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# eMarketer Canada Trends 2018: Five Things To Watch Next Year - Stricter Privacy Regulations

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According to Mintel, just 22% of residents in Canada agree that businesses do a good job of protecting their customers personal information, and only 42% trust stores to protect their payment information. The issue of privacy will become even more crucial for marketers as Canadas Anti-Spam Legislation (CASL) will be enforced more strictly next year, and other privacy regulations will become tougher in line with Europes General Data Protection Regulation (GDPR), which goes into effect in May.

Among consumers in Canada, whom these new laws are meant to protect, digital ad literacy is fairly strong, according to a Digital Advertising Alliance of Canada (DAAC) survey: 70% of internet users in Canada polled in June 2017 said they knew ads are served based on browsing, 71% said they understood data is used to guess interests, and 71% were aware that their personal data is collected online.

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## Internet Users in Canada Who Are Familiar with Select Aspects of Digital Interest-Based Advertising, May 2016 & June 2017

% of respondents

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### Specific ads are served-based on browsing



### Data is used to guess my interests



### Data about me is collected online



### Ads support free services



■ May 2016

■ June 2017

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Note: May 2016 n=1,000; June 2017 n=994; ages 18-64

Source: Digital Advertising Alliance of Canada (DAAC), "AdChoices Consumer Awareness: Key Research Findings 2017" conducted by Synqrinus, Sep 28, 2017

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Counterbalancing the DAACs pro-digital positioning is Advertising Standards Canadas Consumer Perspectives on Advertising 2017 study, which tends to highlight traditional ad performance efficacy. When it asked internet users in Canada which media channels are most trustworthy, traditional media like newspapers, radio and television ranked much higher than digital properties, even among millennials.