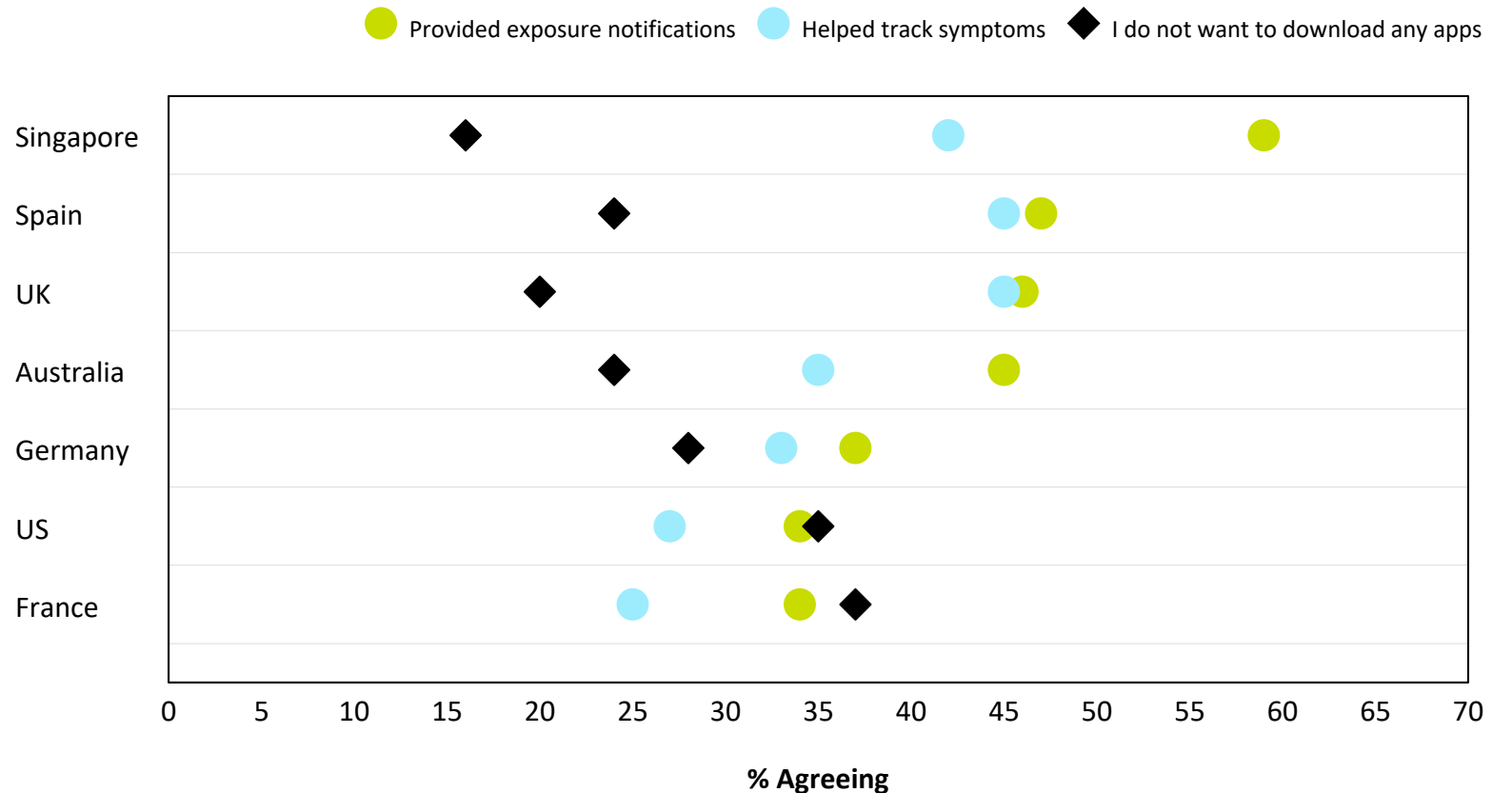
# The countries with the **lowest willingness to download** an app are the US and France, also those with **lowest awareness** around value of contact tracing

## Awareness of value of contact tracing for public health

	% aware or very aware
Singapore	79%
Spain	56%
UK	63%
Australia	71%
Germany	72%
US	48%
France	44%

 Have launched a contact-tracing app

## Willingness to download an app to support managing the pandemic by functionality

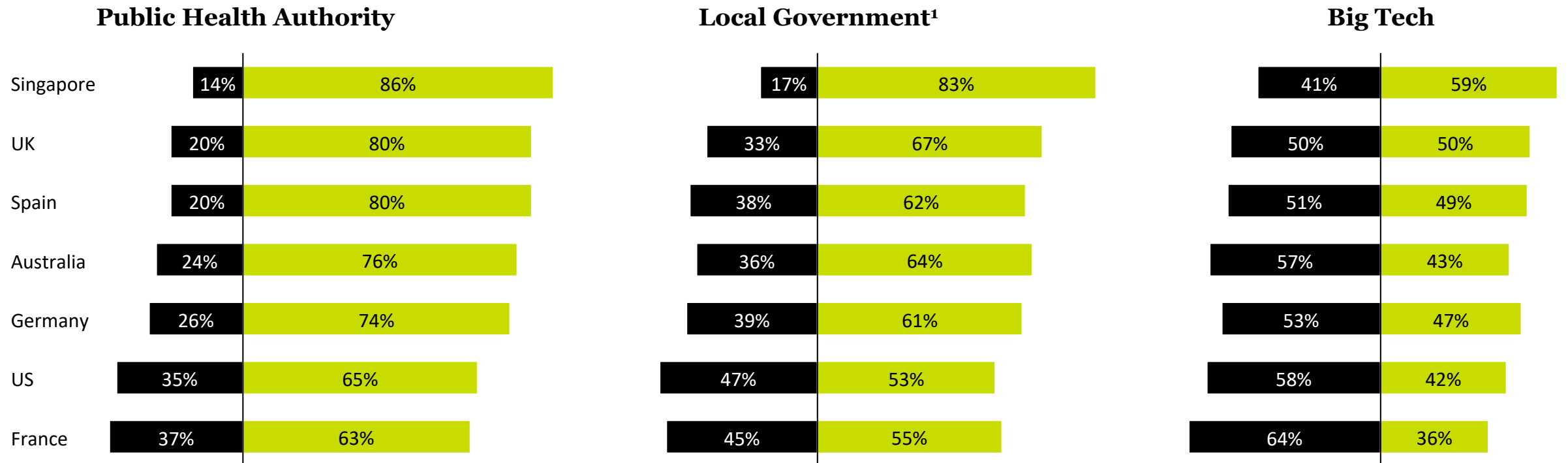


Source: Oliver Wyman Forum June Survey (N = 5300)

# Willingness to download use a digital app is **highly dependent on who is behind developing the app**

**Willingness to download an app to support managing the pandemic if it was developed in part by**  
 % of total respondents agreeing, June 2020

■ Yes ■ No

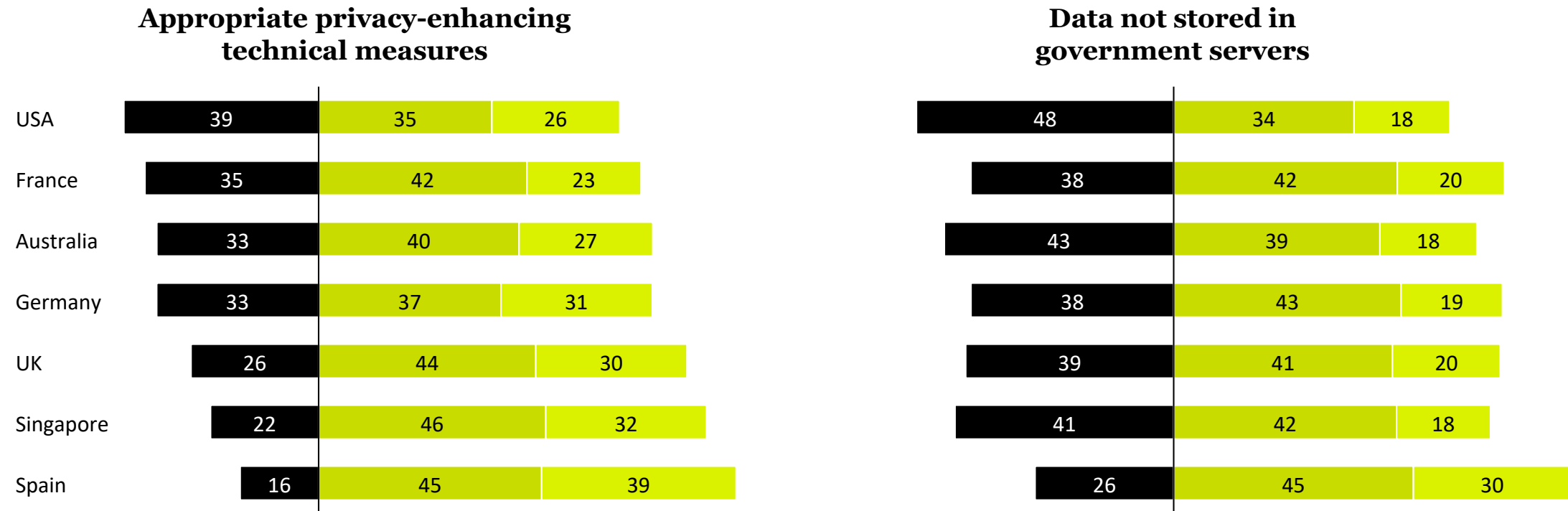


Source: Oliver Wyman Forum June Survey (N = 5300); 1. Singapore response based on willingness to download an app from the government

# Privacy and data protections are critical; however, respondents across most countries are **less sensitive** to the specifics

**Would you be more willing to share your data with an app to support managing the pandemic if...**  
 % of total respondents agreeing, June 2020

Would not matter to me
  Would make me more willing to share my data
  Would only share under this condition



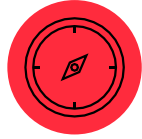
Source: Oliver Wyman Forum Survey, June 2020 (N=5300)

# To further assess **what may drive adoption**, we have identified **four archetypes** that can help design segment-based approach

## Attitudes Matrix<sup>1</sup>



**Altruist**



**Professor**



**Investor**



**Non-conformist**

Share<sup>2</sup>

**25%**

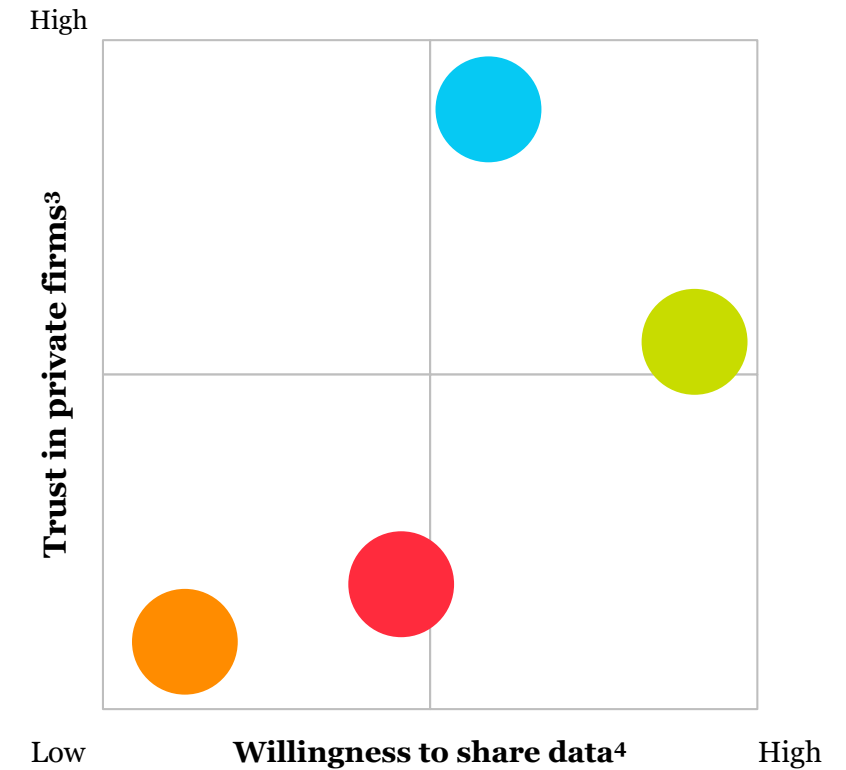
**25%**

**29%**

**21%**

### Description

- |  |   |   |   |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>– Very willing to share data</li> <li>– While also placing high value on privacy and protection</li> <li>– <b>Motivated by helping others</b>, among several reasons</li> </ul> | <ul style="list-style-type: none"> <li>– Motivated to share data to support pandemic, under right conditions</li> <li>– <b>Highly concerned about privacy and security</b></li> <li>– Lower trust in private firms</li> </ul> | <ul style="list-style-type: none"> <li>– Moderate willingness to share data</li> <li>– More likely to share data when there is some <b>personal benefit</b></li> <li>– High trust in private firms</li> </ul> | <ul style="list-style-type: none"> <li>– Very unwilling to share data, for any reason</li> <li>– <b>Lower levels of awareness</b> of value of contact tracing and less attuned to pandemic</li> </ul> |
|--|---|---|---|

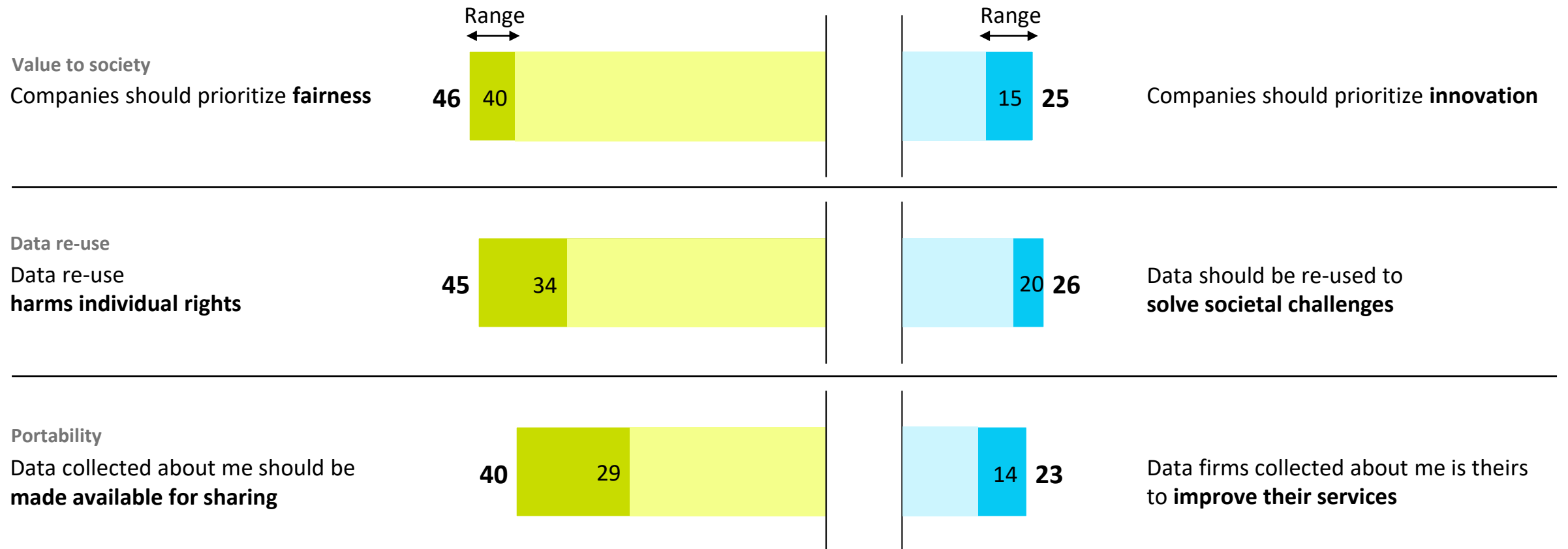


1. Segments based on variables with highest variance across surveyed countries; 2. Share across seven surveyed countries; 3. Proxy: response to never trusting private firms to re-use data; 4. Proxy: index created based number of affirmative responses to types of data that can be shared in survey.

# While countries in our survey have **different data protection regimes**, there are many dimensions where respondents are more **similar than different**

## Which of the following statements do your views most closely align with?

% of total respondents agreeing or strongly agreeing, Global, June 2020



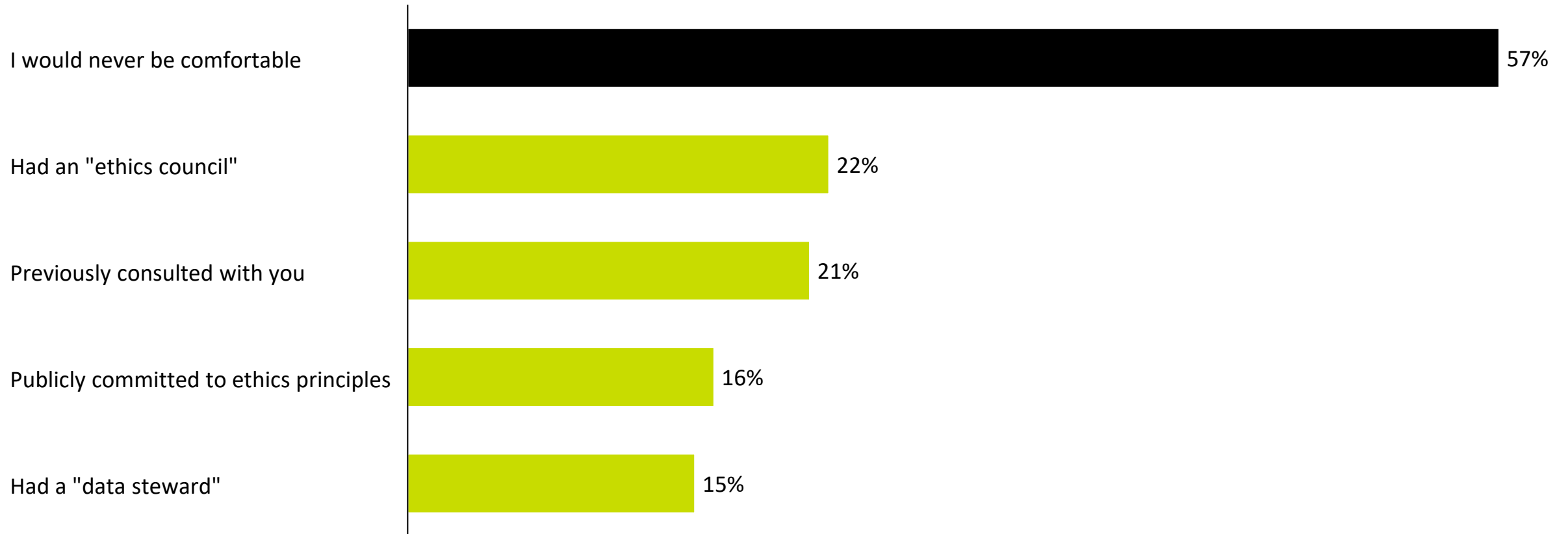
Source: Oliver Wyman Forum Survey, June 2020 (N=5300)



# The pandemic may generate further rethinking and public conversation on data re-use, as we find **high levels of rejection of data re-use** across countries

## Would you be more comfortable with a private firm re-using your data if they...

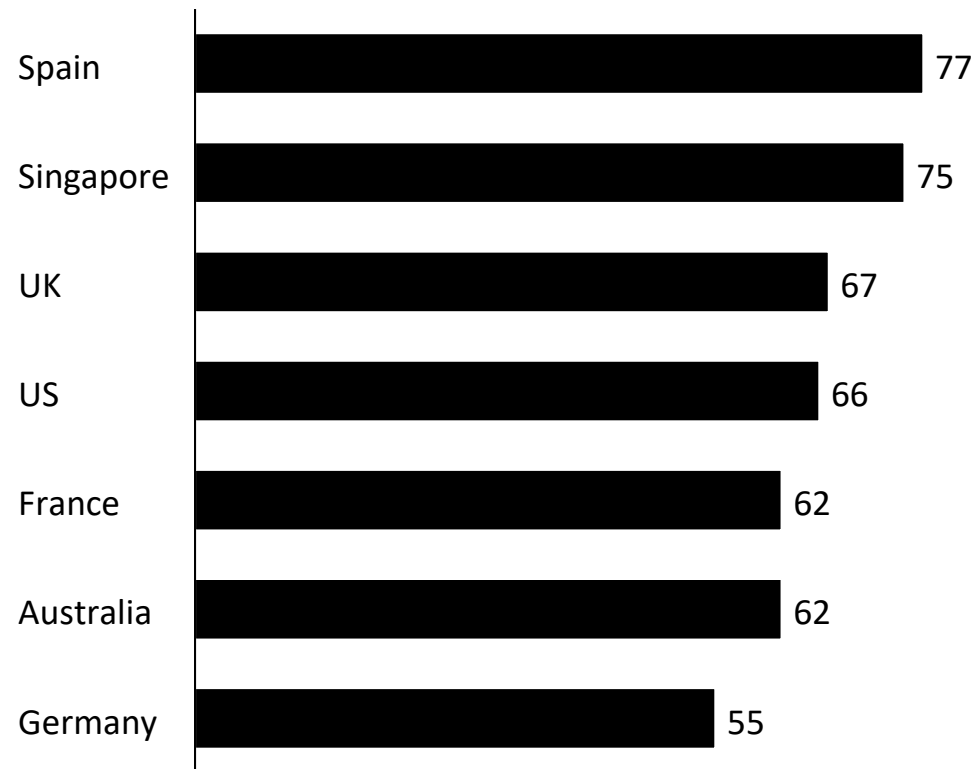
% of total respondents agreeing, Global, June 2020



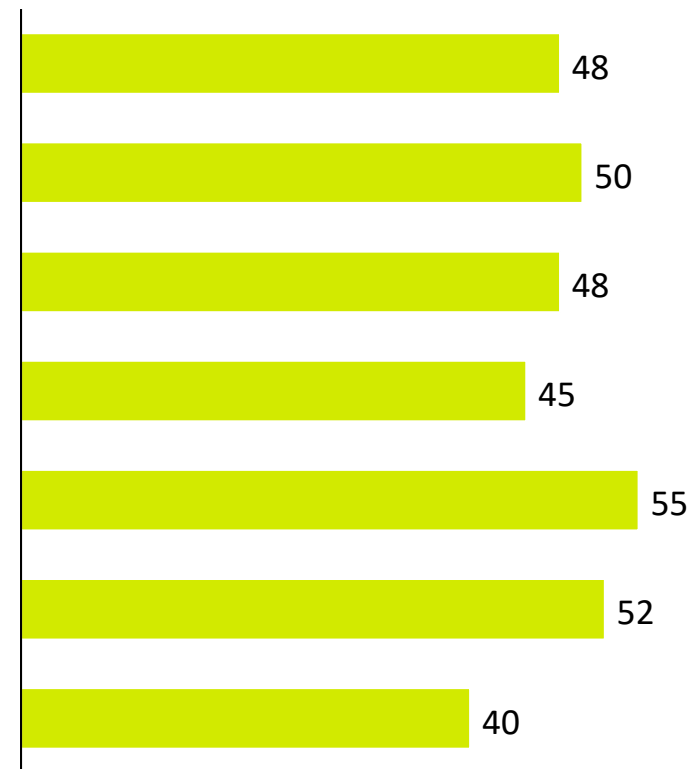
Source: Oliver Wyman Forum Survey, June 2020 (N=5300). Less than 1% of respondents chose "Other".

# Re-opening is likely to be a bumpy road, as respondents are concerned about a new wave of infections, but expecting their lives to return to normal within 6 months

**Concerned by new wave of the pandemic**  
% agreeing or strongly agreeing, Global, June 2020



**Expect life to go back to normal within 6 months**  
% of total responses agreeing, Global, June 2020



Source: Oliver Wyman Survey (N = 5,300)

# Implications for Financial Institutions

- **Clearly communicate value of alternative data to customers.** The economic shock has required increasing reliance on alternative data for credit modeling. Our work highlights the importance of clearly educating customers on data use and re-use
- **Value is not the same for everyone.** Financial institutions can create different customer segments based on orientation toward data use
- **Concerns about privacy and customer control exist across countries, even in those with baseline protections.** This creates opportunities for differentiation in promoting privacy and data protection and provides hope for harmonization of rules across borders
- **The pandemic underscores importance of new models for data stewardship,** especially for data re-use

# For more information, please connect with our Future Of Data team

## Purpose

Helping enable and accelerate responsible data-driven innovation following rules of the road that drive society-wide value.

## Contributions

Foster collaborative efforts among business, society and governments to unlock the benefits of data in a way that balances different stakeholder objectives.

Investigate key elements needed to promote thoughtful systems design, spanning technological innovations, business practices, laws, rules and supervisory approaches and societal attitudes across geographies.



**Douglas Elliott**

Partner | New York

[Douglas.Elliott@oliverwyman.com](mailto:Douglas.Elliott@oliverwyman.com)



**Ana Kreacic**

Partner | New York

[Ana.Kreacic@oliverwyman.com](mailto:Ana.Kreacic@oliverwyman.com)



**Lorenzo Milans Del Bosch**

Partner | Madrid

[Lorenzo.MilansDelBosch@oliverwyman.com](mailto:Lorenzo.MilansDelBosch@oliverwyman.com)



**Lisa Quest**

Partner | London

[Lisa.Quest@oliverwyman.com](mailto:Lisa.Quest@oliverwyman.com)



**Larissa de Lima**

Fellow | New York

[Larissa.deLima@oliverwyman.com](mailto:Larissa.deLima@oliverwyman.com)

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