

BUILDING TRUST IN THE DIGITAL AGE

Brands, consumers, and partners all play vital roles in the digital landscape. To nurture this relationship, it's essential that trust is at the forefront.

EMBRACING CONSUMER RIGHTS

While laws vary by state, RRD is committed to respecting these essential consumer rights:

01 | KNOWLEDGE

The right to understand the data collected and used by businesses.

02 | CORRECTION

The right to correct inaccurate personal information.

03 | DATA REMOVAL

The right to request that personal information be deleted.

04 | CHOICE

The freedom to opt out of the sale or sharing of personal information, the use of personal information for automated decision-making or targeting, and the right to limit the use of or require consent for sensitive personal information.

05 | DATA TRANSFER

The ability to obtain and move personal information to another entity.

ENSURING FAIRNESS FOR BRANDS

There are no penalties for consumers exercising their privacy rights.

OUR PLEDGE TO BUILD TRUST

Brands have a responsibility. RRD's commitment to these pillars ensures we're doing our part >



TRANSPARENCY

Clear communication on data practices



PRIVACY FOCUS

Establish and enforce robust privacy guidelines



PARTNER ACCOUNTABILITY

Ensure partners maintain privacy standards

TRUST PRIORITIES CONSUMERS VS. BRANDS



TRUST PRIORITIES FOR CONSUMERS

01 | Clarification on data usage

39%

02 | Not selling their data

21%

03 | Observing all privacy regulations

20%

04 | Ability to modify privacy settings

10%

05 | Prioritizing data security

9%



TRUST PRIORITIES FOR BRANDS

01 | Observing all privacy regulations

30%

02 | Clarification on data usage

26%

03 | Not selling consumer data

21%

04 | Prioritizing data security

17%

05 | Ability to modify privacy settings

5%

Source: Cisco 2023 Data Privacy Benchmark Study, consumer n=2,600, organization executives n=4,700



FOR A DEEPER DIVE...

Interested in learning more about privacy and trust? Check out our [blog](#) on the topic.

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