



# Consumers Keen to Protect Privacy and the Environment



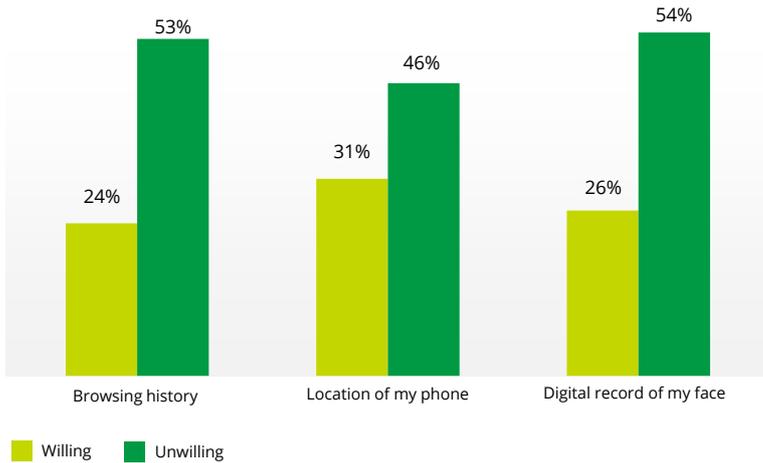
Most consumers in the Netherlands are reluctant to share personal data, even when doing so could lower the risk of fraud or ill health. Many are also skeptical about tech companies' commitment to reducing their carbon footprint.

This trust deficit was revealed by Deloitte Digital Consumer Trends Survey 2023, which canvassed the views of more than 2,000 people in the Netherlands during the summer of 2023. The survey generated valuable insights on a wide range of topics, including generative AI, key trends relating to the uptake of digital devices and services, as well as consumers' views on their implications for privacy and sustainability. To explore the results in full click [here](#).

## Survey reveals reluctance to share personal data

One major theme to emerge from the survey results was the importance Dutch consumers attach to privacy, as their digital devices capture more and more data about their behavior. More than half of the respondents said they would not be willing to share their browsing history or a digital record of their face with law enforcement agencies to help guard against online fraud (see graphic). Almost as many don't want to share their location data.

**Thinking about law enforcement in your country, how willing or unwilling would you be to provide them with access to information, if it meant you would be more effectively protected from online fraud?**

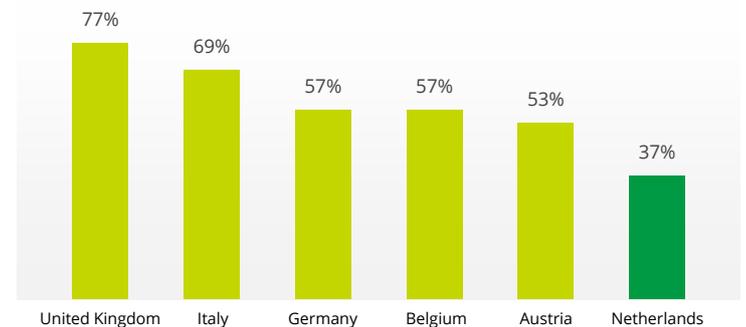


Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 (n=1867 for browsing history; n=1881 for location of my phone; n=1861 for digital record of my face)

In a similar vein, 1 in 3 consumers are uncomfortable sharing the health data, such as their heart rate, recorded by their devices with their doctor. Female respondents are particularly reluctant. Only 29% of females said they are comfortable with this kind of data sharing, compared with 44% of their male counterparts.

When looking at the data from a country perspective, Dutch consumers are much less likely to share health data recorded by their devices with their doctor than their counterparts in other European countries. Only 37% of Dutch consumers are willing to share such information with their healthcare provider, compared to a staggering 77% of UK consumers (see graphic).

**I would be comfortable giving my doctor access to the health data which is recorded on my devices. - Agree**

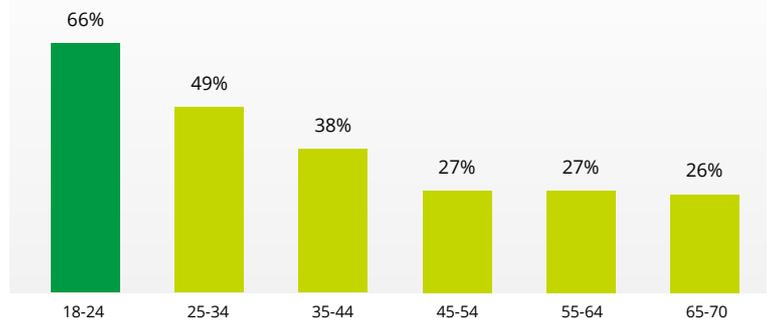


Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted NL base: All adults (n=1263)

Such concerns were also evident in other responses. For example, less than 10% of consumers accept all apps' permission requests, while only 25% always accept default cookies from a website. Furthermore, 39% of the survey respondents said they sometimes (or always) use a specific web browser or search engine that limits ad tracking. Younger consumers are the most likely to make use of such tools, which enable them to browse anonymously (see graphic).

Aware of the sensitivity of certain personal data, consumers weigh on a case-by-case basis whether the stated goal is important enough to justify sharing the requested personal data.

**How often do you use a specific web browser or search engine that limits ad tracking? - Sometimes or always**



Source: Deloitte Digital Consumer Trends Survey 2022, NL edition and global data aggregation  
Weighted base: All adults 18-70 (n=858)

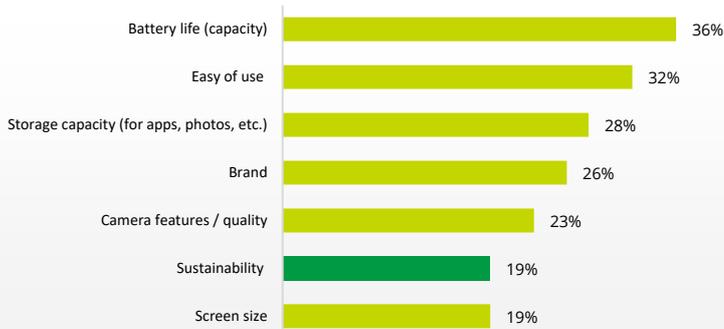


## Mixed messages on the environment

The survey results suggest many consumers are now environmentally conscious. Half of all the Dutch respondents believe that tech companies should have to disclose the carbon footprint of the devices they sell. Adults under 25 are the most likely to advocate such disclosures.

At the same time, 1 in 5 Dutch consumers regard sustainability as an important decision factor when buying a new smartphone. That is almost the same figure as recorded in the previous year's survey. Respondents are generally more concerned about battery life, ease-of-use and storage capacity (see graphic).

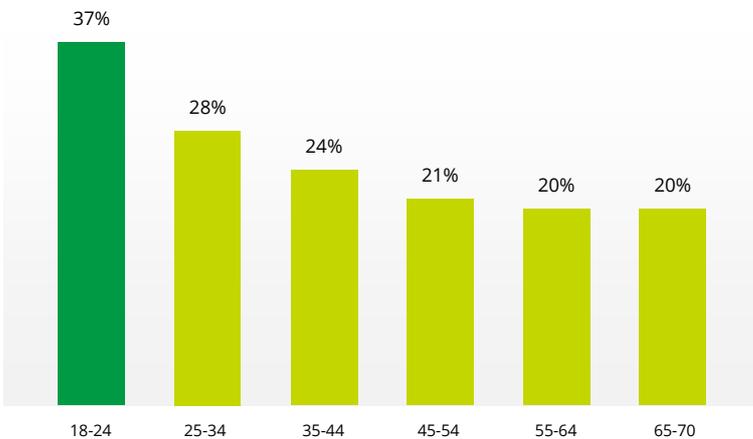
### Aside from price, which of the following are most important to you when deciding which smartphone to buy next?



Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 who have a phone or smartphone (n=1943)

Skepticism may be one of the reasons that sustainability isn't a bigger buying consideration for many consumers: only one in four respondents said they trust technology companies' carbon footprint figures. This distrust is particularly high among older consumers (see graphic).

### I trust technology companies to be truthful about their carbon footprint - Agree

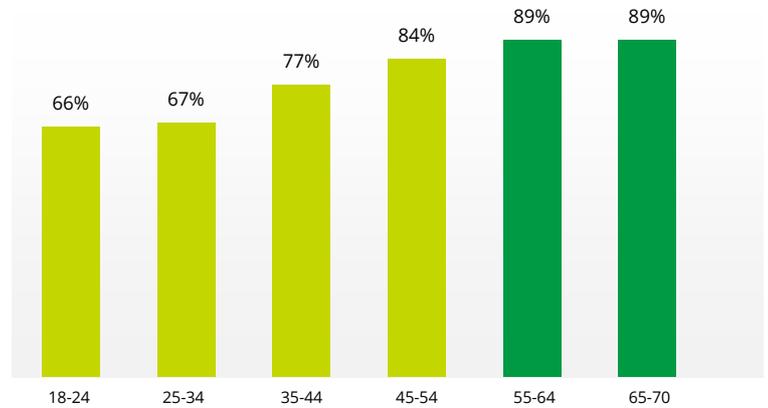


Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 (n=1826)

Still, 30% of consumers said they are willing to pay a premium for a device with a lower carbon footprint, compared with 26% a year earlier. Adults under 35 are the most willing to pay extra.

Almost 80% of consumers said they do not place broken technology in with their household rubbish. In this respect, older respondents are even more assiduous than their younger counterparts. Almost 90% of those over 54 said they don't throw broken laptops, phones or tablets out with household rubbish (see graphic).

### For convenience, I tend to throw broken laptops, phones or tablets out with my household rubbish - Disagree



Source: Deloitte Digital Consumer Trends Survey 2023, NL edition and global data aggregation  
Weighted base: All adults 18-70 (n=1952)

Somewhat paradoxically, although younger people care more than their older counterparts about the carbon footprint of their devices, they are also more likely to throw out their devices with household rubbish.

The Deloitte Digital Consumer Trends Survey generated many more insights into consumers' views on a wide range of topics including generative AI, 5G connectivity, digital devices and services, as well as data protection and sustainability. To access the full report, click [here](#).

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