

Deliver **Online Privacy** for All... Everywhere

82%

**OF AMERICANS WANT
A STRONG NATIONAL
PRIVACY LAW**

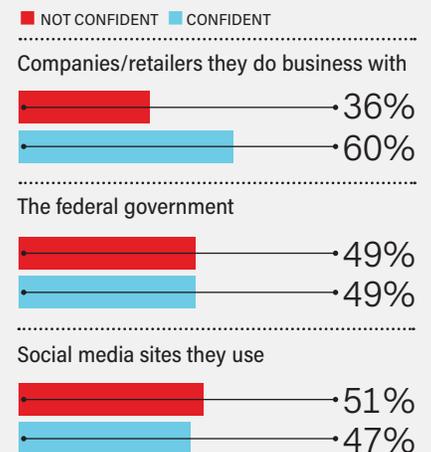
that consumers can understand and punishes bad actors who fail to protect personal data.¹

A national reckoning on privacy and consumer protection has arrived. Connected candidates lead by supporting and prioritizing passage of a single federal privacy framework that respects and protects consumers online and applies to all (yes, all!) companies online. The Federal Trade Commission has shown itself to be both tough and determined in overseeing privacy enforcement. Connected candidates commit to ensuring this 'cop on the beat' continues to have the tools and resources necessary to do its job.

In a survey asking consumers what non-economic factors U.S. companies should prioritize, **privacy took the top spot, besting even healthcare (65% to 61%).**²

Time to restore digital trust

Roughly half of Americans do not trust the federal government or social media sites to protect their data.³



WHAT'S NEXT

Enact national legislation that provides consistent consumer protections across the internet and ensure the FTC has the resources to enforce it.

¹ 82% of Americans want a strong national privacy law that consumers can understand and that punishes bad actors who fail to protect personal data. Morning Consult and Verizon, Leading on Consumer Data Protection; available at: <https://verizon.morningconsultintelligence.com/>
² In a survey asking consumers what non-economic factors U.S. companies should prioritize, privacy took the top spot, besting even healthcare (65% to 61%). Societal Return on Investment (SROI) Index, Harris Poll and Finn Partners, November 9, 2018; available at <https://www.finnpartners.com/societalroi>
³ Roughly half of Americans do not trust the federal government or social media sites to protect their data. [table] PEW Research Group, Americans' complicated feelings about social media in an era of privacy concerns, March 27, 2018; available at: <https://www.pewresearch.org/fact-tank/2018/03/27/americans-complicated-feelings-about-social-media-in-an-era-of-privacy-concerns/>