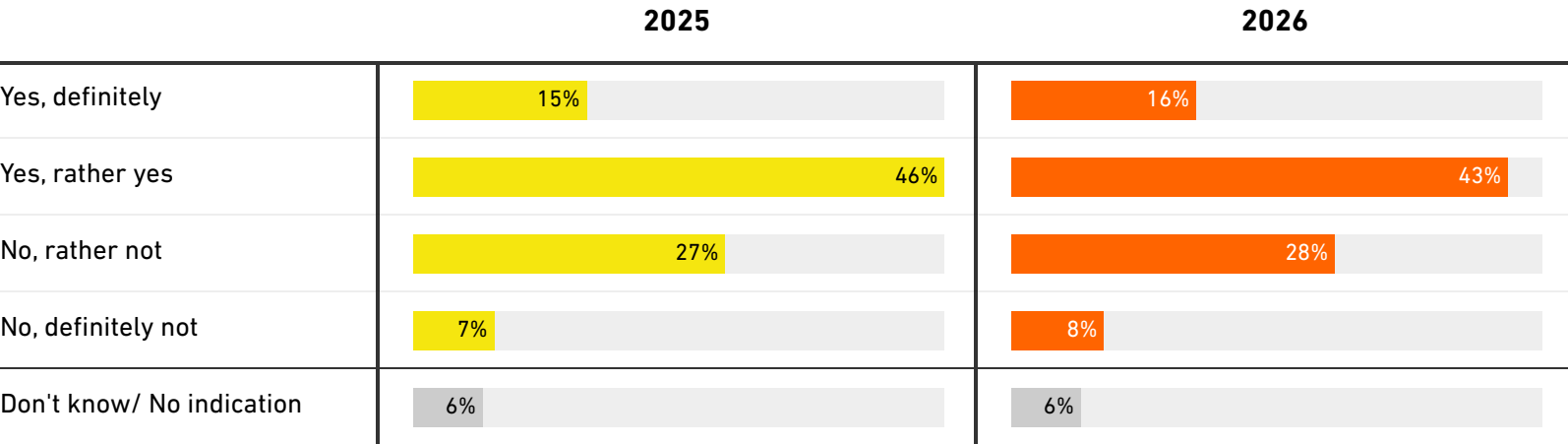


Willingness to share personal data in apps for better offers over time



Source: ONE8Y

Survey date: 03/24/2025 to 02/02/2026

Survey country: Germany

Sample: n=3,394 people interested in sports (top 2 on 4-point scale) who use shopping apps, with n=1,156 on 03/24/2025 and n=2,238 on 02/02/2026

Question: Would you share personal data with an app if you received better offers in return?