

CUSTOMER DATA AND PRIVACY

**THE INSIGHTS YOU NEED FROM
HARVARD BUSINESS REVIEW**

BY HARVARD BUSINESS REVIEW

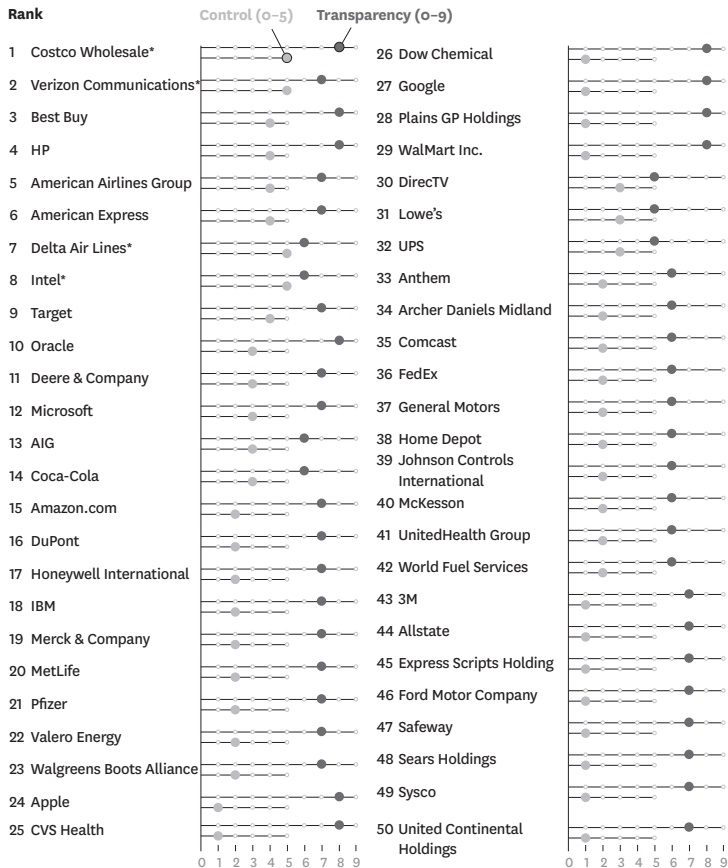
Contents

Figure 4-1	3
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FIGURE 4-1

How good are the *Fortune* 100's privacy policies?

A ranking of how transparent each company's policy is, and how much control it gives customers.



*The privacy policies of these companies offer additional opt outs that did not factor into our ranking.

(Continued)

FIGURE 4-1 (continued)

