

# Privacy in a **BYOD** World

over **80%**

of consumers are now using personal phones and tablets for work.

this is a **TRUST GAP**

between employees and the companies they work for.

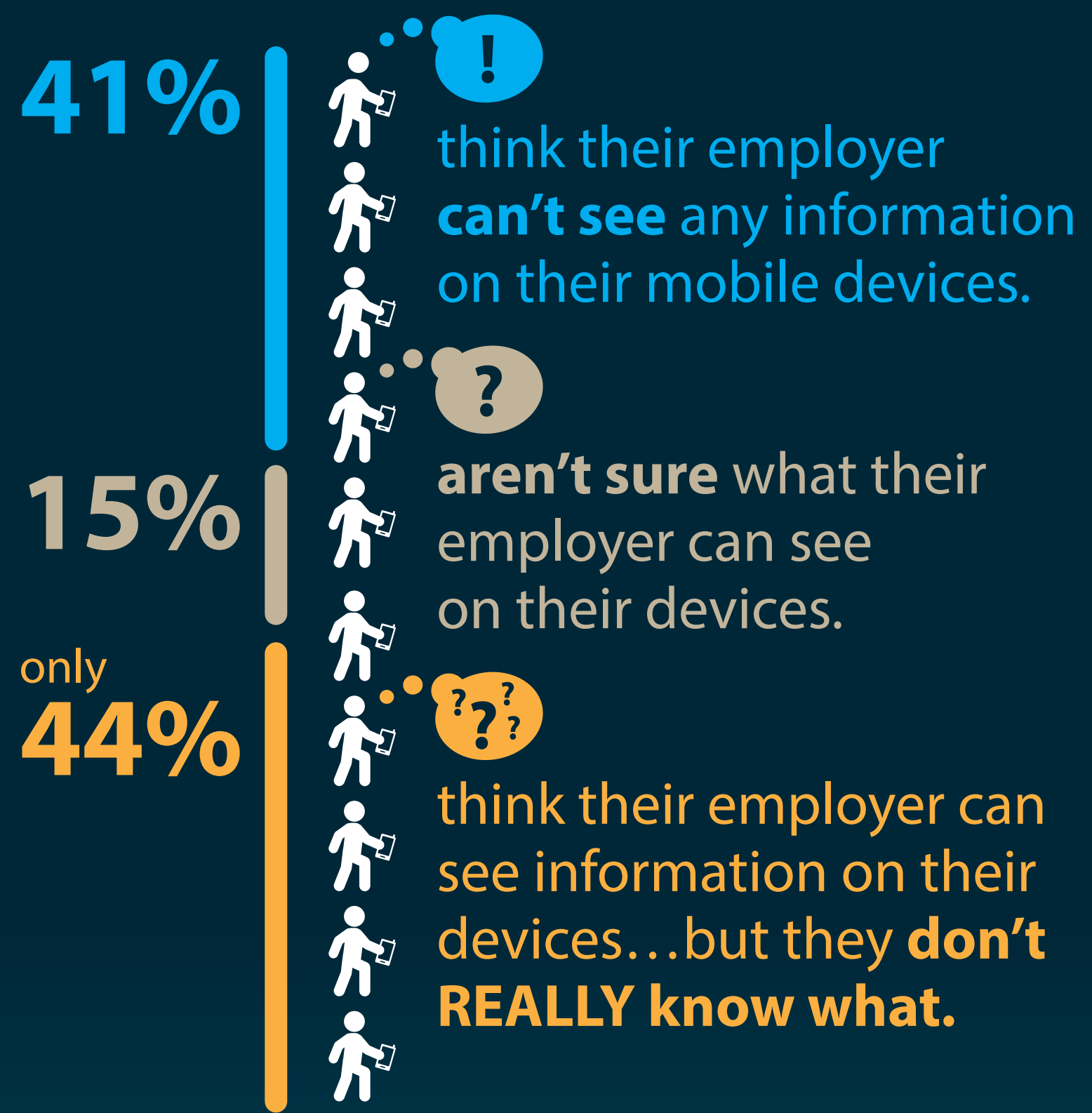
**why?**



only **30%**

"completely trust" their employer to keep personal information private.

**Employees are confused** about what employers can and can't see on their mobile devices:



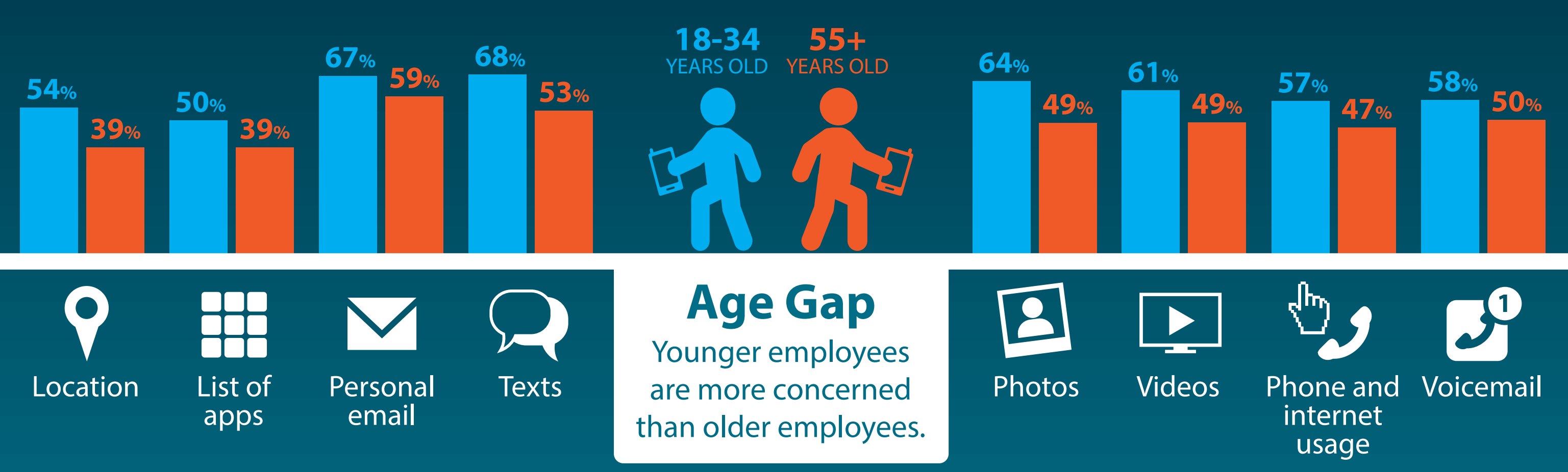
**Employers can see\***

- Carrier
- Country
- Make and model
- OS version
- Battery level
- Phone number
- Location
- List of apps
- Storage use
- Corporate email and data

**Employers can't see\***

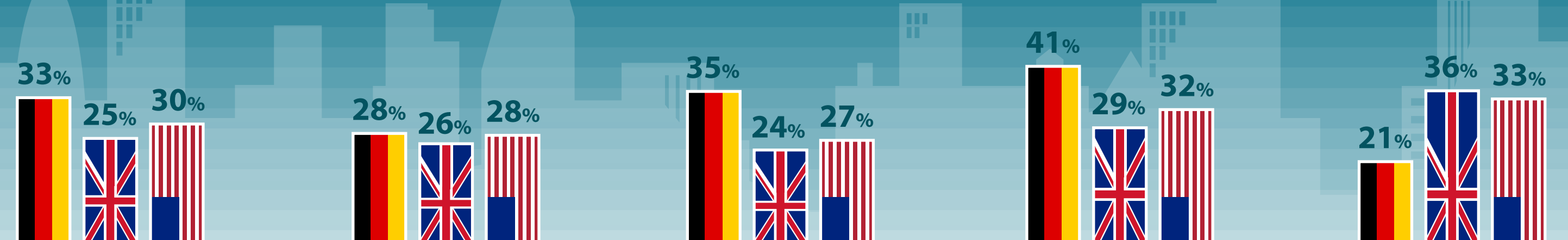
- Personal email and data
- Texts
- Photos
- Videos
- Voicemail
- Web activity

**Employees are not comfortable** with employers seeing:\*\*



**Communication is the way to bridge the Trust Gap**

...and German employees are the most receptive:



What would your employer need to do to increase your trust in their commitment to protecting your privacy when it comes to mobile data?

- Give me **written notification** about what they can see and what they cannot
- Ask my permission** in writing before accessing anything on my device
- Promise in writing** that they will only look at company information
- Explain in detail **the purpose** of seeing certain information on my device
- There is nothing** they can do to increase my trust

**Survey methodology**

The MobileIron Trust Gap Survey surveyed consumers in three markets: the United States, the United Kingdom, and Germany. From June 14 to 18, 2013, Vision Critical conducted an online survey among 2,997 randomly selected adults who are in employment across the UK (993), US (1,004) and Germany (1,000). The sample was balanced using age, gender and regional data. Discrepancies in or between totals are due to rounding.

\* Represents visibility on iOS, but will vary by mobile operating system and employer policy.  
\*\* Figures exclude the proportion of respondents that selected not applicable. Full data sets available on request.

Survey commissioned by:

