



Trust and Technology

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Javelin recently put out a report, [Trust, Technology and the U.S. Consumer](#), that tracked the long term effects of the interplay between innovation and trust. Technology providers like Apple, Google, Amazon, PayPal-eBay, and Facebook have been making solid gains in consumer perceptions of trust and privacy since 2011, while top banks and payment networks have lost ground. As devices become more personal, the information we can collect becomes more sensitive. Eight in 10 consumers feel it is important to have a choice regarding the personal information that is collected when they use a mobile device—and the number shoots up to 9 in 10 for those who are likely to use contactless payments to buy items in stores in the next 12 months. Trust will be key to gain adoption in mobile wallets and mobile payments. Clear disclosure of the data collected and the reasons for collection will be a factor in keeping and gaining consumer trust as more companies begin to mine consumer data for ever more elusive returns. Consumers are willing to give up privacy when the returns are right, but there will be a strong backlash against firms that don't play by the rules.

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