

# WALKING THE TIGHTROPE BETWEEN PERSONALIZATION AND DATA PRIVACY

We surveyed more than 1,000 association members and 400 association professionals and uncovered that personalization and data privacy are hot topics today. On the bright side, members indicate they're willing to provide information to their organization if they think it's secure and they'll benefit from sharing the data

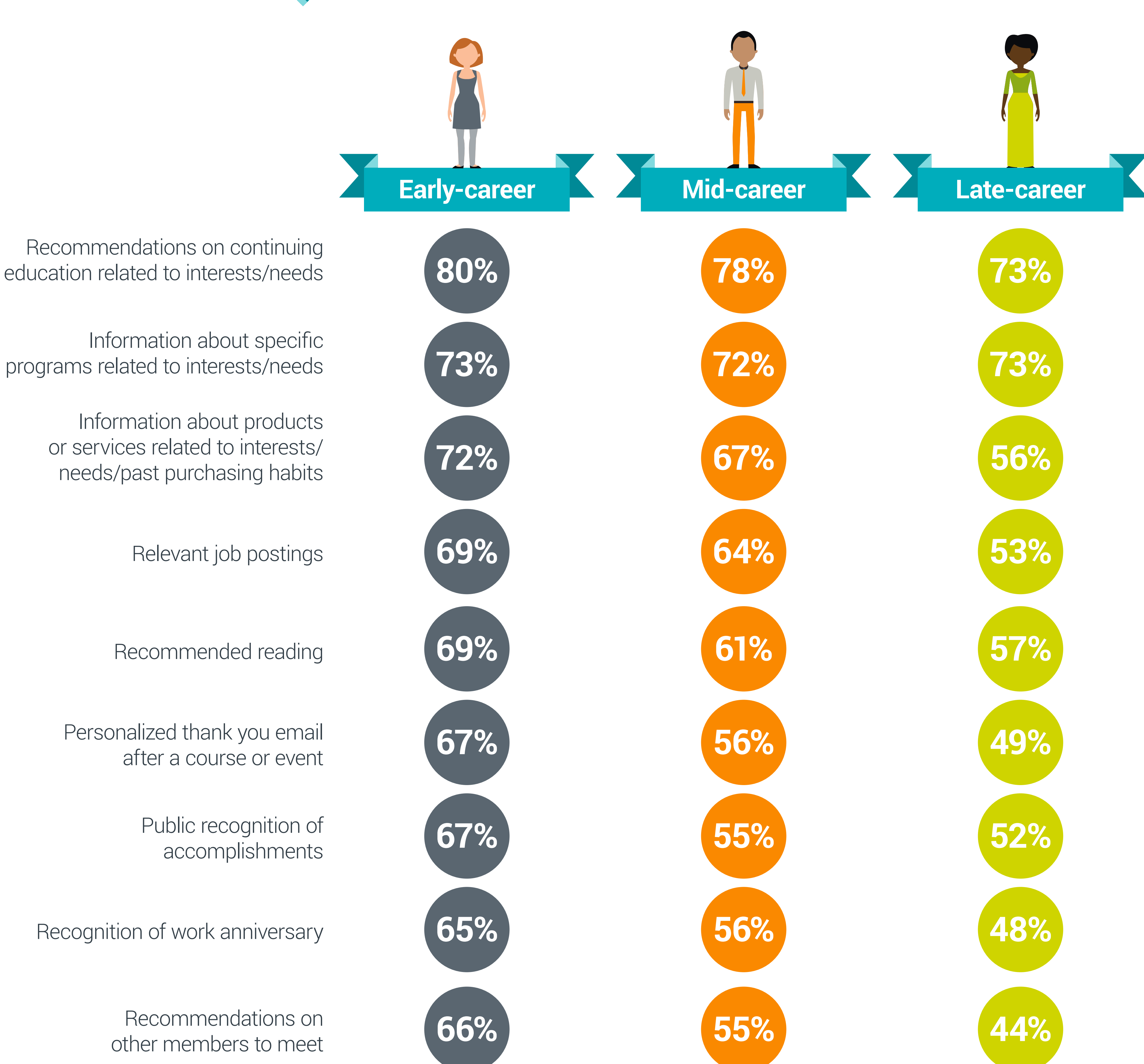


## Members expect to be recognized and want their experiences personalized

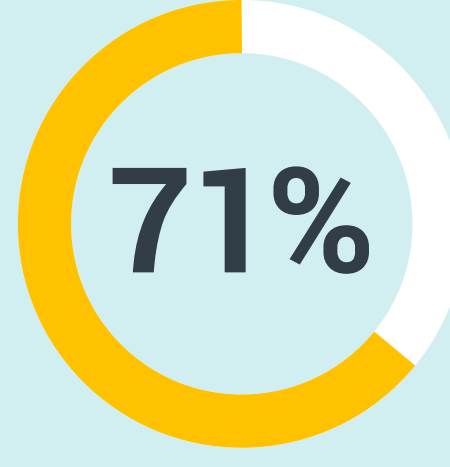


**79%**

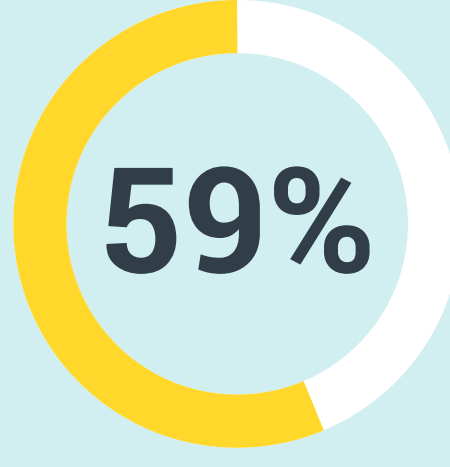
Members say it is very or somewhat important that their organization provide targeted, valuable content



## Data privacy and personalization



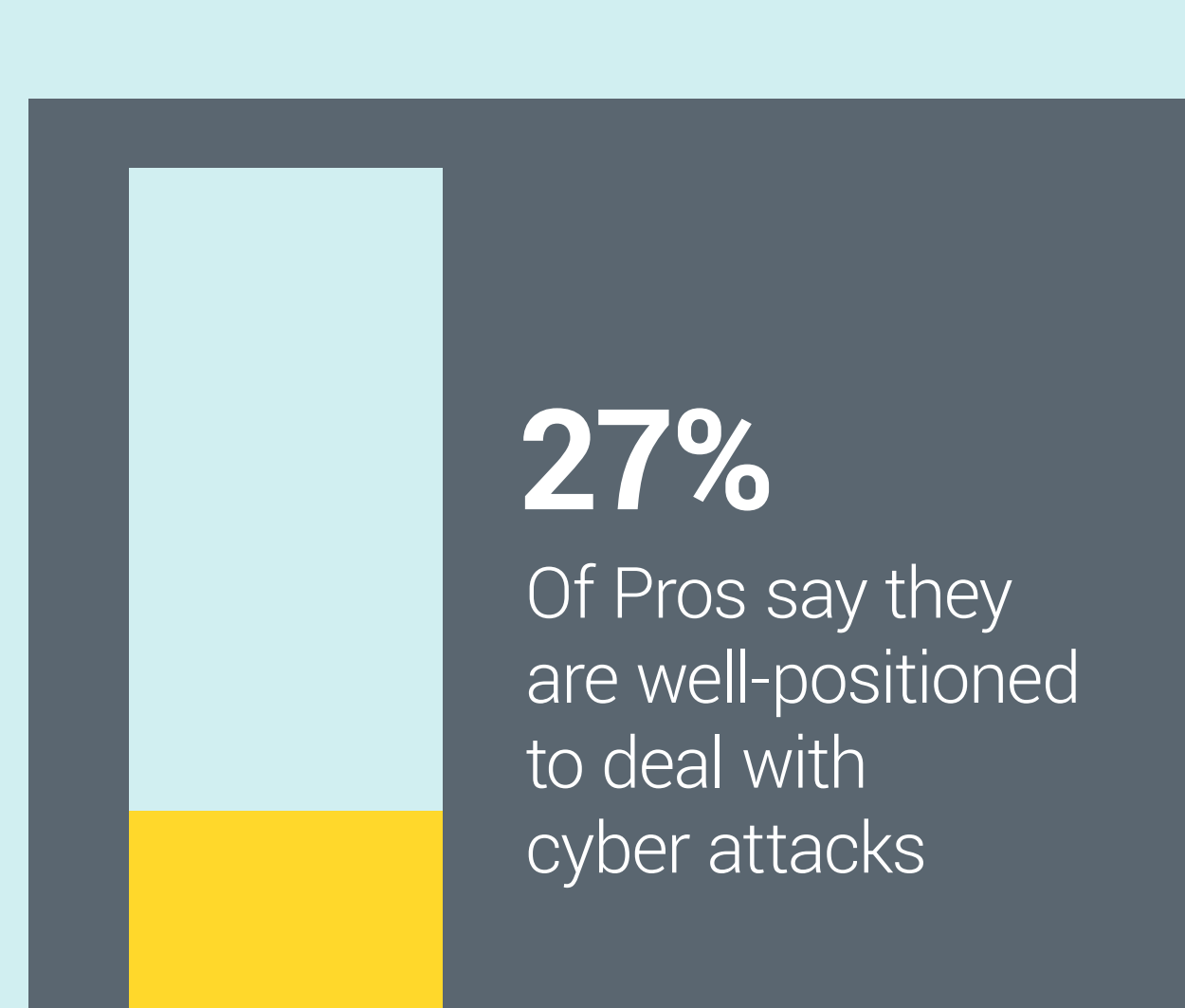
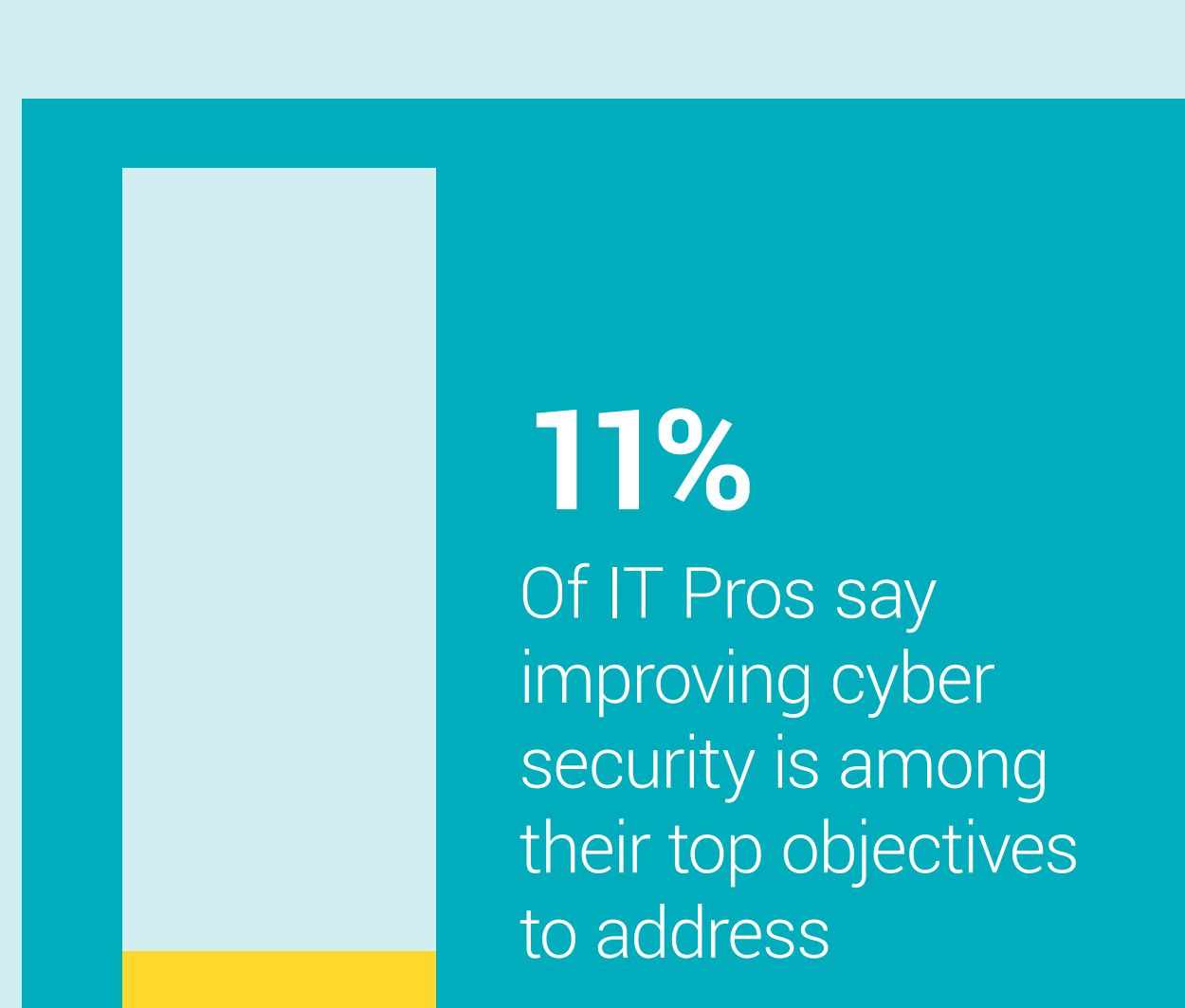
Of Members say "using tech makes me concerned about privacy and data security"



Of Members say "I often don't read privacy policies/how data will be used and stored"



Of Members say "I am okay with tech collecting data on me if it is for my benefit and is secure"



### Members say vs. Pros say



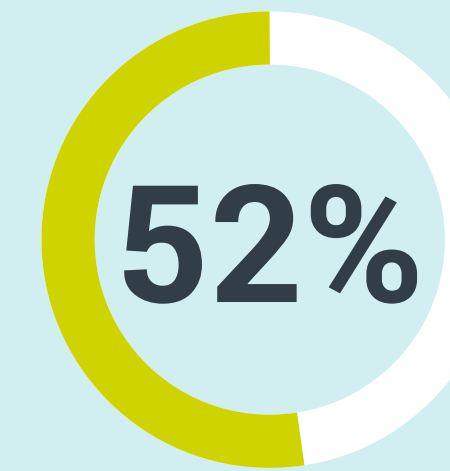
Of Members believe their organization personalizes content



Of Members are interested in personalization



Of Pros personalize the content members see



Of Pros are interested in personalization

## With great expectations and great data, comes a delicate balancing act

**1**

**Focus on the member experience** by using personalization and data privacy to enhance their experience with your association, not annoy them.



**2**

**Understand privacy regulations** to meet member expectations and mitigate risks.



**3**

**Develop a data governance strategy** that includes policies for what type of data you collect, how long you keep data, and how you use it.



**4**

**Leverage your technology** to collect useful data and use it to send targeted messages to deliver a better, more personalized member experience.



Find out more about the study at

[communitybrands.com/digitalevolution](https://communitybrands.com/digitalevolution)