



THIS IS HOW MUCH YOUR DATA IS REALLY WORTH



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HOW MUCH IS YOUR DATA REALLY WORTH ?

Passwords – 69,55€

People consider passwords and the credentials for their accounts to be the most valuable pieces of data.

Health and Physical condition – 54,87€

The state of a person's health is more valuable for people in the USA than for Europeans. This is probably due to the fact that the health care systems are different and they therefore, evaluate different amounts of data (USA €76.06 – Europe €32.11)*

Social Security Number – 51,10€

Everyone in the United States has their own social security number. This US social security number is the linchpin of identity fraud. However, people don't rate their value as high as that of passwords or their health status.

Credit Cards – 33,03€

When you use your credit card to pay for something, your data is transferred. US and Japanese citizens rate this data transmission as more important than Europeans do (USA: €41.38 – Japan: €38.72 – Europe: €18.99). This could be due to the long history of card payment transactions with chip cards and secret codes in Europe.

Purchase History – 18,90€

Their purchase history is less valuable for consumers and customers than their secret credit card data or their credit history. For businesses and companies, on the other hand, all the more so. They are more than happy to pay for a consumer's purchase history in order to find out what has been bought so far or might be bought in the future.

Location (GPS) – 14,77€

While US citizens consider their location to be very valuable (€35.23), this data is less important for European and Japanese people. (Japan: €4.40 - Europe: €4.68). U. S. citizens are probably more likely afraid that criminals could gather their location data.

Home address – 11,84€

The difference in how a home address is rated in terms of value is enormous between Europeans and the rest of the world. Japanese and US citizens estimate the value of this data to be about €15.00, while Europeans only estimate its value at €4.59.



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Photos and Videos – 11,19€

Photo and video data is highly valued in the USA, where social networks for photo and video exchange (e. g. Facebook and Instagram) were founded (€24.04). European and Japanese people however, estimate the value of this data to be only €4.31.

Marital Status – 7,62€

The marital status is particularly valuable for Japanese respondents. They estimate it to be worth €11.65, whereas US citizens give it a value of €5.06 and Europeans €5.50, i. e. about half of what the Japanese respondents thought.

Gender – 2,66€

Gender and name are the pieces of data that are worth the least for people. This may be due to the fact that the information is so common and used in any normal conversation.

For consumers all over the world, personal data is worth an average of €17.98. It is clear to see that US citizens are more aware of the value of their data than the others.

*The given values are average values. The values in squares are country-specific values. The values outside the squares are worldwide average values.



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