



# GET OUT AHEAD OF THE 'TECHLASH'

According to Ketchum's recent Social Permission and Technology study, **78 percent of consumers are uncomfortable with companies selling their data but more than half say they agree to privacy terms without reading them** all or most of the time.

This is just one example of the highly conflicted, love-hate attitude toward technology the study uncovered.

In the face of this conflicted consumer sentiment, technology companies are facing unprecedented reputation and communication challenges. In response, Ketchum is offering expertise focusing on three key areas: **Cultural Disconnections, Human Disruption and Data Privacy and Stewardship.**

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## NEED TO HEAR MORE?

Receive a copy of our Social Permission and Technology study executive summary and book a complimentary consultation with Melissa Kinch.

## CONTACT

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**Ketchum**