

# Whom do we distrust with our privacy and data?

Credit cards, traditional banking and insurance brands were ranked most protective of their customers' privacy and data by Canadian consumers. The least trusted brands with data are large, global technology brands, mainly social media apps.

What was once seen as a benign tool for individuals to contact one another, build communities around common interests and share experiences has become a vehicle for unscrupulous agents to use personal information to target and shape opinion. [The loss of privacy has led to intervention in our democratic processes and sharp increases in identity theft and online scams.](#)

With digital infrastructure becoming increasingly necessary for human interaction and concerns mounting over data privacy, [the problem is that too much of our data is in fewer hands](#), raising the potential for abuse.

Rank	Most Trusted with Data
1	RBC
2	Mastercard
3	BMO
4	Interac
5	CIBC
6	Visa
7	Canadian Automobile Association
8	Pacific Blue Cross
9	TurboTax
10	Sun Life
11	TD Canada Trust

Rank	Distrusted with Data
381	Google
382	YouTube
383	Craigslist
384	WhatsApp
385	Snapchat
386	WeChat
387	Twitter
388	Huawei
389	Instagram
390	TikTok
391	Facebook

# Zoom perceived more trusted but less innovative



Although the pandemic meant a pot of gold for **Zoom**, the teleconferencing company received a very low score on protecting customer privacy and data.

We attributed the low score to the wave of public scrutiny, as the app's privacy settings may not have been seen as secure enough to handle the millions of users flocking to its service, especially at the beginning of the coronavirus pandemic.

Zoom started recovering this year, as its overall trust score went up by nine points. Zoom also improved its negative score on protecting customer privacy and data by five points.

However, the brand wasn't perceived as innovative as it was last year. It lost 11 points on its innovativeness this year.

# Do Canadians trust Apple with their data?

Apple placed in the top 5 for brand affinity and top 50 for brand trust in 2017, the tenth anniversary of the first iPhone. Despite using privacy as a selling point, Apple's privacy scores, however, have deteriorated in recent years.

Throughout 2017, Apple had a plethora of significant security lapses that left Apple's software and services vulnerable to security threats. The release of their new Face-ID feature presented [privacy concerns from consumers and experts](#).

Between 2017 and 2020, Apple lost 15 points in its protectiveness of customer data and privacy. The significant decrease in scores may be linked to news that Apple contractors were able to listen to consumer conversations over Siri, a built-in virtual assistant on the majority of Apple products. Apple released a statement apologizing for their practices; however, little action was taken to comfort consumers.

Despite some apparent recovery in brand trust in 2021, Apple's trust score and privacy score reached a new low this year, losing nine and seven points, respectively. What's more interesting is that the brand lost 12 points in its trust scores received from millennials and Generation Z while increasing its trust score with those over 55.

While some buy Apple products for 'higher status,' some consumers buy Apple products for only one reason: privacy, which raises the question of whether Apple (and other Big Tech companies) will take the right action to let consumers hold the keys to their own data.

