

## Consumer Buzz

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### The Value of Data

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Consumers are putting price tags on their personal information—and specific ones, at that. According to Aimia's Loyalty Lens study, 41% of consumers think their data is highly valuable, up from 31% in 2014.

Here's a look at how Americans value their personal data:

\$52 for online data such as browsing and purchase history

\$33 for contact information such as address, email and phone number

The study also found 56% of consumers have taken steps to prevent brands from tracking them online, despite the fact that 71% think their preferred brands do a good job using their data to improve the online shopping experience. More than three-quarters (77%) of consumers, however, would like to have more control over what data companies have. **GP**