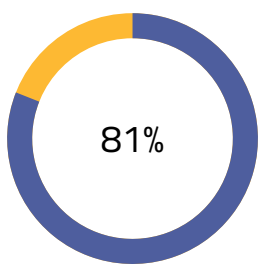


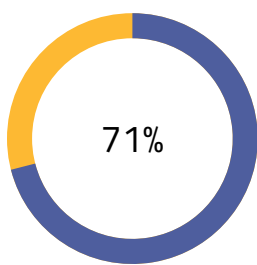
Balancing tailored experiences and trust

Rethinking personalization without compromising privacy

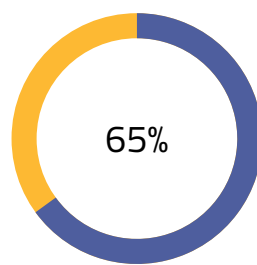
Personalization transforms generic interactions into meaningful, tailored experiences that resonate with individuals



of customers prefer companies that offer personalized experiences



of customers expect personalized experiences



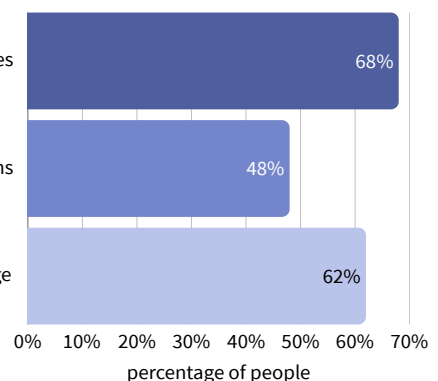
of consumers say they are more likely to stay loyal when a company offers a more personalized experience

Behind every personalized recommendation lies sensitive user data, raising questions of security and ethical use

users concerned about the volume of data being collected by businesses

users have stopped buying from a company over privacy concerns

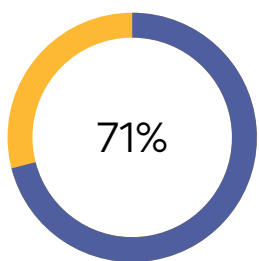
users feel they have become the product in the digital age



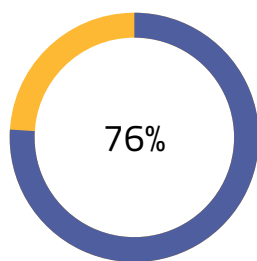
Harmeling, T. and GmbH, U. (2025) Over 150 data privacy statistics companies need to know about in 2025. <https://usercentrics.com/guides/data-privacy/data-privacy-statistics/>.

Fip, M.K.C.C., Cipt, (2025) 64 Alarming data privacy statistics businesses must see in 2025. <https://termly.io/resources/articles/data-privacy-statistics/>.

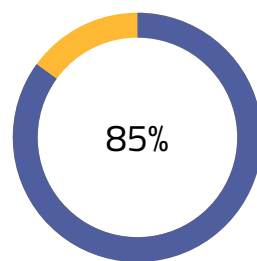
With growing awareness, users increasingly demand transparency and control over how their personal information is used



of users would stop doing business with a company if it gave away sensitive data without permission



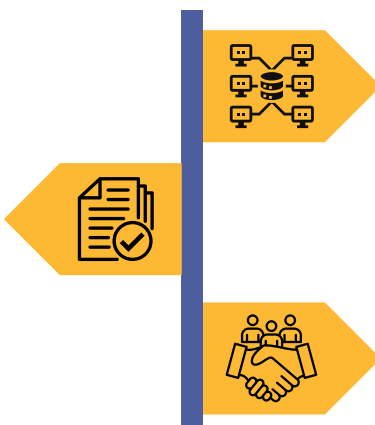
of users want more control over how their data is used



of users want to do more to protect their online privacy.

Organizations are turning to open source tools to balance personalization with privacy

60%+ of large enterprises now use Privacy Enhancing Technologies (PETs)



96% of organizations increased open-source use in 2025

95% of organizations say privacy investments deliver more value than they cost.

Mautic has become the world's largest open source marketing automation platform



200k+

businesses globally use Mautic as of 2025



35-45k

active instances worldwide

For more information on Mautic's approach to data privacy, visit: mautic.org/features/privacy-and-gdpr/