We surveyed more than 1,000 association members and 400 association professionals and uncovered that personalization and data privacy are hot topics today. Members indicate they're willing to provide information to their organization if they think it's secure and they'll benefit from sharing the data.

Members expect to be recognized and want their experiences personalized.

Members say vs. Pros say
- Of Members say “using tech makes me concerned about privacy and data security”
- Of Members say “I often don’t read privacy policies/how data will be used and stored”
- Of Members say “I am okay with tech collecting data on me if it is for my benefit and is secure”

Of Pros say
- they have a data governance strategy
- improving cyber security is among their top objectives to address
- they are well-positioned to deal with cyber attacks
- they personalize the content members see
- they are interested in personalization

Of Members believe their organization personalizes content

With great expectations and great data, comes a delicate balancing act.

1. Focus on the member experience by using personalization and data privacy to enhance their experience with your association, not annoy them.
2. Understand privacy regulations to meet member expectations and mitigate risks.
3. Develop a data governance strategy that protects your members, your organization, and your technology.
4. Leverage your technology to collect useful data and use it to send targeted messages to deliver a better, more personalized member experience.

Find out more about the study at communitybrands.com/digitalevolution