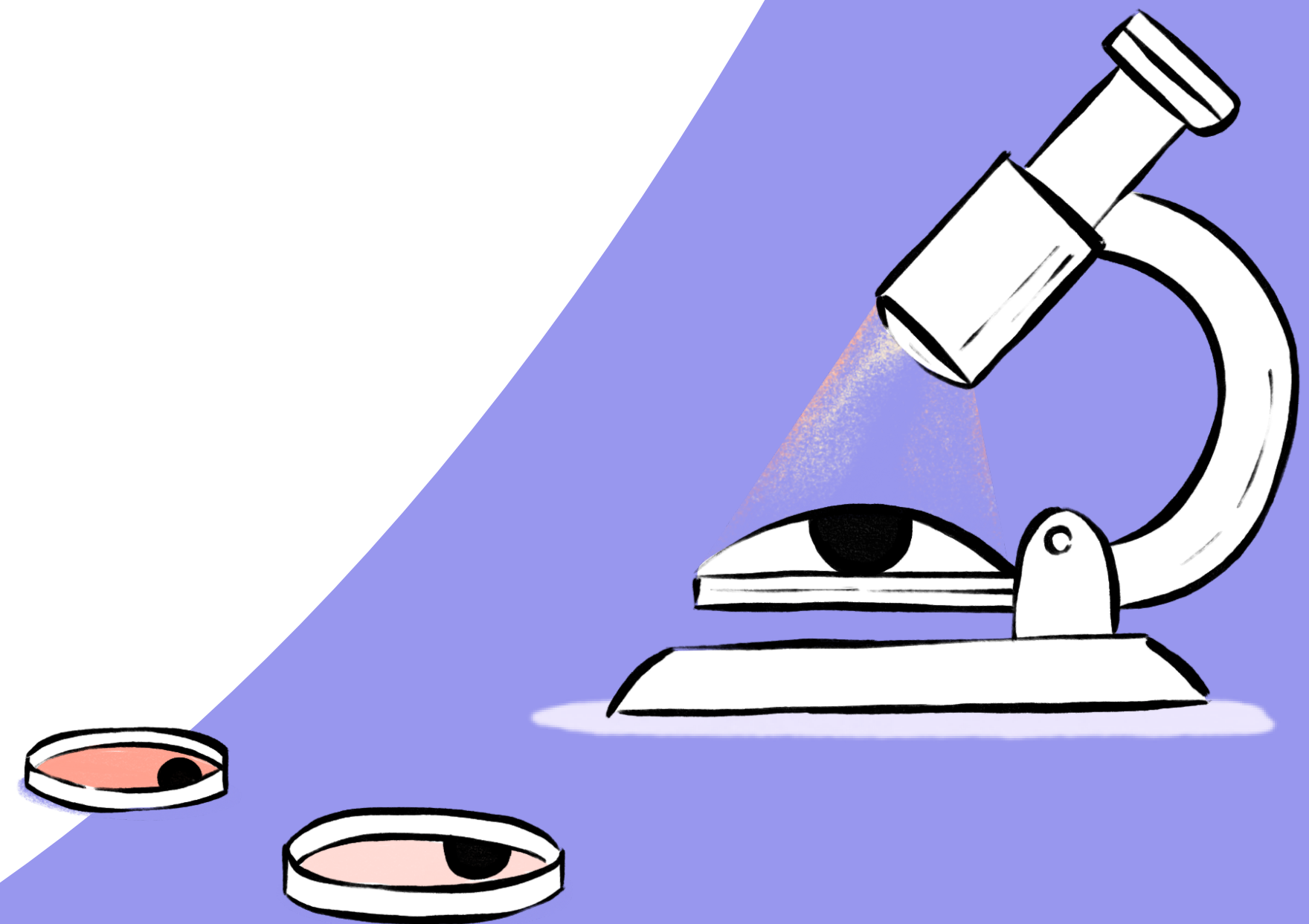




Data Privacy in Action



Mines' Privacy index
The Top 50 Companies in 2020



Breaking the privacy paradox

For many years, privacy was always about building fences around consumers to keep their data “safe,” but no one wants to give up the internet to protect their privacy. Instead, consumers should be able to control their personal data while enjoying the benefits of the internet. This is the future of data ownership - it’s about providing transparency and choice over the data we all share.

In early 2020, Mine was introduced to the world with a mission to provide exactly that.

Mine allows consumers to take ownership by helping them discover which companies have collected their data and how they use it. Then, upon their choice, they can use Mine to easily send deletion requests to companies, asking them to remove their data.

After facilitating more than 1.5 million deletion requests, it is clear that consumers care about their data. More importantly, they value companies that respect their data by providing a friendly privacy experience. As consumers become more aware, so should all companies - by making their users’ privacy experience a top priority.

For companies to provide their users with the best privacy experience, the focus should be on simple and user-friendly experiences.

This includes allowing their customers to easily understand their privacy policies, being clear about the data they collect, providing easy ways to submit privacy requests, and whenever possible, completing these requests efficiently on scale.

To elevate trust on the internet and push the privacy industry forward, Mine has decided to show consumers and companies the state of privacy in reality.

The beginning of something bigger

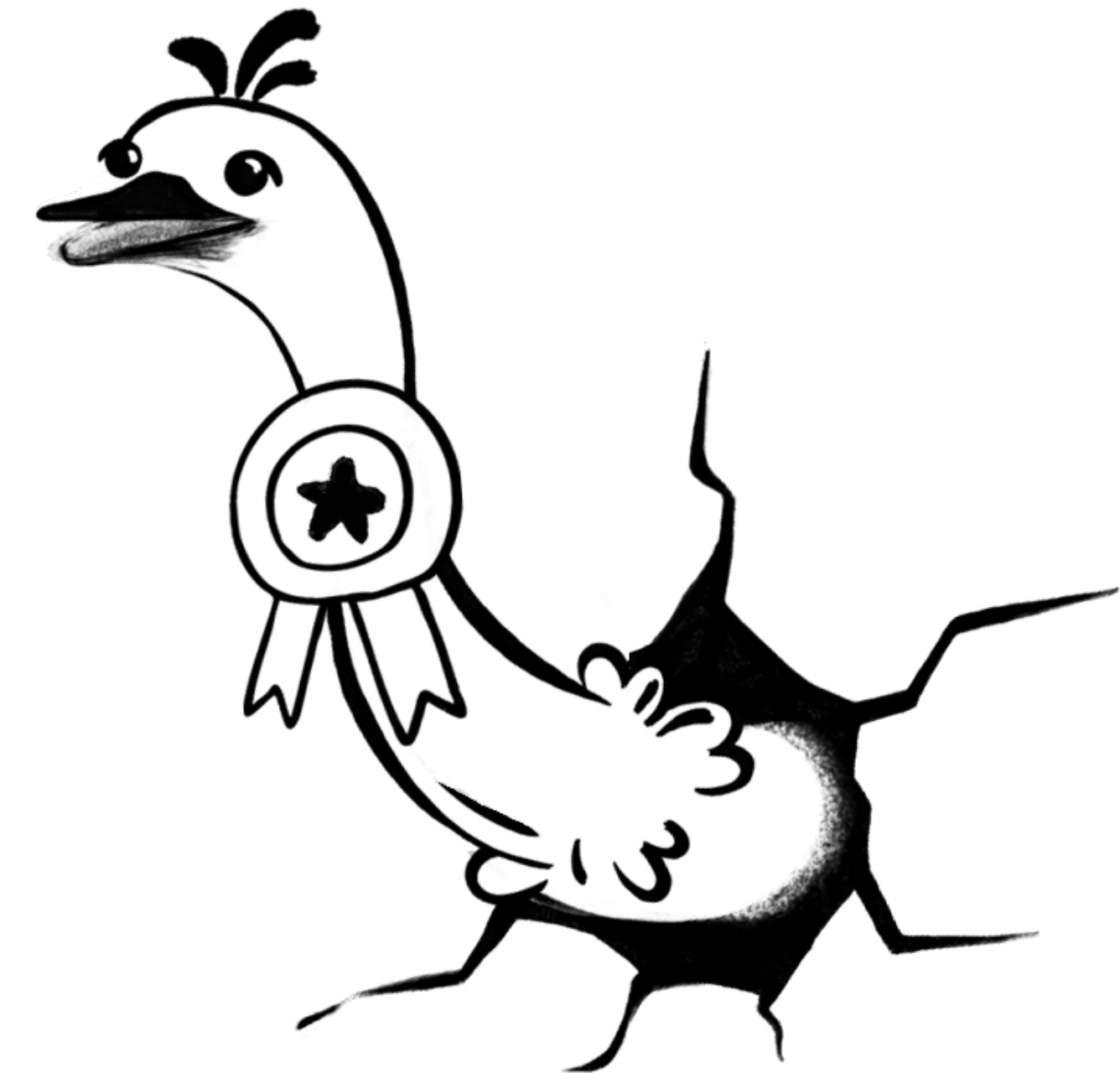
No more words, it's time to see privacy in action.

We've come a long way when it comes to data privacy, but to achieve a real balance between consumers and companies, we need to bring transparency and choice to the next level. Mine's "Data Privacy in Action" looks beyond the words stated in the disclaimers and gives a stage to honor actions, as they matter a lot more.

By presenting these real-life data privacy experiences for the first time, consumers can make informed decisions about which companies to share their data with. We hope this will set a stage and will fuel many companies worldwide to stand out and turn data privacy into an opportunity beyond compliance.

DISCLAIMER: This list was curated based on real privacy experiences of more than 150,000 of Mine users worldwide, who sent 1,500,000 million deletion requests to remove their data, using Mine during 2020.

The following list consists of companies that have taken their privacy policies and put them into action by respecting their customers' requests. The list includes companies of all sizes and industries around the world, from eCommerce, Travel, Dating to Consumer Apps and others. The analysis was made objectively as we believe it's up to consumers and companies to use this information how they see fit.



We are excited to share

[View full list on our website](#)

Mine's top 50 data privacy performers of 2020

Take a closer look at 10 selected companies



Company	Completed requests	Open requests	Time to complete	Email response time
Netflix.com	56%	44%	3.3 days	2.8 days
Soundcloud.com	90%	10%	2.8 days	2.8 days
Joinhoney.com	88%	12%	1.6 days	1.6 days
Flipboard.com	75%	25%	1.2 days	1.2 days
Teamviewer.com	70%	30%	7.1 days	5.8 days
Atlassian.com	52%	48%	5.9 days	6.5 days
Flickr.com	68%	32%	5.6 days	4.4 days
Substack.com	63%	37%	1.9 days	2 days
Wizardingworld.com	71%	29%	27.5 days	22.4 days
Sololearn.com	87%	13%	2.4 days	2.2 days
Postman.com	59%	41%	1.8 days	1.7 days
Airtable.com	84%	16%	1 days	0.8 days
Vistaprint.com	59%	41%	13.3 days	12.6 days
Iherb.com	90%	10%	6.4 days	6.1 days
Dreamstime.com	60%	40%	1.1 days	1.1 days

Deleting your data from Netflix

Updated: January 2021

Netflix put privacy into action by completing data deletion requests in only **3.3 days**.



Netflix

Media & Entertainment

[Netflix.com](https://www.netflix.com)



Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ DIY ✓ EMAIL ✓ FORM

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card

Email Address

Physical Address

Real Time Location

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

3.3 days

Time to complete request (avg.)

2.8 days

Company response time (avg.)

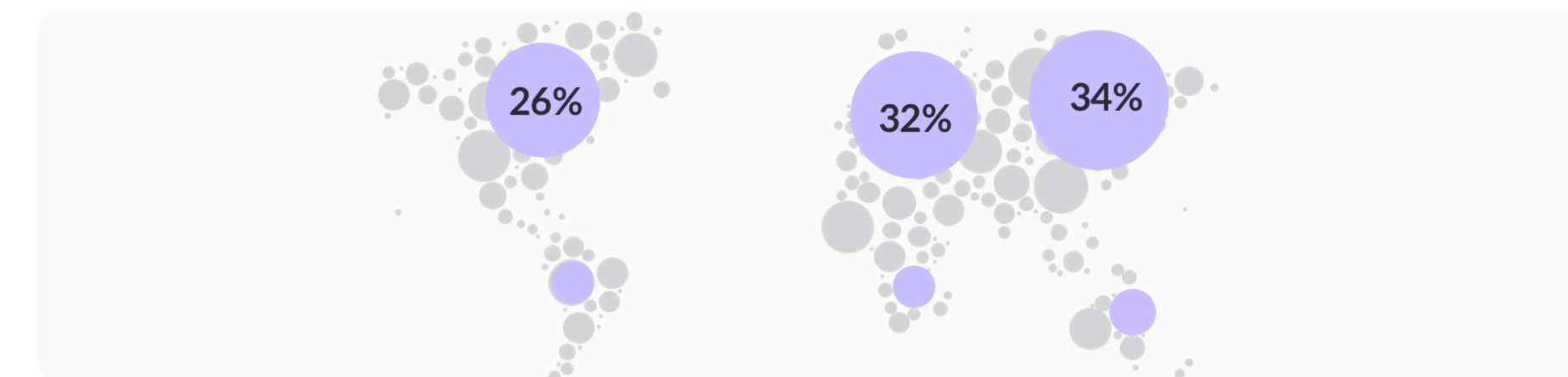
Deletion request results

56%

44%

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users




ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from SoundCloud

Updated: January 2021


SoundCloud put privacy into action by completing **90% of all data deletion requests.**



SoundCloud

Media & Entertainment

soundcloud.com

 Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ **DIY** ✓ **EMAIL** ✓ **FORM**

[Company's Privacy Policy](#)

Data shared by users

- Credit/Debit Card
- Email Address
- Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

2.8 days

Time to complete request (avg.)

2.8 days

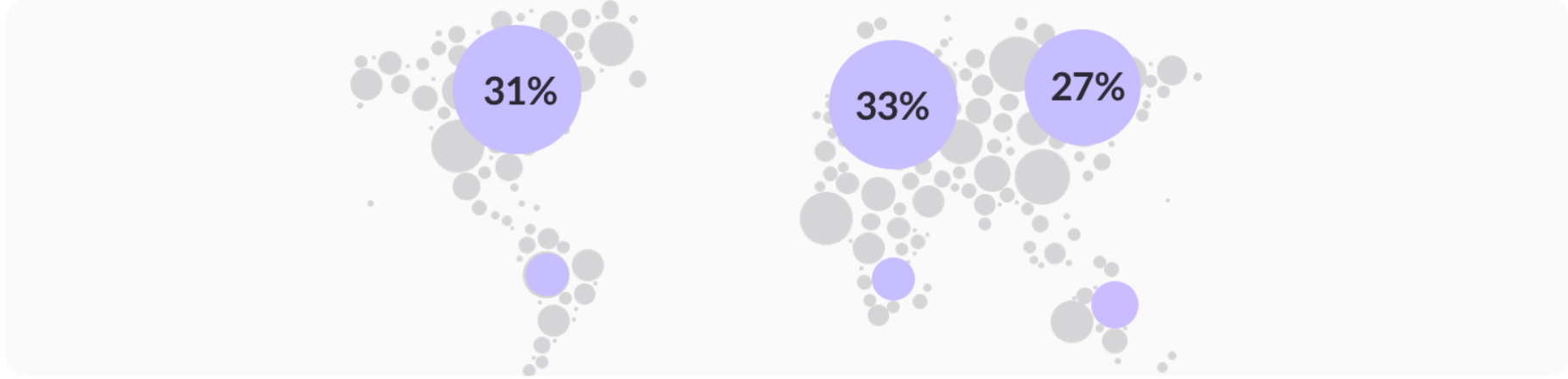
Company response time (avg.)

Deletion request results

90% **10%**

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users




31% 33% 27%

ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from Honey

Updated: January 2021


Honey put privacy into action by completing **88% of all data deletion requests.**



Honey

Shopping

joinhoney.com

 Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ DIY ✓ EMAIL ✓ FORM

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card Email Address

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

1.6 days

Time to complete request (avg.)

1.6 days

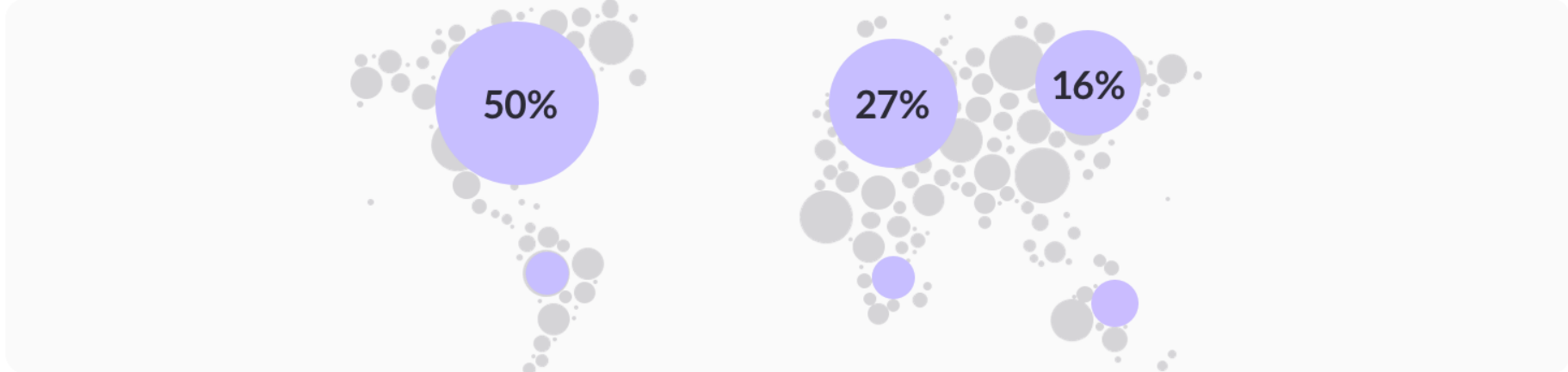
Company response time (avg.)

Deletion request results

88% **12%**

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users



50% 27% 16%

ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from Flipboard

Updated: January 2021

Flipboard put privacy into action by responding in **just one day** to data deletion requests.



Flipboard

Lifestyle

flipboard.com

Ways to submit a privacy request

✓ **DIY** ✓ **EMAIL** ✓ **FORM**

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card

Email Address

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

1.2 days

Time to complete request (avg.)

1.2 days

Company response time (avg.)

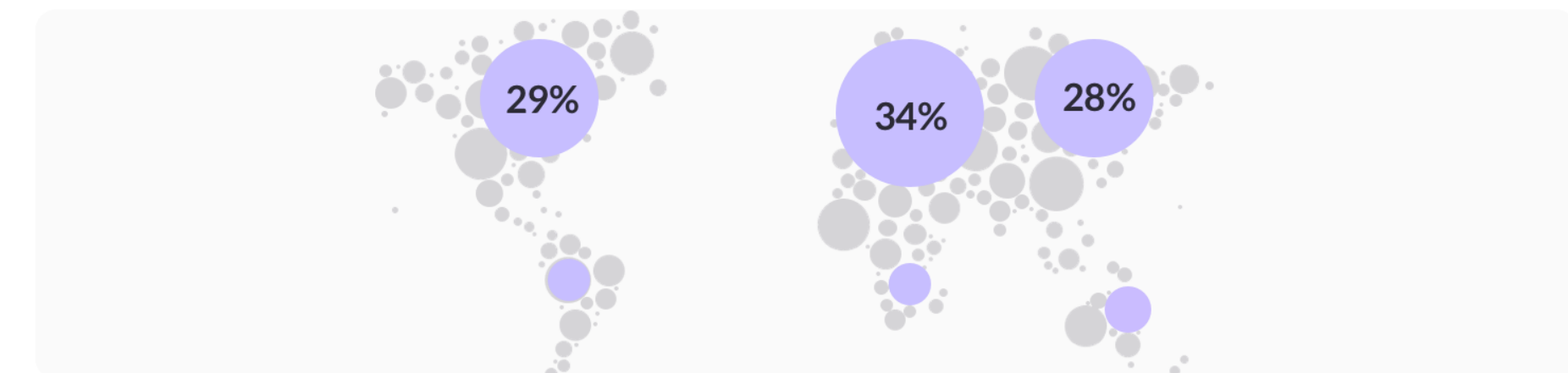
Deletion request results

75%

25%

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users




ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from TeamViewer

Updated: January 2021


TeamViewer put privacy into action by responding to data deletion requests **in only 1.8 days.**



TeamViewer

Computers & Technology

teamviewer.com

 Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ **DIY** ✓ **EMAIL** ✓ **FORM**

[Company's Privacy Policy](#)

Data shared by users

- Credit/Debit Card
- Email Address
- Physical Address
- Social Data
- Real time location

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

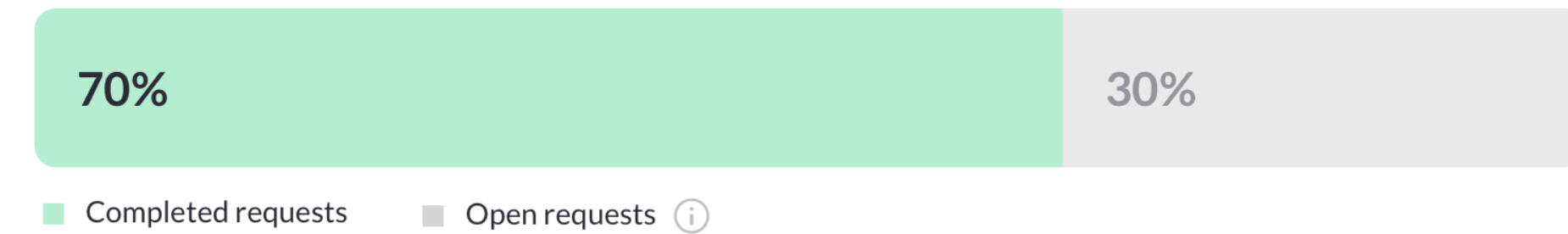
7.1 days

Time to complete request (avg.)

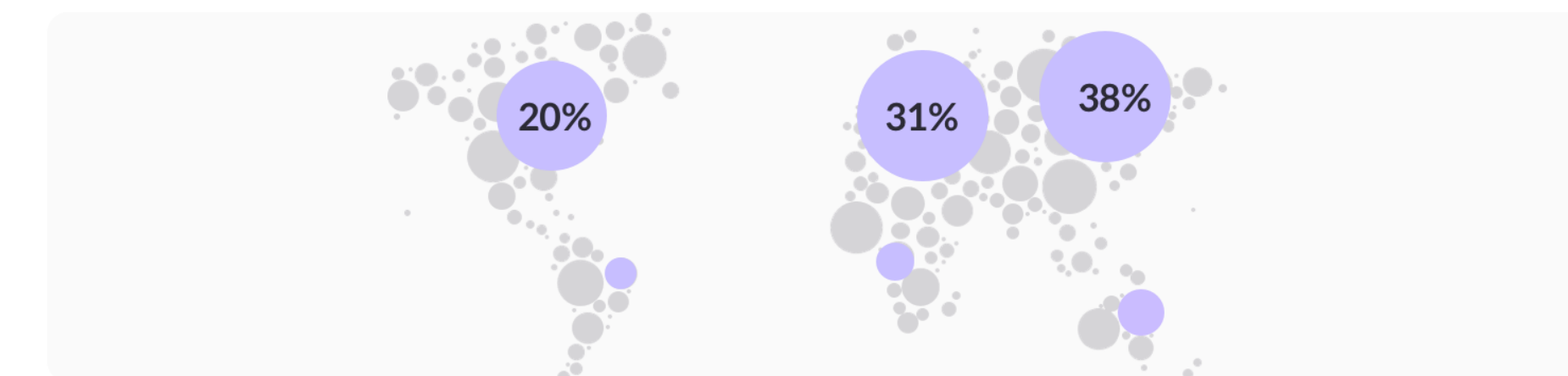
1.8 days

Company response time (avg.)

Deletion request results



Deletion requests sent by Mine's users




ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from iHerb


Updated: January 2021

iHerb put privacy into action by **completing 90% of all data deletion requests.**



iHerb

Shopping
[iherb.com](https://www.iherb.com)

 Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ DIY ✓ EMAIL ✓ FORM

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card Email Address

Physical Address Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

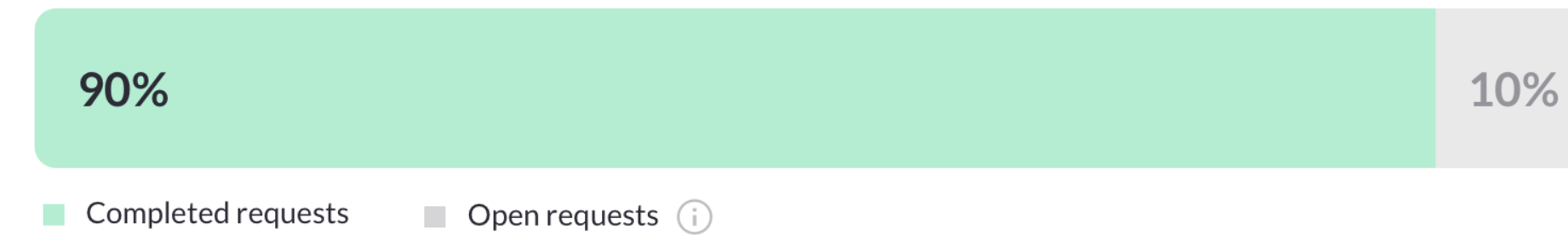
6.4 days

Time to complete request (avg.)

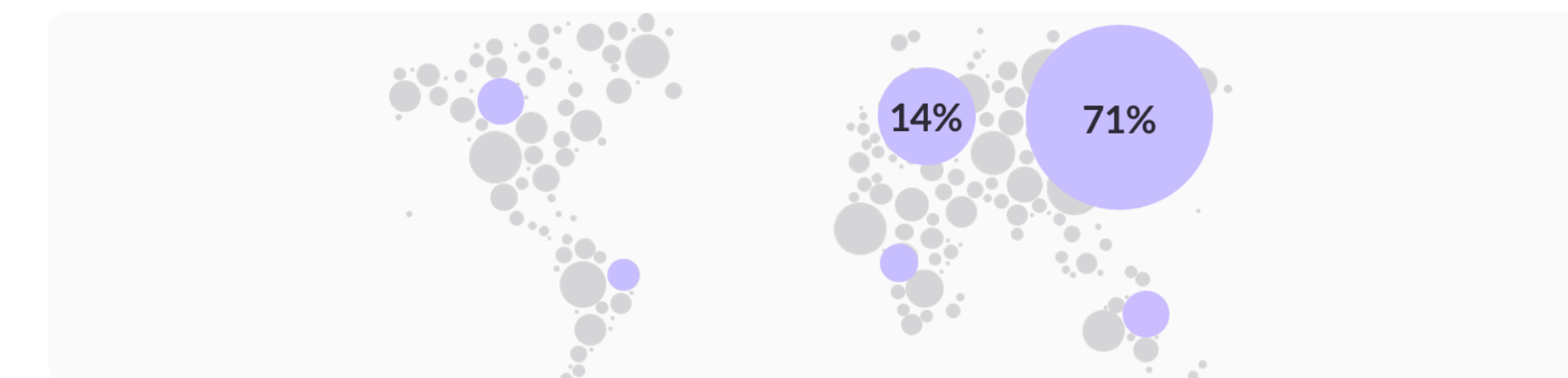
6.1 days

Company response time (avg.)

Deletion request results



Deletion requests sent by Mine's users



ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from Flickr

Updated: January 2021

Flickr put privacy into action by making it **easy for users to submit privacy requests in two simple ways** - emails and forms.



Flickr

Sports & Leisure

[flickr.com](https://www.flickr.com)

Ways to submit a privacy request

✓ **DIY** ✓ **EMAIL** ✓ **FORM**

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card

Email Address

Physical Address

Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

5.6 days

Time to complete request (avg.)

4.4 days

Company response time (avg.)

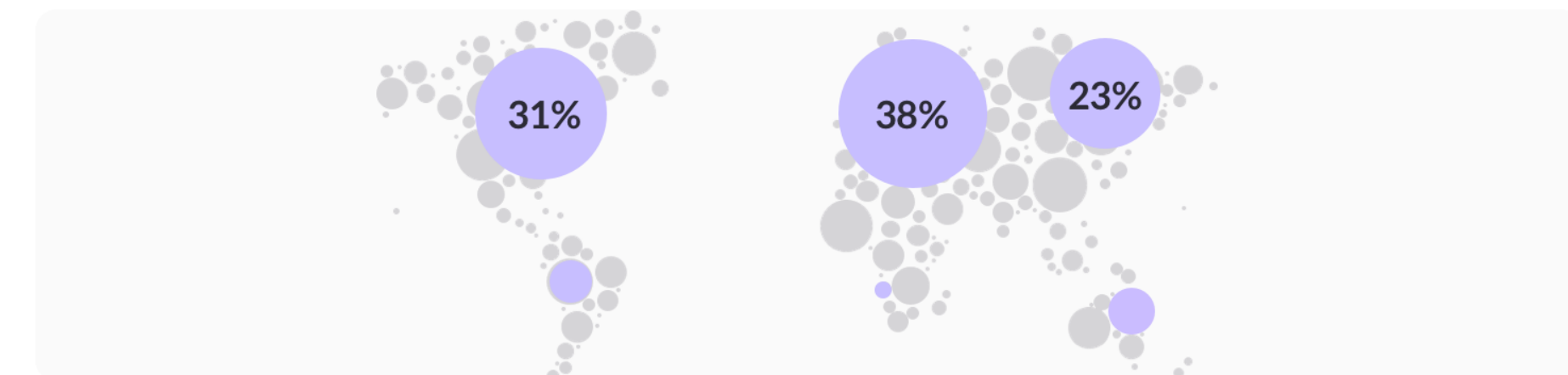
Deletion request results

68%

32%

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users




ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from FIFA

Updated: January 2021

FIFA put privacy into action by completing deletion requests from users from all over the world.



FIFA
Sports & Leisure
[fifa.com](https://www.fifa.com)

Ways to submit a privacy request

✓ **DIY** ✓ **EMAIL** ✓ **FORM**

[Company's Privacy Policy](#)

Data shared by users

- Credit/Debit Card
- Email Address
- Physical Address
- Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

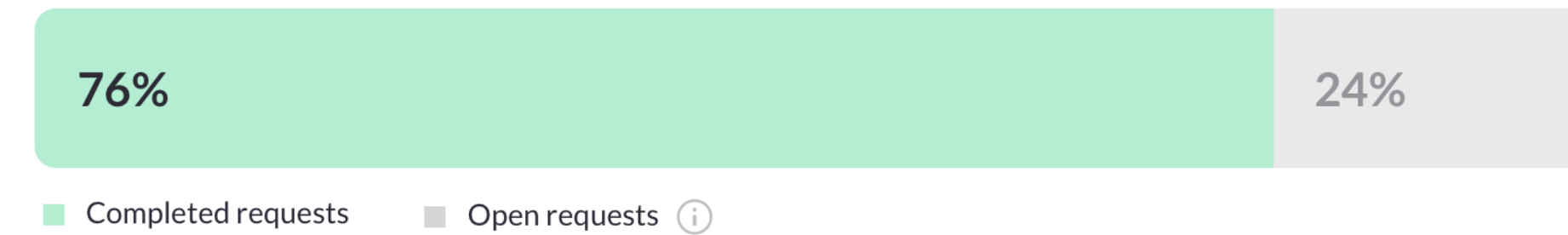
4 days

Time to complete request (avg.)

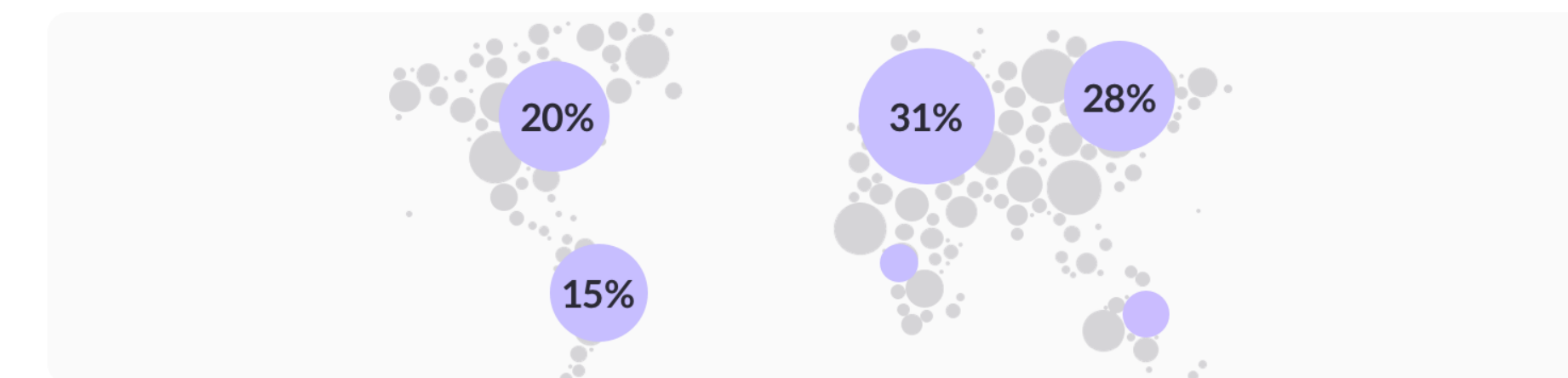
4 days

Company response time (avg.)

Deletion request results



Deletion requests sent by Mine's users



ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from Dailymotion

Updated: January 2021

Dailymotion put privacy into action by completing data deletion requests **in just 2.6 days**.



Dailymotion

Media & Entertainment

dailymotion.com

Ways to submit a privacy request

✓ DIY ✓ EMAIL ✓ FORM

[Company's Privacy Policy](#)

Data shared by users

Email Address

Physical Address

Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

2.6 days

Time to complete request (avg.)

2.2 days

Company response time (avg.)

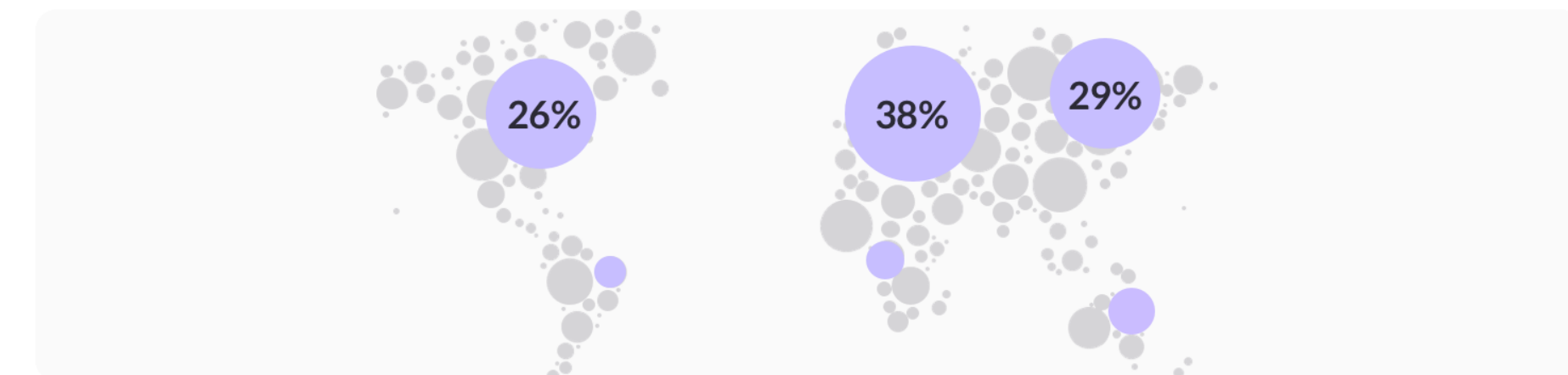
Deletion request results

61%

39%

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users



ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.

Deleting your data from Atlassian

Updated: January 2021

Atlassian put privacy into action by completing data deletion requests in just **6.5 days**.



Atlassian

Computers & Technology

atlassian.com



Frequently marked as needed by Mine's users

Ways to submit a privacy request

✓ DIY ✓ EMAIL ✓ FORM

[Company's Privacy Policy](#)

Data shared by users

Credit/Debit Card

Email Address

Social Data

This data is reported by our users and verified through the company's privacy policy. The data is not absolute and can differ from user to user.

Data privacy in action

6.5 days

Time to complete request (avg.)

5.9 days

Company response time (avg.)

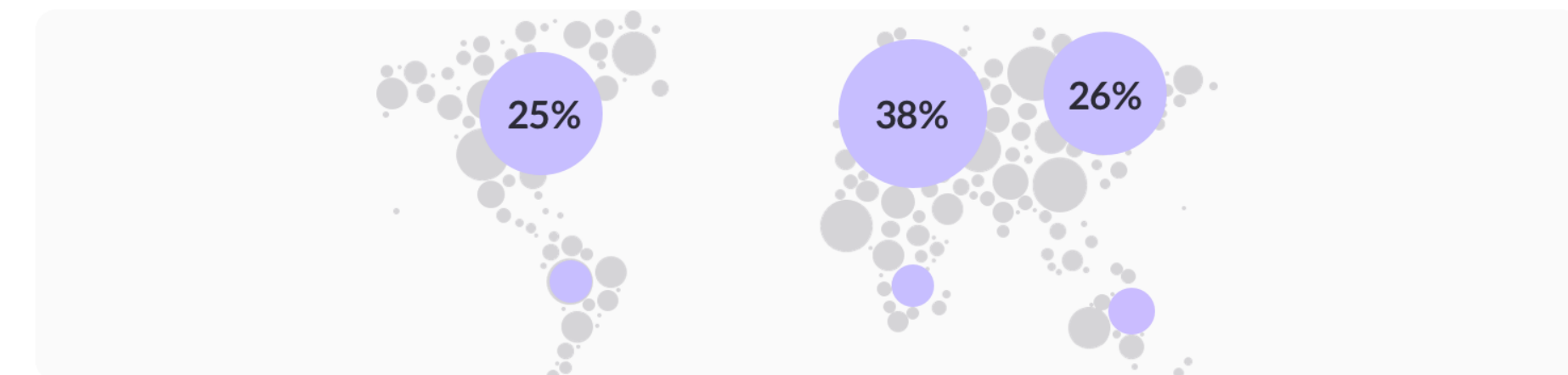
Deletion request results

52%

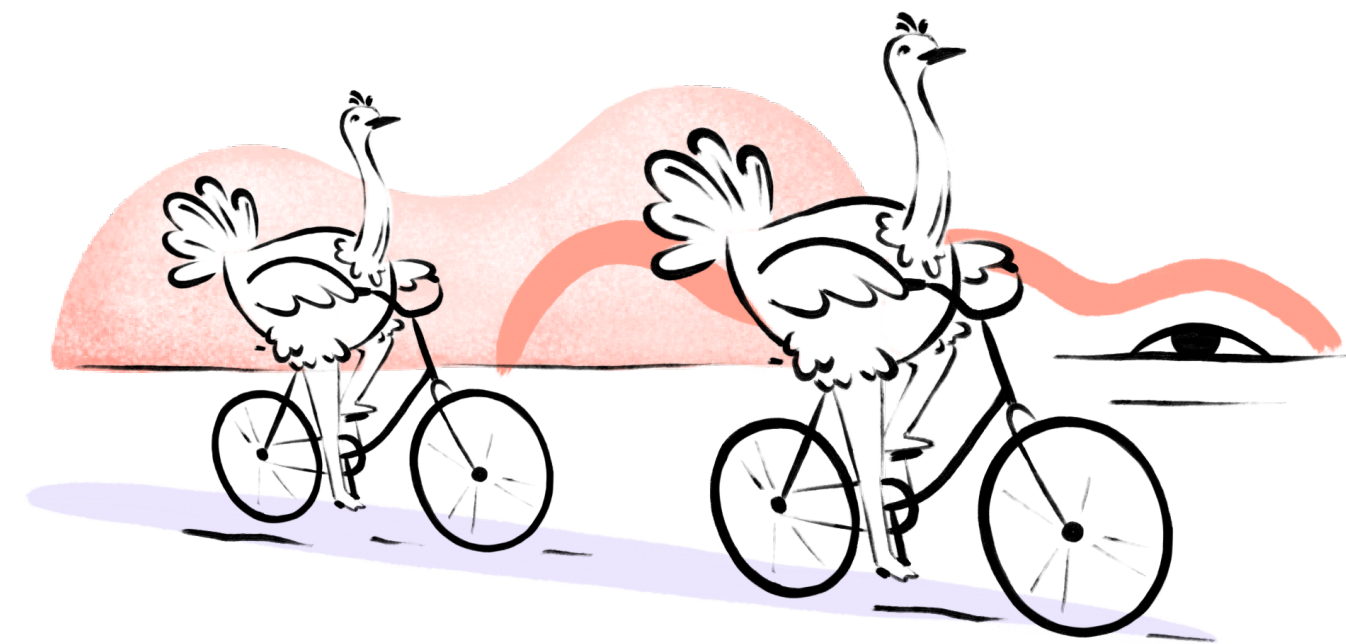
48%

■ Completed requests ■ Open requests ⓘ

Deletion requests sent by Mine's users



ⓘ Open requests include requests that are pending on either the company's or user's side for any reason. These may also include requests that were rejected by the company or canceled by the user.



 Mine

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[Saymine.com](https://saymine.com)