

Should consumers be compensated for their personal data? Insights from consumers and marketing professionals

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Abstract

The General Data Protection Regulation (GDPR) has introduced new constraints on the collection of customer data. Based on a qualitative study with consumers and professionals, this paper therefore examines the strengths and weaknesses of a policy that has gained little attention in the literature: rewarding consumers in exchange for their personal data. The aim of such a policy is to make data-related transactions more equitable and ethical, whilst at the same time complying with the new GDPR regulatory framework. The results of this study show that the strategy of rewarding consumers on the basis of their personal data is a possibility, despite the reticence and very strong opposition expressed by some participants in the study. It would therefore allow consent to be given and ensure greater fairness in consumer-company relationships. Nevertheless, it must be subject to a set of conditions.

Keywords: *Rewarded consent; Privacy; Personal data*

Track: Relationship Marketing