**How Can Marketers Address Worries About Data Privacy?**

Nearly 7 in 10 consumers are worried about their personal data being shared for advertising purposes, 64% say they're more vigilant than ever when it comes to online privacy and 62% of media experts are making data privacy a priority, per research from Integral Ad Science and YouGov. The report advises marketers to leverage contextual ad targeting to deliver the best experience while respecting privacy concerns.

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[*https://corp.smartbrief.com/original/2022/09/report-how-marketers-can-alleviate-data-privacy-concerns?utm\_source=brief*](https://corp.smartbrief.com/original/2022/09/report-how-marketers-can-alleviate-data-privacy-concerns?utm_source=brief)

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