

# Attitudes on Data Protection and Electronic Identity in the European Union



EU27  Number of interviews:  
26.081

FR  Number of interviews:  
1.000

Fieldwork:  
25/11-17/12/2010

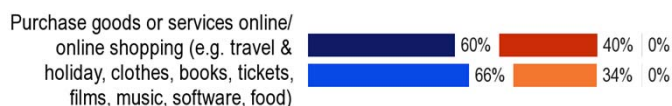
Fieldwork:  
26/11-14/12/2010



Methodology: face-to-face

## 1. INTERNET USE

For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.



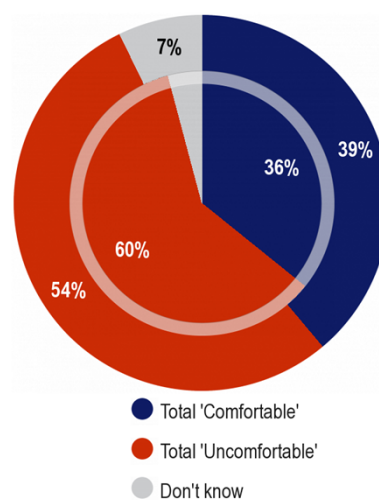
Yes



No

Don't know

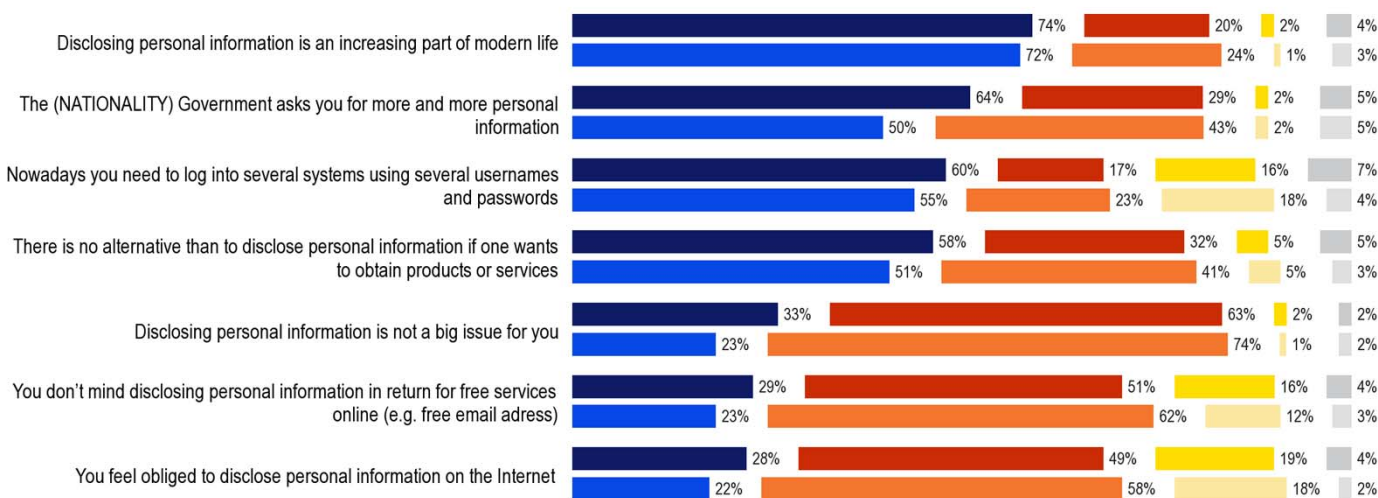
Base: Internet users (66% of whole sample)

As you may know, some Internet companies are able to provide free search engines or free e-mail accounts thanks to the income they receive from advertisers trying to reach users on their websites. How comfortable are you with the fact that those websites use information about your online activity to tailor advertisements or content to your hobbies and interests?



EU  Outer pie FR  Inner pie  
Base: Internet users (66% of whole sample)

For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.



Total 'Agree'

Total 'Disagree'

Not applicable (SPONTANEOUS)

Don't know

Base: Whole sample

EUROBAROMETER 74.3  
RESULTS FOR FRANCE



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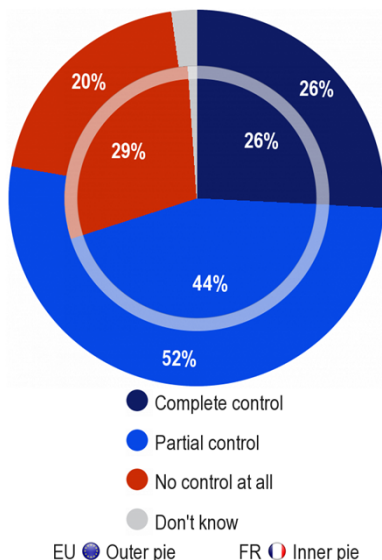
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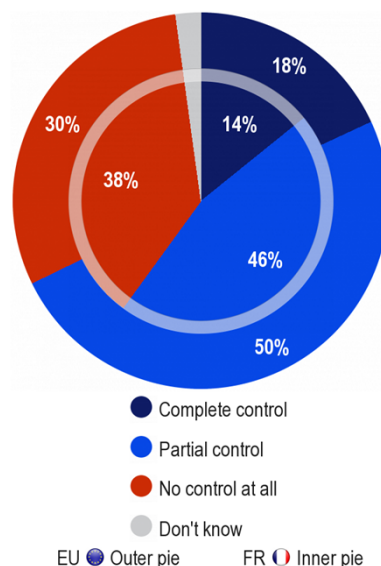
## 2. AWARENESS AND PERCEIVED CONTROL

How much control do you feel you have over the information you have disclosed on social networking sites and/ or sharing sites, e.g. the ability to change, delete or correct this information?



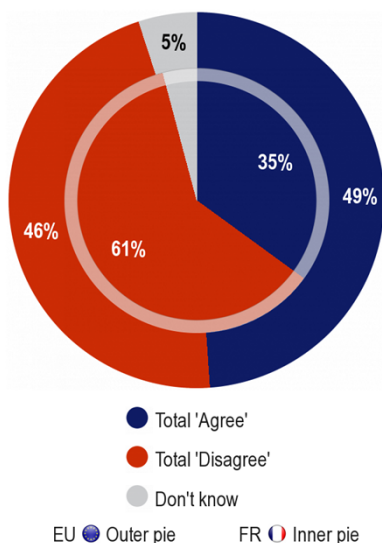
Base: Social Networking Sites users who disclosed information (36% of the whole sample)

How much control do you feel you have over the information you have disclosed when shopping online, e.g. the ability to change, delete or correct this information?



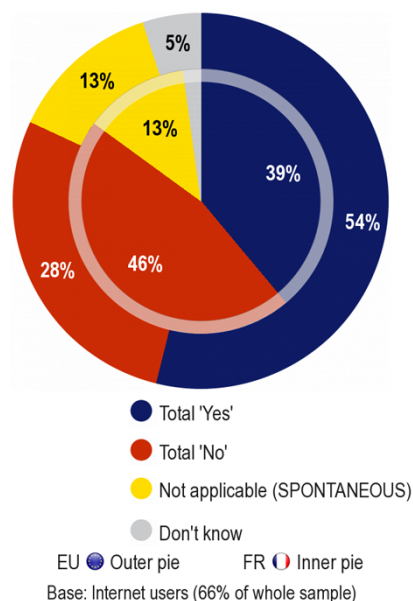
Base: Online shoppers who disclosed information (38% of the whole sample)

Please tell me whether you agree or disagree with the following statement: social networking sites and/ or sharing sites sufficiently inform their users about the possible consequences of disclosing personal information.



Base: Social Networking Sites users (40% of the whole sample)

When you intend to become a member of a social networking site or register for a service online, you are usually asked to disclose personal information. In these circumstances, have you been informed about the conditions for the data collection and the further uses of your data?



Base: Internet users (66% of whole sample)



**EUROBAROMETER 74.3  
RESULTS FOR FRANCE**



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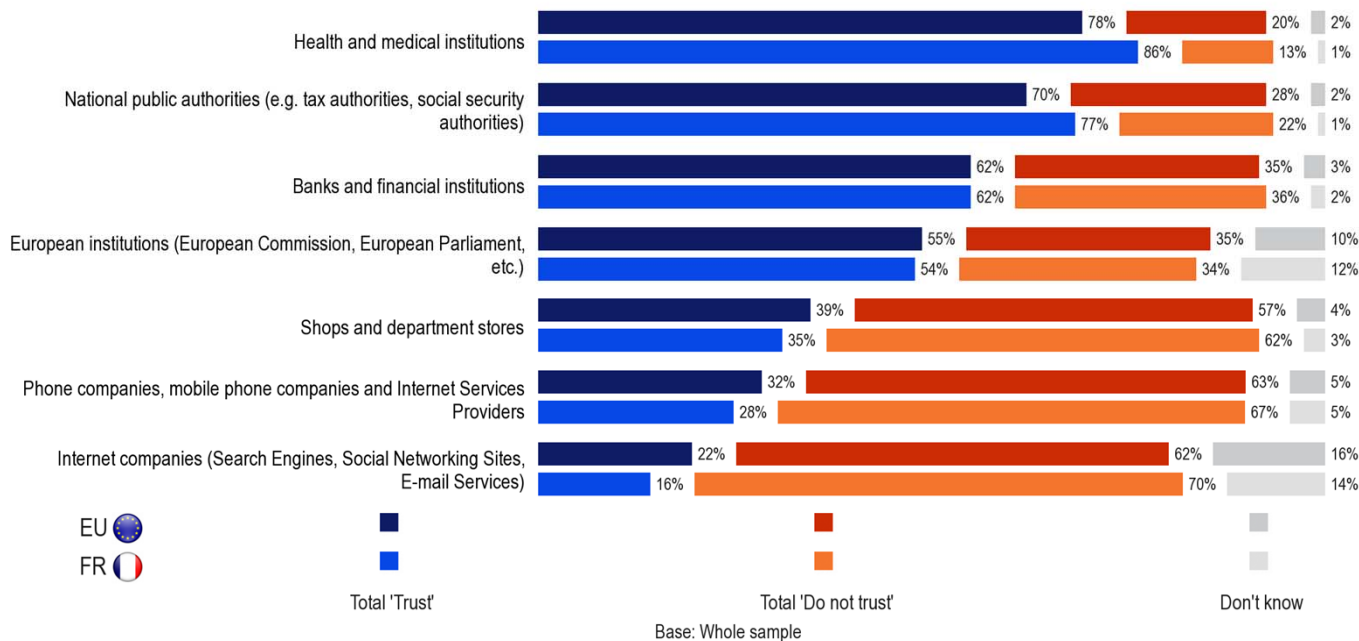
Fieldwork:  
26/11-14/12/2010



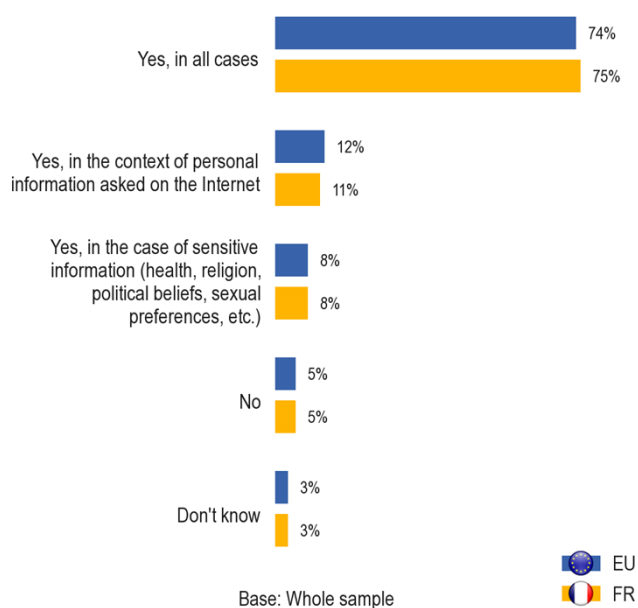
Methodology: face-to-face

## 3. PROTECTION OF PERSONAL DATA

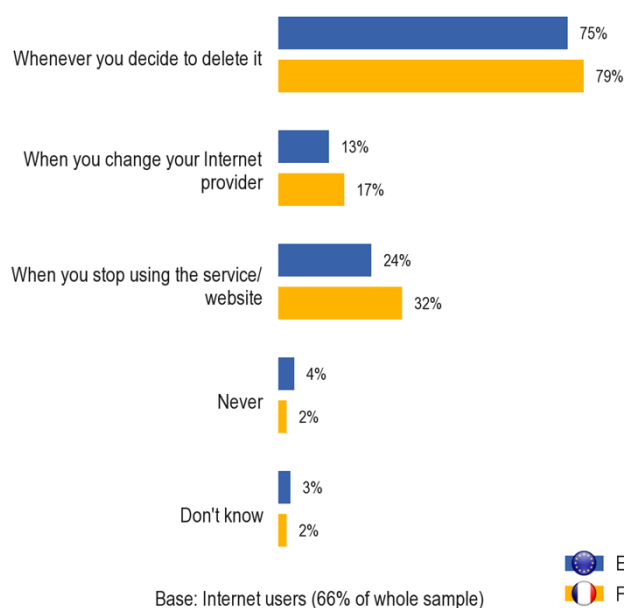
Different authorities (government departments, local authorities, agencies) and private companies collect and store personal information. To what extent do you trust the following institutions to protect your personal information?



Should your specific approval be required before any kind of personal information is collected and processed?



In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted?



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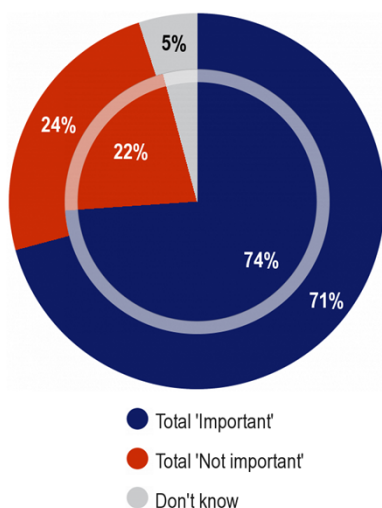
Fieldwork: 26/11-14/12/2010





Methodology: face-to-face

## 3. PROTECTION OF PERSONAL DATA (CONT.)

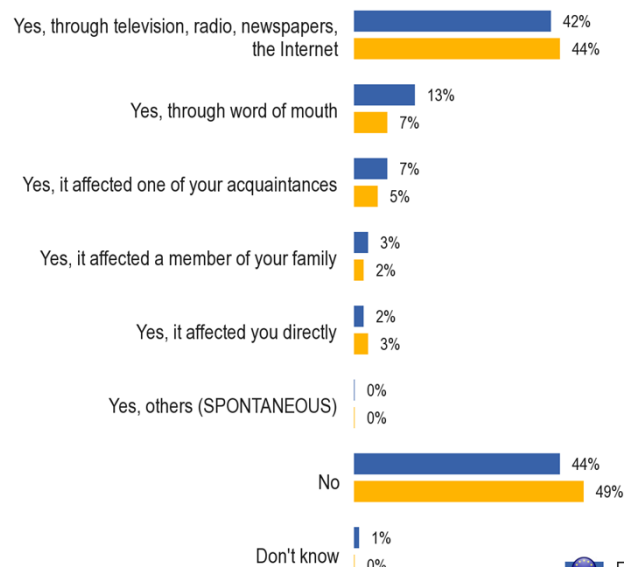
When you decide to change providers or stop using a service, how important or not is it for you to be able to transfer personal information that was stored and collected through the website?



EU  Outer pie    FR  Inner pie

Base: Internet users (66% of whole sample)

In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft?

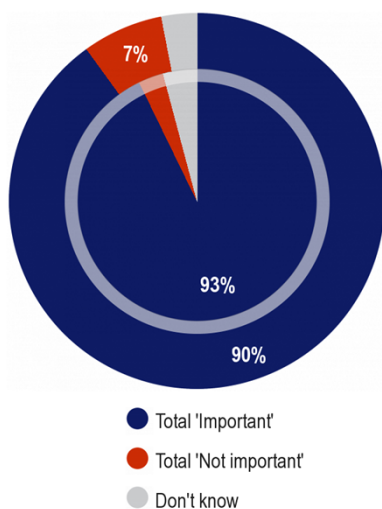




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Base: Whole sample

## 4. REGULATION AND REMEDIES

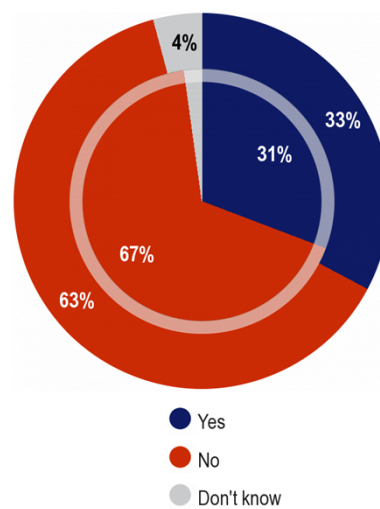
How important or not is it for you to have the same rights and protections over your personal information regardless of the EU country in which it is collected and processed?





EU  Outer pie    FR  Inner pie

Base: Whole sample

Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?



EU  Outer pie    FR  Inner pie

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