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## **Data Security and Value Creation for Consumers: Evidence from the United States**

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### **Introdução**

In this sense, there are debates about the relevance of ethical issues in big data analytics and how consumers perceive their data security as a tangible value. According to Someh (2019), the non-reciprocal character of the interaction between organizations, individuals, and society highlights ethical concerns or dilemmas for different stakeholders in a context that have the asymmetrical power from collecting to the sale of the individuals' data without their consent or awareness (Barocas & Nissenbaum, 2014; Solove, 2013). Corporations perceive big data as a tool for commercial advantage.

### **Problema de Pesquisa e Objetivo**

Our purpose is to analyze data security practices that create value for consumers. Our research question is: What are the best practices of data security that create value for consumers?

### **Fundamentação Teórica**

Considering this context, studying consumer perception on data security is essential both from the social point of view and from the business strategy perspective, which, has its performance linked with the stakeholders' perception of value creation. Therefore, we argue that companies that do not pay attention to data privacy ethics with their consumers may create less value (Elbeltagi & Agag, 2016).

### **Metodologia**

We use the JUST Capital 2020 database with 922 companies divided into six industries. We also analyze studies provided by NSFOCUS, the ISO 27002 certification, and the public reports of the best-ranked companies according to the Just Capital database for each industry.

### **Análise dos Resultados**

Furthermore, it is possible to infer that the Manufacturing, Commerce, and Services industries, especially the latter two, demonstrate the presence of more outliers than the other industries. Such behavior denotes a departure from a solid grouping that respects a representative data pattern. Finally, the graph alerts us to the point of attention in the industrial manufacturing sector. In addition to having the worst mean, it still has a low standard deviation level, showing consistency and homogeneity in the unsatisfactory result regarding data security.

### **Conclusão**

In addition to the preventive, control, and monitoring approach, some reports mention a reactive approach to damage. Sometimes, the company's effort to protect the data does not matter since the invasion can happen by other means, for example, by suppliers or even by an unknown technology to which attackers have access, but the company does not. It shows the rapid evolution that information technology has advanced and how companies eventually also find themselves vulnerable and exposed.

### **Referências Bibliográficas**

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