

keepsafe

Growing Consumer Clash with Photo-Sharing:

Privacy vs. Tech Giants' Cool, Convenience

Photo-sharing report

Americans are concerned about online privacy and security and are taking steps to protect personal information from being exposed. Keepsafe conducted this survey to measure and highlight people's knowledge and sentiments around photo-sharing.

Keepsafe's findings reflect the mismatch between social media & photo-sharing offerings and people's desire to maintain privacy. Tech giants like Google, Facebook and Snap routinely attract customers with convenient, free photo-sharing tools that offer storage. They also provide sophisticated capabilities like geo-tagging, artificial intelligence-driven facial recognition and auto-sharing.

The survey findings reveal that people's knowledge, desires and values about

privacy aren't reflected in the revealing features technology firms are delivering.

It's a stark reminder that when people upload photos to photo-sharing services, they are often offering up their own data only to be repackaged and repurposed. (Often without express consent or knowledge.)

People can only take control of their privacy when they understand what's at stake and how to protect themselves.

**Keepsafe's mission is to make
privacy and security simple.**

Methodology

This report is compiled from June 2017 survey data collected by Keepsafe.

Responses were gathered from 503 mobile users of social media in the U.S. using Google's Consumer Survey platform.

Summary of findings

1. People are uncomfortable with advanced photo-sharing technologies that compromise their privacy:

- Capturing geo-tag and personal information when uploading photos
- Auto-sharing photos
- Using facial recognition
- Making AI-driven sharing suggestions
- Passing metadata from photos

2. People are modifying behavior due to fear that private photos will be compromised. From deleting sensitive pictures to changing photo apps, people's actions indicate a lack of trust across the photo-sharing ecosystem and desire for personal privacy and security.

3. Perceptions of privacy among photo storage and sharing apps is fragmented. Services that protect people's privacy will win consumer trust; those that don't, risk a backlash from users. Competitors in the space may tackle products' privacy shortcomings as this becomes more evident.



What about passing geo-tag and personal information when uploading digital photos?

75% 

of people are aware that geo-tag information is passed to online services when taking a photo with their digital camera or phone.

Only **1 in 3** 

people are comfortable with passing this meta data to online services.



In fact, **70%** said they'd strip their photos of meta data if given the choice.



Another **21%** said they weren't sure they'd strip their photos of meta data.

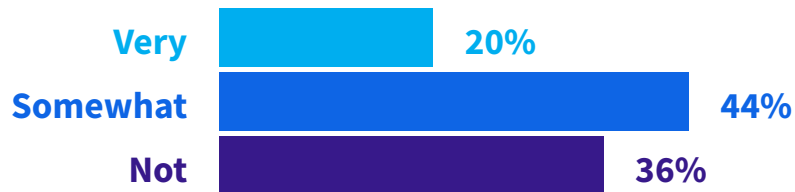


How comfortable are people with advanced photo-sharing technologies?

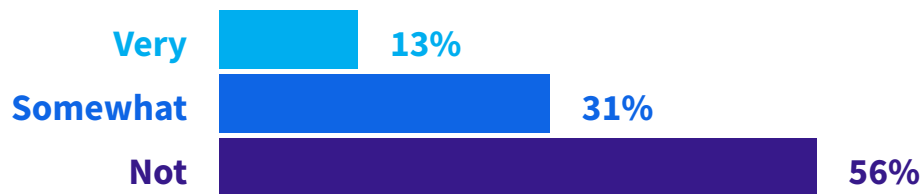
80% are only marginally comfortable with intelligence-driven suggestions for sharing photos, while over 50% are uncomfortable with the idea of automatically sharing of photos.



Comfort levels: AI-driven suggestions for photo sharing



Comfort levels: Auto-sharing photos with people



Facial recognition

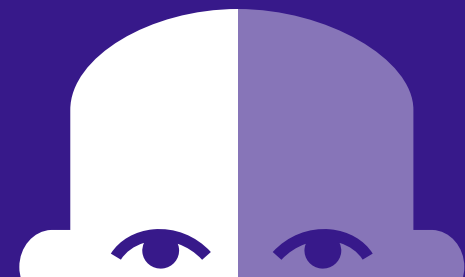
Only 20% said they were “very” or “extremely” comfortable with photo-sharing apps or services that use facial recognition to identify people in their photos.



48% said they’d turn off facial recognition if given the choice.



Another 31% said they weren’t sure if they’d turn it off.



How have people modified behaviors to protect private pictures in light of recent photo hackings?

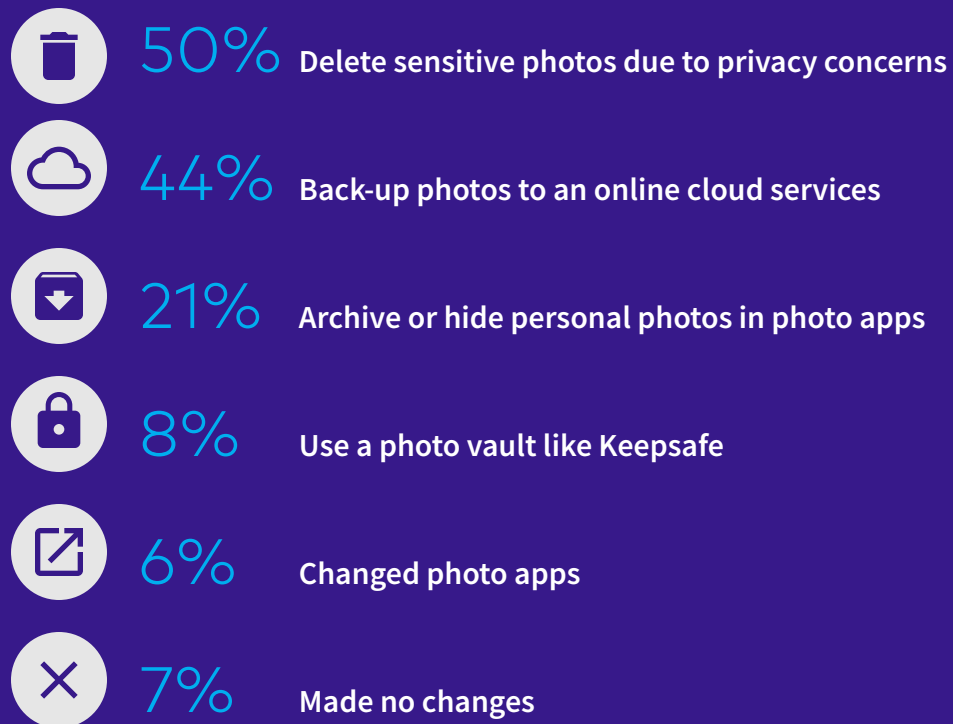
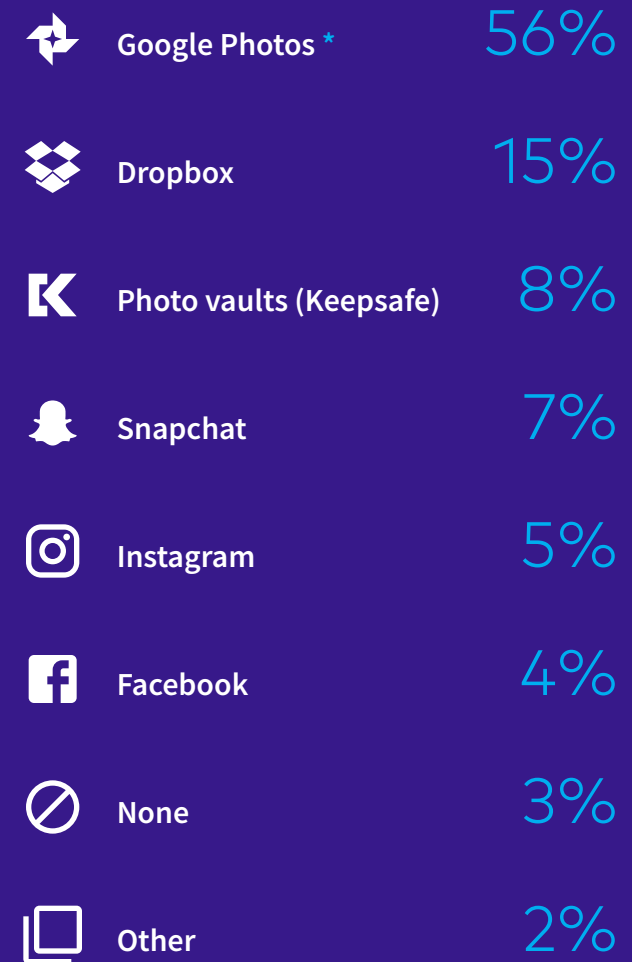


Photo-sharing services perceived as best for protecting privacy



* Surveys conducted with Google Consumer Surveys

About Keepsafe

Founded in 2012 and based in San Francisco, CA, Keepsafe is dedicated to protecting people's personal space. More than 60 million people rely on Keepsafe's secure vault to protect their private photos, videos and documents. Keepsafe makes privacy simple in the digital world. For people who want control over their privacy, peace of mind, and the freedom to be themselves, Keepsafe locks down personal items so they stay private. For more information, visit Keepsafe at getkeepsafe.com.