

# Data Privacy Discussion

Consumer Credit, Payments, and Deposits Markets | June 2022



# Disclaimer

---

This presentation is being made by a Consumer Financial Protection Bureau representative on behalf of the Bureau. It does not constitute legal interpretation, guidance, or advice of the Consumer Financial Protection Bureau. Any opinions or views stated by the presenter are the presenter's own and may not represent the Bureau's views.

---

# Data Privacy in Financial Services

Dan Murphy, Markets & Policy Fellow

Thad Peterson, Senior Markets & Policy Fellow

# Consumer Perspectives

---

- In general:
  - 59% of consumers don't understand what companies do with their data;
  - 81% of consumers say they lack control of data that companies collect;
  - 80% of consumers say they are concerned about how data is being used and that the potential risks of data collection outweigh the benefits.
- In financial services:
  - Approximately 90% of consumers *do not* want banks, tech companies, or fintech apps to share data about them for marketing purposes.
  - More than 50% of consumers do not know whether their bank or fintech app's privacy policy allows their personal data to be shared.

# Discussion Questions

---

- What potential consumer harms might result from mass data collection? In particular, how can data-driven steering and manipulation cause financial harm to consumers?
- Beyond disclosures, how should consumers' financial lives be protected from technology-powered by mass data collection?
- What kinds of brightline rules might the CFPB consider to limit certain types of data collection, and where should the CFPB exercise caution?

# Helpful resources

---

- [Financial Data, the Consumer Perspective](#) – Financial Health Network
- [Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information](#) – Pew Research Center
- [Analytics in banking: Time to realize the value](#) – McKinsey
- [How Amazon, Apple, Facebook, Google are infiltrating financial services](#) – American Banker

---

# Thank You

## Presenters:

- Dan Murphy, Markets & Policy Fellow – [Daniel.Murphy2@cfpb.gov](mailto:Daniel.Murphy2@cfpb.gov)
- Thad Peterson, Senior Markets & Policy Fellow – [Thad.Peterson@cfpb.gov](mailto:Thad.Peterson@cfpb.gov)