

# 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:

**PERCEPTION**

**REALITY**

**41%**



think their employer  
**can't see** any information  
on their mobile devices.

**15%**



**aren't sure** what their  
employer can see  
on their devices.

only  
**44%**

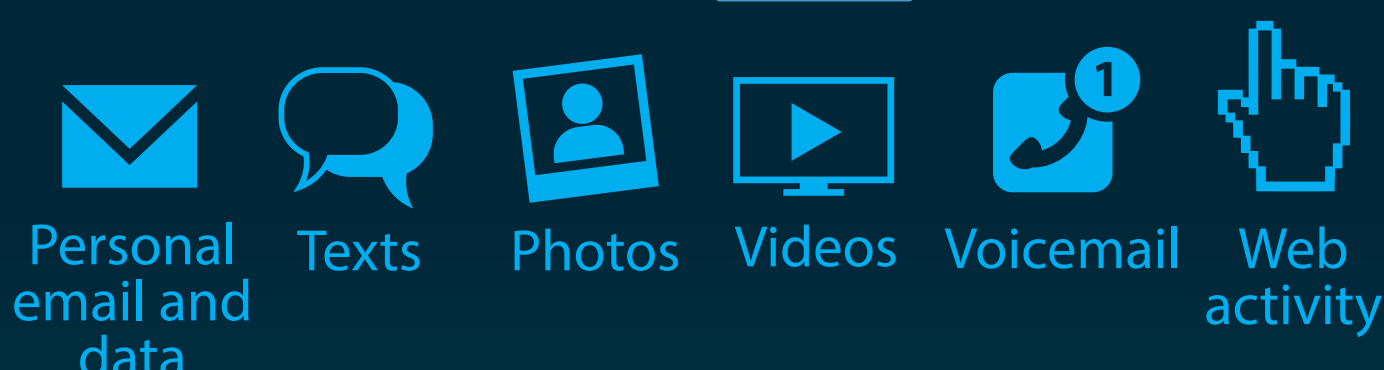


think their employer can  
see information on their  
devices...but they **don't  
REALLY know what.**

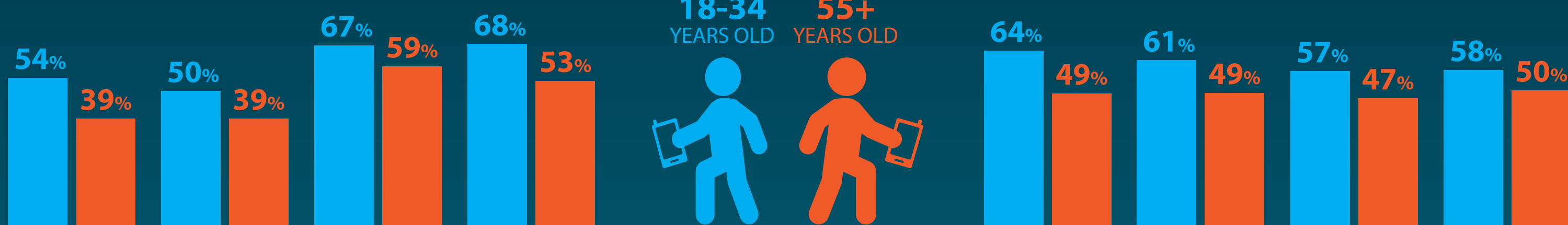
**Employers can see\***



**Employers can't see\***



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

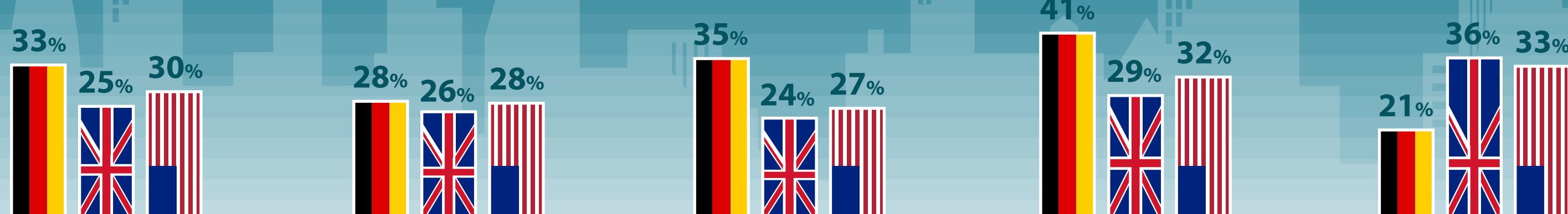


**Age Gap**

Younger employees  
are more concerned  
than older employees.

**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 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:



[www.mobileiron.com](http://www.mobileiron.com)