News Item

Americans Don't Understand What Companies Can Do With Their Personal Data — and That's a Problem | Annenberg School of Communication

By Joseph Turow, Yphtach Lelkes, Nora A. Draper, and Ari Ezra Waldman
February 7, 2023

> A new survey of 2,000 Americans finds that people don't understand what marketers are learning about them online and don't want their data collected, but feel powerless to stop it.

> Have you ever had the experience of browsing for an item online, only to then see ads for it everywhere? Or watching a TV program, and suddenly your phone shows you an ad related to the topic? Marketers clearly know a lot about us, but the extent of what they know, how they know it, and what they're legally allowed to know can feel awfully murky.
>
> In a new report, "[Americans Can't Consent to Companies' Use of Their Data](#)," researchers asked a nationally representative group of more than 2,000 Americans to answer a set of questions about digital marketing policies and how companies can and should use their personal data. Their aim was to determine if current "informed consent" practices are working online.

Source: [Annenberg School of Communication: | Americans Don't Understand What Companies Can Do With Their Personal Data — and That's a Problem](#)