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Attitudes on Data Protection and Electronic Identity in the European Union

REPORT

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http://ec.europa.eu/public_opinion/index_en.htm

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Attitudes on Data Protection and Electronic Identity in the European Union

Conducted by TNS Opinion & Social at the request of
Directorate-General Justice, Information Society &
Media and Joint Research Centre

Survey co-ordinated by Directorate-General
Communication

TNS Opinion & Social
Avenue Herrmann Debroux, 40
1160 Brussels

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EXECUTIVE SUMMARY

This report presents the results of the largest survey ever conducted regarding citizen's behaviours and attitudes concerning identity management, data protection and privacy. It represents the attitudes and behaviours of Europeans on this subject. The main findings of the survey are the following:

- ◆ 74% of the Europeans see *disclosing personal information* as an increasing part of modern life.
- ◆ Information considered as personal is, above all, financial information (75%), medical information (74%), and national identity numbers or cards and passports (73%).
- ◆ Social networking and sharing sites users are more likely to disclose their name (79%), photo (51%) and nationality (47%). Online shoppers' *actual online disclosure of personal information* mainly involves their names (90%), home addresses (89%), and mobile numbers (46%).
- ◆ The most important reason for disclosure is to access an online service, for both social networking and sharing site users (61%) and online shoppers (79%).
- ◆ 43% of Internet users say they have been asked for more personal information than necessary when they proposed to obtain access to or use an online service.
- ◆ A majority of Europeans are concerned about the recording of their behaviour via payment cards (54% vs. 38%), mobile phones (49% vs. 43%) or mobile Internet (40% vs. 35%).
- ◆ Almost six in ten Internet users usually read privacy statements (58%) and the majority of those who read them adapt their behaviour on the Internet (70%).
- ◆ Over half of Internet users are informed about the data collection conditions and the further uses of their data when joining a social networking site or registering for a service online (54%).
- ◆ Only one-third of Europeans are aware of the existence of a national public authority responsible for protecting their rights regarding their personal data (33%).

- ◆ Just over a quarter of social network users (26%) and even fewer online shoppers (18%) feel in *complete control*.
- ◆ Europeans use the following types of credentials: mostly credit cards and bank cards (74%), national identity cards or residence permits (68%), government entitlement cards (65%), or driving licences (63%). 34% of respondents have an account they use on the Internet, such as email, or for social networking or commercial services.
- ◆ To protect their identity in daily life, 62% of the Europeans give the minimum required information.
- ◆ To protect their identity on the Internet, the most usual strategies are technical or *procedural*, like tools and strategies to limit unwanted emails such as spam (42%), checking that the transaction is protected or the site has a safety logo or label (40%), and using anti-spy software (39%).
- ◆ Authorities and institutions – including the European Commission and the European Parliament (55%) – are trusted more than commercial companies.
- ◆ Less than one-third trust phone companies, mobile phone companies and Internet service providers (32%); and just over one-fifth trust Internet companies such as search engines, social networking sites and e-mail services (22%).
- ◆ 70% of Europeans are concerned that their personal data held by companies may be used for a purpose other than that for which it was collected.
- ◆ Turning to Europeans' *own data handling*, 28% are prepared to pay for access to their personal information stored by public or private entities.
- ◆ As regards the "right to be forgotten", a clear majority of Europeans (75 %) want to delete personal information on a website whenever they decide to do so.
- ◆ Even though a majority of European Internet users feel responsible themselves for the safe handling of their personal data, almost all Europeans are in favour of equal protection rights across the EU (90%).
- ◆ More than four in ten Europeans would prefer the European level of administration for enforcing regulation (44%), while a somewhat smaller number would prefer the national level (40%).

- ◆ When asked what type of regulation should be introduced to prevent companies from using people's personal data without their knowledge, most Europeans think that such companies should be fined (51%), banned from using such data in the future (40%), or compelled to compensate the victims (39%).
- ◆ A majority believe that their personal data would be better protected in large companies if these companies were obliged to have a Data Protection Officer (88%).
- ◆ Europeans' opinions are divided with respect to the circumstances under which the police should have access to personal data. In contrast, they almost all agree that minors should be protected from (95%) and warned against the disclosure of personal data (96%); and a vast majority are in favour of the special protection of genetic data (88%).

Tomorrow's citizens: digital natives

Two types of digital experts emerged from the survey. Firstly, 'digital natives': young persons born during or after the general introduction of digital technology. Secondly, 'digital initiates': they are not of a young age by definition, but have become experienced by interacting with digital technology e.g. through work or education, and have different viewpoints than digital natives.

Digital natives were born and raised with digital technology: they are the younger Europeans aged 15-24, and students. These groups appeared to stand out with respect to a large number of issues addressed in the survey reported here. Around 94% of the 15-24 are using the Internet (EU 66%). 84% of them are using social networking sites (EU 52%) and 73% of them are using websites to share pictures, videos, movies (EU 44%). They are, nevertheless, less likely to purchase online (54%, EU 60%).

They are the most likely to agree that disclosing personal information is not a big issue for them (43%, EU 33%), that they do not mind disclosing personal information in return for free services online such as a free email address (48%, EU 29%), and that they feel obliged to disclose personal information on the Internet (41%, EU 28%). They are also most likely to disclose various types of personal information on social networking sites, and to disclose personal information on social networking sites 'for fun' (26%, EU 22%); they usually do *not* read privacy statements on the Internet (31%, EU 25%, see part 2 of this report), but they feel sufficiently informed about the conditions for data collection and the further uses of their data when joining a social networking site or registering for a service online (64%, EU 54%, see part 2 of this report); they are likely to have changed their personal profile from the default settings on a social networking site or sharing site (62%, EU 51%, see part 3 of this report); and they tend to hold the social networking or sharing sites responsible for the safe handling of data. They are also more likely to feel that they have control over the information disclosed on social networking or sharing sites (84%, EU 78%, see part 2 of this report) and over the information on online shopping websites (80%, EU 68%, see part 2 of this report).

Conversely, the care-free digitals are the *least* likely to mention the risk that their information may be used to send them unwanted commercial offers (24%, EU 28%, see part 2 of this report); to say that the websites will not honour the privacy statements (20%, EU 24%, see part 2 of this report); to protect their identity, either in daily life or on the Internet (see part 3 of this report); or to be concerned that the information about them held by companies may be used for a different purpose from that for which it was collected (63%, EU 70%, see part 3 of this report).

Digital initiates have become familiar with the Internet through their work or higher education rather than because of their age. Typically, they fall into the occupational category of managers; In contrast to digital natives, they are rather concerned, as reflected by their surprisingly different viewpoints on several issues.

They are the *least* likely to think that disclosing personal information is not a big issue for them (respondents who studied until the age of 20 or more 31%, managers 27%, EU 33%) and they are also *least* likely to feel in control of their personal data, e.g. the ability to change, delete or correct this information, when online shopping as well as when they are using social networking sites (see part 2 and 3 of this report)

In contrast, they are *most* likely to protect their identity in daily life *and* on the Internet, and in the widest variety of ways, and they are most often concerned with respect to information about them being held by companies (see part 3 of this report). Managers are most likely to be prepared to pay for access to their personal information stored by public or private entities (43%, EU 28%, see part 3 of this report), and to have changed the privacy settings of their personal profile from the default settings on a social networking or sharing site (57%, EU 51%, see part 3 of this report), though they also say more often than the average that it was difficult (22%, EU 18%, see part 3 of this report).

INTRODUCTION

Article 8 of the Charter of Fundamental Rights of the European Union expressly recognises the fundamental right to the protection of personal data. However, since the adoption of the Data Protection Directive in 1995, broad technological changes have taken place¹. The ability of organisations to collect, store and process personal data has increased. Not many digital technologies are designed to obtain detailed logs of their usage by individuals, which are then accessible for surveillance and marketing purposes. Identity management systems are information systems or technologies that can be used to support the management of identities: for example establishing an identity by linking a name or number to a person, or follow identity activity by recording and/or providing access to logs of identity activity, or destroy identities. These systems are now largely used on the Internet, and they increase the need to protect the user's identity.

Online activities are particularly closely monitored. Even where users are not required to provide personal data when accessing services on the Internet, individuals can be identified through the Internet Protocol (IP) address of their computer, and often through digital 'cookies' or electronic identifiers left on their browser by Web sites. Internet communication and browsing tends to leave logs of Web pages visited, e-mail and instant message senders and recipients, voice over IP callers, goods examined and purchased, advertisements viewed and searches.

What is more, this development is widespread, not only on the Internet. Cameras are used for surveillance. Mobile phones sending location information to the network providers enables contextual advertising and mapping. Debit and credit card payment systems record amounts spent and stores visited. Store loyalty cards enable databases of purchases to be compiled. Biometrics, measurements that uniquely identify individuals, such as fingerprints and photographs, nowadays also include DNA matching, and face and voice recognition. The rise of 'Web 2.0' technologies, allowing user-to-user contact, has resulted in sites for sharing pictures, videos and movies on Web logs (blogs), and last but not least, the nowadays enormous global social networks.

Data mining tools have been developed to find patterns in large collections of personal data, to identify individuals and to attempt to predict their interests and preferences. Companies use these technologies to obtain large customer bases. Governments are increasingly analysing and exchanging information on their citizens. Individuals are shopping online and using social networking sites to share information about themselves and their family, friends and colleagues.

¹ Brown, I. (2010). *The challenges to European data protection laws and principles*. EC DG Justice, Freedom and Security
http://ec.europa.eu/justice/policies/privacy/docs/studies/new_privacy_challenges/final_report_en.pdf

Overall, collection, storage and usage of personal data have become a part of everyday life at all levels of society. The aim of this special Eurobarometer survey n°359 is to gain insight in Europeans' actual understanding and disclosure of personal information, their awareness that this information may be stored in databases for processing, their concerns regarding these further uses of their personal data, their ways of protecting these data and their expectations regarding the regulation of data protection.

Digital natives, Types of Internet-users, Internet-use index and other socio-demographic characteristics

In this report, the special focus will be on younger Europeans, who were born and raised with the Internet: '*digital natives*'. The reason for this focus is twofold. On the one hand, tomorrow's citizens may well have different views of and approaches to the disclosure of personal information; on the other hand, younger people appear to tend to be unaware of privacy issues, or to prefer the short-term gains from providing personal data. The ease with which one individual can make available personal information about another is a challenge for personal data protection legislation.

Besides age, other *socio-demographic characteristics* will also be addressed: gender, level of education, occupation, and socio-economic position.

Further, in this report a distinction is made between *two main types of Internet users*, based on the type of websites they use: e-commerce sites ("online shoppers") on the one hand and users of social networking sites and/or file-sharing sites on the other (together referred to in the report as "social networking site users"). E-commerce sites sell goods or services (e.g. travel, holiday, clothes, books, tickets, films, music, software, food). File-sharing sites are websites for sharing pictures, videos, movies, etc.

An *internet-use index* has been developed for this study, based on how many of three types of websites are used by the interviewees: shopping sites, social networking sites, and file-sharing sites. The internet-use index can take the following values: -- (uses internet but none of those sites), - (uses one type), + (uses two types), ++ (uses all three types).

Outline of the report

This report starts with an overview of respondents' *disclosure* of personal information:, what information they consider to be personal, how necessary they believe it is to disclose personal information nowadays, their actual disclosure, the risks they associate with it, and their attitudes towards their behaviour being recorded in daily life and towards profiling on the Internet.

Chapter two focuses on how knowledgeable or aware Europeans are regarding disclosed personal information and their identity. It discusses their own identity management, i.e. the type of credentials they use, and identity protection, i.e the strategies and actions used to protect one's identity; Their knowledge of the personal data they have disclosed possibly being stored in databases that are accessible to other parties, the control they think they have over these personal data, and their experiences with and thoughts about identity theft and the possible loss of their personal data.

Chapter three investigates Europeans' views regarding the *protection* of personal data. Furthermore, Europeans' expectations towards organisations that hold personal data, addressing their trust, concern, and wishes. The chapter ends by presenting Europeans' own handling of personal data, that is, their willingness to pay for checking, amending or deleting their personal data, the importance of the portability of personal data when changing providers, and their handling of privacy settings on social networking sites.

Chapter four discusses Europeans' wishes regarding the *regulation* of personal data protection: the entity responsible for the safe handling of data, equal protection rights across the EU, preferred level of regulation, Data Protection Officers in companies, special DNA protection, minors, and police access to personal data.

* * *

This Eurobarometer survey has been commissioned by the Directorate-General JUSTICE, and the Directorate-General Information Society and Media (INFSO) and Directorate-General JRC. The questionnaire design, analysis and interpretation of the Special Eurobarometer n° 359 on "Attitudes on Data Protection and Electronic Identity in the European Union" were the result of the cooperation between TNS opinion and the eID team at the Institute for Prospective Technological Studies (IPTS) of the Joint Research Centre (JRC) in cooperation with DG JUST.

The survey was conducted by TNS Opinion & Social network in the 27 Member States of the EU between end of November and mid-December 2010. 26,574 Europeans aged 15 and over were interviewed by interviewers from TNS Opinion & Social network. All interviews were conducted face-to-face in people's homes and in the appropriate national languages. The methodology used is that of the Standard Eurobarometer surveys of the Directorate-General Communication ("Research and Speechwriting" Unit). A technical note concerning the interviews, carried out by the institutes within the TNS Opinion & Social network, is annexed to this report. This note specifies the interview method used, as well as the confidence intervals².

In this report, we analyse the results at three levels: the average for the 27 Member States, the national average, and when relevant, the differences according to the socio-demographic characteristics of the respondents. The general analysis and the socio-demographic analysis are based on the EU27 results, that is to say the average of the results for the 27 Member States. The average is weighted to reflect the actual population of each of the Member States.

The Eurobarometer web site can be consulted at the following address:

http://ec.europa.eu/public_opinion/index_en.htm

*We would like to take the opportunity to thank all the respondents across Europe who
have given their time to take part in this survey.*

Without their active participation, this study would not have been possible.

² The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

In this report, the countries are referred to by their official abbreviation:

ABREVIATIONS

EU27	European Union – 27 Member States
BE	Belgium
BG	Bulgaria
CZ	Czech Republic
DK	Denmark
DE	Germany
EE	Estonia
EL	Greece
ES	Spain
FR	France
IE	Ireland
IT	Italy
CY	Republic of Cyprus
LT	Lithuania
LV	Latvia
LU	Luxembourg
HU	Hungary
MT	Malta
NL	The Netherlands
AT	Austria
PL	Poland
PT	Portugal
RO	Romania
SI	Slovenia
SK	Slovakia
FI	Finland
SE	Sweden
UK	United Kingdom

* * *

1 PERSONAL DATA DISCLOSURE IN EVERYDAY LIFE

1.1 Introduction

The disclosure of personal information appears to have become an increasingly common part of everyday life. Such disclosure can be open and deliberate in some cases, such as on social networking sites or in exchange for services. However it can also be unintentional and hidden, for example when behaviour is being tracked through websites, mobile phones or credit cards.

This chapter examines Europeans' disclosure of personal information: what they consider to be personal information, how necessary they think it is to disclose such information on the Internet, how often they actually disclose various types of personal information and for what purposes. The chapter ends with a discussion of the risks of the disclosure of personal information as perceived by respondents and their opinions about having their behaviour recorded and about profiling on the Internet.

Throughout the chapter a distinction will be made between opinions of Europeans in general and opinions of European Internet users. Further refined distinction within the latter group will be made between users of social networking sites and file-sharing sites on the one hand and activities that involve purchasing or shopping on the other.

Internet use will be discussed later in this chapter in greater detail. Here, a concise description of Internet use may be helpful for the reader in providing a context for the survey results on disclosure of personal information. Almost two-thirds of respondents use the Internet, with majorities occurring in some northern EU Member States and smaller numbers in southern and central European countries.

For every ten European Internet users, six visit shopping sites to purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half use a social networking site; and more than four use websites to share pictures, videos, movies, and the like. Shopping online is most common in the northern and western countries, and least in the southern and central EU Member States. These countries instead show the highest rates of sharing site use.

1.2 Disclosing personal information

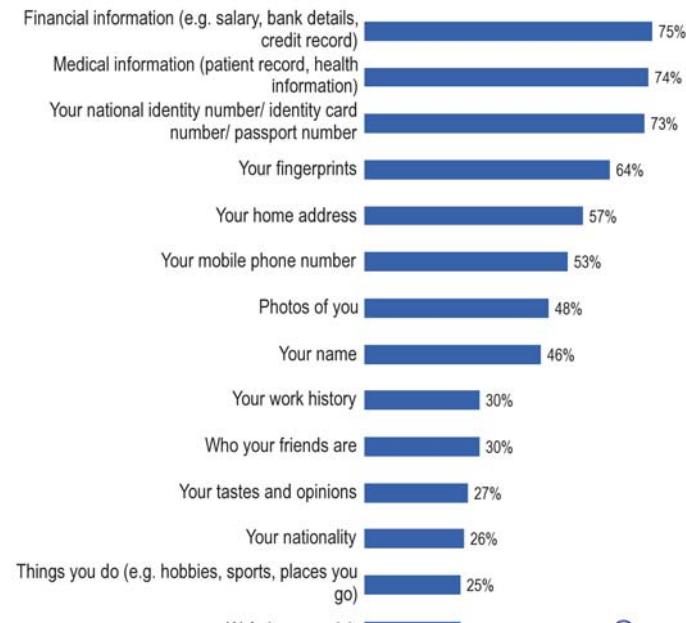
1.2.1 Information considered as personal

– *Medical information, financial information and identity numbers are regarded as personal information by more than seven Europeans in ten –*

All respondents were asked which information and data they consider to be personal³. Around three-quarters of the European interviewees think that the following are personal: financial information, such as salary, bank details and credit record (75%), medical information such as patient records, health information (74%), and their national identity number and / or card number or passport number (73%). A majority say that fingerprints (64%), home address (57%) and mobile phone number (53%) are personal.

Almost half of the Europeans surveyed consider photos of them (48%), and their name (46%) as personal. Close to a third think so of their work history (30%) and who their friends are (30%). Around a quarter of respondents also think that information about their tastes and opinions (27%), their nationality (26%), things they do, such as hobbies, sports, places they go (25%), and the websites they visit (25%) is personal.

QB2. Which of the following types of information and data that are related to you do you consider as personal?



Base: Whole sample



³ QB2 Which of the following types of information and data that are related to you do you consider as personal?

1.2.1.1 Financial information

- *Financial information is more likely to be considered as personal by Internet users who shop online -*

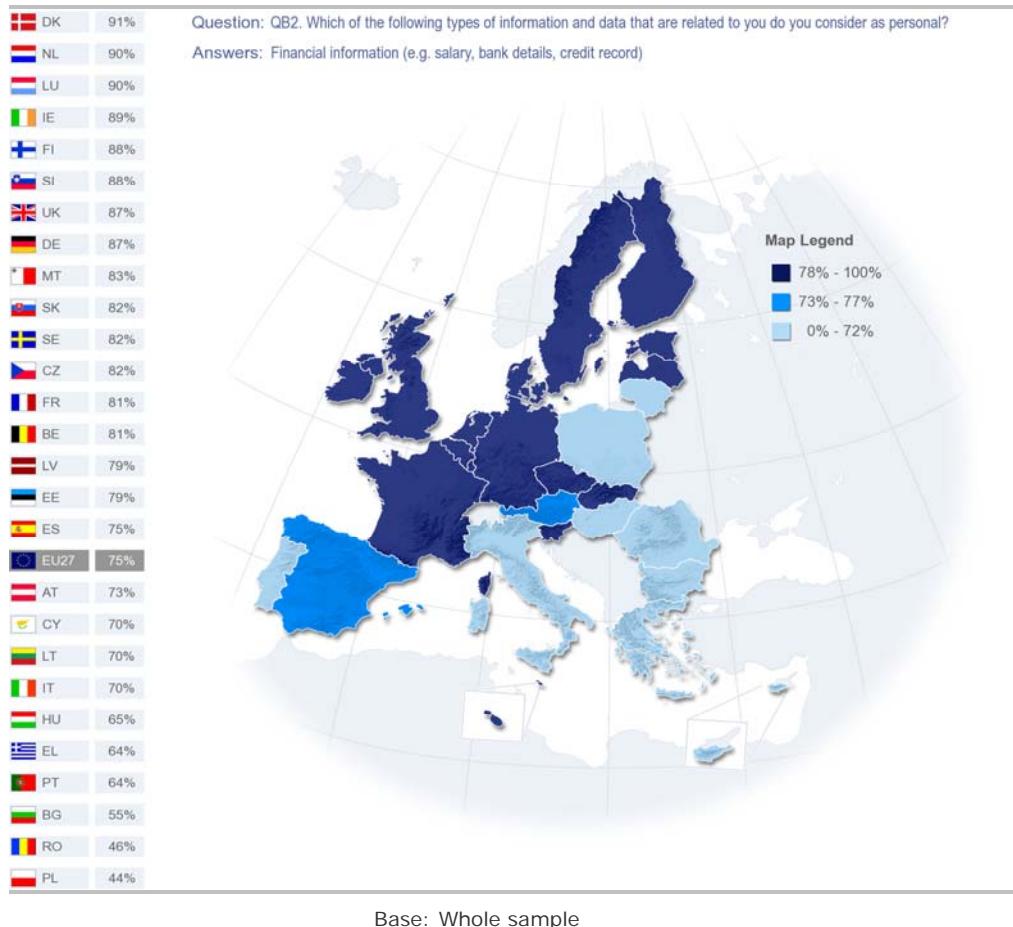
Three-quarters of European respondents consider financial information, such as salary, bank details, and credit record, to be personal. This was the most cited item in eight Member States: Denmark (91%), the Netherlands, Luxembourg (both 90%), Finland (88%), the United Kingdom (87%), Malta (83%), Spain (75%) and Italy (70%). It was also the first mentioned item in Germany (87%), equal with medical information, and in Cyprus (70%), where it was equal with fingerprints.

Countries which also have large majorities for this opinion are Ireland (89%), Finland, Slovenia (88%), Slovakia, Sweden, the Czech Republic, (each 82%), France, Belgium (each 81%), and Latvia and Estonia (both 79%).

In contrast, in Poland (44%) and Romania (46%) fewer than half of the respondents think that financial information is personal.

In general, countries from north-west Europe are more likely to consider financial information to be personal.

It is also interesting to note that the countries where Internet users are more likely to consider that financial information is personal also have higher proportions of respondents who shop online. For instance, 81% of Internet users in Denmark purchase online and 91% of Danish respondents considered financial information as personal. Conversely, only 21% of the Internet users in Bulgaria shop online and 55% say that financial information is personal. The understanding and perception of what is personal information seems to vary, to a certain extent, according to the online activities that are more frequently pursued in each Member State.



Socio-demographic analysis reveals that the highest proportions of respondents who consider financial information as personal are found among the better educated, i.e. till the age of 20 or beyond (81%), managers (84%), and other white collar workers (80%).

The proportion is lowest among the youngest respondents aged 15-24 (71%), interviewees whose education ended at the age of 15 or younger (70%), the unemployed (68%), students (70%), respondents who have difficulties paying their bills most of the time (69%), and people low on the social scale (70%).

Internet users are more likely than non-users Internet to consider financial information to be personal: 81% of those using the Internet every day compared to 70% of non-users.

There is also a clear correlation between online purchasing and regarding financial information as personal. 85% of those who shop online say this information is personal, compared with 73% of those who do not purchase online.

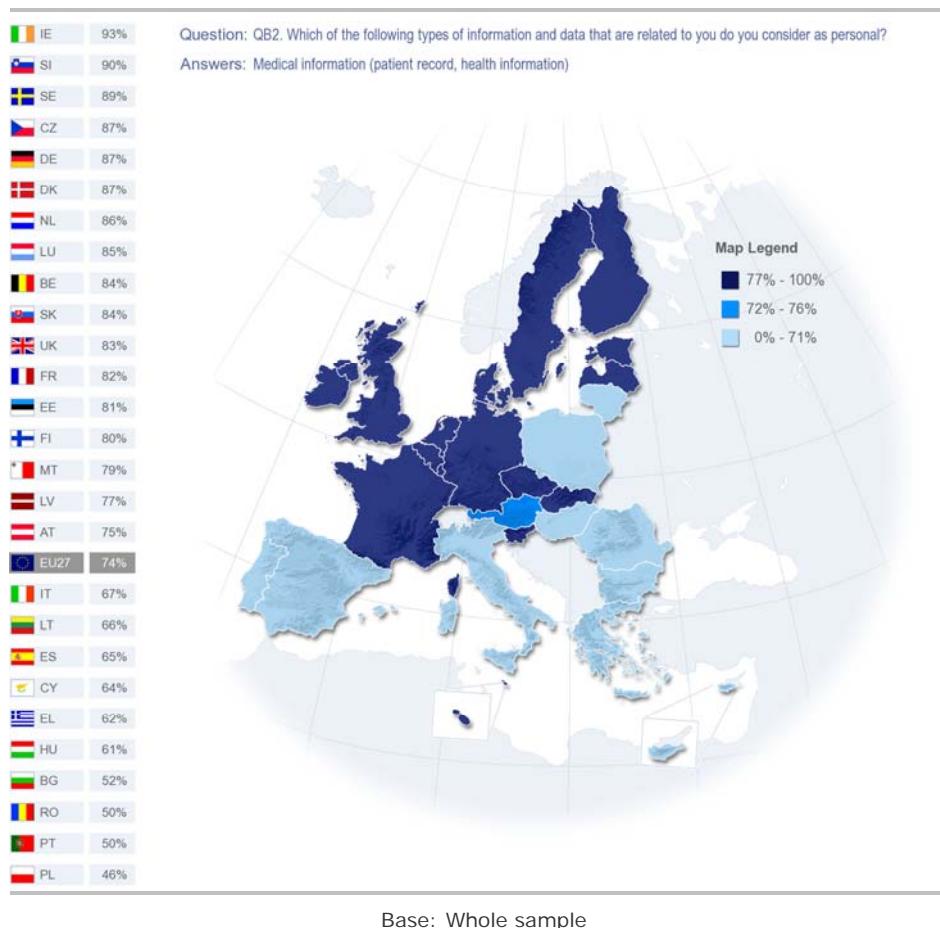
1.2.1.2 Medical information

A large majority of the European interviewees also see medical information, such as patient records and health information, as personal. This answer comes first in five Member States: Ireland (93%), Slovenia (90%), Sweden (89%), Belgium (84%), and France (82%). In Austria, the same number of respondents considered medical information and home address as personal (75%).

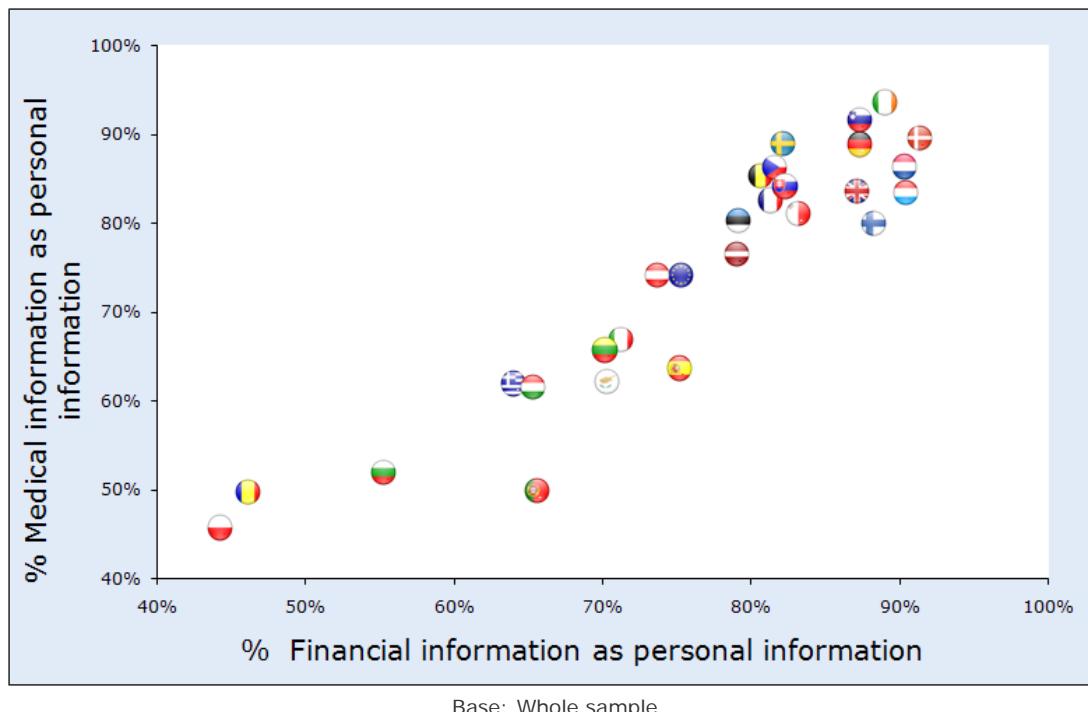
Vast majorities of respondents who believe that medical information is personal are also found in the Czech Republic, Germany, Denmark (each 87%), the Netherlands (86%), Slovakia (84%), the United Kingdom (83%), Estonia (81%), Finland (80%), Malta (79%) and Latvia (77%).

Countries where only around half of the respondents think so are Poland (46%), Portugal and Romania (each 50%) and Bulgaria (52%).

Again, the respondents located in the north and west of the European Union are most likely to regard medical information as personal.



The graphs below show that there is a clear correlation between the beliefs that financial and medical information are personal⁴:



From a **socio-demographic** point of view, the highest percentages of interviewees who feel that medical information is personal are found among those who were educated until the age of 20 or beyond (81%), managers (83%) and other white collar workers (78%).

The lowest percentages are recorded among interviewees whose education ended at fifteen or earlier (67%), house persons (68%), respondents who have difficulties with paying bills most of the time (69%) and people low on the social scale (70%).

Respondents who use the Internet are again more likely to consider medical information to be personal: 80% compared with only 68% of non-Internet users.

⁴ We note a Pearson correlation of 0.94

1.2.1.3 National identity number, identity card number or passport number

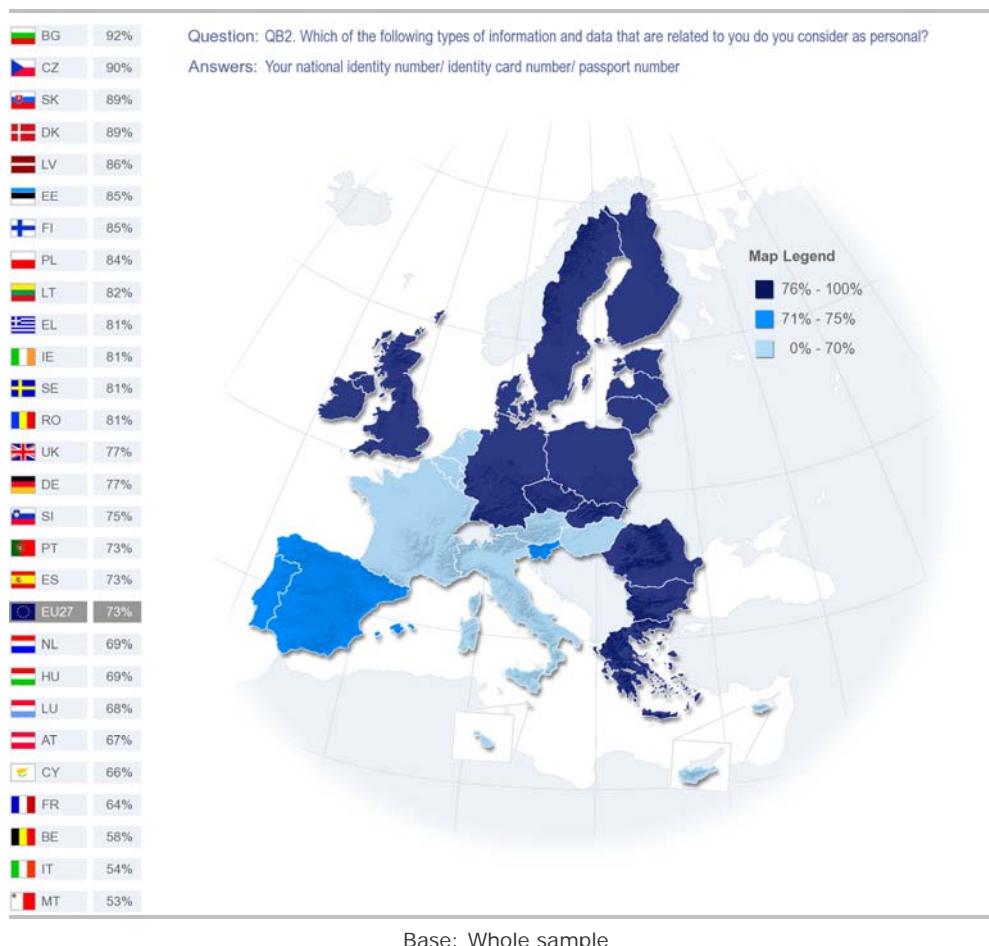
Almost three-quarters of the European interviewees, and a majority in each single Member State, consider their national identity number, identity card number or passport number as personal information.

This answer comes first in ten Member States: Bulgaria (92%), the Czech Republic (90%), Slovakia (89%), Latvia (86%), Estonia (85%), Lithuania (82%), Greece, Romania (both 81%), Portugal (73%) and Hungary (69%).

Denmark (89%), Finland (85%), Poland (84%), Ireland and Sweden (each 81%) also have high proportions of respondents citing this item.

The lowest percentages – though still representing a majority - are recorded in Malta (53%), France (54%), and Belgium (58%).

Respondents in countries in the north and the east of the European Union are more likely to say that national identity documents/ numbers are personal information than those in the west and the south.



Socio-demographic analysis reveals that some groups are less likely to consider their national identity number, identity card number or passport number as personal: those who left school at fifteen or younger (68%), retired respondents (67%), and those who never use the Internet (67%).

Conversely, groups that are more likely to consider this information as personal are the respondents aged 25-39, interviewees with highest education, managers (each 77%) and other white collar workers (76%).

Respondents who have almost never difficulties in paying their bills and for respondents who position themselves higher on the social scale are also more likely to consider financial and medical information personal information.

QB2 Which of the following types of information and data that are related to you do you consider as personal?

	Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your national identity number/ identity card number/ passport number
EU27	75%	74%	73%
Sex			
Male	75%	72%	72%
Female	75%	75%	73%
Age			
15-24	71%	71%	72%
25-39	77%	75%	77%
40-54	78%	76%	74%
55 +	73%	72%	69%
Education (End of)			
15-	70%	67%	68%
16-19	76%	74%	73%
20+	81%	81%	77%
Still studying	70%	71%	72%
Respondent occupation scale			
Self-employed	79%	74%	73%
Managers	84%	83%	77%
Other white collars	80%	78%	76%
Manual workers	79%	75%	76%
House persons	71%	68%	73%
Unemployed	68%	70%	73%
Retired	72%	71%	67%
Students	70%	71%	72%
Use of the Internet			
Everyday	81%	80%	75%
Often/ Sometimes	77%	74%	74%
Never	70%	68%	67%
Difficulties paying bills			
Most of the time	69%	69%	73%
From time to time	72%	70%	72%
Almost never	78%	76%	73%
Self-positioning on the social staircase			
Low (1-4)	70%	70%	73%
Medium (5-6)	77%	74%	73%
High (7-10)	77%	76%	73%

Base: Whole sample

Other information

When we consider other items listed, considerable differences between countries and between socio-demographic profiles emerge:

Your fingerprints

This answer comes first in only one country, Cyprus (70%), equal with financial information. This answer is also given by high proportion of respondents in Greece (77%), Germany (76%), and Bulgaria and the UK (both 73%). In only two countries do fewer than half of respondents regard this as personal information: Italy (49%) and Finland (46%).

Your home address

In Austria, this item was chosen in joint first place with medical information (75%). More than seven out of ten respondents in the UK and in Poland also select this answer.

In five countries, fewer than 40% of the respondents give this answer: Sweden (39%), Denmark (36%), Romania (35%), Cyprus (34%) and Finland (32%).

Your name

There are considerable differences between Member States for this item. In Poland, where this is the first answer selected, 84% of respondents say that their name is personal information. In all other Member States fewer than 70% of the respondents consider names as personal. Nevertheless, a high proportion of respondents in Austria (66%), the UK (58%) and Ireland (57%) cite this item. Proportions are much lower in Denmark, Cyprus (both 23%), in Finland and in Malta (both 22%).

It is interesting to note that there is a correlation between names and home addresses: respondents who say that their names are personal information are more likely to believe that their home addresses are too.

Your mobile phone number

A high proportion of respondents in Germany, the UK and Austria (all 65%) say that mobile numbers are personal information. This is less the case in Romania (28%) and in Finland (33%).

Photos of you

Respondents in northern and western Member States are much more inclined to consider photos as personal information than those in eastern Member States. This item was cited by 67% respondents in Germany, 58% in Austria, 57% in Ireland and 55% in the UK, but by only 19% of respondents in Romania and 28% in Bulgaria.

An analysis of socio-demographic variables shows that in general the more educated respondents and respondents who have a higher occupational status are more likely to regard photos as personal information.

It is also interesting to note that the Internet users who use social networking sites or file-sharing sites are less likely to consider photos as personal information. Indeed, 51% of social networking site users and 50% of file-sharing site users say that they are personal information compared with 57% of non-users in both cases. Conversely, online shoppers are more likely than non-online shoppers to believe that photos are personal information (58% vs. 48%).

The same pattern as for photos emerges for nationality, tastes and opinions, the identity of friends and the things they do; It appears that file-sharing site users and social networking site users are less likely to find that information personal than internet users who do not use those sites.

QB2 Which of the following types of information and data that are related to you do you consider as personal?																
		Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your national identity number/identity card number/passport number	Your fingerprints	Your home address	Your mobile phone number	Photos of you	Your name	Your work history	Who your friends are	Your tastes and opinions	Your nationality	Things you do (e.g. hobbies, sports, places you go)	Websites you visit	
EU27	75%	74%	73%	64%	57%	53%	48%	46%	30%	30%	27%	26%	25%	25%	25%	
BE	81%	84%	58%	55%	44%	48%	43%	35%	18%	25%	25%	18%	19%	18%	18%	
BG	55%	52%	92%	73%	43%	38%	28%	36%	11%	7%	6%	8%	9%	6%		
CZ	82%	87%	90%	64%	45%	64%	43%	35%	26%	27%	19%	17%	21%	22%		
DK	91%	87%	89%	69%	36%	43%	46%	23%	21%	33%	30%	15%	25%	40%		
DE	87%	87%	77%	76%	69%	65%	67%	53%	50%	52%	50%	37%	46%	42%		
EE	79%	81%	85%	66%	58%	54%	41%	44%	19%	22%	19%	22%	18%	18%		
IE	89%	93%	81%	75%	66%	62%	57%	57%	48%	37%	25%	31%	24%	32%		
EL	64%	62%	81%	77%	47%	50%	41%	41%	19%	19%	24%	10%	15%	16%		
ES	75%	65%	73%	61%	52%	41%	41%	41%	36%	26%	27%	27%	27%	18%		
FR	81%	82%	64%	60%	44%	50%	51%	33%	19%	33%	33%	20%	18%	24%		
IT	70%	67%	54%	49%	53%	50%	40%	33%	16%	16%	15%	12%	18%	11%		
CY	70%	64%	66%	70%	34%	46%	32%	23%	15%	11%	10%	11%	8%	9%		
LV	79%	77%	86%	66%	55%	57%	45%	34%	18%	24%	16%	20%	18%	16%		
LT	70%	66%	82%	59%	45%	52%	39%	49%	21%	20%	10%	21%	11%	12%		
LU	90%	85%	68%	62%	49%	57%	51%	29%	25%	32%	24%	21%	21%	29%		
HU	65%	61%	69%	63%	59%	43%	42%	54%	17%	22%	15%	25%	14%	12%		
MT	83%	79%	53%	58%	42%	52%	54%	22%	26%	14%	10%	14%	11%	13%		
NL	90%	86%	69%	69%	51%	56%	56%	34%	35%	42%	29%	24%	32%	40%		
AT	73%	75%	67%	70%	75%	65%	58%	66%	43%	40%	41%	51%	40%	33%		
PL	44%	46%	84%	52%	82%	49%	38%	84%	24%	13%	11%	33%	12%	10%		
PT	64%	50%	73%	64%	49%	48%	41%	54%	24%	15%	16%	20%	14%	9%		
RO	46%	50%	81%	57%	35%	28%	19%	32%	11%	9%	9%	11%	9%	5%		
SI	88%	90%	75%	71%	51%	49%	46%	44%	29%	26%	19%	26%	22%	17%		
SK	82%	84%	89%	58%	49%	53%	41%	35%	19%	18%	15%	18%	15%	18%		
FI	88%	80%	85%	46%	32%	33%	38%	22%	19%	27%	20%	9%	13%	26%		
SE	82%	89%	81%	65%	39%	40%	50%	28%	23%	38%	43%	19%	35%	44%		
UK	87%	83%	77%	73%	71%	65%	55%	58%	44%	43%	32%	44%	32%	41%		

Highest percentage per country **Lowest percentage per country**
Highest percentage per item **Lowest percentage per item**

Base: Whole sample

1.2.2 Perception of the necessity of disclosing personal information

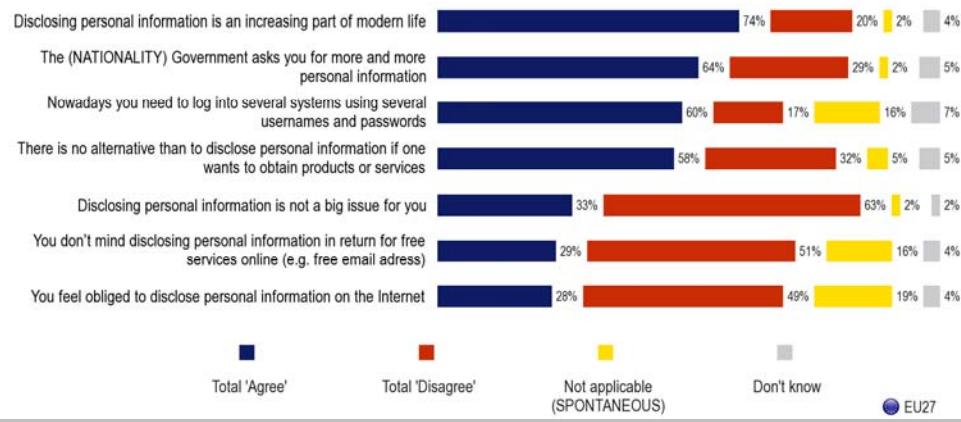
- Disclosing personal information is an increasing part of Europeans' lives and a subject of concern for most -

Turning now to public perceptions of the necessity of disclosing personal information, respondents were asked to what extent they agree or disagree with seven statements addressing this issue⁵. The general finding is that while disclosing personal information has become a frequent activity in Europeans' lives, it remains a big issue for most of them.

Three-quarters of the Europeans interviewed agree that disclosing personal information is an increasing part of modern life (74%); around six out of ten respondents say they agree that the government of their country of residence asks them for more and more personal information (64%), that nowadays one needs to log into several systems using several usernames and passwords (60%), and that there is no alternative than to disclose personal information if one wants to obtain products or services (58%).

Interestingly, around a third of the interviewees indicate that disclosing personal information is not a big issue for them (33%), that they do not mind disclosing personal information in return for free services online, such as a free email address (29%), or that they feel obliged to disclose personal information on the Internet (28%).

QB3. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?



Base: Whole sample

⁵ QB3 For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

1.2.2.1 Disclosing personal information is an increasing part of modern life

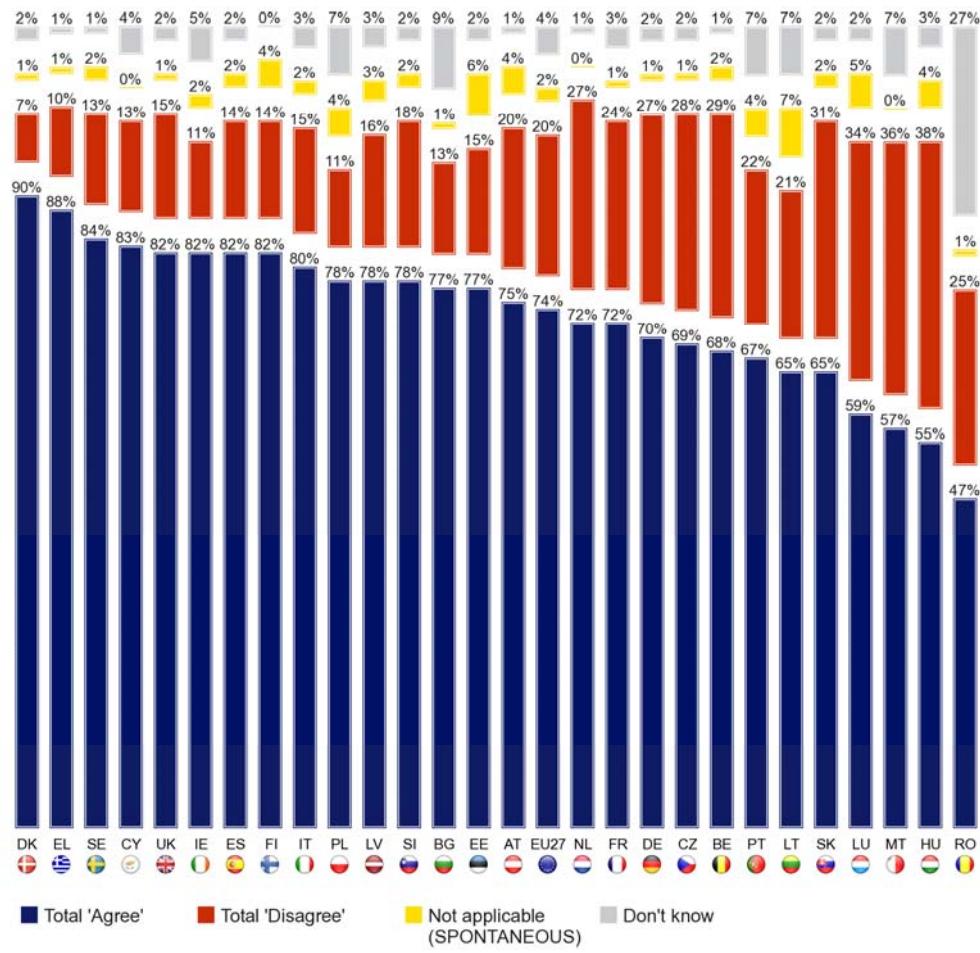
Close to three-quarters of the Europeans interviewed agree ('totally' or 'tend to agree) that disclosing personal information is an increasing part of modern life. This view is supported most strongly in Denmark (90%), Greece (88%), Sweden (84%), Cyprus (83%), the United Kingdom, Spain, Finland, Ireland (all 82%), and Italy (80%).

Considerably lower percentages of respondents agreeing with this statement are found in Romania (47%), Hungary (55%), Malta (57%), and Luxembourg (59%).

However, a majority of respondents in every Member States agree with the statement.

QB3.6. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

Disclosing personal information is an increasing part of modern life



Base: Whole sample

A **socio-demographic** breakdown shows that the highest percentages of respondents agreeing with this statement are generally found in the younger age groups aged 15-24 (82%) and 25-39 (80%), the better educated (79%), students (83%), managers (81%), other white collar workers (79%), interviewees living in households with three persons or more (both 79%), and respondents with Internet-use index '++' (85%).

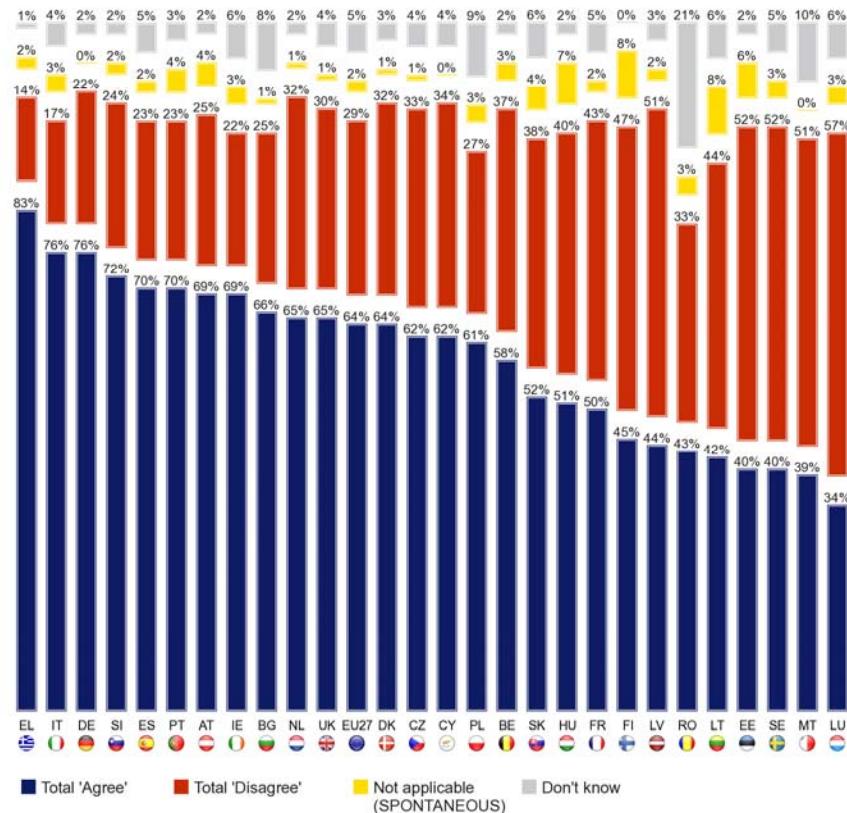
Everyday Internet users (81%) are much more likely to believe that this is an increasing part of modern life than those who never use the Internet (68%).

1.2.2.2 The government asks for more and more personal information

More than six Europeans out of ten interviewed agree ('totally' or 'tend to' agree) that the government of their country of residence asks them for more and more personal information (64%). Member States where most respondents agreed with this statement are Greece (83%), and Germany and Italy (both 76%). Conversely, the lowest numbers of respondents who agree were recorded in Luxembourg (34%), Malta (39%), Sweden, Estonia (both 40%), Lithuania (42%), Romania (43%), Latvia (44%) and Finland (45%).

QB3.2. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

The (NATIONALITY) Government asks you for more and more personal information



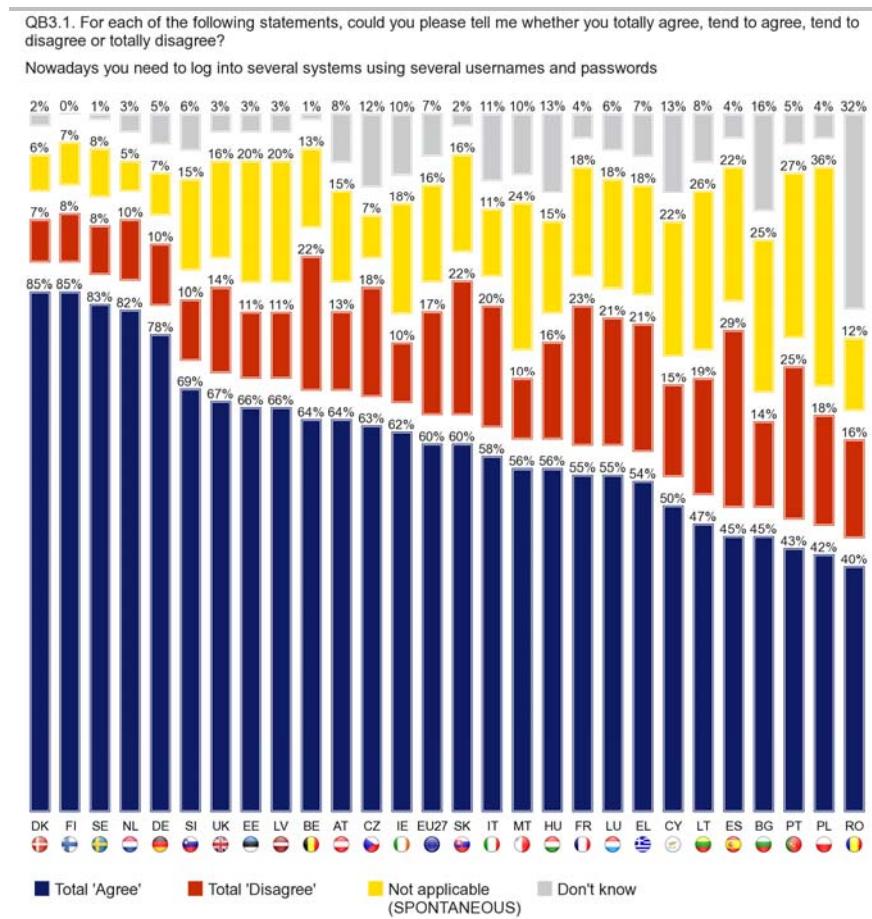
Base: Whole sample

A socio-demographic analysis shows that agreement with this statement is most likely among the self-employed (71%), white collar workers, respondents who have difficulties paying their bills from time to time (both 69%), and respondents with Internet-use index '++' (70%).

1.2.2.3 Nowadays one needs to log into several systems using several usernames and passwords

Six in ten of the Europeans interviewed (60%) agree with the statement that nowadays one needs to log into several systems using several usernames and passwords. A high proportion of respondents answered that it was not applicable to them (16%). If we exclude those respondents, the proportion who agrees rises to 71%.

Member States where the vast majority of respondents agree with this statement are Finland, Denmark (both 85%), Sweden (83%), the Netherlands (82%) and Germany (78%). In contrast, only relative majorities supporting this view are found in Romania (40%), Poland (42%), Portugal (43%), Bulgaria, Spain (both 45%), and Lithuania (47%).



Base: Whole sample

A socio-demographic analysis reveals striking differences regarding this statement between several groups in terms of age, education, and Internet-use index.

The younger the respondents are, the more they are likely to agree with the statement: 80% of the 15-24 aged group compared with 39% of those who are 55 and over. 75% of the respondents who studied until the age of 20 or later agree with the statement, compared with only 34% of those who finished their education before the age of 16.

Nearly nine out of ten respondents who can be classified as '++' on the Internet-use index say that they need to log into several systems using several usernames and passwords, compared with only 34% of those who are classified as '--', i.e those who neither shop online nor use social networking sites or sharing websites.

QB3.1 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Nowadays you need to log into several systems using several usernames and passwords

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	60%	17%	16%	7%
Sex				
Male	64%	17%	14%	5%
Female	57%	18%	17%	8%
Age				
15-24	80%	14%	3%	3%
25-39	74%	17%	6%	3%
40-54	65%	17%	13%	5%
55 +	39%	19%	30%	12%
Education (End of)				
15-	34%	20%	34%	12%
16-19	61%	18%	14%	7%
20+	75%	16%	6%	3%
Still studying	83%	12%	2%	3%
Household composition				
1	49%	17%	25%	9%
2	56%	17%	19%	8%
3	67%	18%	10%	5%
4+	70%	17%	9%	4%
Respondent occupation scale				
Self-employed	70%	17%	8%	5%
Managers	86%	12%	1%	1%
Other white collars	76%	16%	5%	3%
Manual workers	65%	18%	12%	5%
House persons	49%	22%	20%	9%
Unemployed	55%	22%	17%	6%
Retired	36%	17%	34%	13%
Students	83%	12%	2%	3%
@ Use of the internet				
Everyday	83%	15%	1%	1%
Often/ Sometimes	69%	22%	5%	4%
Never	25%	21%	40%	14%
Self-positioning on the social staircase				
Low (1-4)	49%	17%	24%	10%
Medium (5-6)	61%	18%	15%	6%
High (7-10)	72%	16%	8%	4%
@ Internet-use index				
++	88%	11%	-	1%
+	84%	15%	-	1%
-	79%	18%	1%	2%
--	34%	20%	33%	13%

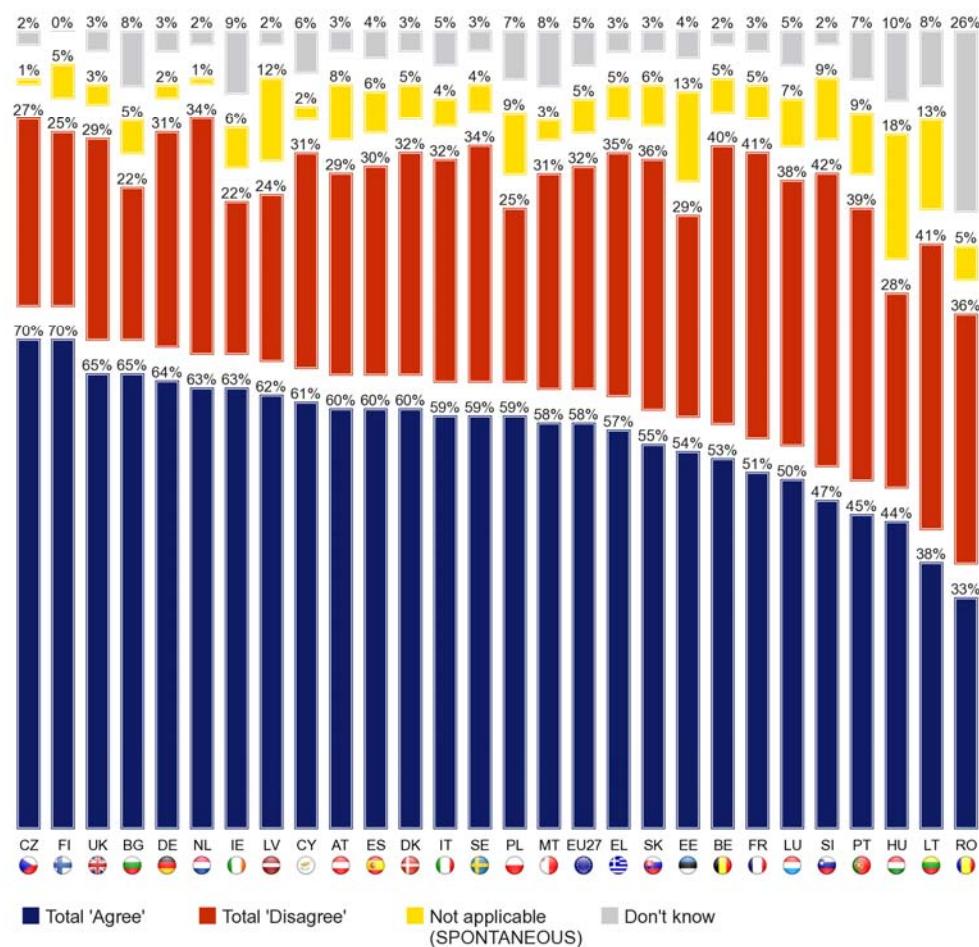
Base: Whole sample

1.2.2.3 There is no alternative than to disclose personal information if one wants to obtain products or services

Close to six in ten of the Europeans interviewed (58%) agree ('totally' or 'tend to' agree) that there is no alternative than to disclose personal information if one wants to obtain products or services. This opinion is shared by most respondents in the Czech Republic and Finland (both 70%); the proportions are lowest in Romania (33%), Lithuania (38%), Hungary (44%), Portugal (45%) and Slovenia (47%). In Romania (36%) and in Lithuania (41%), a relative majority of respondents even think that there is alternative to disclosing personal information.

QB3.4. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

There is no alternative than to disclose personal information if one wants to obtain products or services



Base: Whole sample

A socio-demographic analysis of this statement shows that agreement is strongest among the youngest respondents aged 15-24 (69%), students (67%), managers (66%) and other white collar workers (65%).

Education is also a discriminating factor: 63% of the respondents who studied until the age of 20 or later agreed with the statement, compared with only 47% of those who finished school before the age of 16.

The use of the Internet has also a significant impact on the data. Everyday Internet users are more likely to think that there is no alternative than to disclose personal information than non-Internet users (67% vs. 45%).

Among Internet users, those who shop online or use social networking and sharing sites tend to agree with the statement more than those who do not. For instance, 71% of online shoppers think that there is no alternative compared with only 59% of those who do not buy online.

QB3.4 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

There is no alternative than to disclose personal information if one wants to obtain products or services

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	58%	32%	5%	5%
Sex				
Male	60%	32%	4%	4%
Female	57%	32%	5%	6%
Age				
15-24	69%	26%	1%	4%
25-39	66%	29%	2%	3%
40-54	59%	33%	4%	4%
55 +	47%	36%	9%	8%
Education (End of)				
15-	47%	34%	10%	9%
16-19	59%	32%	4%	5%
20+	63%	33%	2%	2%
Still studying	67%	28%	1%	4%
Respondent occupation scale				
Self-employed	61%	33%	2%	4%
Managers	66%	31%	1%	2%
Other white collars	65%	31%	2%	2%
Manual workers	62%	31%	3%	4%
House persons	58%	30%	5%	7%
Unemployed	59%	31%	5%	5%
Retired	46%	35%	11%	8%
Students	67%	28%	1%	4%
@ Use of the Internet				
Everyday	67%	30%	1%	2%
Often/ Sometimes	62%	33%	2%	3%
Never	45%	36%	11%	8%

Base: Whole sample

QB3.4 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

There is no alternative than to disclose personal information if one wants to obtain products or services

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	71%	27%	-	2%
No	63%	34%	1%	2%
Use a social networking site				
Yes	71%	27%	-	2%
No	61%	34%	2%	3%
Purchase goods or services online				
Yes	71%	28%	-	1%
No	59%	35%	2%	4%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

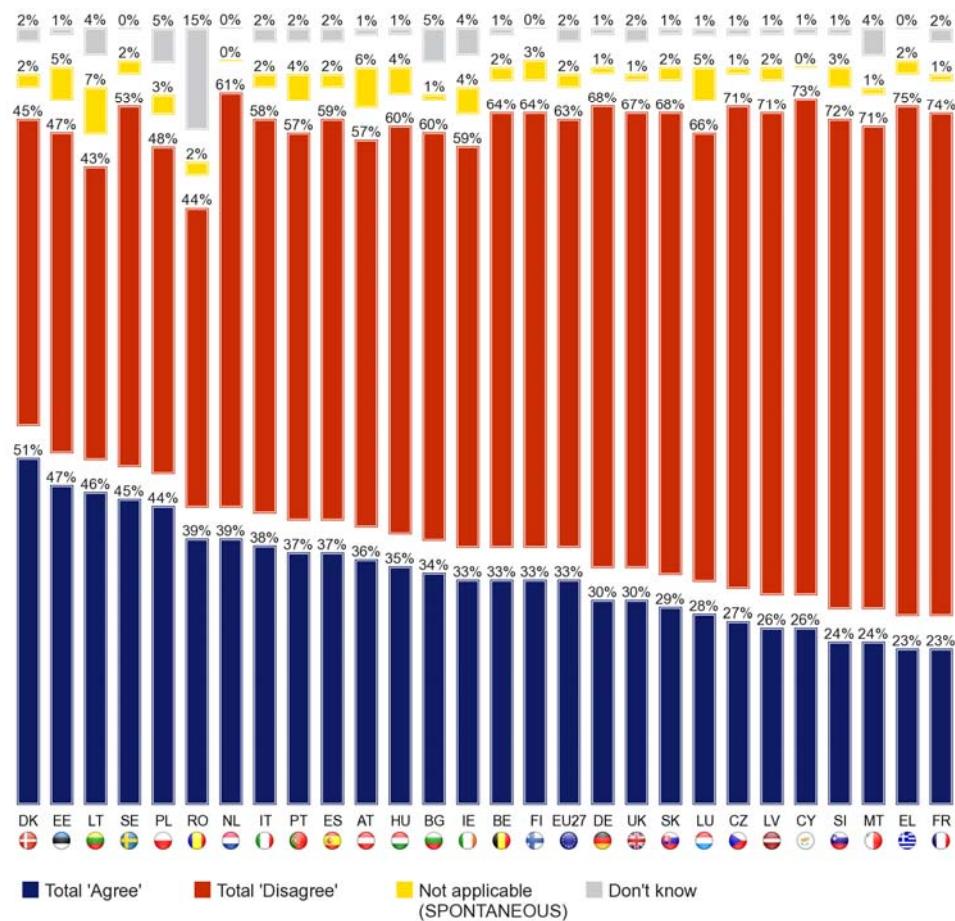
1.2.2.4 Disclosing personal information is not a big issue

More than six respondents out of ten (63%) say that disclosing personal information is a big issue for them. Only one third of respondents (33%) say that disclosing personal information is not a big issue for them.

The highest percentages of respondents saying that it is not a big issue are found in Denmark (51%), Estonia (47%), Lithuania (46%), Sweden (45%) and Poland (44%). Conversely, the lowest percentages are found in France, Greece (both 23%), Malta and Slovenia (both 24%).

QB3.5. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

Disclosing personal information is not a big issue for you



Base: Whole sample

A **socio-demographic** breakdown again reveals significantly more frequent agreement with this statement among the youngest respondents, those aged 15-24 (43%), and students (42%).

Once more, there is an interesting divide on this question among Internet users. Internet users who use social networking (38%) or sharing sites (40%) are more likely to say that disclosing personal information is not a big issue than Internet users who do not use those sites (29% and 30% respectively).

There are no differences between those who shop online and those who do not.

QB3.5 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is not a big issue for you

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	33%	63%	2%	2%
Sex				
Male	36%	60%	2%	2%
Female	31%	64%	2%	3%
Age				
15-24	43%	55%	-	2%
25-39	34%	63%	1%	2%
40-54	30%	66%	2%	2%
55 +	31%	62%	4%	3%
Education (End of)				
15-	32%	60%	4%	4%
16-19	33%	63%	2%	2%
20+	31%	67%	1%	1%
Still studying	42%	56%	-	2%
Respondent occupation scale				
Self-employed	33%	65%	1%	1%
Managers	27%	71%	-	2%
Other white collars	36%	62%	1%	1%
Manual workers	34%	63%	1%	2%
House persons	30%	65%	2%	3%
Unemployed	35%	60%	2%	3%
Retired	32%	60%	4%	4%
Students	42%	56%	-	2%
@ Use of the Internet				
Everyday	35%	64%	-	1%
Often/ Sometimes	32%	66%	1%	1%
Never	32%	60%	4%	4%

Base: Whole sample

QB3.5 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is not a big issue for you

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	40%	59%	-	1%
No	30%	69%	-	1%
Use a social networking site				
Yes	38%	61%	-	1%
No	29%	69%	1%	1%
Purchase goods or services online				
Yes	34%	65%	-	1%
No	34%	64%	1%	1%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

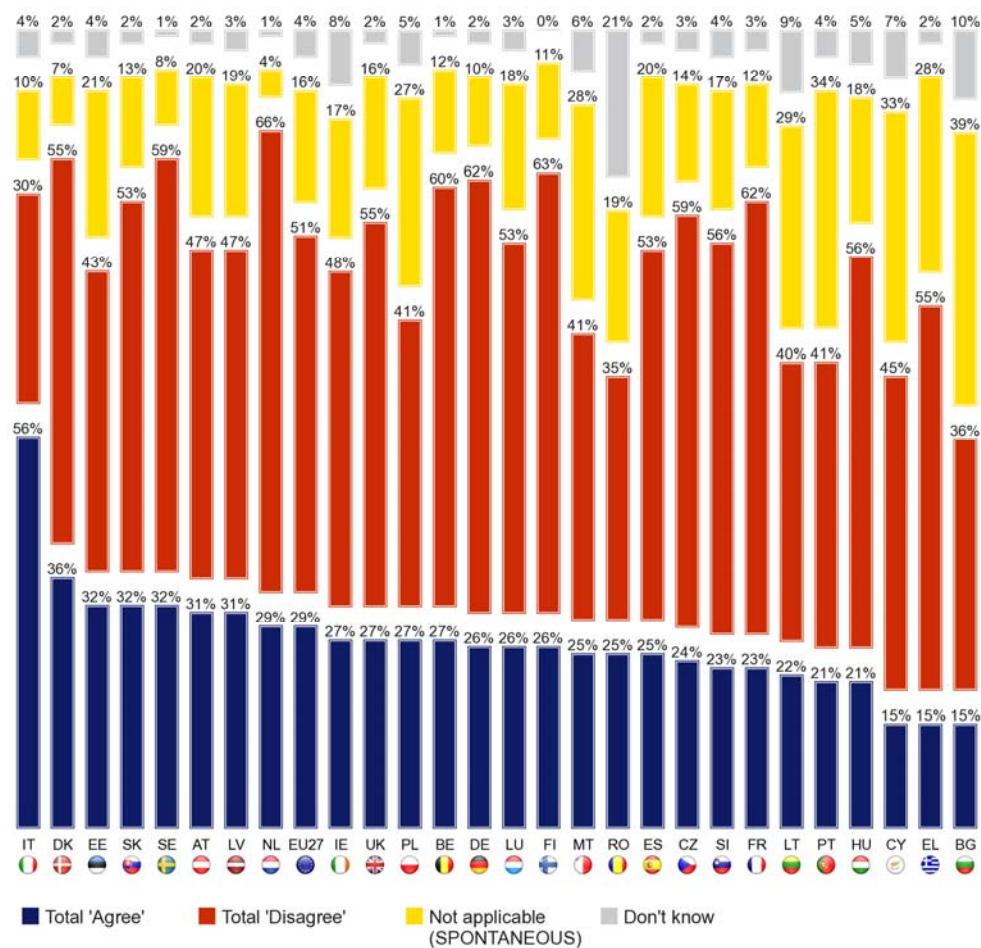
1.2.2.5 Disclosing personal information in return for free services online, such as a free email address

A majority of Europeans do not want to disclose personal information in return for free services online, such as a free email address. Nevertheless, less than three out of ten European respondents (29%) do not mind disclosing

Italy (56%) stands out with the highest percentage of respondents who take this view, followed at some distance by Denmark (36%). Conversely, the lowest percentages are recorded in Bulgaria, Cyprus, and Greece (each 15%).

QB3.7. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

You don't mind disclosing personal information in return for free services online (e.g. free email address)



Base: Whole sample

A socio-demographic breakdown again shows that younger respondents (in the 15-24 (48%) and 25-39 (35%) age groups) and students (49%) are more likely to agree with this statement.

Social networking and sharing site users are again much more inclined to say that they do not mind disclosing personal information.

Quite logically, a relative majority of respondents who think that disclosing personal information is not a big issue say that they do not mind disclosing personal information in return for free services (48%) compared with 21% of those who have reservations about these disclosures.

QB3.7 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You don't mind disclosing personal information in return for free services online (e.g. free email address)

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	29%	51%	16%	4%
Sex				
Male	32%	51%	14%	3%
Female	26%	52%	18%	4%
Age				
15-24	48%	46%	3%	3%
25-39	35%	56%	6%	3%
40-54	28%	57%	12%	3%
55 +	18%	47%	30%	5%
Education (End of)				
15-	20%	40%	34%	6%
16-19	30%	52%	14%	4%
20+	30%	62%	6%	2%
Still studying	49%	46%	2%	3%
Respondent occupation scale				
Self-employed	33%	56%	8%	3%
Managers	30%	67%	2%	1%
Other white collars	36%	57%	5%	2%
Manual workers	32%	53%	12%	3%
House persons	27%	49%	19%	5%
Unemployed	30%	50%	16%	4%
Retired	16%	43%	35%	6%
Students	49%	46%	2%	3%
@ Use of the Internet				
Everyday	38%	60%	1%	1%
Often/ Sometimes	33%	61%	4%	2%
Never	14%	39%	41%	6%

Base: Whole sample

QB3.7 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You don't mind disclosing personal information in return for free services online (e.g. free email address)

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	46%	53%	-	1%
No	30%	66%	2%	2%
Use a social networking site				
Yes	44%	54%	-	2%
No	30%	66%	2%	2%
Purchase goods or services online				
Yes	38%	60%	1%	1%
No	35%	59%	3%	3%

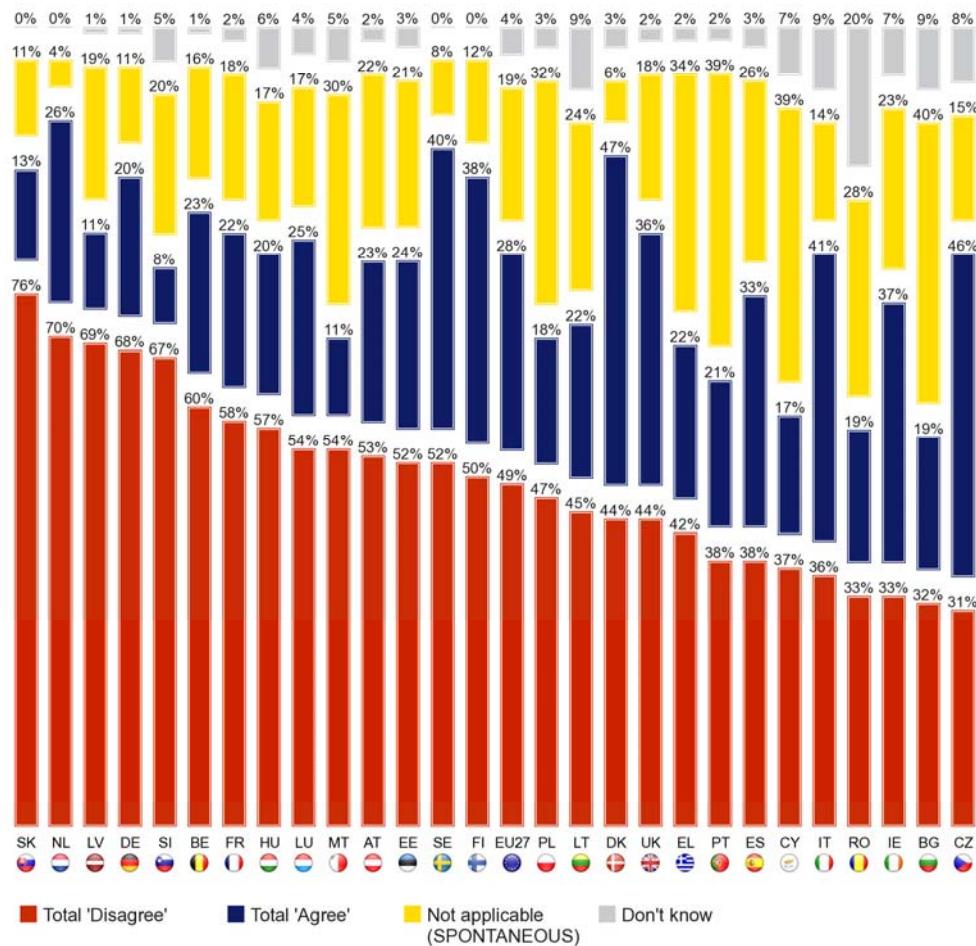
Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.2.2.6 Feeling obliged to disclose personal information on the Internet

Almost three out of ten European interviewees (28%) feel obliged to disclose personal information on the Internet. This was the majority view in Denmark (47% vs. 44%), the Czech Republic (46% vs. 31%) and in Italy (41% vs. 36%), but was least frequent in Slovenia (8%), Malta, Latvia (both 11%), Slovakia (13%), Cyprus (17%), and Poland (18%).

QB3.3. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

You feel obliged to disclose personal information on the Internet



Base: Whole sample

A socio-demographic breakdown – again - shows a similar general pattern of more frequent agreement amongst younger respondents – those in the 15-24 (41%) and 25-39 (38%) age groups -, respondents who had been in education longest (33%) and students (44%).

QB3.3 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You feel obliged to disclose personal information on the Internet

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	28%	49%	19%	4%
Sex				
Male	30%	50%	16%	4%
Female	26%	48%	21%	5%
Age				
15-24	41%	53%	4%	2%
25-39	38%	52%	8%	2%
40-54	28%	54%	15%	3%
55 +	15%	42%	36%	7%
Education (End of)				
15-	14%	37%	42%	7%
16-19	28%	51%	17%	4%
20+	33%	58%	7%	2%
Still studying	44%	52%	2%	2%
Respondent occupation scale				
Self-employed	35%	52%	9%	4%
Managers	32%	65%	2%	1%
Other white collars	37%	56%	5%	2%
Manual workers	30%	52%	15%	3%
House persons	25%	44%	25%	6%
Unemployed	31%	47%	19%	3%
Retired	12%	40%	41%	7%
Students	44%	52%	2%	2%
@ Use of the Internet				
Everyday	39%	59%	1%	1%
Often/ Sometimes	33%	62%	3%	2%
Never	9%	35%	48%	8%

Base: Whole sample

QB3.3 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You feel obliged to disclose personal information on the Internet

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	45%	54%	-	1%
No	32%	65%	2%	1%
Use a social networking site				
Yes	43%	56%	-	1%
No	32%	64%	2%	2%
Purchase goods or services online				
Yes	40%	59%	-	1%
No	33%	62%	3%	2%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.3 Actual disclosure of personal information

1.3.1 Type of personal information disclosed on the Internet: social networking or sharing sites versus online shopping

- *Name, photo and nationality are the information disclosed by the largest number of social networking and sharing sites users –*

The reader may recall that 66% of European interviewees use the Internet, 39% shop online, 34% use social networking sites, and 29% use sharing sites for pictures, videos and/or movies. The respondents who engaged in these activities were asked which types of personal information they had previously disclosed⁶. This section distinguishes between social networking or sharing sites on the one hand and shopping on the other.

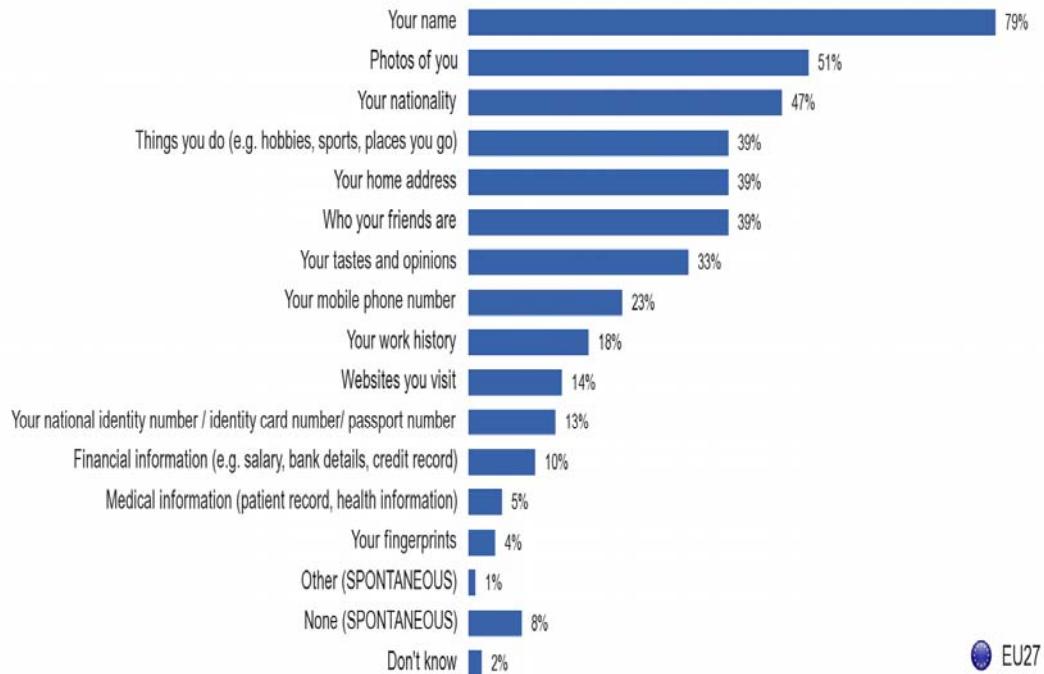
Almost eight out of ten respondents who use **social networking or sharing sites**, revealed their name on the Internet (79%). Around half of them disclosed *photos* of themselves (51%), or their *nationality* (47%). Almost four in ten disclosed the *things they do* (for example hobbies, sports, places they go), their *home address*, and who their *friends* are (all three 39%). One-third shared their *tastes and opinions* (33%) and a quarter gave their *mobile phone number* (23%).

Fewer respondents disclosed their work history (18%), the websites they visit (14%), their national identity number, identity card number, or passport number (13%), financial information such as salary, bank details and credit record (10%), medical information such as patient record and health information (5%) and fingerprints (3%).

⁶ QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

QB4b Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

QB4a. Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?



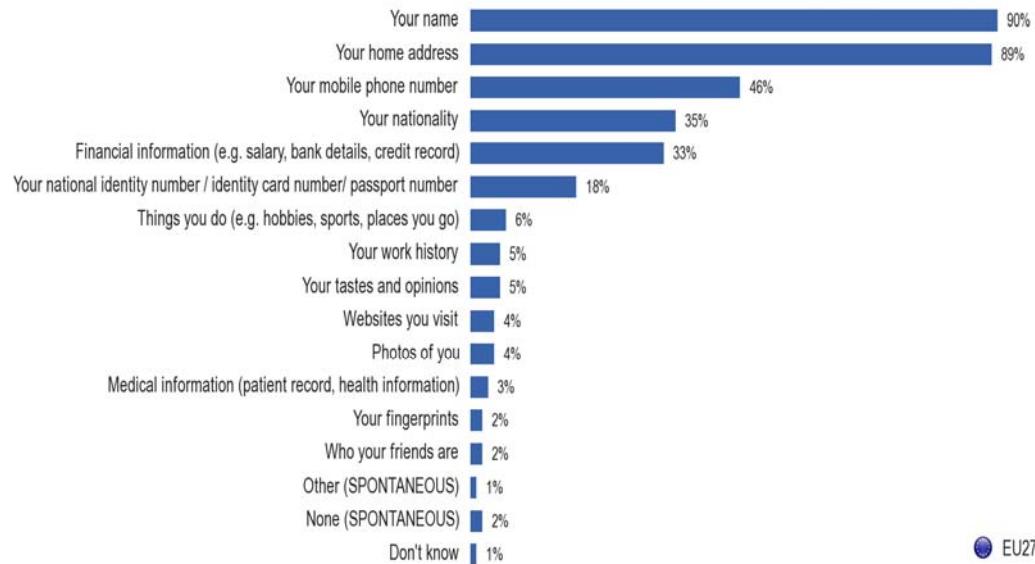
EU27

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

- *Names, home addresses and mobile phone numbers are the information disclosed by the largest number of online shoppers –*

Turning to **shopping online**, around nine out of ten respondents revealed their *name* (90%) and their *home address* (89%) on the Internet. In addition, almost half gave their *mobile phone number* (46%), and a third their *nationality* (35%) or financial information such as salary, bank details and credit record (33%). Almost one in five gave their national identity number, identity card number, or passport number (18%).

QB4b. Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed?



EU27

Base: Online shoppers (39% of whole sample)

A country-by-country analysis of social networking or sharing sites shows that the respondent's *name* is the most disclosed item in every single Member State, led by Sweden (95%), Denmark (91%), Latvia and Slovenia (both 90%).

Photos are next mentioned, in particular in the United Kingdom (67%), Denmark, Sweden (64%), and Malta (61%)

Nationality is disclosed most often in 12 other countries, notably Malta (78%), Sweden (68%), Luxembourg (66%), and Denmark (65%); the respondent's *home address* is the most frequently cited item in the remaining four countries: Slovakia (57%), Slovenia (56%), Hungary (53%) and the Czech Republic (52%).

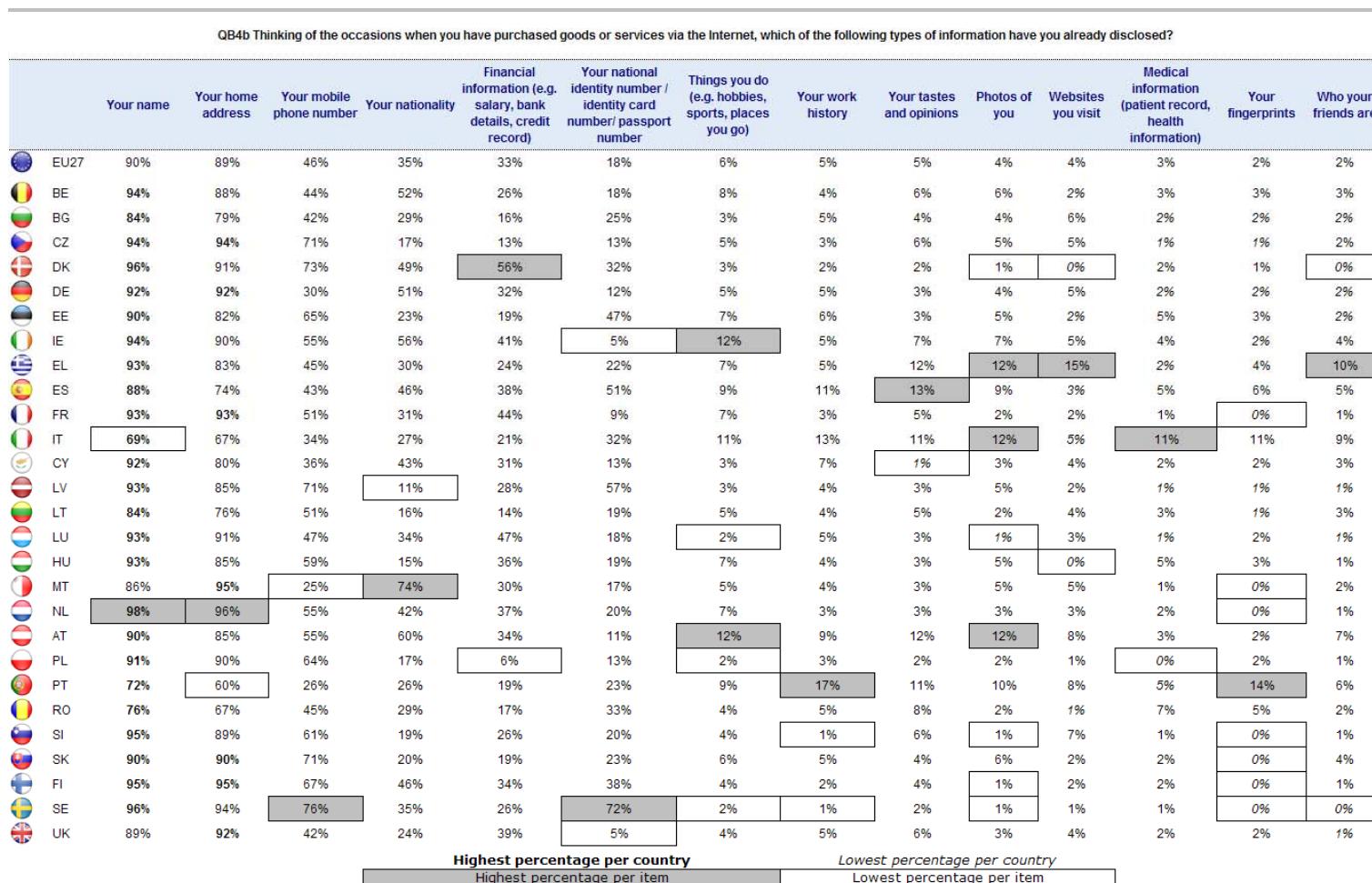
Interviewees who use social networking or sharing sites and revealed *things they do, such as hobbies, sports, and places they go* are found most frequently in Ireland, Luxembourg, and the Netherlands (all 52%); *who their friends are* most often in Denmark (56%), Luxembourg, Sweden (both 54%), and the United Kingdom (53%); *their tastes and opinions* mostly in Spain (46%), Malta (45%), Austria (44%); *their mobile phone number* most often in Latvia (47%), Sweden (45%), Denmark, Austria, and Slovakia (all 40%); *their work history* mostly in Denmark, France (both 33%), Luxembourg (30%) and Sweden (29%); *the websites they visit* in Austria 928%), Lithuania (25%), Ireland, Luxembourg, and Malta (all 22%); and *their national identity number, identity card number or passport number* most often in Sweden (43%), Estonia (37%), Spain (31%), and Latvia (29%).

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?																
	Your name	Photos of you	Your nationality	Your home address	Things you do (e.g. hobbies, sports, places you go)	Who your friends are	Your tastes and opinions	Your mobile phone number	Your work history	Websites you visit	Your national identity number / identity card number/ passport number	Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your fingerprints		
EU27	79%	51%	47%	39%	39%	39%	33%	23%	18%	14%	13%	10%	5%	4%		
BE	82%	52%	60%	42%	42%	44%	31%	20%	23%	17%	11%	8%	7%	5%		
BG	76%	54%	47%	25%	42%	34%	31%	18%	8%	17%	14%	5%	3%	5%		
CZ	82%	39%	39%	52%	42%	29%	30%	38%	10%	19%	15%	10%	8%	3%		
DK	91%	64%	65%	44%	44%	56%	28%	40%	33%	13%	23%	11%	3%	1%		
DE	78%	44%	55%	50%	43%	34%	29%	22%	20%	16%	6%	11%	3%	2%		
EE	87%	57%	46%	44%	41%	45%	23%	39%	16%	18%	37%	17%	13%	6%		
IE	85%	54%	61%	49%	52%	44%	39%	26%	16%	22%	9%	11%	9%	3%		
EL	75%	46%	34%	41%	27%	31%	29%	19%	8%	18%	15%	10%	4%	5%		
ES	80%	46%	57%	40%	42%	27%	46%	22%	13%	13%	31%	20%	9%	10%		
FR	75%	53%	44%	38%	37%	43%	34%	22%	33%	11%	4%	6%	1%	1%		
IT	69%	46%	49%	24%	41%	38%	36%	15%	17%	13%	17%	11%	8%	9%		
CY	89%	52%	56%	42%	28%	42%	29%	22%	15%	13%	13%	10%	3%	2%		
LV	90%	58%	36%	41%	36%	24%	24%	47%	20%	16%	29%	15%	4%	3%		
LT	78%	55%	40%	32%	36%	32%	21%	18%	11%	25%	6%	4%	5%	2%		
LU	82%	59%	66%	28%	52%	54%	40%	13%	30%	22%	6%	7%	1%	1%		
HU	81%	47%	32%	53%	37%	34%	27%	26%	22%	17%	13%	15%	8%	7%		
MT	85%	61%	78%	46%	49%	44%	45%	16%	13%	22%	13%	10%	6%	1%		
NL	84%	58%	51%	36%	52%	42%	31%	20%	20%	12%	8%	8%	4%	1%		
AT	82%	56%	62%	53%	48%	47%	44%	40%	26%	28%	12%	21%	12%	6%		
PL	84%	35%	36%	52%	24%	23%	19%	34%	6%	12%	13%	5%	4%	2%		
PT	67%	40%	42%	32%	29%	22%	37%	18%	14%	13%	18%	11%	7%	12%		
RO	64%	44%	45%	38%	34%	29%	27%	18%	21%	14%	17%	13%	12%	8%		
SI	90%	53%	35%	56%	37%	38%	29%	29%	7%	21%	12%	8%	5%	2%		
SK	82%	52%	37%	57%	44%	45%	28%	40%	15%	20%	20%	10%	6%	2%		
FI	88%	53%	62%	38%	38%	30%	38%	29%	17%	13%	16%	8%	3%	1%		
SE	95%	64%	68%	55%	49%	54%	37%	45%	29%	17%	43%	13%	3%	0%		
UK	79%	67%	36%	25%	36%	53%	35%	13%	10%	12%	4%	6%	3%	2%		

Highest percentage per country
Highest percentage per item

Lowest percentage per country
Lowest percentage per item

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



Base: Online shoppers (39% of whole sample)

Note: results for countries with a small number of respondents who use the Internet for purchasing goods or services (fewer than 150) should be interpreted with caution. These countries are Bulgaria, Greece, Spain, Italy, Portugal and Romania. For precise numbers, readers should refer to the annexes.

A **country-by-country analysis** of personal information disclosed when **shopping online** shows that in each of the Member States, the respondent's name and home address are the two types of personal information disclosed most often. Internet shoppers in the Netherlands (98%), Denmark, Sweden (both 96%), Slovenia and Finland (both 95%) are the most likely to have given *their name*; in the Netherlands (96%), Malta, Finland (both 95%), the Czech Republic and Sweden (both 94%) their *home address*.

Further, Internet shoppers who revealed their *mobile phone number* are found most often in Sweden (76%), Denmark, 73%), the Czech Republic, Latvia, and Slovakia (all 71%); their *nationality* most frequently in Malta (74%), Austria (60%), and Ireland (56%); their *financial information* mostly in Denmark (56%), Luxembourg (47%), France (44%) and Ireland (41%); and their *national identity number, identity card number or passport number* most often in Sweden (72%), Latvia (57%), Spain (51%) and Estonia (47%).

A general pattern emerges from the **socio-demographic** analysis of the types of personal information disclosed on **social networking or sharing sites**.

The younger the social or sharing site users are, the more likely they are to disclose their names (85%), their photos (65%), their nationality (54%), the things they do (50%), who their friends are (51%) etc. What is interesting to underline here is that they are less likely than respondents who are aged 25-54 to consider this information as personal.

To a lesser extent, educational level has an impact on the disclosure of such data. Respondents with a high level of education are more likely to disclose their photos (49%), their nationality (47%), the things they do (38%), who their friends are (37%). Names are disclosed by more social networking or sharing site users who have a middle level of education (79%).

More educated respondents are more likely to consider this information as personal.

The **socio-demographic** analysis of personal information disclosed when **shopping online** does not yield a regular general pattern of the kind we have seen in the case of social networking. Indeed, there are few differences by socio-demographics variables.

However, education does seem to play a role in the disclosure of some information. Online shoppers who studied until the age 20 or later are more likely to disclose home address (91%), financial information (36%), mobile phone number (49%) than those who finished school before the age of 16 (respectively 83%, 28%, 37%). Nevertheless, these differences are not really significant.

Finally, it is interesting to note that the fact that a given type of information is regarded as personal does not have a real impact on whether this information is disclosed. For instance, 51% of social networking or sharing site users who say that photos are personal information nevertheless disclose their photos, compared to 50% of those who do not regard photos as personal information.

This pattern is the same for most information for both social networking site users and online shoppers. The only exceptions are to be found among online shoppers, with respect of two types of information; Over a third (35%) of online shoppers who say that financial information is personal disclosed such information, compared with only 21% of those who do not consider it as personal; Four in ten (40%) respondents who say that their nationality is personal disclosed it, compared to only 33% of those who do not consider it as personal.

1.3.2 Reasons for disclosure: social networking or sharing sites versus online shopping

–Accessing the service is the main reason for disclosing information for social networking / sharing site users and online shoppers –

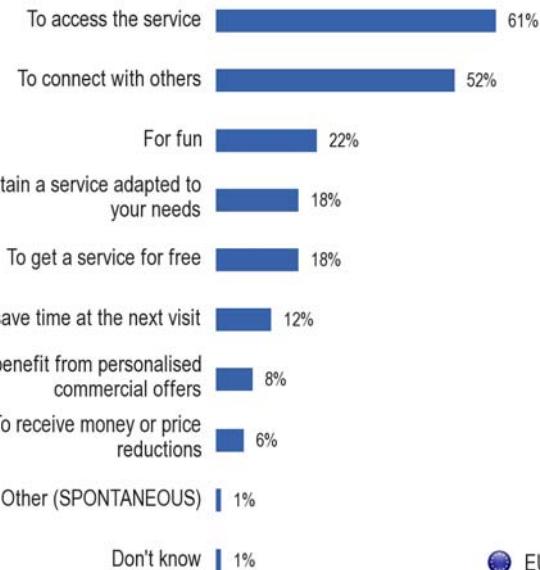
The previous section described the types of personal information respondents had previously disclosed on the Internet. This section presents the reasons given for disclosing personal information on the Internet⁷. As in the previous section, a distinction is made between online purchasing on the one hand and social networking and sharing sites on the other.

The two main reasons given by respondents for the disclosure of information when using **social networking or sharing sites** are *to access the service* (61%) and *to connect with others* (52%). Around one-fifth of the respondents do so *for fun* (22%), *to obtain a service adapted to their needs* (18%), or *to get a service for free* (18%).

⁷ QB5a What are the most important reasons why you disclose such information on social networking sites and/ or sharing sites?

QB5b What are the most important reasons why you disclose such information in online shopping?

QB5a. What are the most important reasons why you disclose such information on social networking sites and/or sharing sites?

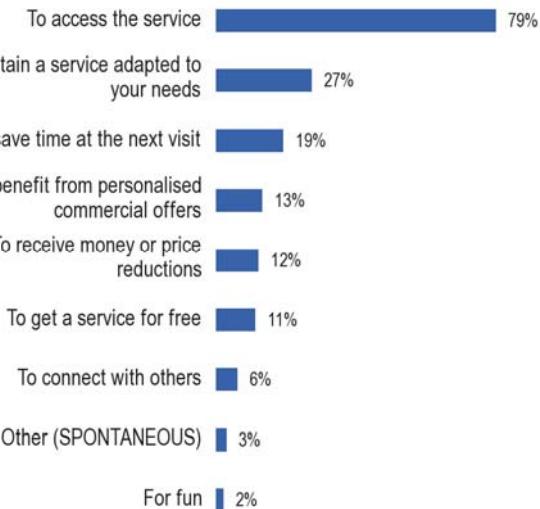


EU27

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

The most important reason for disclosing personal information when **shopping online** is mentioned by a vast majority of the online shoppers: *to access the service* (79%). This reason is followed at some distance by *to obtain a service adapted to their needs* (27%), and *to save time at the next visit* (19%).

QB5b. What are the most important reasons why you disclose such information in online shopping?



EU27

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

A country-by-country analysis of the reasons for disclosing personal information on **social networking or sharing sites** shows that *to access the service* is the most important reason in 21 Member States, most frequently mentioned in Sweden (79%), Cyprus (76%) and Ireland (75%). In six other Member States, *to connect with others* is the most important reason: Luxembourg (70%), the Netherlands 65%), Germany (62%), the United Kingdom (61%), Lithuania (59%), Greece (57%).

QB5a What are the most important reasons why you disclose such information on social networking sites and/or sharing sites?

	To access the service	To connect with others	For fun	To get a service for free	To obtain a service adapted to your needs	To save time at the next visit	To benefit from personalised commercial	To receive money or price reductions	Other (SP)	Don't know
EU27	61%	52%	22%	18%	18%	12%	8%	6%	1%	1%
BE	61%	47%	27%	13%	16%	14%	10%	6%	2%	1%
BG	56%	55%	36%	15%	17%	15%	4%	3%	0%	2%
CZ	59%	49%	26%	14%	24%	18%	10%	10%	1%	2%
DK	74%	54%	18%	21%	29%	18%	5%	8%	1%	1%
DE	60%	62%	15%	33%	25%	13%	6%	6%	0%	1%
EE	69%	50%	8%	19%	19%	21%	7%	12%	1%	2%
IE	75%	42%	28%	13%	21%	18%	9%	9%	1%	1%
EL	55%	57%	6%	17%	22%	11%	13%	6%	0%	1%
ES	73%	43%	17%	23%	18%	8%	6%	3%	1%	0%
FR	60%	55%	23%	11%	17%	12%	9%	3%	1%	1%
IT	61%	44%	29%	18%	17%	10%	15%	9%	2%	1%
CY	76%	48%	15%	15%	19%	19%	6%	8%	1%	0%
LV	61%	53%	24%	13%	23%	14%	5%	13%	1%	2%
LT	58%	59%	11%	18%	19%	11%	7%	6%	3%	1%
LU	45%	70%	30%	9%	14%	11%	8%	5%	2%	2%
HU	63%	50%	16%	15%	17%	14%	8%	10%	0%	2%
MT	66%	38%	20%	13%	34%	14%	8%	5%	0%	4%
NL	50%	65%	28%	11%	14%	11%	3%	5%	2%	1%
AT	58%	41%	20%	40%	25%	17%	14%	21%	2%	1%
PL	69%	34%	6%	22%	19%	17%	14%	7%	1%	2%
PT	51%	43%	28%	13%	13%	16%	9%	5%	1%	1%
RO	58%	33%	18%	22%	17%	18%	13%	12%	2%	4%
SI	66%	54%	11%	19%	25%	19%	5%	4%	4%	0%
SK	57%	52%	32%	19%	25%	19%	14%	11%	1%	1%
FI	68%	59%	25%	14%	24%	13%	12%	7%	1%	0%
SE	79%	61%	39%	10%	21%	13%	7%	3%	1%	0%
UK	53%	61%	28%	7%	7%	9%	1%	3%	2%	2%
Highest percentage per country										
Highest percentage per item						Lowest percentage per country				

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

The most important reason for disclosing personal information when **shopping online** in every Member State is *to access the service*, in particular in Sweden (94%), Germany (92%), Latvia (90%), and the Netherlands (89%). The second most important reason in 20 Member States is *to obtain a service adapted to your needs*, mentioned most frequently in Lithuania (44%), Germany (43%), Malta (42%), and Bulgaria (40%); *to save time at the next visit* in five Member States, namely Ireland (34%), Romania (29%), Denmark (27%), the Netherlands and the United Kingdom (both 21%); and *to benefit from personalised commercial offers* in Greece (49%) and Portugal (29%).

QB5b What are the most important reasons why you disclose such information in online shopping?

		To access the service	To obtain a service adapted to your needs	To save time at the next visit	To benefit from personalised commercial offers	To receive money or price reductions	To get a service for free	To connect with others	For fun	Other (SP)	Don't know
	EU27	79%	27%	19%	13%	12%	11%	6%	2%	3%	1%
	BE	80%	26%	20%	18%	11%	7%	4%	2%	4%	1%
	BG	75%	40%	16%	12%	11%	9%	4%	2%	0%	0%
	CZ	70%	31%	21%	18%	18%	8%	7%	2%	3%	1%
	DK	92%	23%	27%	10%	21%	13%	4%	1%	2%	0%
	DE	74%	43%	15%	8%	14%	21%	10%	1%	1%	1%
	EE	84%	26%	22%	8%	18%	12%	9%	1%	0%	1%
	IE	87%	31%	34%	15%	19%	10%	7%	5%	2%	1%
	EL	59%	31%	10%	49%	17%	13%	11%	0%	1%	0%
	ES	82%	25%	16%	12%	7%	9%	8%	3%	0%	0%
	FR	77%	29%	17%	21%	7%	7%	3%	2%	6%	1%
	IT	62%	29%	14%	24%	15%	12%	7%	5%	1%	1%
	CY	81%	32%	22%	24%	13%	11%	10%	0%	2%	1%
	LV	90%	25%	11%	7%	16%	8%	5%	6%	0%	1%
	LT	64%	44%	18%	11%	20%	6%	8%	0%	2%	1%
	LU	79%	30%	25%	17%	16%	8%	3%	0%	4%	1%
	HU	76%	29%	22%	22%	21%	11%	6%	3%	1%	1%
	MT	82%	42%	12%	15%	17%	4%	3%	1%	1%	2%
	NL	89%	19%	21%	6%	15%	7%	2%	1%	3%	0%
	AT	68%	38%	24%	15%	25%	26%	6%	2%	4%	1%
	PL	76%	18%	18%	12%	10%	7%	8%	0%	1%	3%
	PT	69%	15%	22%	29%	4%	8%	10%	8%	0%	0%
	RO	63%	21%	29%	23%	16%	13%	2%	6%	4%	2%
	SI	73%	38%	24%	15%	15%	14%	9%	0%	4%	1%
	SK	67%	38%	26%	20%	17%	14%	10%	5%	4%	0%
	FI	75%	35%	26%	24%	20%	8%	6%	2%	1%	1%
	SE	94%	22%	21%	12%	10%	4%	3%	3%	3%	0%
	UK	87%	10%	21%	4%	7%	7%	3%	1%	3%	1%

Highest percentage per country**Lowest percentage per country**

Highest percentage per item

Lowest percentage per item

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

Note: results for countries with a small number of respondents who disclose personal information when shopping online (fewer than 150) should be interpreted with caution. These countries are Bulgaria, Greece, Portugal, and Romania. For precise numbers, readers should refer to the annexes.

When looking at **socio-demographic** variables for **social networking and sharing sites**, we can observe few differences between categories. 'To access the service' is indeed the first reason for disclosing information in all categories.

Nevertheless, the younger social networking and sharing site users (15-24) are more likely to say that they disclose information to connect with others (57%) and for fun (26%) than older users. 43% and 17% of those who are aged over 55 mention these two reasons respectively.

The **socio-demographic** analysis for **shopping online** reveals also few differences.

1.3.3 Over-disclosure

1.3.3.1 Incidence of over-disclosure

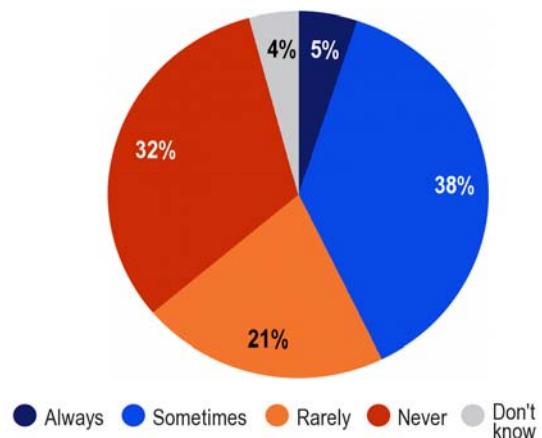
- *Half or nearly half of social networking or file-sharing site users and online shoppers have already been exposed to over-disclosure on the Internet –*

Respondents who use the Internet were asked whether they had ever been required to provide more personal information than necessary to obtain access to or to use an online service, for example when registering for an online game or an online information service, purchasing goods online, or opening an account with a social networking site⁸.

More than four in ten (43%) report they were required to provide more personal information than necessary, though only 5% *always* feel so and 38% say it happens *sometimes*. By contrast, over half of the interviewees (53%) seldom or never experience such forced disclosure: 32% say *never* and 21% say *rarely*.

⁸ QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site?)

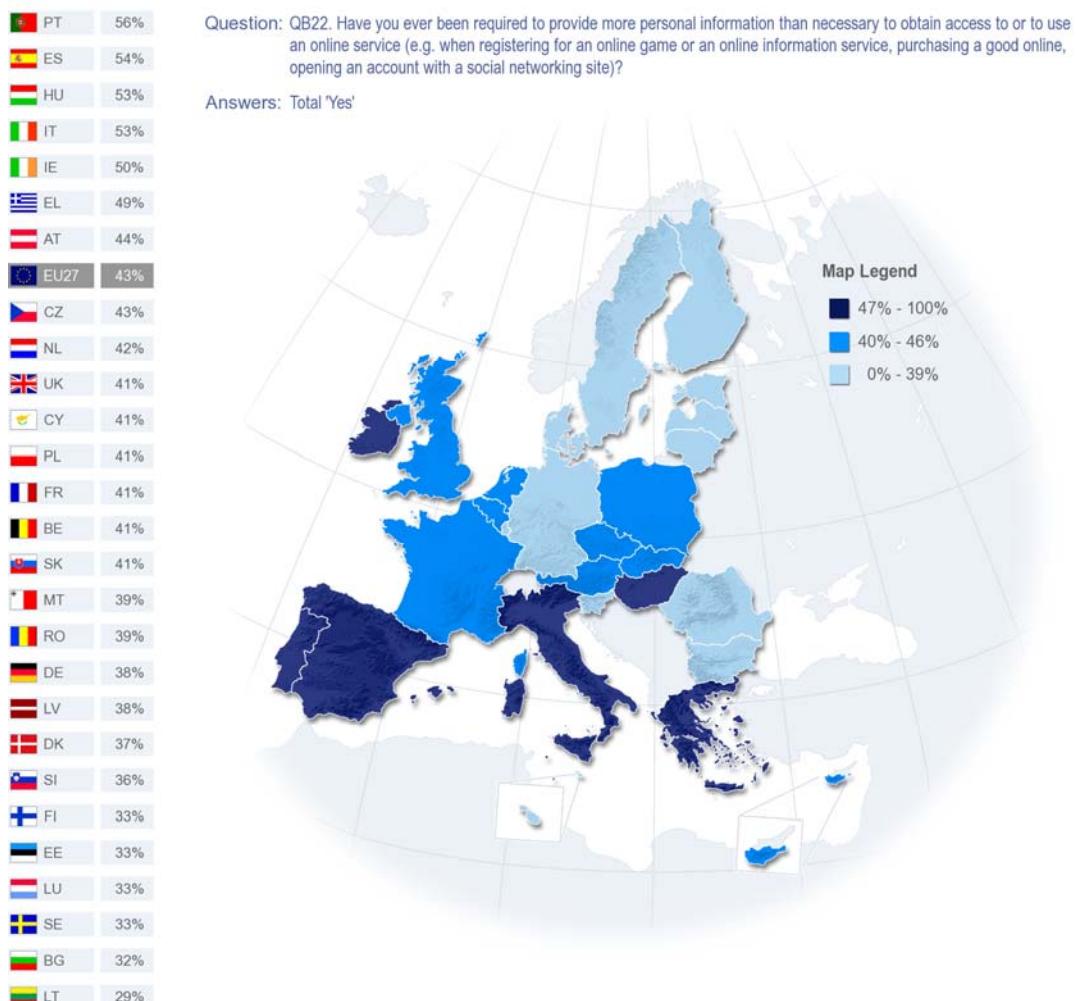
QB22. Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?



EU27

Base: Internet users (66% of whole sample)

The largest percentages of respondents who felt they were always or sometimes required to provide more personal information than necessary when obtaining access to or using an online service are recorded in Portugal (56%), Spain (54%), Italy, Hungary (both 53%), Greece (49%), Ireland (50%). With the exception of Ireland, these are all southern EU Member States. In every other single Member State the number of Internet users who did *not or rarely* encounter such an experience exceeds the number of Internet users who *sometimes or always* did. This is most clearly visible in Finland, Luxembourg, Lithuania, Sweden and Estonia, which are all northern countries.



Base: Internet users (66% of whole sample)

From a socio-demographic point of view, age and education again make a difference. Younger Internet users are more likely to have been exposed to over-disclosure on the Internet: this affects 48% of the 25-39 age group and 46% of the 15-24s but only 32% of the 55+ group. Education is also a discriminating factor: 45% of the Internet users who have the highest level of education have experienced over-disclosure on the Internet, compared with only 37% of those who have the lowest level of education. In addition, managers and unemployed stand out with highest percentages (both 49%) reporting over-disclosure.

Analysis of the type of Internet-users reveals the following:

- ◆ Half of Internet users who share pictures, videos or movies (50%) have been required to disclose more personal information than necessary, compared with only 37% of other users;
- ◆ Nearly half of social networkers (49%) have been exposed to over-disclosure, compared with 37% of Internet users who do not use social networking sites;
- ◆ 46% of online shoppers vs. 38% of Internet users who do not shop online.

QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

	Total 'Yes'	Total 'No'	Don't Know
EU27	43%	53%	4%
Sex			
Male	45%	51%	4%
Female	40%	55%	5%
Age			
15-24	46%	51%	3%
25-39	48%	49%	3%
40-54	42%	53%	5%
55 +	32%	61%	7%
Education (End of)			
15-	37%	56%	7%
16-19	42%	54%	4%
20+	45%	51%	4%
Still studying	46%	51%	3%
Respondent occupation scale			
Self-employed	45%	51%	4%
Managers	49%	47%	4%
Other white collars	44%	52%	4%
Manual workers	42%	54%	4%
House persons	39%	58%	3%
Unemployed	48%	48%	4%
Retired	30%	63%	7%
Students	46%	51%	3%
Use of the Internet			
Everyday	46%	51%	3%
Often/ Sometimes	36%	57%	7%

Base: Internet users (66% of whole sample)

QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

	Total 'Yes'	Total 'No'	Don't Know
Share pictures, videos, movies			
Yes	50%	48%	2%
No	37%	57%	6%
Use a social networking site			
Yes	49%	49%	2%
No	37%	57%	6%
Purchase goods or services online			
Yes	46%	52%	2%
No	38%	55%	7%

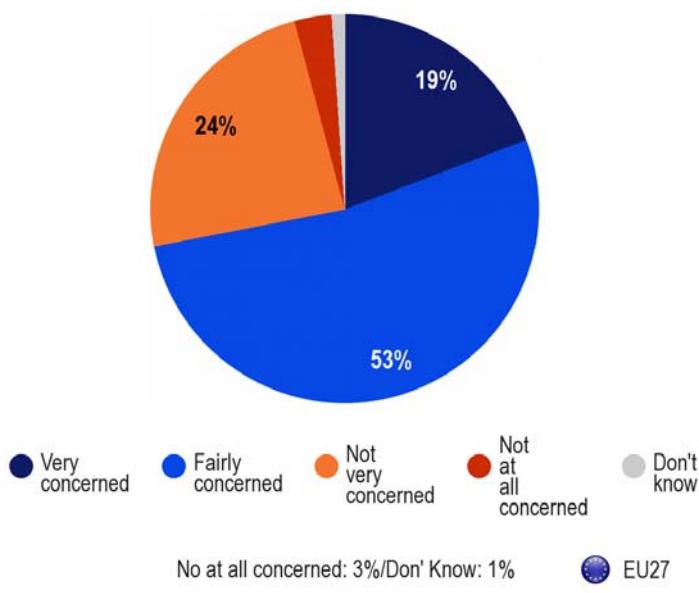
Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.3.3.2 Concern about over-disclosure

- A vast majority of Internet users exposed to over-disclosure express concerns –

Those interviewees who had *always or sometimes* experienced unnecessary disclosure of personal information when obtaining access to or using an online service were then asked how concerned they were about such cases⁹. Seven in ten of these respondents were *very* or *fairly* concerned (72%), whereas just over a quarter were *not very* or *not at all* concerned (27%).

QB23. How concerned are you about such cases?



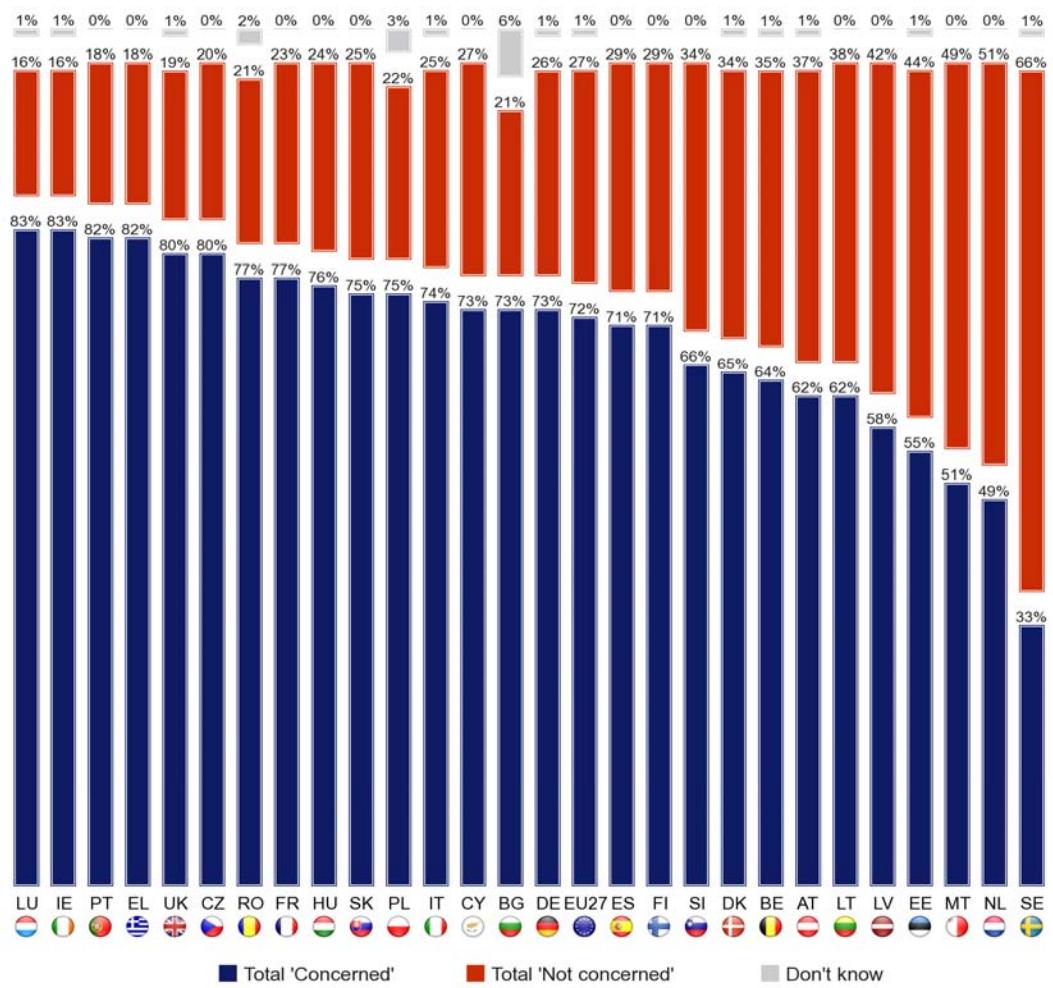
Base: Respondents who always or sometimes experienced unnecessary disclosure (28% of whole sample)

In all but three Member States the respondents who are *very* or *fairly* concerned about the unnecessary disclosure of personal information clearly outnumber the respondents who are *not very* or *not at all* concerned, especially in Ireland (83% versus 16%), Luxembourg (also 83% versus 16%), Greece, Portugal (both 82% versus 18%), the Czech Republic (80% versus 20%) and the United Kingdom (80% versus 19%).

The only exceptions to this pattern are Sweden (33% versus 66%) and two countries with a fifty-fifty situation: the Netherlands (49% versus 51%) and Malta (51% versus 49%).

⁹ QB23 How concerned are you about such cases?

QB23. How concerned are you about such cases?



Base: Respondents who always or sometimes experienced unnecessary disclosure (28% of whole sample)

A socio-demographic analysis reveals that concern about unnecessary disclosure of personal information in order to obtain an online service is *least* frequent among respondents aged 15-24 and students, which is in accordance with the findings described in the previous sections; nonetheless, even in these groups concerned respondents constitute a majority (62% and 58% respectively) of those who had experienced unnecessary disclosure of personal information.

Concern is found most often among older respondents aged 40-54 (77%) and 55+ (79%), managers (79%), and interviewees who have difficulties with paying their bills most of the time (78%).

Interestingly, concern about unnecessary disclosure appears to be inversely related to its incidence (presented in the preceding section): the lower the Internet-use index, the higher the concern: index '--' (80%) compared to index '+' (67%).

1.4 Attitudes toward disclosure of personal information

1.4.1 Perceived risk factors associated with disclosure

– More than half of online shoppers mention the risk of being victim of a fraud as a potential risk associated with disclosure –

All respondents who use social networking or sharing sites or who shop online – whether or not they had previously disclosed personal information on the Internet – were then asked which three (out of ten) potential risks they associated with disclosure of personal information.¹⁰

The ranking of respondents' risk perceptions is the same for social networking or sharing sites as for shopping online, with the exception of *being the victim of fraud*: this item is the second most important risk associated with social networking but the most important risk in the case of shopping online (41% versus 55%).

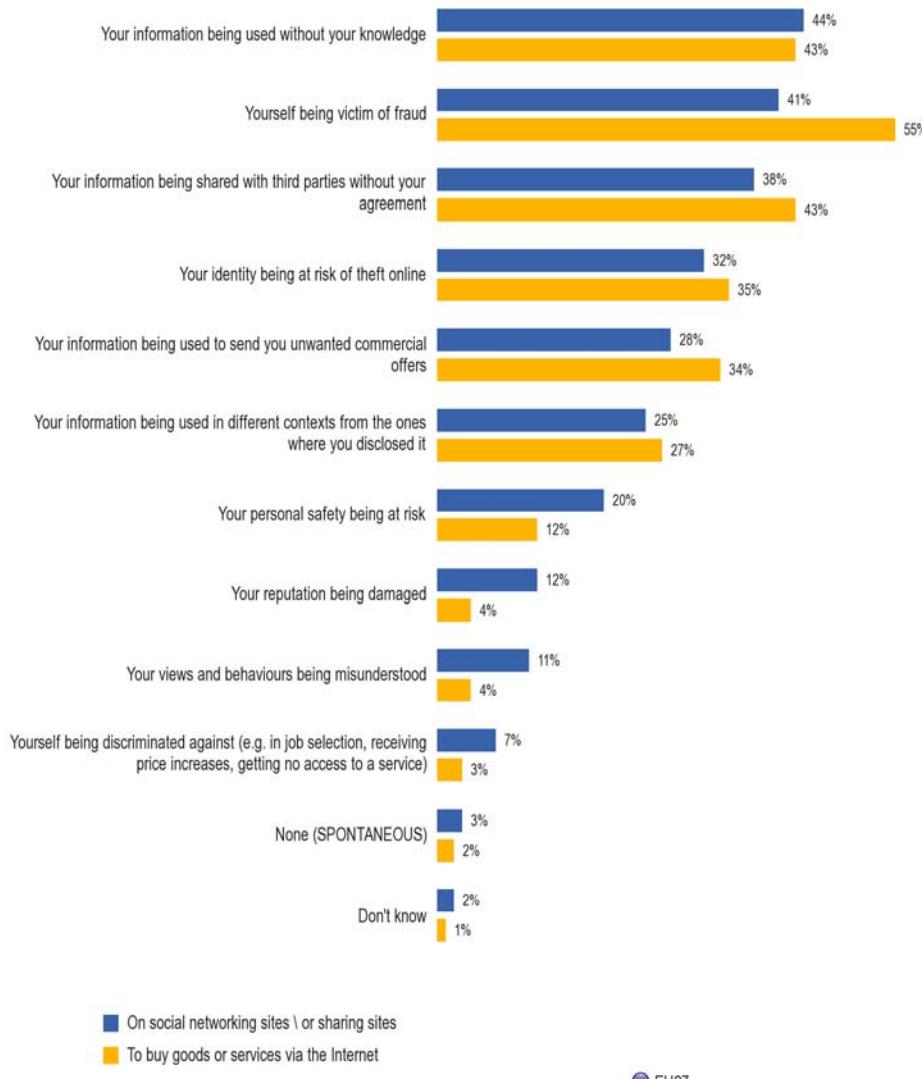
Around four in ten respondents, for both social networking and shopping, mention *your information being used without your knowledge* (44% and 43% respectively) and *your information being shared with third parties without your agreement* (38% and 43%); around one-third mention *your identity being at risk of theft online* (32% and 35%) and *your information being used to send you unwanted commercial offers* (28% and 34%); a quarter fear *your information being used in different contexts from the ones where you disclosed it* (25% and 27%).

Other risks are mentioned less often, though more for social networking or sharing sites than for shopping online: *your personal safety being at risk* (20% and 12% respectively), *your reputation being damaged* (12% and 4%), *your views and behaviours being misunderstood* (11% and 4%), and *discrimination against you in areas like recruitment, pricing, or availability of services* (7% and 3%).

¹⁰ QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/or sharing sites?

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

QB7. I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information ...?



EU27

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

A country-by-country analysis of social networking or sharing site users reveals that the most frequent answer given in seventeen Member States is *Your information being used without your knowledge*: the highest scores for this item were recorded in Cyprus (72%), Romania (62%), Malta and Ireland (both 61%).

In contrast, only 31% and 35% of social networking or sharing site users give this answer in Portugal and in the UK.

Being a victim of fraud comes first in Portugal (56%), in Poland (53%), in Spain (52%), in the UK (49%), in France (47%) and in Estonia (45%).

QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/or sharing sites?

		Your information being used without your knowledge	Yoursself being victim of fraud	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it	Your personal safety being at risk	Your reputation being damaged	Your views and behaviours being misunderstood	Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)
EU27	44%	41%	38%	32%	28%	25%	20%	12%	11%	7%	
BE	47%	28%	46%	28%	34%	23%	21%	9%	14%	9%	
BG	58%	39%	38%	20%	25%	18%	21%	7%	14%	1%	
CZ	52%	40%	42%	18%	42%	22%	17%	14%	12%	5%	
DK	51%	37%	38%	45%	34%	43%	15%	5%	12%	6%	
DE	42%	41%	59%	22%	34%	35%	16%	16%	9%	7%	
EE	42%	45%	38%	36%	28%	9%	32%	22%	8%	6%	
IE	61%	36%	41%	46%	22%	14%	24%	8%	16%	7%	
EL	52%	42%	41%	23%	24%	25%	15%	5%	14%	4%	
ES	40%	52%	26%	34%	20%	17%	31%	15%	11%	5%	
FR	46%	47%	33%	46%	29%	18%	18%	15%	9%	12%	
IT	41%	26%	36%	23%	25%	34%	16%	10%	14%	4%	
CY	72%	38%	43%	25%	22%	18%	33%	8%	11%	3%	
LV	53%	48%	40%	20%	31%	19%	19%	9%	7%	5%	
LT	50%	45%	31%	18%	26%	18%	22%	20%	7%	5%	
LU	52%	33%	47%	40%	33%	17%	16%	5%	12%	10%	
HU	57%	32%	45%	24%	37%	14%	16%	10%	8%	6%	
MT	61%	33%	37%	35%	22%	24%	17%	14%	10%	5%	
NL	47%	26%	53%	25%	42%	29%	12%	11%	15%	5%	
AT	46%	30%	54%	20%	34%	32%	14%	14%	16%	11%	
PL	45%	53%	29%	22%	32%	23%	14%	10%	7%	3%	
PT	31%	56%	34%	19%	24%	18%	22%	9%	7%	5%	
RO	62%	25%	33%	29%	23%	10%	14%	6%	13%	2%	
SI	59%	44%	34%	28%	24%	31%	19%	12%	10%	6%	
SK	45%	29%	41%	30%	31%	18%	26%	23%	17%	6%	
FI	42%	39%	42%	38%	18%	45%	27%	9%	7%	4%	
SE	51%	42%	37%	44%	27%	39%	15%	7%	12%	11%	
UK	35%	49%	28%	48%	17%	23%	27%	8%	10%	7%	

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Bases: Social networking site users (40% of whole sample)

When shopping online, *being a victim of fraud* is the risk of disclosure identified by the largest numbers of respondents in thirteen Member States. This result is exceptionally high in France, where 71% of online shoppers evoke this potential risk. It was also the risk most commonly identified in France by social networking or sharing site users.

A high proportion of respondents also give this answer in Sweden (68%), the UK (65%) and Spain (60%).

In Germany and in Austria, the risk most identified by social networking or sharing site users was also mentioned most often for online shopping: *your information being shared with third parties without your agreement* (59% and 54% respectively).

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

	Yourself being victim of fraud	Your information being used without your knowledge	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it	Your personal safety being at risk	Your views and behaviours being misunderstood	Your reputation being damaged	Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)
EU27	55%	43%	43%	35%	34%	27%	12%	4%	4%	3%
BE	43%	45%	43%	32%	45%	22%	15%	4%	5%	2%
BG	36%	67%	31%	22%	31%	11%	16%	9%	4%	1%
CZ	41%	46%	42%	19%	48%	23%	13%	5%	6%	5%
DK	59%	49%	38%	40%	37%	40%	13%	3%	1%	1%
DE	50%	46%	59%	24%	36%	41%	8%	3%	6%	4%
EE	50%	39%	38%	30%	29%	6%	26%	4%	10%	3%
IE	47%	59%	38%	52%	30%	11%	22%	8%	3%	3%
EL	48%	51%	37%	22%	33%	32%	13%	10%	5%	6%
ES	60%	35%	29%	33%	21%	17%	26%	6%	9%	4%
FR	71%	44%	39%	43%	37%	17%	11%	3%	2%	2%
IT	33%	39%	34%	25%	36%	29%	12%	10%	5%	4%
CY	53%	64%	44%	32%	32%	18%	28%	1%	1%	1%
LV	55%	52%	43%	19%	35%	14%	18%	4%	1%	2%
LT	58%	41%	38%	16%	38%	11%	14%	2%	8%	2%
LU	51%	46%	45%	41%	42%	22%	12%	3%	1%	2%
HU	42%	51%	41%	29%	48%	15%	12%	8%	3%	3%
MT	50%	51%	34%	41%	23%	15%	12%	6%	3%	2%
NL	36%	49%	55%	30%	56%	29%	4%	2%	2%	1%
AT	42%	41%	54%	20%	42%	29%	12%	9%	11%	9%
PL	56%	47%	41%	24%	30%	21%	11%	3%	5%	2%
PT	56%	35%	25%	25%	24%	21%	14%	7%	8%	4%
RO	27%	60%	27%	27%	31%	8%	7%	11%	4%	4%
SI	56%	53%	40%	22%	30%	32%	20%	5%	5%	5%
SK	38%	48%	37%	28%	37%	17%	26%	7%	17%	5%
FI	48%	45%	44%	33%	29%	43%	24%	2%	2%	1%
SE	68%	49%	38%	46%	33%	34%	7%	3%	0%	1%
UK	65%	34%	33%	56%	22%	23%	11%	2%	3%	3%

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Bases: Online shoppers (39% of whole sample)

The **socio-demographic** analysis of perceptions of the risks associated with disclosing personal information when **social networking** shows that age, education and occupation all make a difference. Respondents aged 40-54 are more likely to mention the use of their information without their knowledge (48%) and their information being shared with third parties without their agreement (43%), whereas the oldest respondents (aged 55+) are more likely to mention their information being used to send them unwanted commercial offers (35%) and the risk of online identity theft (37%). This last item is also more often seen as a risk by respondents who left school at the age of 15 or younger (37%) than by those who remained longer in education.

Turning to occupation, manual workers and house persons (both 45%) are most likely to report that they fear becoming a victim of fraud; managers and house persons (both 42%) are most likely to mention their information being shared with third parties without their agreement, compared to 34% of the students. Self-employed respondents (32%) more often cite the risk that their information may be used to send them unwanted commercial offers, and this item is also mentioned more frequently by retired respondents (36%), after the risk of identity theft (38%) and the use of their information without their knowledge (50%).

QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/ or sharing sites?

	Your information being used without your knowledge	Yourself being victim of fraud	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it
EU27	44%	41%	38%	32%	28%	25%
Sex						
Male	44%	42%	38%	31%	28%	25%
Female	44%	41%	38%	33%	27%	25%
Age						
15-24	43%	39%	35%	31%	24%	24%
25-39	42%	44%	38%	32%	28%	26%
40-54	48%	41%	43%	32%	29%	27%
55 +	46%	43%	37%	36%	35%	23%
Education (End of)						
15-	40%	44%	33%	37%	24%	18%
16-19	44%	43%	39%	32%	27%	25%
20+	45%	43%	41%	34%	31%	26%
Still studying	44%	35%	34%	31%	25%	26%
Respondent occupation scale						
Self-employed	45%	38%	38%	27%	32%	26%
Managers	44%	42%	42%	32%	30%	27%
Other white collars	45%	43%	41%	31%	29%	25%
Manual workers	43%	45%	36%	35%	26%	25%
House persons	43%	45%	42%	31%	26%	24%
Unemployed	39%	42%	38%	32%	22%	23%
Retired	50%	43%	37%	38%	36%	21%
Students	44%	35%	34%	31%	25%	26%

Bases: Social networking site users (40% of whole sample)

The **socio-demographic** analysis for **shopping online** reveals a similar pattern, though with fewer divergences. As in the case of social networking, respondents aged 55+ (38%) are most likely to mention the use of their information to send them unwanted commercial offers. A similar pattern also applies to occupation: managers (47%) more often mention the risk that their information could be shared with third parties without their agreement, house persons (59%) are most likely cite the risk of fraud, while retired respondents (39%) identify the risk that their information may be used to send them unwanted commercial offers.

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

	Yourself being victim of fraud	Your information being used without your knowledge	Your information being shared with third parties without your agreement	Your information being used to send you unwanted commercial offers	Your identity being at risk of theft online	Your information being used in different contexts from the ones where you disclosed it
EU27	55%	43%	43%	34%	35%	27%
Sex						
Male	55%	44%	44%	34%	34%	26%
Female	55%	43%	41%	33%	37%	28%
Age						
15-24	57%	42%	38%	31%	33%	21%
25-39	55%	43%	42%	33%	36%	25%
40-54	54%	44%	45%	34%	37%	32%
55 +	52%	45%	45%	38%	35%	29%
Education (End of)						
15-	57%	40%	43%	31%	37%	26%
16-19	54%	42%	44%	33%	36%	26%
20+	55%	45%	44%	35%	36%	29%
Still studying	57%	43%	37%	31%	31%	24%
Respondent occupation scale						
Self-employed	51%	42%	42%	36%	33%	27%
Managers	51%	49%	47%	37%	37%	29%
Other white collars	54%	44%	43%	34%	34%	27%
Manual workers	57%	41%	43%	31%	38%	27%
House persons	59%	44%	42%	32%	36%	28%
Unemployed	53%	37%	36%	30%	41%	24%
Retired	54%	43%	44%	39%	34%	28%
Students	57%	43%	37%	31%	31%	24%

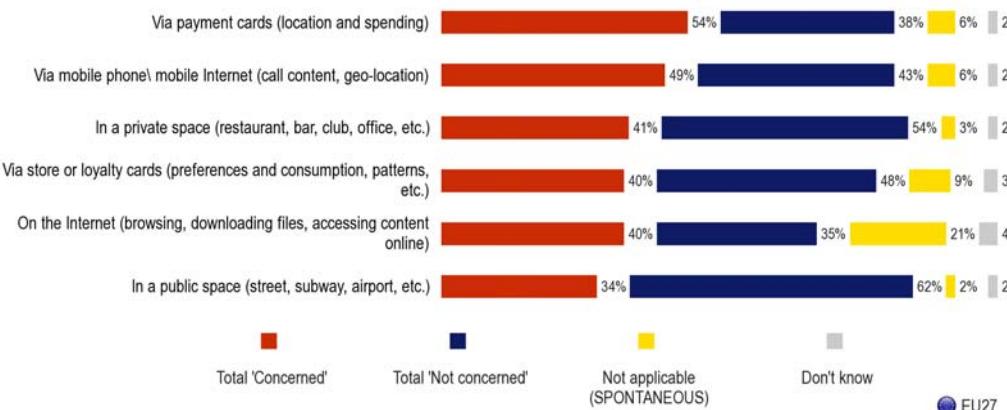
Bases: Online shoppers (39% of whole sample)

1.4.2 Concern about the recording of behaviour

- A majority of social networking and sharing site users are not concerned about their behaviour being recorded on the Internet -

The previous section presented risks that respondents associated with their activities on the Internet. This section puts those risks in the broader perspective of 'real life' by asking all interviewees – including those who do not use the Internet – how concerned they are in general about their behaviour being recorded by cameras, payment cards and websites¹¹.

QB13. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?



Base: Whole sample

Around half of the interviewees are very or fairly concerned about their behaviour being recorded *via payment cards (location and spending, 54%)* and *via mobile phone or mobile Internet (call content and geo-location, 49%)*.

A relative majority of respondents are also worried about their behaviour being recorded *on the Internet, including browsing, downloading files, accessing content online (40%)*. If we exclude the respondents who answered that this was "not applicable" to them (21%) – most probably because they do not use the Internet – an absolute majority say that they are worried about their data being recorded on the Internet (51%).

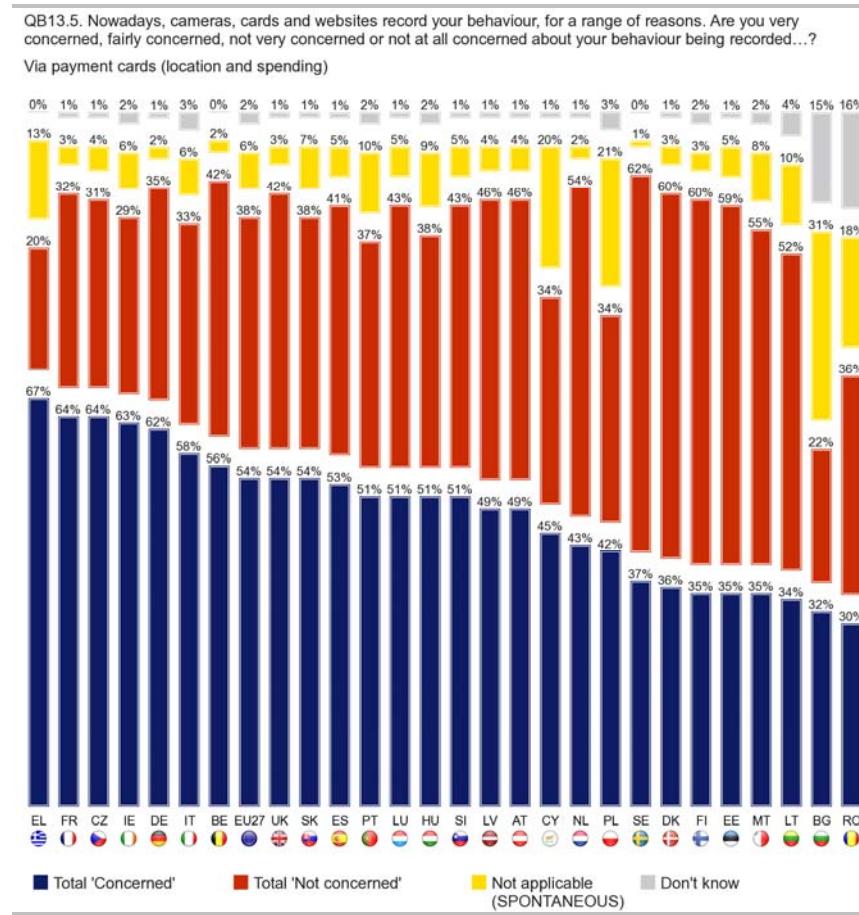
¹¹ QB13 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

However, a relative or an absolute majority of respondents say that they are not concerned about their data being recorded via store or loyalty cards (48%), in a private space (54%) or in a public space (62%). Nevertheless, more than four in ten still worry about being recorded *in a private space, such as a restaurant, bar, club, or office* (41%), or having their preferences and consumption tracked *via store or loyalty cards* (40%). One-third are concerned about their behaviour being recorded *in a public space, such as a street, subway, or airport* (34%). In general, respondents are 'fairly' rather than 'very' concerned.

1.4.2.1 Payment cards: location and spending

More than half of the respondents are concerned about their behaviour being tracked through payment cards. A country by country analysis reveals many differences. In nineteen Member States a majority of respondents said that this was a cause of concern, led by Greece (67%), the Czech Republic, France (both 64%), Ireland (63% and Germany (62%).

However, a majority of respondents in eight Member States said that were unconcerned. This is especially the case in the Nordic countries: Sweden (62%), Finland and Denmark (each 60%), and in Estonia (59%).



Base: Whole sample

Few significant socio-demographic differences may be observed for the results of this question. Of all age groups, the youngest *and* the oldest (50% and 48% respectively) are least likely to be concerned about their behaviour being recorded via payment cards. This figure stands at 59% of the 40-54 age group and 56% of the 25-39s. This difference may be explained by the fact that these categories are more likely to use payment cards.

1.4.2.2 Mobile phone or mobile Internet: call content and geolocation

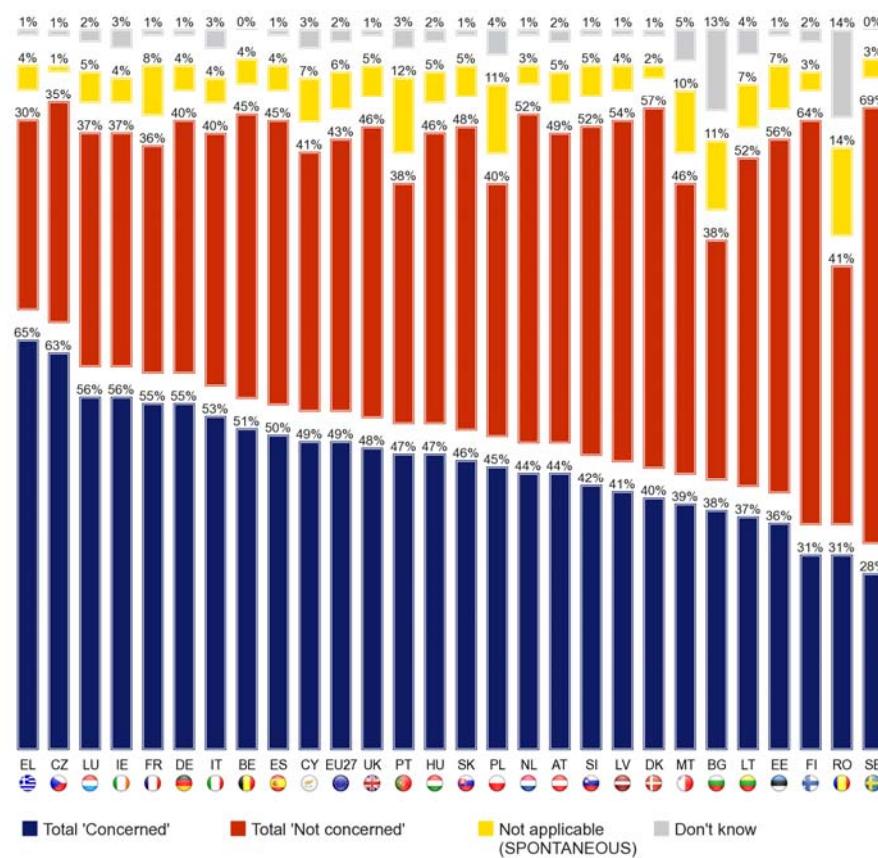
Close to half of the interviewees are concerned about being tracked via mobile phone or mobile Internet, i.e. through call content and geolocation. A majority of respondents say they are concerned in fifteen Member States, led by Greece (65%) and the Czech Republic (63%).

In contrast, a majority are not worried in eleven Member States. The highest percentages were recorded in Sweden (69%) and Finland (64%), followed by Denmark (57%) and Estonia (56%).

It is interesting to note that these are the same countries as those most concerned about data recorded via payment cards.

QB13.4. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

Via mobile phone\ mobile Internet (call content, geo-location)



Base: Whole sample

Respondents in the 55+ age group (41%) are less likely to be concerned about tracking via mobile phones / mobile Internet than the younger age groups, the greatest difference being noted with those aged 25-39 (55%).

However, this difference could be explained by the fact that 14% of the older respondents answered that this item was "not applicable" to them, most probably because they do not have mobile phones or mobile Internet access.

Indeed, if the results are recalculated to exclude the respondents who said that it was not applicable, the 'concerned' result rises to 48%. Thus the difference between this and other age categories is lower.

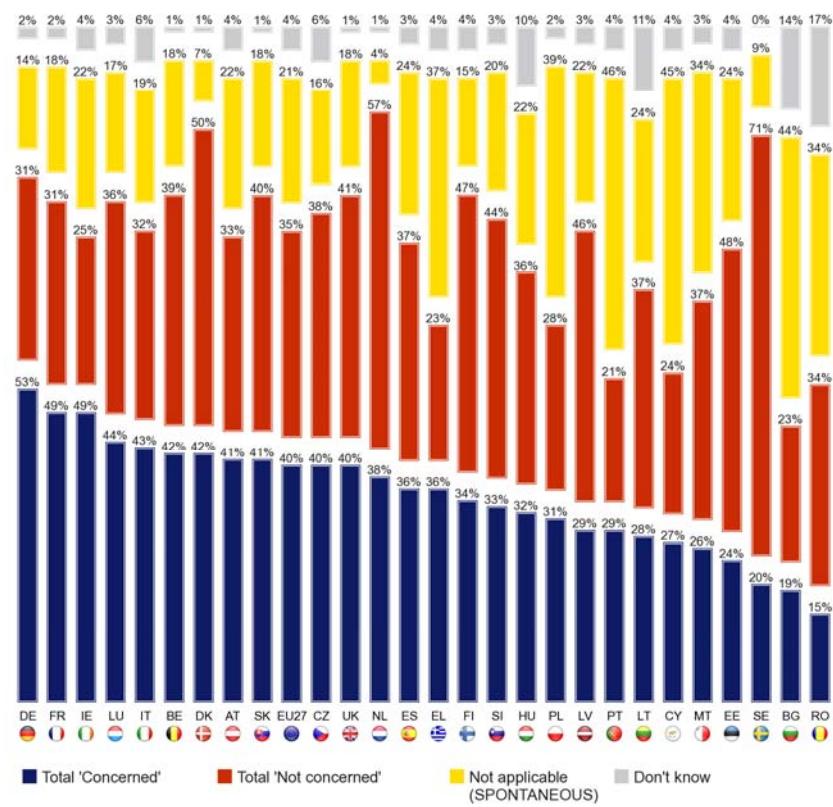
1.4.2.3 *Internet: browsing, downloading files, accessing content online*

Four out of ten Europeans surveyed are concerned about their behaviour being recorded through the Internet when browsing, downloading files, and accessing content online.

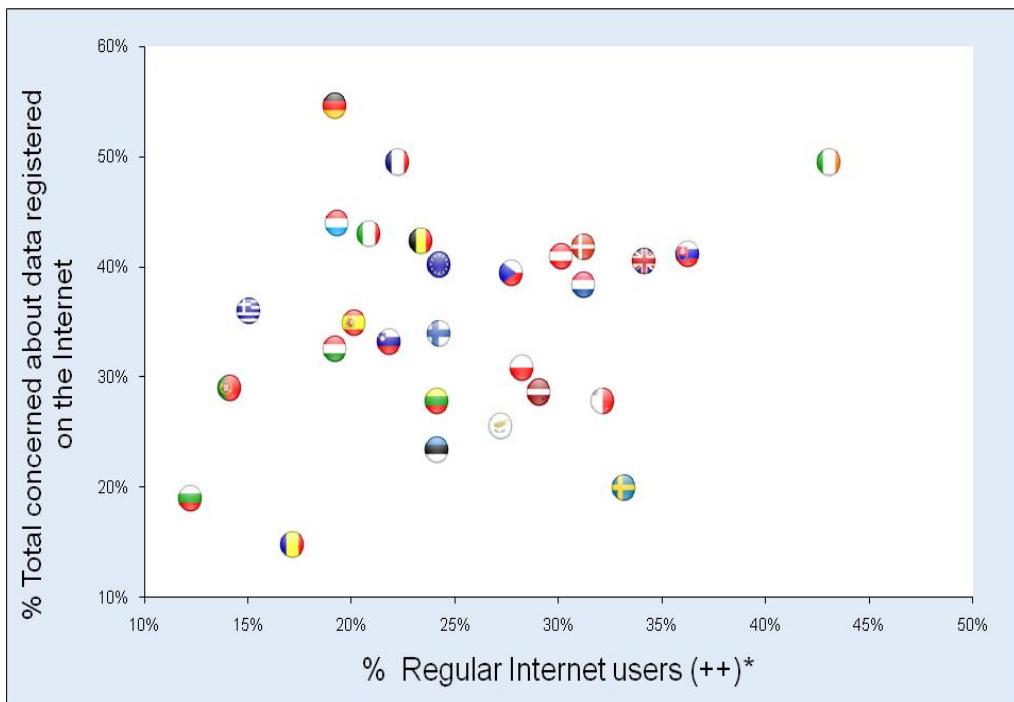
In a majority of Member States (fourteen), the majority of respondents are not concerned about their behaviour being recorded on the Internet, in particular in Sweden (71% vs. 20% who are concerned), Estonia (48% vs. 24%), and the Netherlands (57% vs. 38%). Romania also has a large relative majority of respondents who are not concerned (34% vs. 15%) but with exceptionally high "not applicable" (34%) and "don't know" rates (17%).

In thirteen other Member States, this is a matter of concern for a majority of respondents. The countries in which respondents are most concerned are Germany (53% vs. 31% who are not concerned), France (49% vs. 31%) and Ireland (49% vs. 25%).

QB13.1. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
On the Internet (browsing, downloading files, accessing content online)



Base: Whole sample



Base: Internet users (66% of whole sample)

In general, at first sight, there seems to be only a weak relationship between the number of active Internet users in a country and the number of respondents who are concerned about the recording of their behaviour, with the more active Internet users the more concerned.

However, this relationship becomes more apparent when three countries with an exceptional ratio of Internet-users / concern are excluded from the analysis: Germany, France (both with relatively small numbers of active Internet users, but high levels of concern), and Sweden (the opposite, namely a relatively high number of Internet users, but lower concern levels).

1.4.2.4 Private space: restaurants, bars, clubs, or offices

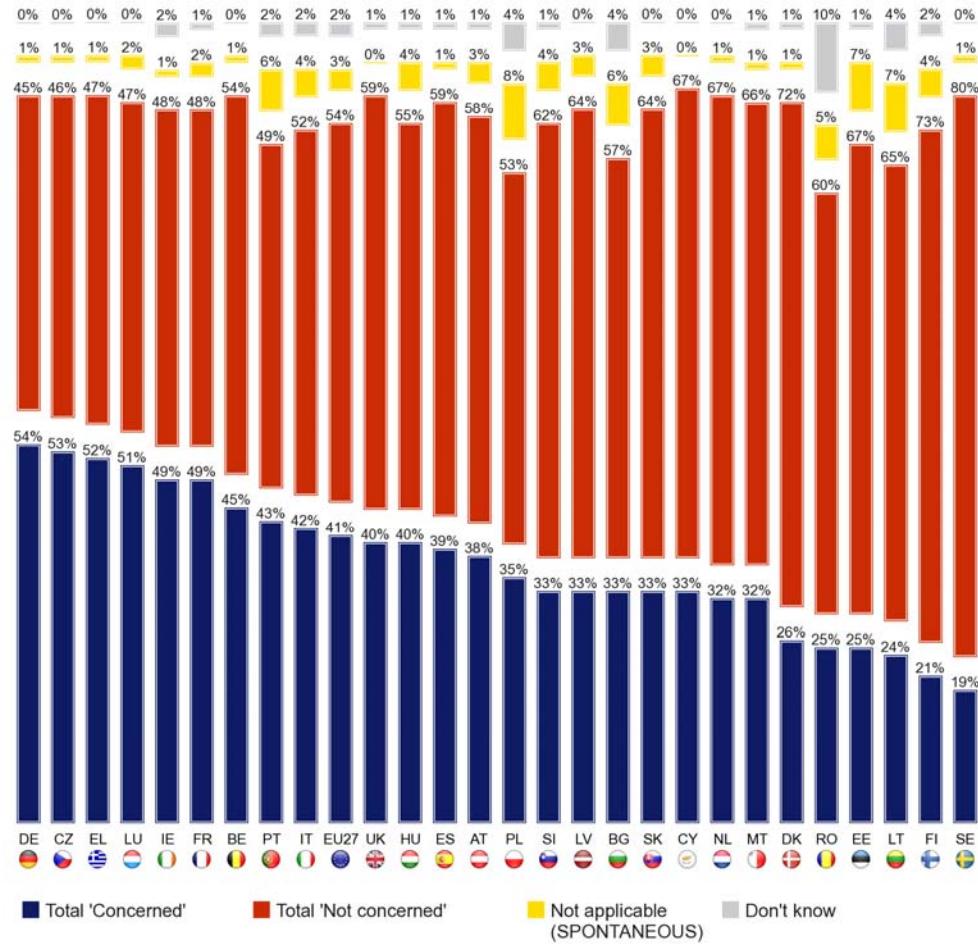
A majority of Europeans interviewed (54%) are not concerned about their behaviour being recorded in private spaces such as restaurants, bars, clubs and offices.

A country-by-country analysis shows that this is the case in 21 Member States. Once again, concern is lowest in the three Nordic countries: 80% of respondents in Sweden, 73% in Finland and 72% in Denmark are not concerned about their behaviour being recorded in a private space.

In a few Member States, a small majority of respondents say that this is a concern, in particular in Germany (54%) and the Czech Republic (53%).

QB13.3. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

In a private space (restaurant, bar, club, office, etc.)



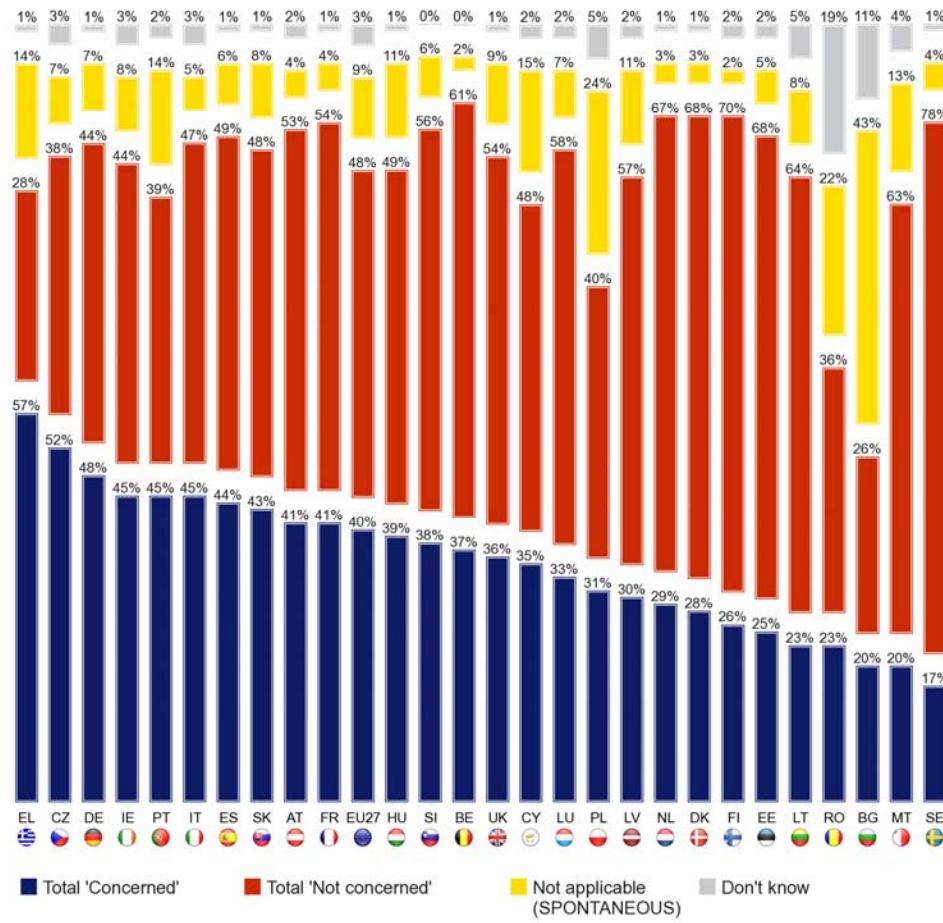
Base: Whole sample

1.4.2.5 Store or loyalty cards: preferences, consumption and patterns

A majority of Europeans are not concerned about behaviour being recorded via store or loyalty cards (48%). A majority of respondents in 22 Member States are not concerned by it. Again, the three Nordic countries are the least concerned: 78% of respondents in Sweden, 70% in Finland and 68% in Denmark are not concerned by this, along with 68% in Estonia and 67% in the Netherlands.

Conversely, in five countries a majority of respondents are concerned about this issue. These countries are Greece (57% vs. 28%), the Czech Republic (52% vs. 38%), Germany (48% vs. 44%), Portugal (45% vs. 39%) and Ireland (45% vs. 44%).

QB13.6. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
Via store or loyalty cards (preferences and consumption, patterns, etc.)



Base: Whole sample

The youngest respondents, those in the 15-24 age group (34%), are the least worried about the tracking of their consumption behaviour through loyalty cards, followed by respondents aged 55+ (37%). 44% of the respondents aged 40-54 say they are concerned.

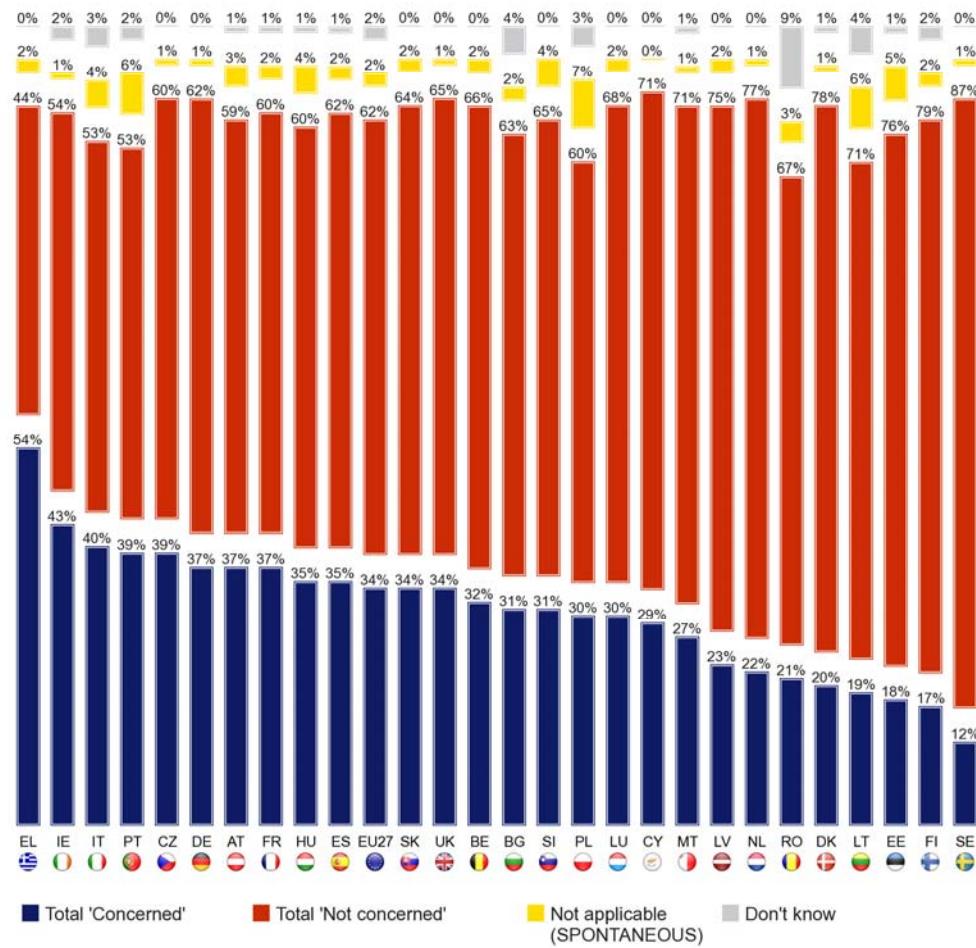
The analysis of other socio-demographic variables shows few differences.

1.4.2.6 Public space: streets, subways, airports

A majority of Europeans are not concerned about their behaviour being recorded in a public space (62%). Greece is the only country where a majority of respondents are concerned about this issue (54%). Conversely, three-quarters or more of Europeans are unconcerned in Sweden (87%), Finland (79%), Denmark (78%), the Netherlands (77%), Estonia (76%) and Latvia (75%). Again, respondents in the Nordic and Baltic countries are less likely to be concerned about having their behaviour recorded than interviewees in other Member States.

QB13.2. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

In a public space (street, subway, airport, etc.)



Base: Whole sample

Few socio-demographic differences are found regarding the recording of behaviour in public spaces.

Finally, it is interesting to note that the countries can be grouped according to their levels of concern. In the Nordic countries (Sweden, Finland and Denmark), the Baltic States (Estonia, Lithuania and Latvia), Malta, the Netherlands, Slovenia, Romania and Bulgaria, an absolute or a relative majority of respondents are not concerned about their behaviour being recorded in most of the places analysed above. This means that, in these countries, a majority of respondents are unconcerned by all or at least five out of six of the situations listed.

However, in Greece, a majority of respondents say that they are concerned by all six situations analysed. Greece can be grouped with Germany, Czech Republic, Belgium, Ireland, France, Luxembourg and Portugal, countries where a majority of respondents are concerned about their behaviour being recorded in four or five of the places listed.

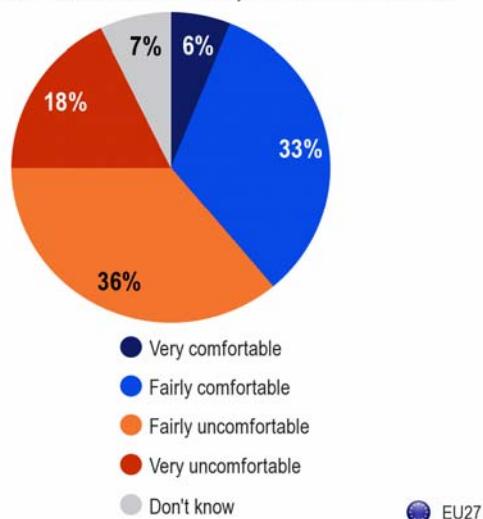
1.4.3 Attitudes towards profiling on Internet

- A majority of Internet users are uncomfortable about profiling on the Internet -

Four in ten Europeans are concerned about their behaviour being tracked on the Internet, as the reader may recall from the preceding section. This section goes into more detail about this issue. 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. Respondents were asked how comfortable they are with the fact that those websites use information about their online activity to tailor advertisements or content to their hobbies and interests.

More than half of the Europeans interviewed feel uncomfortable (54%) with Internet profiling, whereas four in ten are comfortable with it (39%).

QB21. 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?



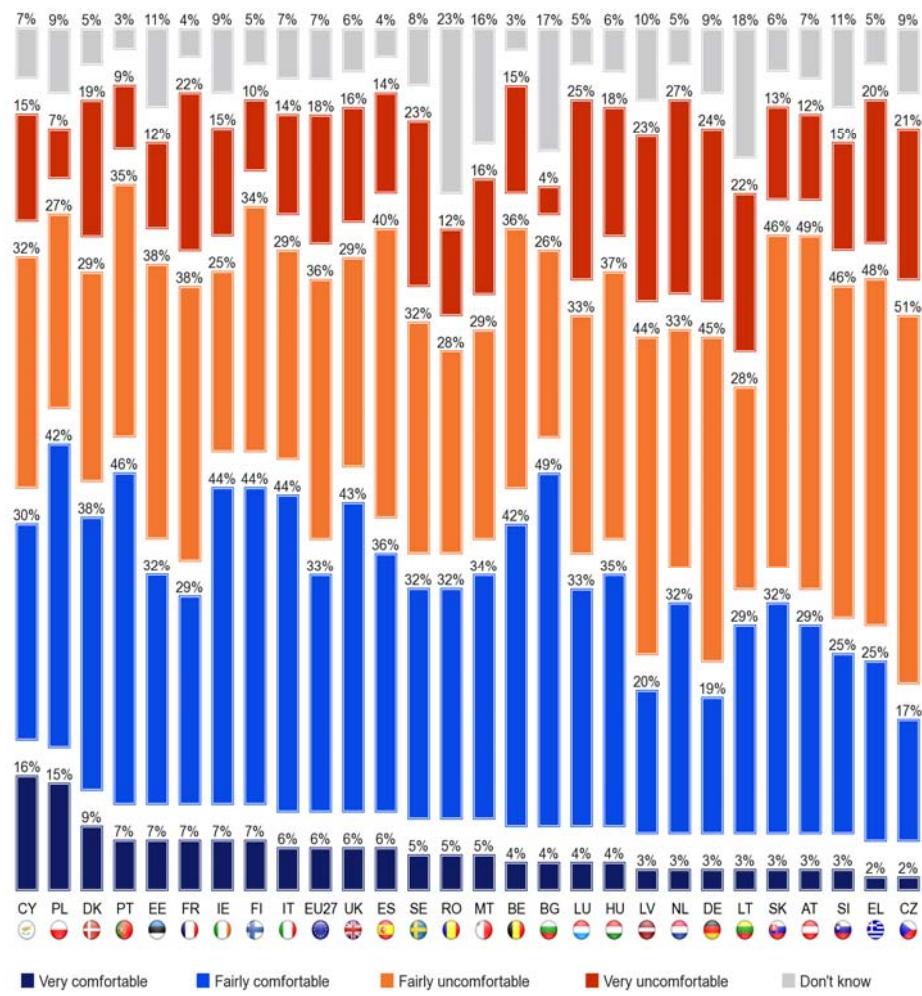
Base: Internet users (66% of whole sample)

Countries where two-thirds or more of respondents feel uncomfortable are the Czech Republic (72%), Germany (69%), Greece (68%), and Latvia (67%).

The lowest percentages are found in Bulgaria (30%), Poland (34%), Romania and Ireland (both 40%).

In all but seven of the Member States the number of respondents feeling uncomfortable is larger than the number of respondents feeling comfortable with Internet profiling. These exceptions are Bulgaria, Poland, Romania, Ireland, Italy, Finland, Portugal and the United Kingdom.

QB21. 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?



Base: Internet users (66% of whole sample)

Social networking and sharing sites users are much more comfortable about profiling on the Internet.

A relative majority of social networkers feel comfortable (48% vs. 47%) whereas 60% of Internet users who do not use social networks feel uncomfortable.

47% of sharing site users feel comfortable (vs. 48% who do not) whereas 58% of Internet users who do not use these sites feel uncomfortable about it.

Conversely, the fact of purchasing online has no impact on the results: 60% of online shoppers feel uncomfortable with Internet profiling.

1.5 Internet use

1.5.1 How often and where?

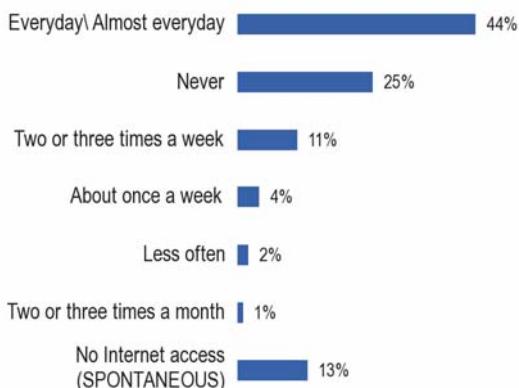
– Around two-thirds of Europeans use the Internet –

This section sketches the role the Internet plays in Europeans' everyday lives. Respondents were asked how often they use the Internet at home, at work, or somewhere other than home or work (school, university, cyber-café etc.)¹². A majority of the Europeans interviewed use the Internet at home (62%), over a quarter (28%) access the Internet at work and one fifth (22%) does so somewhere else.

More than four in ten Europeans surveyed use the Internet **at home** on an (almost) *everyday* basis (44%). Other respondents do so less often: one to three times a *week* (15%), or at most three times a *month* (3%). A quarter of the respondents *never* use the Internet at home (25%) and the remaining interviewees do not have home access (13%).

D62.1. Could you tell me if...?

You use the Internet at home, in your home



EU27

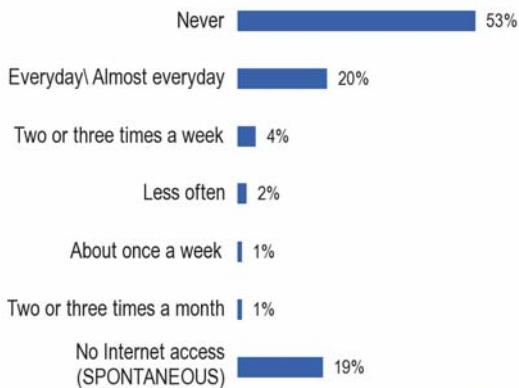
Base: Whole sample

The Internet is used less frequently **at work**: (almost) *every day* (20%), one to three times a *week* (5%), or at most three times a *month* (3%). More than half of respondents say they *never* use the Internet at work (53%) and almost one in five do not have Internet access in the work place (19%).

¹² D62. Could you tell me if ...? 1. You use the Internet at home, in your home; 2. You use the Internet on your place of work. 3 Somewhere else (school, university, cyber-café, etc.)

D62.2. Could you tell me if...?

You use the Internet on your place of work



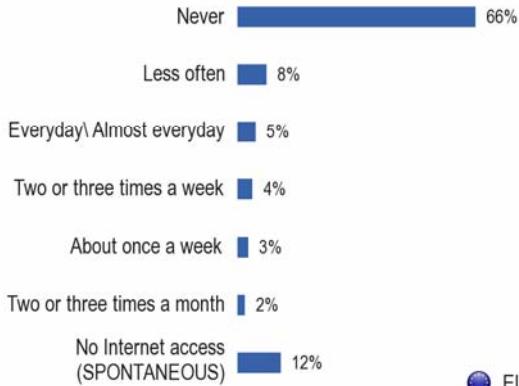
EU27

Base: Whole sample

Turning now to Internet usage **at places other than home or work**, such as schools, universities, or cyber-cafés, a majority of respondents (66%) *never* use the Internet at such places, while more than one in ten (12%) say they have no Internet access. Only small minorities appear to use the Internet at places other than home or work: on an (almost) *everyday* basis (5%), one to three times a *week* (7%), or at most three times a *month* (10%).

D62.3. Could you tell me if...?

You use the Internet somewhere else (school, university, cyber-café, etc.)



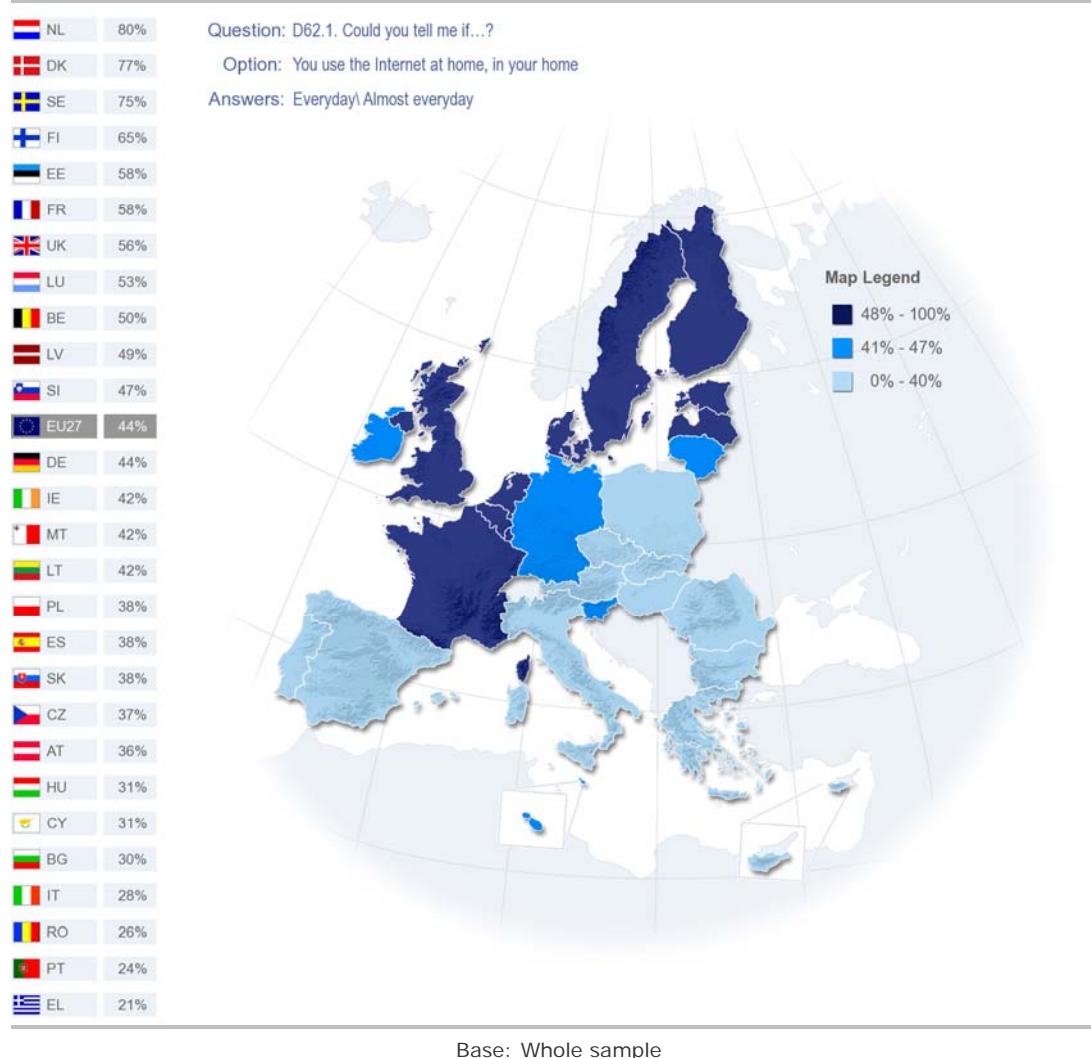
EU27

Base: Whole sample

A country-by-country analysis reveals that four countries stand out clearly with the highest rates of Internet use at home, at work, and elsewhere: the Netherlands (94%, 55%, and 40% respectively), Sweden (90%, 55%, 42%), Denmark (88%, 54%, 41%), and Finland (78%, 41%, 34%).

In contrast, countries where fewer than half of respondents use the Internet at home, at work or elsewhere are Portugal (35%, 18%, and 14% respectively), Greece (38%, 17%, 14%), Romania (39%, 15%, 17%), Cyprus (43%, 17%, 15%), Bulgaria (43%, 21%, 15%), and Hungary (48%, 21%, 19%).

In general, northern and western European countries record a higher rate of Internet use than those located in the south and the east.



Several differences appear in terms of **socio demographic** characteristics, in particular regarding age, education, occupation, financial situation, self-positioning on the social scale, household composition, and marital status; and to a lesser extent, gender. Younger and the better educated respondents record the highest rate of Internet use. Students, managers, and other white collar workers use the Internet most often, as do interviewees who place themselves high on the social scale, respondents without financial problems and people living in larger rather than smaller households. Slightly more men than women use the Internet.

D62.1 Could you tell me if...?							
You use the Internet at home, in your home							
	Everyday/ Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No Internet access (SP.)
EU27	44%	11%	4%	1%	2%	25%	13%
Sex							
Male	49%	11%	4%	1%	2%	22%	11%
Female	40%	11%	4%	1%	2%	28%	14%
Age							
15-24	74%	10%	2%	-	1%	8%	5%
25-39	60%	13%	4%	2%	2%	12%	7%
40-54	42%	15%	6%	2%	3%	23%	9%
55 +	21%	7%	4%	1%	2%	43%	22%
Education (End of)							
15-	13%	6%	3%	1%	1%	50%	26%
16-19	39%	14%	5%	2%	3%	25%	12%
20+	65%	13%	4%	1%	2%	10%	5%
Still studying	85%	6%	2%	-	1%	3%	3%
Household composition							
1	33%	7%	3%	1%	2%	34%	20%
2	36%	11%	5%	1%	2%	30%	15%
3	52%	13%	4%	2%	2%	19%	8%
4+	56%	13%	4%	1%	2%	17%	7%
Respondent occupation scale							
Self-employed	51%	17%	5%	2%	1%	18%	6%
Managers	72%	15%	6%	-	1%	4%	2%
Other white collars	57%	16%	6%	1%	3%	11%	6%
Manual workers	43%	15%	5%	2%	3%	23%	9%
House persons	26%	9%	5%	2%	2%	38%	18%
Unemployed	44%	9%	2%	1%	1%	29%	14%
Retired	18%	6%	3%	1%	2%	45%	25%
Students	85%	6%	2%	-	1%	3%	3%
Difficulties paying bills							
Most of the time	35%	7%	3%	1%	2%	33%	19%
From time to time	38%	12%	4%	1%	3%	26%	16%
Almost never	48%	11%	4%	1%	2%	24%	10%
Self-positioning on the social staircase							
Low (1-4)	32%	8%	3%	1%	2%	34%	20%
Medium (5-6)	44%	12%	5%	1%	2%	25%	11%
High (7-10)	57%	12%	5%	1%	2%	16%	7%
Marital status							
(Re)Married	39%	13%	5%	2%	2%	27%	12%
Single living with a partner	59%	12%	4%	1%	2%	15%	7%
Single	63%	9%	3%	1%	1%	15%	8%
Divorced or separated	37%	10%	4%	1%	2%	30%	16%
Widow	9%	4%	2%	1%	2%	52%	30%

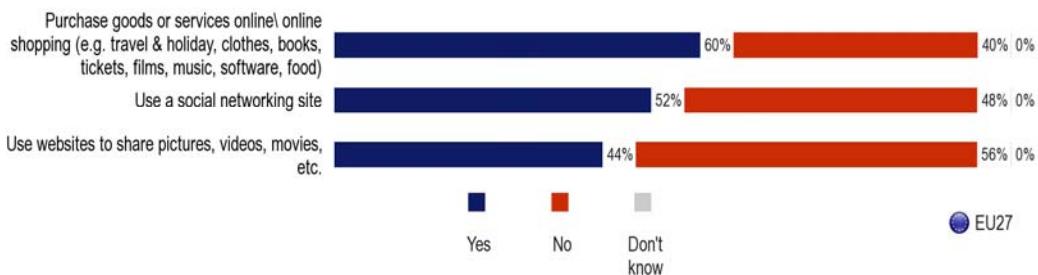
Base: Whole sample

1.5.2 Shopping, social networking, and sharing sites

- A majority of Internet users purchase online and use social networking sites –

Internet users were asked which activities they undertook on the Internet¹³. A majority (60%) purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half (52%) use a social networking site; more than four in ten (44%) use websites to share pictures, videos, movies, etc.

QB1a. For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.



Base: Internet users (66% of whole sample)

Of the European Internet users, 24% undertake all three activities, 26% two activities, 30% one activity and 20% carry out none of these three activities on the Internet.

An Internet-use index is developed for this study, based on the number of three types of sites used: social networking sites, sharing sites, shopping sites. The internet-use index can take the following values: '--' (uses internet but none of those sites), '-' (uses one type), '+' (uses two types), '++' (uses all three types).

Of those who shop online, 57% also use social networking sites and 50% use websites to share pictures, videos and movies and the like. Two-thirds of social networking site users also shop online (66%) or use sharing sites (68%). In turn, the majority of respondents who use sharing sites also use social networking sites (81%) or shop online (68%).

¹³ QB1a For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Socio-demographic characteristics that influence *all three types of online activity* (shopping, social networking, and sharing sites for pictures and the like) are age, education, occupation, financial situation, household composition and frequency of Internet use.

- ◆ The younger age groups (15-24 and 25-39) are more likely than the older age groups (40-55 and 55+) to undertake each of three types of online activity on the Internet, with the exception of the youngest respondents aged 15-24 who shop online the least. (54%).
- ◆ Internet users with higher education, those who studied until the age 20 or later, are the more likely to engage in these activities than users who left school at the age of fifteen or younger: online shopping (70% vs. 42%), using social networking sites (48% vs. 35%), and using sharing sites (40% vs. 30%).
- ◆ Turning to occupation, students and unemployed interviewees are far more likely to visit social networking sites (85% and 64%) and use sites for sharing pictures, movies, etc. (77% and 50%) than the self-employed (44% and 41%) and managers (47% and 36%). Managers are the most likely to purchase online (75%).
- ◆ Internet users who have difficulties paying their bills most of the time are the most likely to visit social networking sites (62%) and sites for sharing pictures, movies and the like (50%). Unsurprisingly, purchasing online is most common among those who almost never have such financial difficulties (65%).
- ◆ Interviewees who use the Internet every day undertake each of the three online activities more often than average: online purchasing (69%), social networking sites (60%), and sharing sites for pictures and the like (51%).

Further, two socio demographic characteristics which do not affect all three types of online activities but which are still influential are gender and household composition.

- ◆ Women are slightly more likely than men (54% versus 50%) to visit social networking or sharing sites; men are more likely to shop online than women (62% versus 57%).
- ◆ Respondents living in larger households (3 or 4 and more persons) are more likely to use sharing sites (48% each) and social networking sites (57% and 58% respectively) than two-person households (36% use sharing sites and 43% use social networking or sharing sites).

QB1a.1 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use websites to share pictures, videos, movies, etc.

	Yes	No	Don't Know
EU27	44%	56%	-

Sex

Male	44%	56%	-
Female	44%	56%	-

Age

15-24	73%	27%	-
25-39	51%	49%	-
40-54	29%	71%	-
55 +	22%	78%	-

Education (End of)

15-	30%	70%	-
16-19	39%	60%	1%
20+	40%	60%	-
Still studying	77%	22%	1%

Household composition

1	42%	58%	-
2	36%	63%	1%
3	49%	52%	-
4+	48%	52%	-

Respondent occupation scale

Self-employed	41%	59%	-
Managers	36%	64%	-
Other white collars	42%	57%	1%
Manual workers	41%	59%	-
House persons	40%	60%	-
Unemployed	50%	49%	1%
Retired	23%	77%	-
Students	77%	22%	1%

Use of the Internet

Everyday	51%	49%	-
Often/ Sometimes	24%	75%	1%

Difficulties paying bills

Most of the time	50%	50%	-
From time to time	48%	52%	-
Almost never	41%	59%	-

QB1a.2 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use a social networking site

	Yes	No	Don't Know
EU27	52%	48%	-

Sex

Male	50%	50%	-
Female	54%	46%	-

Age

15-24	84%	16%	-
25-39	62%	38%	-
40-54	36%	64%	-
55 +	22%	77%	1%

Education (End of)

15-	35%	64%	1%
16-19	48%	52%	-
20+	48%	51%	1%
Still studying	85%	15%	-

Household composition

1	50%	50%	-
2	43%	56%	1%
3	57%	43%	-
4+	58%	42%	-

Respondent occupation scale

Self-employed	44%	56%	-
Managers	47%	53%	-
Other white collars	52%	47%	1%
Manual workers	51%	49%	-
House persons	51%	49%	-
Unemployed	64%	35%	1%
Retired	22%	77%	1%
Students	85%	15%	-

Use of the Internet

Everyday	60%	40%	-
Often/ Sometimes	30%	69%	1%

Difficulties paying bills

Most of the time	62%	38%	-
From time to time	57%	43%	-
Almost never	48%	51%	1%

QB1a.3 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Purchase goods or services online/ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)

	Yes	No	Don't Know
EU27	60%	40%	-

Sex

Male	62%	38%	-
Female	57%	43%	-

Age

15-24	54%	45%	1%
25-39	66%	34%	-
40-54	60%	40%	-
55 +	55%	45%	-

Education (End of)

15-	42%	58%	-
16-19	57%	43%	-
20+	70%	30%	-
Still studying	55%	44%	1%

Respondent occupation scale

Self-employed	64%	36%	-
Managers	75%	25%	-
Other white collars	61%	39%	-
Manual workers	60%	40%	-
House persons	60%	40%	-
Unemployed	48%	52%	-
Retired	50%	50%	-
Students	55%	44%	1%

Use of the Internet

Everyday	69%	31%	-
Often/ Sometimes	35%	64%	1%

Difficulties paying bills

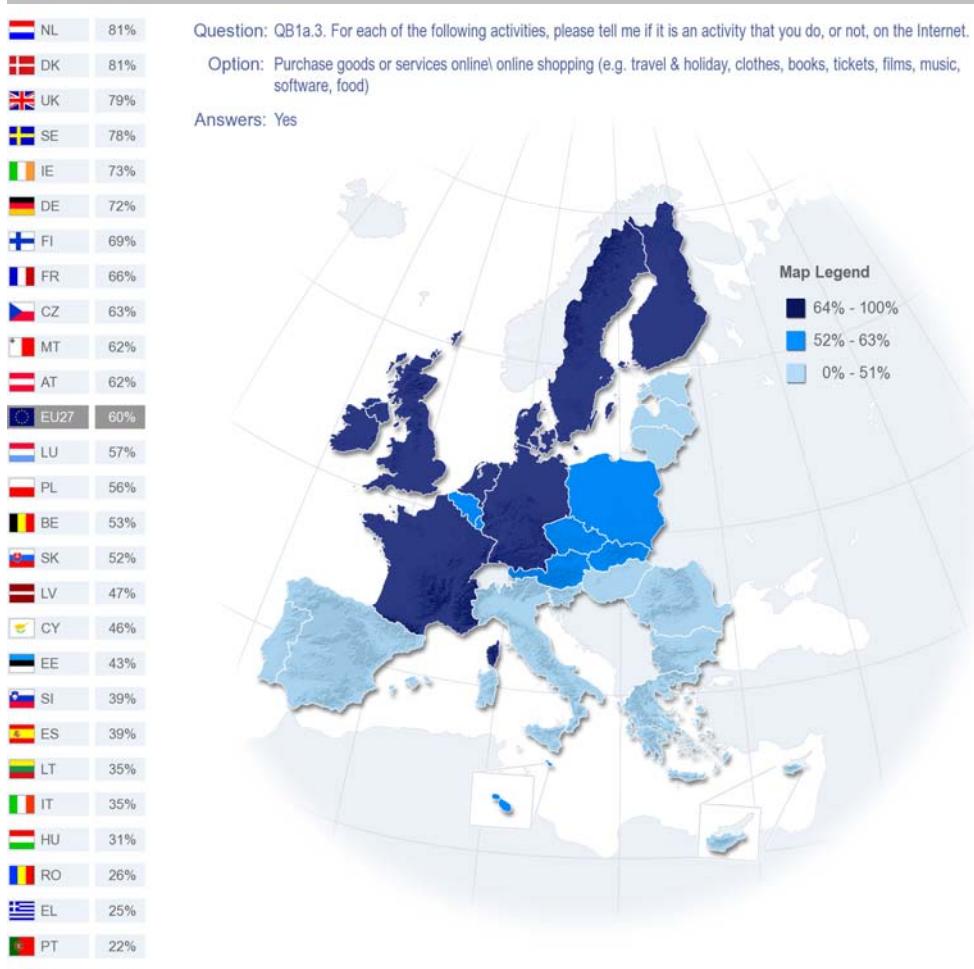
Most of the time	54%	46%	-
From time to time	53%	47%	-
Almost never	65%	35%	-

Base: Internet users (66% of whole sample)

1.5.2.1 Shopping online

– Internet users from the north and the west of the European Union are more likely to shop online –

A large majority of European Internet users purchase goods or services online (60%). The highest percentages of respondents who shop online are found in the northern and western Member States: Denmark, the Netherlands (81% each), the United Kingdom (79%), Sweden (78%), Ireland (73%), Germany (72%), Finland (69%) and France (66%). In contrast, respondents in Bulgaria (21%), Portugal (22%), Greece (25%) and Romania (26%) are least likely to purchase on the Internet. There is a clear geographical division here between Internet users located in northern and western parts of the European and those in the south and east.

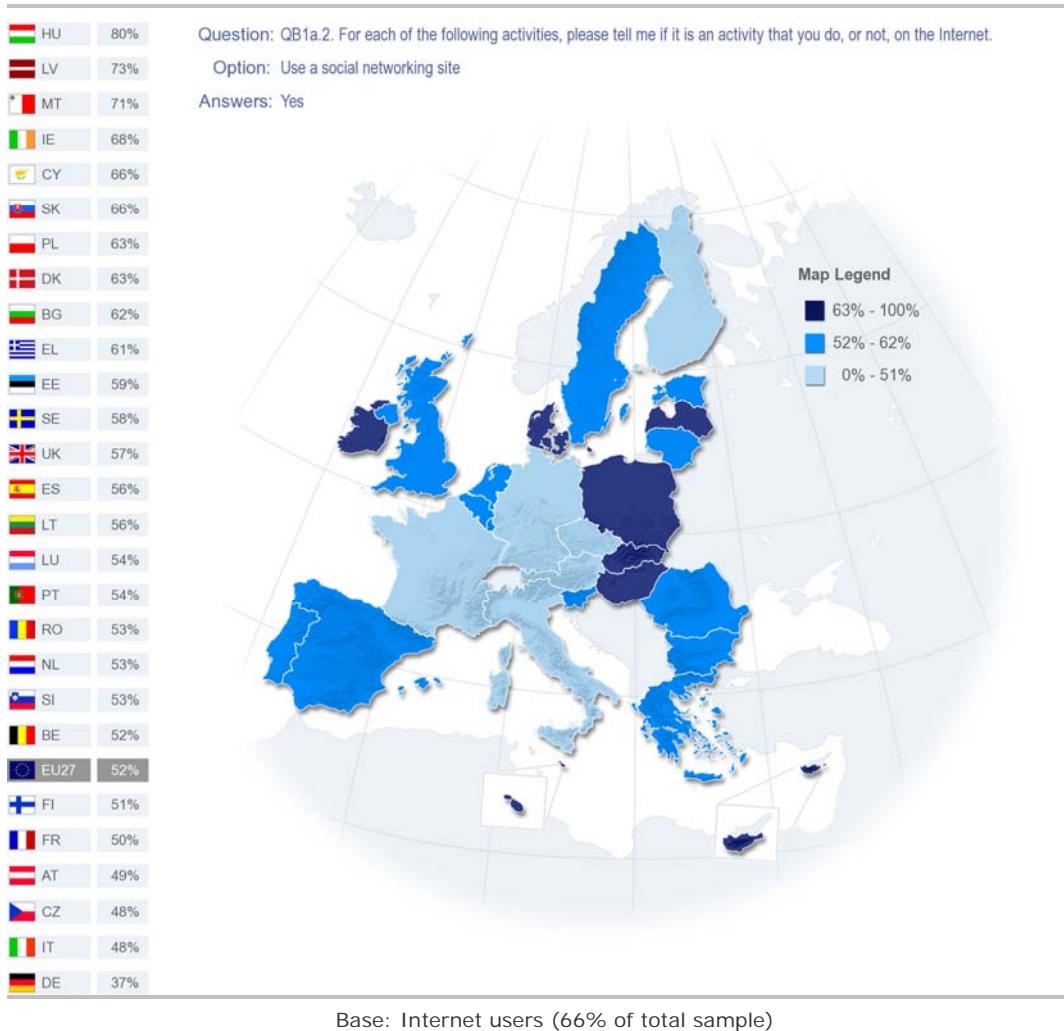


Base: Internet users (66% of total sample)

1.5.2.2 Social networking sites

– A high rate of social network use in eastern Member States –

Social networking sites are used most often in Hungary (80%), Latvia (73%), Malta (71%), Ireland (68%), Cyprus, Slovakia (both 66%), Poland and Denmark (both 63%), and least in Germany (37%).

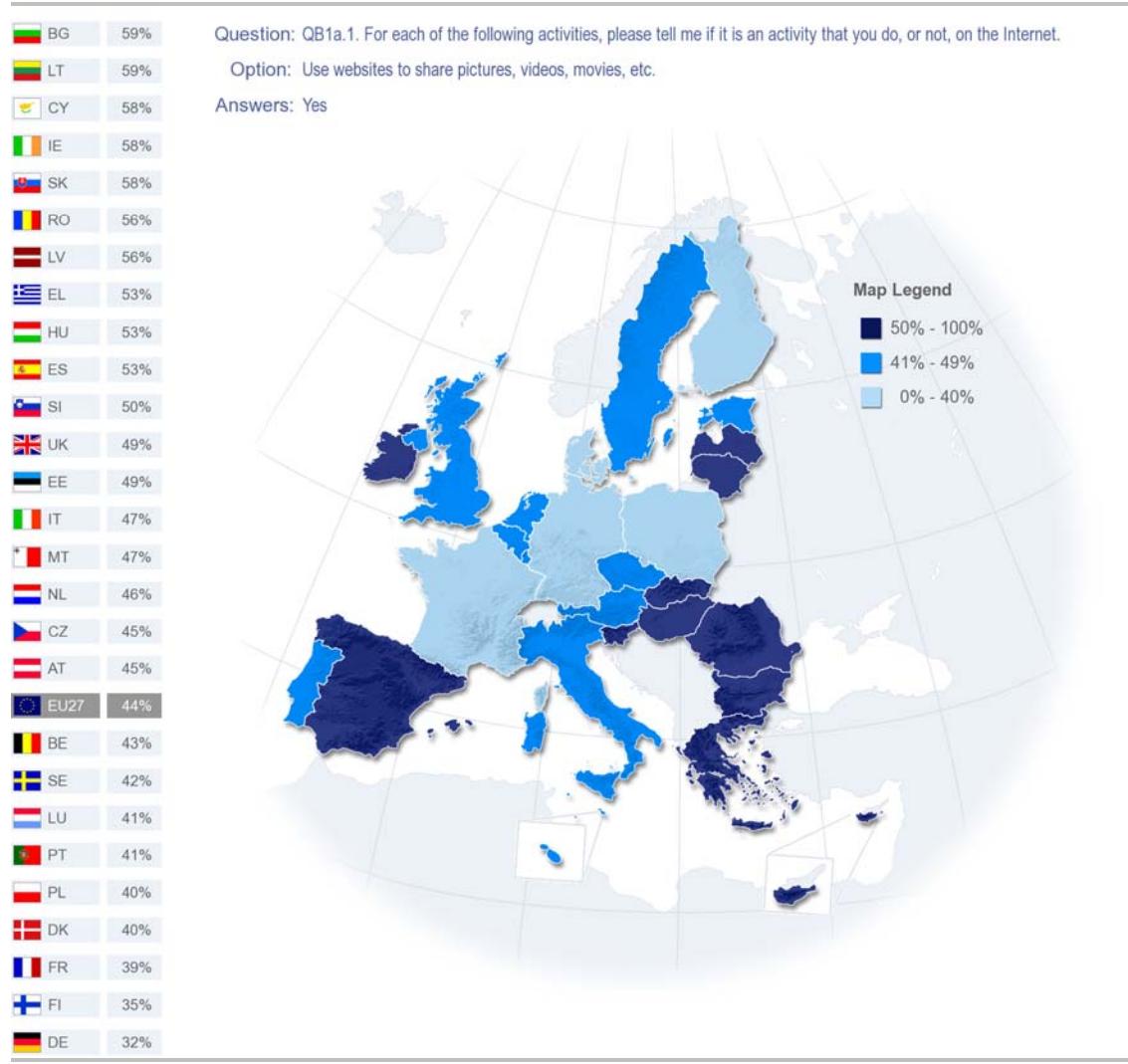


When comparing this social networking site users map with the online shoppers map in the previous section, a general pattern – with few exceptions - emerges: countries with high percentages of social networking site users tend to have low percentages of online shoppers. Vice-versa, the countries with low percentages of social networking site users tend to have high percentages of online shoppers.

1.5.2.3 Sites for sharing pictures, videos, movies

– Websites for sharing files are particularly popular in eastern and southern Member States –

A majority of Internet users in mostly eastern and southern EU Member States use websites to share pictures, videos and movies: Bulgaria, Lithuania (both 59%), Cyprus, Slovakia and Ireland (both 58%), Romania, Latvia (both 56%), Greece, Hungary and Spain (all 53%), as compared to around one-third of those in Germany (32%) and Finland (35%).



QB1a.1-3 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

		Purchase goods or services online\ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)	Use a social networking site	Use websites to share pictures, videos, movies, etc.
	EU27	60%	52%	44%
	BE	53%	52%	43%
	BG	21%	62%	59%
	CZ	63%	48%	45%
	DK	81%	63%	40%
	DE	72%	37%	32%
	EE	43%	59%	49%
	IE	73%	68%	58%
	EL	25%	61%	53%
	ES	39%	56%	53%
	FR	66%	50%	39%
	IT	35%	48%	47%
	CY	46%	66%	58%
	LV	47%	73%	56%
	LT	35%	56%	59%
	LU	57%	54%	41%
	HU	31%	80%	53%
	MT	62%	71%	47%
	NL	81%	53%	46%
	AT	62%	49%	45%
	PL	56%	63%	40%
	PT	22%	54%	41%
	RO	26%	53%	56%
	SI	39%	53%	50%
	SK	52%	66%	58%
	FI	69%	51%	35%
	SE	78%	58%	42%
	UK	79%	57%	49%

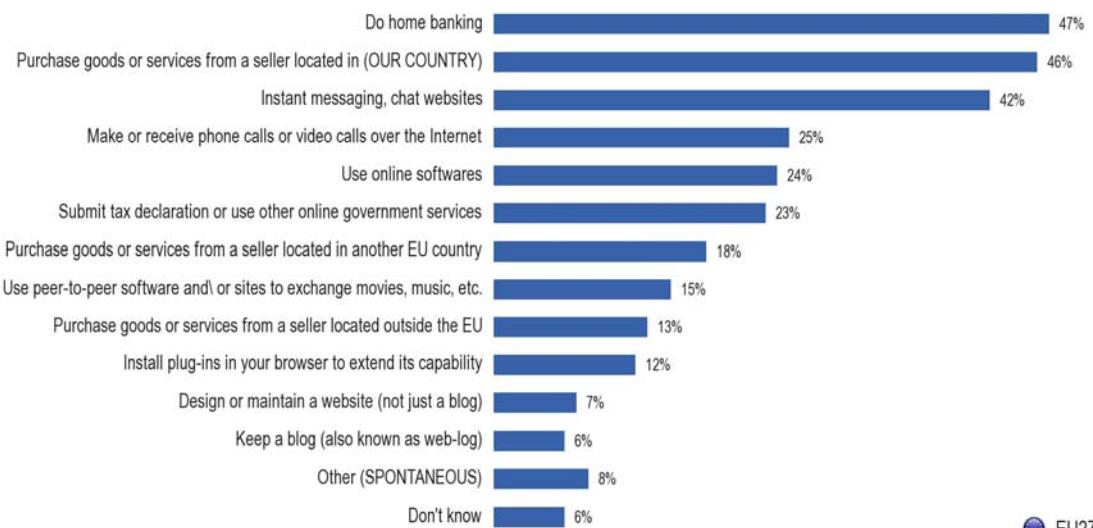
Base: Internet users (66% of total sample)

1.5.3 Specific activities on the Internet

– European Internet users are more engaged in social activities or transactions on the Internet than in complex activities related to software –

The previous section dealt with the European interviewees' broad interests when they use the Internet. This section goes a step further by listing some specific activities. Respondents were asked which of the following specific activities they carried out on the Internet¹⁴.

QB1b. Which of the following activities do you also do on the Internet?



EU27

Base: Internet users (66% of total sample)

The three most frequent activities, each mentioned by more than four out of ten respondents, are home banking (47%), purchasing goods or services from a seller located in respondents' country of residence (46%), and instant messaging, chat websites (42%). Those activities are related to either social activities or transactions. Conversely, fewer Internet users are engaged into activities specific to the use of software such as use of online software (24%) or use peer-to-peer software (15%).

¹⁴ QB1b Which of the following activities do you also do on the Internet?

A **country-by-country analysis** reveals that home banking is indeed the most frequent activity within 13 Member States: Finland (89%), Denmark (86%), the Netherlands (84%), Sweden (80%), Latvia, Estonia (both 69%), Belgium (64%), Luxembourg (61%), Austria (59%), France, Malta (both 58%), Lithuania (56%) and Poland (48%). It is interesting to note that Finland, Denmark, the Netherlands and Sweden are also numerous to purchase goods or services online.

Home banking is least widespread in Bulgaria (6%), Greece (10%), Romania, Hungary (both 12%) and Portugal (18%).

As for shopping online, home banking seems to be more developed in the north and the west of the European Union than in the south and in the east.

Purchasing goods or services from a seller located within respondents' country of residence is the most frequent activity within four Member States: the United Kingdom (64%), Germany (61%), the Czech Republic (56%), and Ireland (50%). Online shopping is equally or even more frequent in some other countries: Denmark (73%), the Netherlands (68%), Sweden (61%), France (56%), and Finland (52%).

The third most frequent online activity among European Internet users, instant messaging and chatting on websites, is most widespread in ten Member States: Bulgaria (73%), Spain (69%), Hungary (65%), Slovakia, Cyprus (both 58%), Greece (54%), Portugal (50%), Romania (49%), Slovenia (47%) and Italy (45%). It is worth adding that those countries tend to show relatively low use of the Internet and low use of online shopping.

QB1b Which of the following activities do you also do on the Internet?													
	Do home banking	Purchase goods or services from a seller located in (OUR COUNTRY)	Instant messaging, chat websites	Make or receive phone calls or video calls over the Internet	Use online softwares	Submit tax declaration or use other online government services	Purchase goods or services from a seller located in another EU country	Use peer-to-peer software and/or sites to exchange movies, music, etc.	Purchase goods or services from a seller located outside the EU	Install plug-ins in your browser to extend its capability	Design or maintain a website (not just a blog)	Keep a blog (also known as web-log)	
EU27	47%	46%	42%	25%	24%	23%	18%	15%	13%	12%	7%	6%	
BE	64%	33%	37%	22%	28%	31%	19%	16%	13%	12%	10%	8%	
BG	6%	11%	73%	47%	8%	4%	6%	31%	3%	13%	3%	10%	
CZ	53%	56%	37%	33%	12%	4%	9%	6%	8%	8%	5%	6%	
DK	86%	73%	39%	33%	40%	70%	42%	23%	26%	29%	12%	6%	
DE	47%	61%	26%	20%	29%	22%	20%	6%	9%	10%	6%	3%	
EE	69%	27%	46%	35%	44%	68%	11%	14%	10%	18%	6%	7%	
IE	44%	50%	47%	35%	16%	18%	41%	20%	27%	15%	8%	15%	
EL	10%	15%	54%	30%	16%	13%	12%	21%	9%	10%	10%	15%	
ES	40%	26%	69%	19%	17%	17%	11%	25%	9%	10%	6%	8%	
FR	58%	56%	52%	33%	31%	38%	24%	16%	15%	14%	8%	8%	
IT	27%	13%	45%	21%	15%	9%	7%	18%	6%	8%	5%	6%	
CY	30%	18%	58%	39%	13%	10%	34%	25%	18%	10%	11%	19%	
LV	69%	30%	46%	41%	24%	19%	15%	22%	12%	10%	7%	7%	
LT	56%	21%	56%	38%	25%	38%	12%	30%	7%	8%	4%	3%	
LU	61%	28%	50%	37%	26%	18%	44%	20%	21%	18%	7%	7%	
HU	12%	16%	65%	29%	19%	22%	5%	10%	2%	8%	8%	5%	
MT	58%	24%	56%	31%	23%	22%	57%	26%	39%	22%	10%	11%	
NL	84%	68%	25%	28%	29%	55%	25%	18%	20%	17%	12%	7%	
AT	59%	42%	31%	28%	34%	39%	36%	20%	16%	16%	13%	9%	
PL	48%	40%	45%	28%	27%	11%	8%	10%	5%	11%	4%	4%	
PT	18%	11%	50%	23%	18%	42%	9%	11%	8%	9%	5%	7%	
RO	12%	14%	49%	25%	27%	4%	3%	29%	2%	10%	4%	8%	
SI	38%	29%	47%	23%	33%	15%	16%	30%	11%	18%	7%	2%	
SK	41%	41%	58%	43%	16%	9%	16%	15%	6%	20%	4%	4%	
FI	89%	52%	34%	26%	29%	31%	31%	10%	19%	20%	10%	8%	
SE	80%	61%	39%	28%	37%	62%	25%	26%	17%	17%	13%	10%	
UK	44%	64%	33%	18%	19%	15%	26%	11%	24%	15%	6%	4%	

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Base: Internet users (66% of whole sample)

Socio-demographic breakdown shows that age, education, occupation, and frequency of Internet use are relevant for *all three leading activities*, i.e. home banking, buying goods or services from a seller within respondents' country of residence, and instant messaging or chatting.

- ◆ A clear split is visible between the younger and the older age groups. Respondents aged 15-24 and those aged 25-39 (65% and 49% respectively) are far more likely to engage in instant messaging and chatting on websites than respondents aged 40-54 and 55+ (31% and 22% respectively). However, the younger age groups are diametrically opposed when it comes to financial activities, with the youngest group aged 15-24 recording the lowest percentages and the 25-39 age group the highest for home banking (31% versus 54%) and purchasing from a seller inside the country of residence (38% versus 50%).
- ◆ Interviewees who were educated until the age of 20 or beyond are most likely to use home banking (61%) and to purchase from a seller within their country (56%), compared with respondents who finished education at the age of 15 or younger (33% and 31% respectively).
- ◆ Managers (62%) and the self-employed (55%) most often use home banking. Managers (61%) are also most likely to purchase from a seller in the country of residence. Students (69%) and unemployed respondents (53%) have the highest percentages for instant messaging or chatting, but the lowest percentages for home banking (30% and 36% respectively) and purchasing from a seller in the country of residence (each 37%).
- ◆ Respondents who use the Internet every day are far more likely to engage in all three activities than those who use the Internet on a less frequent basis ("often/sometimes"). This is true for home banking (54% versus 27%), purchasing from a seller in the country of residence (53% versus 26%), and instant messaging or chatting (47% versus 28%).

QB1b Which of the following activities do you also do on the Internet?

	Do home banking	Instant messaging, chat websites	Purchase goods or services from a seller located in (OUR COUNTRY)	Other (SPONTANEOUS)	Don't Know
EU27	47%	42%	46%	8%	6%
Sex					
Male	49%	42%	47%	8%	6%
Female	44%	42%	44%	8%	7%
Age					
15-24	31%	65%	38%	5%	5%
25-39	54%	49%	50%	6%	5%
40-54	50%	31%	48%	9%	7%
55 +	48%	22%	43%	11%	9%
Education (End of)					
15-	33%	31%	31%	16%	10%
16-19	44%	38%	44%	9%	8%
20+	61%	40%	56%	6%	4%
Still studying	30%	69%	37%	6%	4%
Respondent occupation scale					
Self-employed	55%	35%	46%	7%	5%
Managers	62%	34%	61%	5%	4%
Other white collars	52%	41%	46%	9%	6%
Manual workers	46%	42%	46%	7%	8%
House persons	43%	37%	46%	12%	8%
Unemployed	36%	53%	37%	9%	7%
Retired	45%	23%	39%	12%	10%
Students	30%	69%	37%	6%	4%
@ Use of the Internet					
Everyday	54%	47%	53%	5%	3%
Often/ Sometimes	27%	28%	26%	16%	14%
Difficulties paying bills					
Most of the time	42%	53%	37%	8%	6%
From time to time	42%	47%	38%	9%	7%
Almost never	51%	38%	51%	7%	6%
Marital status					
(Re)Married	51%	33%	46%	9%	7%
Single living with a partner	54%	46%	55%	5%	5%
Single	37%	59%	43%	7%	4%
Divorced or separated	47%	39%	41%	9%	7%
Widow	38%	24%	37%	13%	10%

Base: Internet users (66% of whole sample)

1.6 SUMMARY

The major aim of this chapter was to gain insight into respondents' disclosure of personal information: their actual disclosure on the Internet and their opinions about their behaviour being recording and about profiling on the Internet.

Around three-quarters of Europeans **regard the following information as personal**: financial information, such as salary, bank details, credit record; medical information such as patient record, health information; and their national identity number, card number or passport number. Majorities say that their fingerprints, their home address, and their mobile phone number are all personal information.

Less than half of Europeans consider photos of themselves (48%), and their name (46%) to be personal. Close to a third describe their work history and who their friends are as personal information. Around a quarter see the following as personal: their tastes and opinions, their nationality; things they do, such as hobbies, sports, places they go; and the websites they visit.

Europeans' perception of the **necessity of disclosing personal information** is as follows. Around three-quarters see disclosing personal information as an increasing part of modern life. More than six out of ten agree with the statement that the Government of their country of residence asks them for more and more personal information; six out of ten think that nowadays one needs to log into several systems using several usernames and passwords; and 58% say that there is no alternative to disclosing personal information in order to obtain products or services.

Interestingly, three out of ten Europeans agree that disclosing personal information is not a big issue for them; that they do not mind disclosing personal information in return for free services online, such as a free email address; or that they feel obliged to disclose personal information on the Internet.

Turning to the **type of personal information disclosed on the Internet**, of every ten European users of *social networking sites or file-sharing sites*, around eight give their names; over five show photos of themselves; almost five disclose their nationality; almost four reveal the things they do (such as hobbies, sports, places they go), their home address, and who their friends are. One-third share their tastes and opinions.

Of every ten European online shoppers, almost nine give their name and their home address. Less than half of online shoppers give their mobile phone number and around one-third reveal their nationality and financial information such as salary, bank details and credit record.

The most important **reason for disclosure** is the same on social networking or file-sharing sites and on shopping sites, namely to access the service. The next most important reasons in social networking are to connect with others and for fun, whereas in shopping, next most important reasons are to obtain a service adapted to one's needs and to save time at the next visit.

As to the **incidence of over-disclosure**, more than four in ten Europeans are always or sometimes required to provide more personal information than necessary in order to obtain access to or to use an online service.

Seven in ten of the respondents who have experienced it feel **concern about over-disclosure**, whereas just over a quarter are 'not very' or 'not at all' concerned. In all but two Member States, concerned respondents clearly outnumber those who are unconcerned, the exceptions being Sweden and the Netherlands.

The ranking of the risks associated with disclosure is generally the same for social networking or file-sharing sites as for shopping online, with the exception of *being the victim of fraud*: this item is the second most important risk associated with social networking but the most important risk in the case of shopping online (41% versus 55%). Around four in ten in both groups mention the risk that their information will be used without their knowledge, and that their information will be shared with third parties without their agreement.

Around half of Europeans are **concerned about their behaviour being recorded** via payment cards (location and spending) or via mobile phone or mobile Internet (by call content and geolocation). Around four in ten worry about their behaviour being recorded in a private space (such as a restaurant, bar, club, or office), being tracked via store or loyalty cards (preferences and consumption, or patterns), or on the Internet (browsing, downloading files, accessing content online). More than one-third are concerned about their behaviour being recorded in a public space (such as a street, subway, or airport). In general, respondents are 'fairly' rather than 'very' concerned.

Over half of the Europeans interviewed feel uncomfortable with **profiling on the Internet**, whereas around four in ten feel comfortable with it. In all but seven of the EU Member States, namely Bulgaria, Ireland, Italy, Poland, Portugal, Finland and the

United Kingdom, more respondents feel uncomfortable with Internet profiling than feel comfortable.

Of every ten Europeans, more than six **use the Internet** at home; around three at work; and more than two do so somewhere else, for example in schools universities, cyber-cafés and the like. The largest numbers of Internet users are found in the northern EU Member States - the Netherlands, Denmark, Sweden and Finland. Smaller numbers are found in the southern and central European countries, in particular Portugal, Greece, Hungary and Romania.

Of every ten European Internet users, six visit **shopping sites** to purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half use a **social networking site**; and more than four use **websites to share** pictures, videos, movies, and the like. Shopping online is most common in northern and western countries, and least common in the southern and central EU Member States, notably those mentioned above. These countries instead have the highest rates of sharing site use.

The **most frequent online activities**, undertaken by more than four out of ten respondents, are home banking, purchasing goods or services from a seller located in respondents' country of residence, and instant messaging or chatting on websites. Further, around a quarter of the interviewees make or receive phone calls or video calls over the Internet using online software, and submit tax declarations or use other online government services.

2 AWARENESS AND PERCEIVED CONTROL

The previous chapter described Europeans' attitudes towards disclosing personal information and what type of personal information they actually disclose on the Internet.

Identity management systems are information systems or technologies that can be used to support the management of identities: for example establishing an identity by linking a name or number to a person, or follow identity activity by recording and/or providing access to logs of identity activity. These systems are now largely used on the Internet, and they increase the need to protect the user's identity.

This chapter addresses the question how knowledgeable Europeans are regarding protecting their identity and personal information, taking into account the development of Identity management systems. First respondents' own identity management in daily life and on the Internet will be examined. The following section discusses respondents' experiences regarding personal data: privacy statements, informed consent and their satisfaction about them. Next, the control that the interviewees feel they have over their personal data will be presented. The chapter ends by presenting respondents' awareness of the possibility of and experiences with identity theft and data loss.

2.1 Identity management

Before discussing how the Europeans surveyed protect their identity in daily life and on the Internet, this section presents the types of credentials they use, i.e. the types of identity papers and identity cards they usually use.

2.1.1 Type of personal credentials used

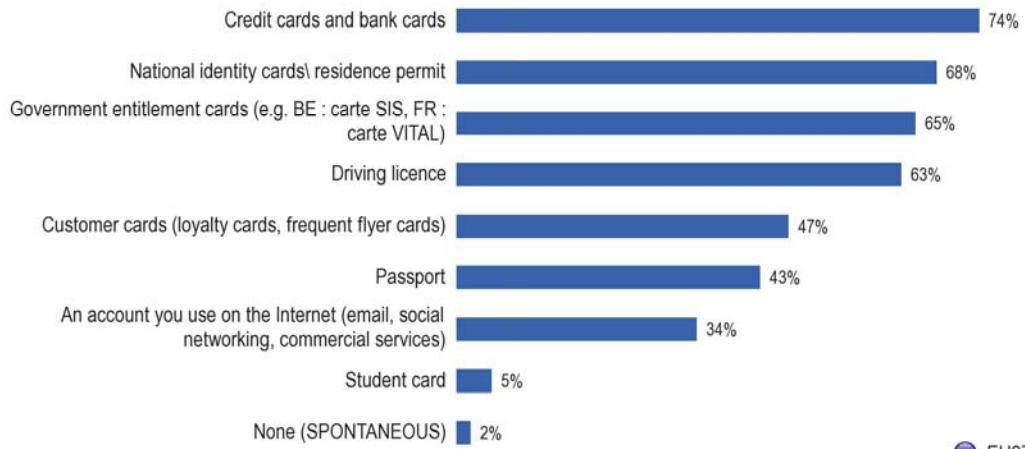
- *Around two-thirds of Europeans use credit cards and bank cards; more than half of the 15-24 group use an Internet account –*

Respondents were asked which type of personal credentials they use¹⁵. Almost three-quarters of respondents use credit cards and bank cards (74%). Around two-thirds use national identity cards or residence permits (68%), government entitlement cards (65%), or driving licences (63%). Almost half of the interviewees use customer cards, such as loyalty cards and frequent flyer cards (47%), or a passport (43%). One-third

¹⁵ QB14 Which of the following do you currently use?

have an account they use on the Internet, such as email, or for social networking or commercial services (34%). Students also use student cards (5%).

QB14. Which of the following do you currently use?



EU27

Base: Whole sample

A country-by-country analysis shows that *credit cards and bank cards* are used by vast majorities in Sweden (97%), the Netherlands (96%), Denmark (94%), and Finland (93%), but by fewer than half of respondents in Romania (43%), Greece (44%) and Poland (49%). In general, respondents from the north and the west of the European Union are more likely to use credit cards and bank cards than those in eastern Member States.

The use of *national identity cards or residence permits* varies greatly across countries. They are the most frequently used of all eight types of personal credentials in thirteen Member States, led by Bulgaria, the Czech Republic, Spain, Hungary (all 95%), Malta (93%) and Poland (92%). In contrast, they are scarcely used in Latvia (1%), Denmark (3%), the United Kingdom and Ireland (both 9%). Here, respondents located in countries located in the east of the European Union are more likely to use national identity cards than those living in the north and west. Interestingly, there are no such differences in the use of passports.

Similarly, the use of *government entitlement cards* differs markedly across countries. They are widely used in Denmark, Slovenia (both 96%), the Czech Republic (94%), Hungary, Slovakia, Finland (each 93%), Belgium, Germany (92%) and Austria (91%), but rarely in Bulgaria (3%) and Romania (7%).

Driving licenses are used most often as personal credentials in Denmark (81%), the Netherlands (80%), and Finland and Sweden (both 79%), and least often in Romania (28%).

Customer cards, such as loyalty cards and frequent flyer cards, are used most frequently in Finland (87%), Luxembourg (73%), Belgium (72%), Estonia, France, Austria (all 71%), the Netherlands, Sweden (both 70%), and Slovenia (66%). They are used least in Romania (13%) and Cyprus (19%).

Passports are used by vast majorities in Latvia (96%), Denmark (86%) and Austria (83%) compared to smaller proportions in Portugal (11%) and Romania (19%).

An account on the Internet, such as email, social networking, or commercial services is quite common in the Netherlands (70%), and is used by absolute majorities in Sweden (56%), Luxembourg (55%), Denmark (54%), Estonia (53%), Finland (52%) and France (51%). It is far less common in Italy (9%), Cyprus (10%), Romania (11%), and Greece (14%).

Student cards are most commonly used in Denmark, Sweden (both 11%), Luxembourg (10%) and least used in Italy (2%), and Austria and Bulgaria (both 3%).

QB14 Which of the following do you currently use?									
	Credit cards and bank cards	National identity cards\ residence permit	Government entitlement cards (e.g. BE: carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card	
EU27	74%	68%	65%	63%	47%	43%	34%	5%	
BE	87%	71%	92%	66%	72%	40%	41%	9%	
BG	56%	95%	3%	40%	26%	31%	19%	3%	
CZ	75%	95%	94%	66%	35%	59%	39%	6%	
DK	94%	3%	96%	81%	53%	86%	54%	11%	
DE	88%	86%	92%	76%	46%	48%	41%	4%	
EE	89%	89%	46%	52%	71%	59%	53%	9%	
IE	75%	9%	36%	74%	49%	78%	17%	7%	
EL	44%	89%	77%	54%	22%	33%	14%	4%	
ES	68%	95%	86%	60%	37%	31%	38%	5%	
FR	89%	89%	80%	76%	71%	31%	51%	7%	
IT	55%	63%	21%	61%	49%	25%	9%	2%	
CY	53%	80%	45%	77%	19%	79%	10%	5%	
LV	84%	1%	24%	45%	51%	96%	39%	7%	
LT	72%	60%	69%	46%	49%	64%	30%	9%	
LU	89%	81%	67%	72%	73%	41%	55%	10%	
HU	56%	95%	93%	41%	39%	29%	24%	7%	
MT	77%	93%	27%	63%	38%	70%	28%	6%	
NL	96%	33%	87%	80%	70%	72%	70%	8%	
AT	86%	23%	91%	75%	71%	83%	23%	3%	
PL	49%	92%	64%	44%	21%	28%	23%	5%	
PT	67%	87%	81%	48%	54%	11%	17%	4%	
RO	43%	82%	7%	28%	13%	19%	11%	4%	
SI	88%	70%	96%	77%	66%	54%	46%	9%	
SK	69%	76%	93%	57%	45%	48%	30%	9%	
FI	93%	24%	93%	79%	87%	72%	52%	8%	
SE	97%	22%	0%	79%	70%	74%	56%	11%	
UK	86%	9%	51%	65%	44%	69%	42%	5%	

Highest percentage per country **Lowest percentage per country**

Highest percentage per item	Lowest percentage per item
-----------------------------	----------------------------

Base: Whole sample

A socio-demographic analysis yields some differences between groups in terms of gender, age, household composition, education, occupation, financial situation, social position, and internet activity. This is true particularly for driving licenses, customer cards, passports and Internet accounts.

Men are more likely than women to use these items – with the exception of customer cards and government entitlement cards. Respondents aged 15-24 are the most likely to have an Internet account (52%), but less likely to have any of the other items. Self-employed people, managers, other white collar workers and manual workers are the occupational groups most likely to have these items, with one exception: 54% of students have an Internet account. Furthermore, interviewees who have difficulties with paying their bills most of the time and respondents who place themselves low on the social scale are less likely to have these items – the latter group more often have national identity cards instead. Finally, respondents with a high Internet-use index

(++) are more likely to have these items, but less likely to use national identity cards.

Online shoppers and social networking and sharing site users are logically far more likely to use an account on the Internet than others. For instance, 62% of online shoppers use such an account, compared with only 38% of those who do not shop online.

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)								
	Credit cards and bank cards	National identity cards/ residence permit	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card
EU27	74%	68%	65%	63%	47%	43%	34%	5%
Sex								
Male	76%	68%	64%	72%	42%	45%	37%	6%
Female	72%	69%	66%	55%	51%	40%	31%	5%
Age								
15-24	63%	66%	54%	45%	36%	37%	52%	30%
25-39	84%	68%	64%	73%	53%	47%	47%	2%
40-54	81%	68%	69%	73%	52%	47%	36%	0%
55 +	66%	69%	69%	57%	42%	39%	16%	-
Respondent occupation scale								
Self-employed	83%	68%	64%	81%	51%	53%	39%	-
Managers	93%	61%	65%	83%	57%	66%	56%	-
Other white collars	87%	67%	64%	79%	58%	50%	46%	-
Manual workers	84%	69%	69%	74%	52%	43%	39%	-
House persons	59%	71%	60%	46%	47%	29%	20%	-
Unemployed	65%	71%	66%	50%	36%	33%	33%	-
Retired	64%	70%	69%	53%	40%	36%	14%	-
Students	57%	66%	50%	41%	33%	38%	54%	55%
Difficulties paying bills								
Most of the time	60%	71%	59%	49%	41%	27%	26%	4%
From time to time	70%	72%	62%	60%	46%	35%	30%	4%
Almost never	79%	66%	68%	68%	48%	49%	38%	5%
Self-positioning on the social staircase								
Low (1-4)	63%	76%	67%	50%	39%	29%	27%	4%
Medium (5-6)	76%	69%	66%	66%	48%	44%	35%	5%
High (7-10)	82%	60%	62%	72%	52%	56%	41%	7%

Base: Whole sample

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)								
	Credit cards and bank cards	National identity cards/ residence permit	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card
Use a social networking site								
Yes	81%	62%	62%	67%	53%	50%	60%	13%
No	87%	66%	69%	79%	53%	54%	43%	2%
Purchase goods or services online								
Yes	91%	60%	69%	78%	59%	59%	62%	8%
No	74%	71%	61%	65%	45%	42%	38%	7%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

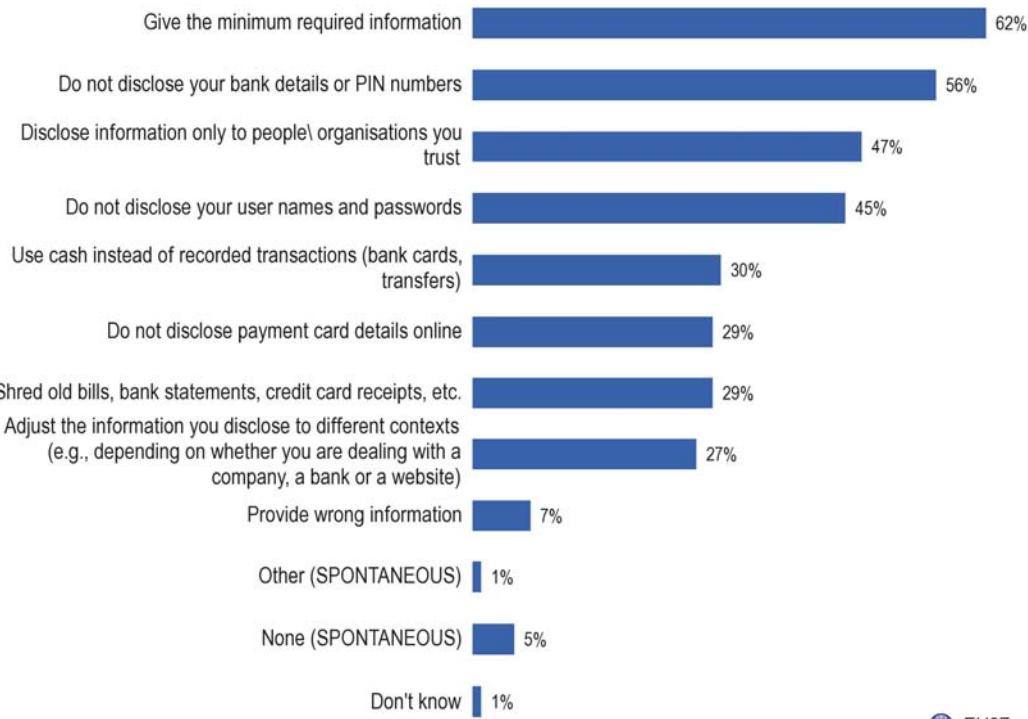
2.1.2 Identity protection in daily life

- More than six Europeans out of ten give the minimum required information to protect their identity -

To protect their identity in daily life¹⁶, a majority of Europeans give the minimum required information (62%) or do not disclose their bank details or PIN numbers (56%), while almost half disclose information only to people and organisations they trust (47%) or do not disclose their user names and passwords (45%).

Around three out of ten respondents use cash instead of recorded transactions such as bank cards and transfers (30%), shred old bills, bank statements, credit card receipts and so on (29%), do not disclose payment card details online (29%), and adjust the information they disclose to different contexts, for example depending on whether they are dealing with a company, a bank or a website (27%). Finally, only a few interviewees provide wrong information to protect their identity in daily life (7%).

QB15. In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.



Base: Whole sample

¹⁶ QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.

A closer look at the ranking of strategies used by Europeans to protect their identity in daily life reveals that rather *passive* strategies, such as withholding personal information, occur more frequently than *active* strategies, such as deliberately providing wrong information or first evaluating the context and then adjusting the type of personal information disclosed.

A country by country breakdown shows that *giving the minimum required information* and not *disclosing bank details or PIN number* are the most common strategies in fourteen Member States; these two strategies stand in joint first place in two other countries, Denmark (78%) and in the UK (66%).

Over three-quarters of respondents in Finland (78%), Luxembourg (76%), and Germany and the Netherlands (each 74%) *give the minimum required information*, whereas half or under do so in Poland (45%), Lithuania and Italy (both 50%).

Large majorities in Sweden (85%) and the Netherlands (84%) *do not disclose their bank details or PIN numbers*, compared to around a third or less in Italy (27%), Poland (34%) and Romania (35%).

Two-thirds or more of respondents in the Netherlands (72%), Denmark (68%) and Malta (66%) *disclose information only to people and organisations they trust*, compared to around one-third in Poland (34%), Romania (32%) and Portugal (28%).

Not disclosing user names and passwords varies greatly across countries: around three-quarters of respondents in Sweden (78%), Finland (77%) and the Netherlands (73%) adopt this strategy compared to only 14% in Italy and 16% in Bulgaria.

Respondents use *cash instead of recorded transactions* (such as bank cards and transfers) as a strategy to protect their identity most often in Poland (44%), Austria (40%), Hungary (39%) and Latvia (38%) and least often in the Netherlands (15%), Finland (17%), France and Denmark (both 18%). Interestingly, this strategy reverses the order of countries found in respect of all other strategies.

The UK stands out with six out of ten (59%) respondents *shredding old bills, bank statements, credit card receipts and the like*, compared to only one out of ten in Portugal (8%) and Romania and Italy (both 10%). Respondents in Estonia (59%) are the most likely *not to disclose payment card details online* compared to only 4% in Bulgaria and 10% in Portugal. In Sweden, a majority of 58% of respondents *adjust the information they disclose to different contexts* (depending on whether they are dealing with a company, a bank or a website) compared to only 6% in Romania and 10% in Lithuania. Finally, *providing wrong information* as a strategy to protect identity occurs rarely and varies from 11% in Austria to 2% in Denmark and Malta.

In conclusion, the Netherlands and the Scandinavian countries Sweden, Denmark and Finland top the list of the countries with highest percentages of respondent adopting various strategies to protect their identity in daily life. It is interesting to note that these countries were also generally less concerned about their behaviour being recorded, as we saw earlier. This may be explained by the fact that they are more aware of the strategies for protecting their identities.

These strategies are least likely to be used in the southern European countries Portugal and Italy, the Baltic countries Lithuania and Latvia, and the eastern and central countries Poland, Hungary and Romania.

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.

		Give the minimum required information	Do not disclose your bank details or PIN numbers	Disclose information only to people\ organisations you trust	Do not disclose your user names and passwords	Use cash instead of recorded transactions (bank cards, transfers)	Shred old bills, bank statements, credit card receipts, etc.	Do not disclose payment card details online	Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)	Provide wrong information
	EU27	62%	56%	47%	45%	30%	29%	29%	27%	7%
	BE	68%	66%	55%	54%	23%	27%	46%	24%	9%
	BG	52%	36%	48%	16%	33%	18%	4%	13%	4%
	CZ	69%	70%	61%	61%	34%	41%	51%	39%	8%
	DK	78%	78%	68%	67%	18%	23%	18%	56%	2%
	DE	74%	76%	56%	64%	37%	42%	42%	45%	8%
	EE	57%	79%	61%	67%	29%	35%	59%	19%	3%
	IE	57%	60%	49%	42%	34%	48%	21%	14%	4%
	EL	57%	52%	46%	32%	34%	14%	22%	16%	9%
	ES	61%	42%	44%	32%	32%	22%	22%	19%	7%
	FR	67%	69%	50%	57%	18%	26%	36%	31%	8%
	IT	50%	27%	39%	14%	26%	10%	18%	25%	8%
	CY	65%	40%	56%	27%	35%	23%	20%	16%	4%
	LV	58%	76%	46%	60%	38%	29%	35%	12%	6%
	LT	50%	60%	43%	48%	33%	25%	41%	10%	6%
	LU	76%	74%	62%	66%	29%	26%	43%	46%	5%
	HU	67%	45%	46%	23%	39%	16%	16%	13%	6%
	MT	61%	58%	66%	38%	27%	15%	24%	21%	2%
	NL	74%	84%	72%	73%	15%	30%	46%	40%	9%
	AT	63%	60%	51%	52%	40%	24%	41%	44%	11%
	PL	45%	34%	34%	32%	44%	23%	21%	29%	5%
	PT	61%	39%	28%	22%	28%	8%	10%	14%	7%
	RO	54%	35%	32%	25%	28%	10%	15%	6%	5%
	SI	54%	73%	49%	50%	34%	22%	41%	23%	5%
	SK	61%	65%	58%	52%	34%	21%	40%	28%	7%
	FI	78%	79%	55%	77%	17%	42%	37%	18%	3%
	SE	62%	85%	61%	78%	21%	28%	38%	58%	6%
	UK	66%	66%	43%	55%	29%	59%	30%	15%	5%

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Base: Whole sample

A **socio-demographic** breakdown reveals great disparities between groups in respect of all the strategies to protect identity in daily life. Age, education and occupation all make a difference. Gender is of less importance here.

Respondents aged 15-24 are least likely to shred old bills, bank statements, credit card receipts, etc. (17%); the oldest respondents (aged 55+) are the least likely to avoid disclosing their user names and passwords (34%). With respect to all but two strategies, the longer respondents have spent in education, the more likely they are to use a strategy; the two exceptions being the use of cash instead of recorded transactions and shredding old bills and the like.

Turning to occupation, managers and other white collar workers are more likely to use each of these strategies (apart from the use of cash instead of recorded transactions), whereas students tend to use most of the strategies less with the exception of not disclosing their user names and passwords (53%) and providing wrong information (11%).

The level of Internet use has an impact on the results for this question. For instance, 66% of online shoppers do not disclose their user names and passwords compared with 50% of those who do not shop online. Again, 70% of online shoppers do not disclose their bank details or PIN numbers, compared with only 55% of other Internet users.

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

	Give the minimum required information	Do not disclose your bank details or PIN numbers	Disclose information only to people/ organisations you trust	Do not disclose your user names and passwords	Use cash instead of recorded transactions (bank cards, transfers)	Shred old bills, bank statements, credit card receipts, etc.	Do not disclose payment card details online	Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)	Provide wrong information
EU27	62%	56%	47%	45%	30%	29%	29%	27%	7%
Age									
15-24	62%	52%	45%	51%	25%	17%	27%	25%	10%
25-39	65%	60%	47%	51%	25%	29%	32%	31%	9%
40-54	65%	61%	48%	50%	28%	30%	34%	31%	7%
55 +	59%	51%	46%	34%	37%	33%	25%	23%	4%
Education (End of)									
15-	54%	44%	41%	25%	38%	29%	19%	17%	5%
16-19	62%	58%	47%	45%	30%	31%	32%	26%	7%
20+	71%	69%	53%	61%	23%	32%	36%	39%	8%
Still studying	63%	50%	46%	53%	25%	15%	26%	28%	11%
Respondent occupation scale									
Self-employed	65%	59%	50%	49%	26%	26%	32%	36%	7%
Managers	76%	73%	54%	69%	19%	36%	39%	43%	9%
Other white collars	66%	63%	49%	55%	22%	30%	36%	33%	9%
Manual workers	63%	60%	47%	47%	28%	30%	32%	26%	7%
House persons	60%	44%	42%	32%	37%	25%	21%	20%	5%
Unemployed	59%	50%	42%	42%	34%	26%	28%	23%	7%
Retired	56%	51%	45%	31%	37%	33%	24%	21%	4%
Students	63%	50%	46%	53%	25%	15%	26%	28%	11%

Base: Whole sample

2.1.3 Identity protection on the Internet

- More than 4 out of 10 Internet users use tools and strategies to limit unwanted emails -

This section focuses on the identity protection of respondents who use the Internet¹⁷.

Approximately four out of ten European Internet users apply *tools and strategies to limit unwanted emails* (spam) (42%), *check that a transaction is protected or that the site has a safety logo or label* (40%), or *use anti-spy software* (39%). One-third of respondents *delete cookies* (35%).

Around one-fifth of the Internet users *change the security settings of their browser to increase privacy* (22%), or *avoid providing the same information to different sites* (21%). Smaller numbers *use a search engine to maintain awareness of the information circulating about them on the Internet* (14%), or a *dummy email account* (12%), and only a few *ask websites to access the information they hold about them in order to update it or delete it* (8%).

Finally, it is interesting to note that a sizeable minority of 15% spontaneously say that they *do nothing to protect their identity on the Internet*.

¹⁷ QB16 And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list.

QB16. And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list.



EU27

Base: Internet users (66% of whole sample)

The reader may note that the top five methods of protecting identity on the Internet are rather *technical or procedural*, whereas the less frequent approaches involve some kind of *individual initiative* on behalf of the internet user, such as maintaining awareness through search engines, creating dummy email accounts and requesting websites to provide access to the information they hold.

A country by country analysis reveals that using tools to limit unwanted emails (spam) is the most frequent strategy in thirteen EU Member States, the use of anti-spy software in seven, checking whether the transaction is protected or the site has a safety logo/label in four, and avoiding providing the same information to different sites in only three Member States.

Denmark (72%) stands out with the highest percentage of Internet users applying *tools and strategies to limit unwanted emails* (spam), followed by Luxembourg (64%), Sweden (63%) and the Netherlands (62%) and compared to fewer than one in five Internet users in Latvia and in Portugal (both 19%).

Checking that the transaction is protected or the site has a safety logo/label is cited by more than half of respondents in the Netherlands (57%), France (56%), and Luxembourg (54%) compared to fewer than one in five in Romania and Bulgaria (both 13%), and Lithuania (17%).

The use of *anti-spy software* varies widely across countries: around one-third of Internet users in the Netherlands (67%), Denmark (66%), and the UK (63%) compared to only 5% in Bulgaria, 12% in Latvia, and 17% in both Lithuania and Italy.

Half of the respondents who use the Internet in the Netherlands and Luxembourg (both 53%) *delete cookies*, compared with only 10% in Romania, 12% in Bulgaria and 17% in Hungary.

Three out of ten Internet users change *the security settings of their browser to increase privacy* in Luxembourg (31%), Germany (30%), and the Netherlands (29%) compared with 9% in Romania and 12% in both Lithuania and Bulgaria.

Slovakia (46%) stands out with the highest percentage of respondents who avoid providing the same information to different sites, followed at some distance by the Czech Republic (30%); the lowest percentages were found in Denmark (12%) and France (15%).

Using a search engine to maintain awareness of what information circulates about them on the Internet was most often reported by Internet users in Estonia (24%) and least often in Romania (8%); the use of a *dummy email account* most frequently in Austria (25%) and least in Malta, Denmark, and the Czech Republic (all 6%); *asking websites to access the information these sites hold about them in order to update it or delete it* most frequently in Cyprus (15%) and least often in Slovenia, Romania, and Poland (all 4%).

In short, the Netherlands, Luxembourg and Denmark stand out as Member States with the largest numbers of Internet users who use a variety of strategies to protect their identity on the Internet. This habit is least common in the Baltic countries Lithuania and Latvia, and the eastern EU Member States Romania and Bulgaria.

QB16 And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list.

		Use tools and strategies to limit unwanted emails (spams)	Check that the transaction is protected or the site has a safety logo\label	Use anti-spy software	Delete cookies	Change the security settings of your browser to increase privacy	Avoid providing the same information to different sites	Use a search engine to maintain awareness of what information circulates about you on the Internet	Use a dummy email account	Ask websites to access the information they hold about you in order to update it or delete it	None (SP.)
	EU27	42%	40%	39%	35%	22%	21%	14%	12%	8%	15%
	BE	51%	38%	45%	40%	23%	21%	12%	11%	8%	12%
	BG	26%	13%	5%	12%	12%	23%	20%	15%	5%	27%
	CZ	44%	30%	36%	22%	14%	30%	10%	6%	6%	15%
	DK	72%	51%	66%	47%	27%	12%	14%	6%	10%	7%
	DE	44%	47%	54%	44%	30%	28%	19%	16%	13%	10%
	EE	42%	27%	36%	29%	25%	22%	24%	13%	8%	21%
	IE	34%	40%	47%	24%	20%	18%	13%	8%	8%	15%
	EL	23%	28%	18%	19%	19%	19%	12%	12%	6%	31%
	ES	34%	26%	30%	31%	14%	28%	10%	9%	8%	17%
	FR	49%	56%	26%	39%	23%	15%	14%	12%	10%	13%
	IT	31%	29%	17%	23%	18%	18%	12%	11%	5%	24%
	CY	24%	29%	19%	25%	22%	28%	12%	13%	15%	19%
	LV	19%	25%	12%	26%	18%	27%	16%	9%	7%	28%
	LT	24%	17%	17%	18%	12%	18%	12%	10%	10%	34%
	LU	64%	54%	55%	53%	31%	23%	20%	12%	13%	8%
	HU	40%	29%	23%	17%	21%	19%	11%	9%	10%	23%
	MT	45%	48%	52%	31%	21%	23%	15%	6%	9%	10%
	NL	62%	57%	67%	53%	29%	16%	19%	13%	11%	7%
	AT	46%	35%	38%	39%	21%	24%	15%	25%	9%	12%
	PL	23%	31%	21%	18%	14%	21%	10%	11%	4%	25%
	PT	19%	22%	40%	23%	15%	23%	11%	13%	8%	20%
	RO	22%	13%	20%	10%	9%	24%	8%	11%	4%	25%
	SI	38%	30%	48%	33%	24%	24%	11%	9%	4%	15%
	SK	33%	31%	26%	19%	19%	46%	10%	11%	6%	14%
	FI	56%	30%	43%	42%	25%	25%	19%	10%	8%	11%
	SE	63%	46%	43%	41%	21%	16%	13%	15%	6%	12%
	UK	52%	44%	63%	45%	27%	16%	14%	8%	7%	9%

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Base: Internet users (66% of whole sample)

A **socio-demographic** analysis shows that education and occupation make a difference when it comes to identity protection on the Internet, while gender and age yield fewer and smaller differences. Nonetheless, a general pattern emerges in which the more *technical or procedural* (top five) strategies are more likely among men than women, among older respondents than the youngest (aged 15-24), among respondents who spent longer in education than the less educated interviewees, and among managers than those without paid work.

Still, compared with the socio-demographic variables, the Internet-use index reveals the largest differences between groups that active Internet users (++) are more likely than less active users (--) to apply each of the strategies with the exception of avoiding providing the same information to different sites.

More than half of online shoppers check that the transaction is protected or that the site has a safety logo/ label (52%), use tools and strategies to limit unwanted emails (spam) (52%) and use anti-spy software.

QB16 And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

	Use tools and strategies to limit unwanted emails (spams)	Check that the transaction is protected or the site has a safety logo/label	Use anti-spy software	Delete cookies	Change the security settings of your browser to increase privacy	Avoid providing the same information to different sites	Use a search engine to maintain awareness of what information circulates about you on the Internet	Use a dummy email account	Ask websites to access the information they hold about you in order to update it or delete it	None (SP.)
EU27	42%	40%	39%	35%	22%	21%	14%	12%	8%	15%
Sex										
Male	45%	42%	45%	40%	25%	22%	16%	13%	9%	13%
Female	40%	37%	34%	30%	19%	20%	12%	10%	7%	17%
Age										
15-24	38%	34%	37%	33%	25%	20%	14%	15%	11%	14%
25-39	45%	43%	40%	37%	23%	22%	16%	13%	8%	14%
40-54	43%	42%	40%	35%	22%	22%	15%	10%	8%	16%
55 +	42%	37%	40%	32%	17%	20%	11%	8%	5%	17%
Education (End of)										
15-	29%	31%	34%	31%	17%	23%	9%	10%	5%	25%
16-19	39%	38%	38%	32%	20%	21%	12%	10%	7%	16%
20+	52%	47%	44%	40%	25%	22%	17%	13%	9%	11%
Still studying	41%	34%	38%	36%	26%	19%	16%	16%	12%	14%
Respondent occupation scale										
Self-employed	43%	40%	42%	35%	22%	21%	15%	12%	7%	16%
Managers	55%	54%	49%	44%	27%	22%	21%	13%	9%	9%
Other white collars	44%	40%	37%	35%	20%	22%	14%	13%	8%	14%
Manual workers	39%	40%	38%	34%	22%	23%	12%	11%	7%	15%
House persons	37%	37%	38%	28%	18%	21%	12%	7%	9%	20%
Unemployed	35%	31%	35%	30%	22%	21%	10%	13%	7%	20%
Retired	40%	35%	37%	31%	16%	18%	11%	7%	6%	20%
Students	41%	34%	38%	36%	26%	19%	16%	16%	12%	14%
@ Internet-use index										
++	53%	53%	50%	47%	32%	24%	21%	17%	14%	6%
+	45%	39%	41%	37%	24%	22%	14%	12%	9%	12%
-	43%	44%	42%	36%	20%	21%	13%	10%	6%	14%
--	24%	18%	19%	17%	9%	18%	7%	8%	3%	33%

Base: Internet users (66% of whole sample)

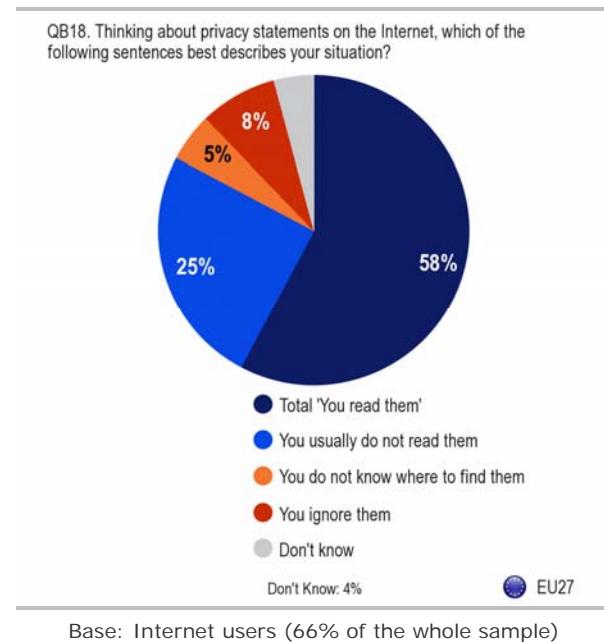
2.2 Awareness of possible accessibility of personal data by third parties

2.2.1 Reading privacy statements on Internet

- A majority of Internet users usually read privacy statements on the Internet, but a quarter read them without fully understanding them -

Respondents who use the Internet were asked whether they usually read privacy statements on the Internet¹⁸. Close to six in ten respondents say they do (58%): a third say that they read them and understand them (34%), a quarter that they read them but do not fully understand them (24%). A quarter say they do not read them (25%), almost one in ten ignore privacy statements (8%), and one in twenty say they do not know where to find them (5%).

But it might be considered that this percentage of 58% Internet users who say that they read the privacy statements on the Internet is a relatively high proportion. But it might also be thought that the fact that 24% say that they read them **without fully understanding them** and that 38% of Internet users say that they do not read these privacy statements at all somewhat undermines this result.



Base: Internet users (66% of the whole sample)

A country by country analysis reveals major differences from one country to another: seven in ten respondents or more in Hungary (76%), Portugal (73%), Cyprus (72%) and Greece (70%) *usually read* the privacy statements on the Internet. There are few or no differences between the proportions who read those privacy statements and understand them and those who read them but do not fully understand them in

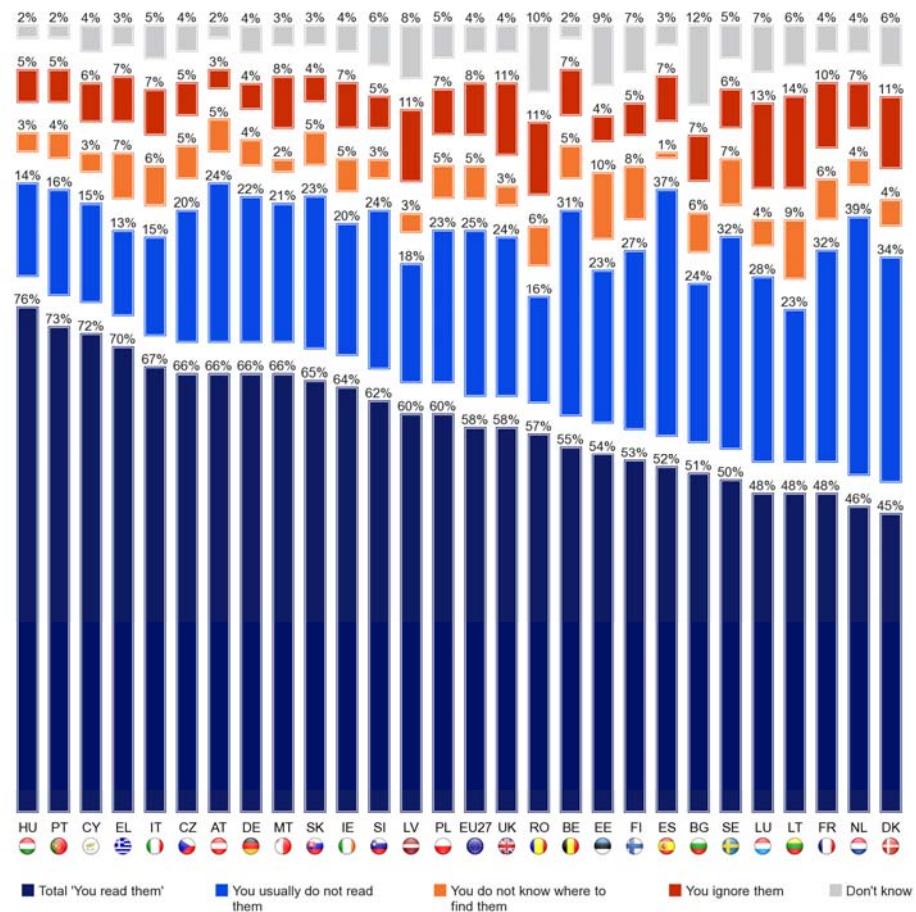
¹⁸ QB18 Thinking about privacy statements on the Internet, which of the following sentences best describes your situation?

France (24% usually read and understand them while 24% usually read them but do not fully understand them), Finland (27% vs. 26%), Luxembourg (25% vs. 23%) and Denmark (24% vs. 21%).

Respondents who say they *usually do not read* the privacy statements are found most frequently in the Netherlands (39%), Spain (37%), and Denmark (34%).

Interviewees who *ignore* privacy statements on the Internet are found most often in Lithuania (14%) and Luxembourg (13%), while those who *do not know where to find* the privacy statements are mostly found in Estonia (10%), Lithuania (9%) and Finland (8%).

QB18. Thinking about privacy statements on the Internet, which of the following sentences best describes your situation?



Base: Internet users (66% of the whole sample)

Socio-demographic analysis shows that self-employed respondents (62%) and managers (64%) *read* privacy statements most often. There are few differences by level of education in terms of behaviour: 55% of those who left school before 16 read them, compared with 59% of those who studied until the age of 20 or later. However, the latter are more likely to understand these privacy statements than the first group (38% vs. 29%). Percentages of interviewees who say they usually *do not read* privacy statements are highest amongst the youngest respondents aged 15-24 (31%), and students.

QB18 Thinking about privacy statements on the Internet, which of the following sentences best describes your situation?

	You usually read and understand them	You usually read them but do not fully understand them	You usually do not read them	You do not know where to find them	You ignore them	Don't Know	Total 'You read them'
EU27	34%	24%	25%	5%	8%	4%	58%
Sex							
Male	37%	22%	26%	3%	8%	4%	59%
Female	31%	27%	24%	6%	7%	5%	58%
Age							
15-24	32%	23%	31%	4%	9%	1%	55%
25-39	38%	22%	27%	4%	6%	3%	60%
40-54	34%	26%	23%	4%	7%	6%	60%
55 +	32%	26%	18%	6%	9%	9%	58%
Education (End of)							
15-	29%	26%	21%	6%	9%	9%	55%
16-19	33%	27%	23%	5%	7%	5%	60%
20+	38%	21%	26%	4%	7%	4%	59%
Still studying	32%	22%	31%	4%	9%	2%	54%
Respondent occupation scale							
Self-employed	36%	26%	24%	3%	6%	5%	62%
Managers	43%	21%	25%	3%	5%	3%	64%
Other white collars	36%	24%	26%	4%	6%	4%	60%
Manual workers	32%	26%	26%	5%	7%	4%	58%
House persons	31%	30%	23%	6%	6%	4%	61%
Unemployed	33%	21%	28%	5%	10%	3%	54%
Retired	31%	25%	17%	7%	10%	10%	56%
Students	32%	22%	31%	4%	9%	2%	54%
@ Use of the Internet							
Everyday	37%	23%	27%	4%	7%	2%	60%
Often/ Sometimes	28%	27%	20%	7%	8%	10%	55%

Base: Internet users (66% of the whole sample)

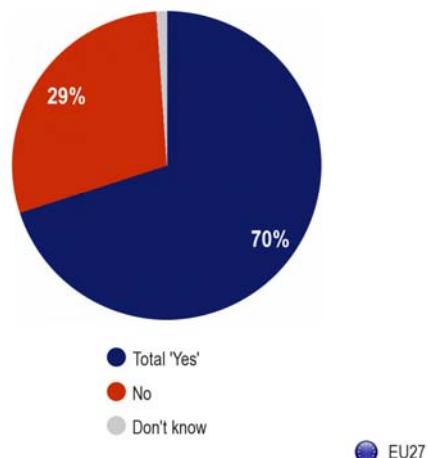
2.2.2 Adapting behaviour after reading privacy statements on the Internet

- Seven in ten respondents who read privacy statements on the Internet have adapted their behaviour -

It is interesting to see whether reading privacy statements influences actual behaviour on the Internet. Those respondents who said they usually do read privacy statements were asked if they had subsequently adapted their Internet behaviour; more specifically, whether they had decided at least once not to use an online service, or had been more cautious about the personal information they disclose on the Internet¹⁹.

Over two-third of the respondents who usually read privacy statements did adapt their behaviour on the Internet (70%): half of them had become more cautious about the personal information they disclose on the Internet (35%) and the other half took a step further and had decided, at least once, not to use an online service. Three in ten of the respondents who usually read privacy statements had not adapted their Internet behaviour (29%).

QB19. Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.



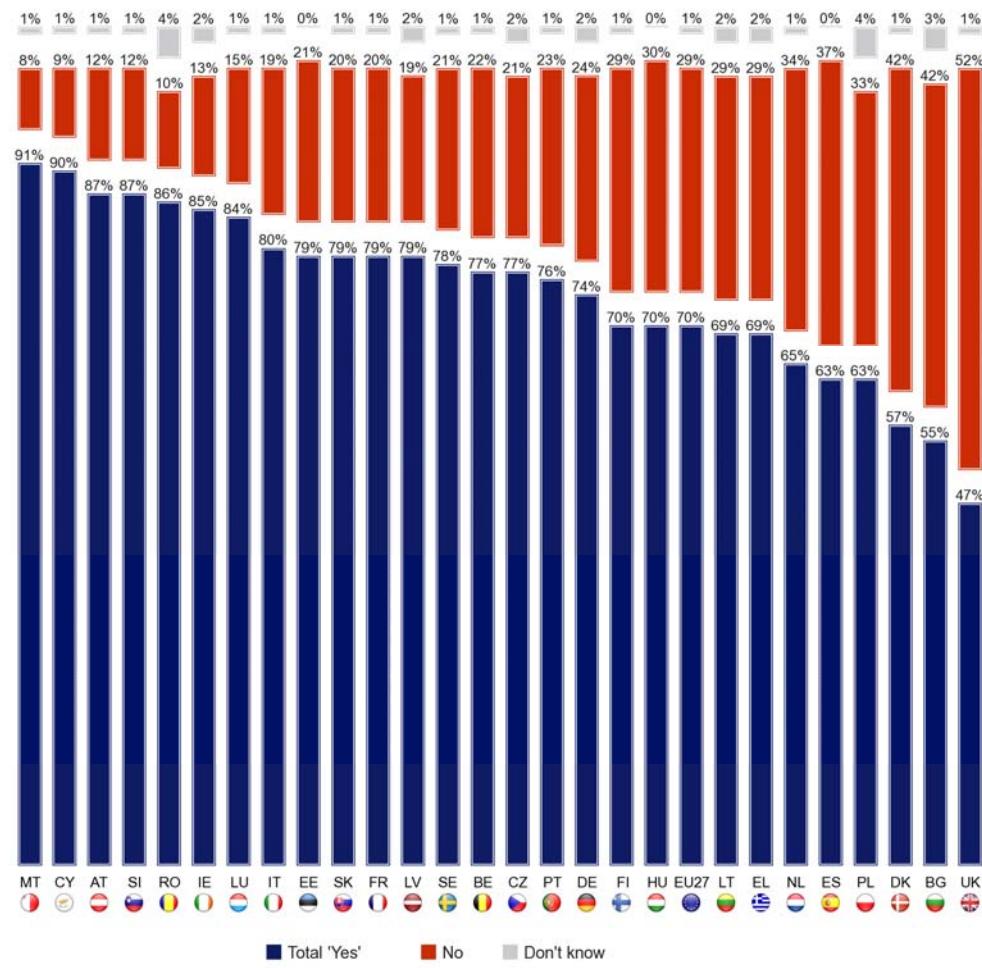
Base: Respondents who read privacy statements (39% of the whole sample)

¹⁹ QB19 Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.

In each of the Member States - with the exception of the UK - a majority of the interviewees *had adapted* their behaviour after reading privacy statements on the Internet: they had decided at least once not to use an online service, or they had become more cautious about the personal information they disclosed on the Internet. This is particularly true in Malta (91%), Cyprus (90%), Austria, Slovenia (both 87%), Romania (86%) and Ireland (85%). The lowest percentage is found in the UK (47%), which is also the only country where a majority say they have *not adapted* their behaviour (52%).

Respondents in Austria (47%), Germany and France (44% in both cases), and Luxembourg (43%) are most likely to have modified their behaviour by deciding at least once not to use an online service.

QB19. Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.



Base: Respondents who read privacy statements (39% of the whole sample)

A socio-demographic breakdown does not yield significant differences, with the exception of white collar workers who are most likely to say they did adapt their behaviour (74%). Managers are remarkable in the sense that 40% of them say that they have already at least once decided not to use an online service. Those who are concerned about their behaviour being recorded on the Internet are more likely to have adapted their behaviour after reading privacy statements than those who are not concerned (64%).

QB19 Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.

	Yes, and you have already decided at least once not to use an online service	Yes, and you have been more cautious about the personal information you disclose on the Internet	No	Don't Know	Total 'Yes'
EU27	35%	35%	29%	1%	70%
Sex					
Male	35%	36%	28%	1%	71%
Female	34%	35%	29%	2%	69%
Age					
15-24	33%	38%	29%	-	71%
25-39	35%	36%	27%	2%	71%
40-54	35%	35%	29%	1%	70%
55 +	36%	32%	30%	2%	68%
Education (End of)					
15-	34%	32%	33%	1%	66%
16-19	33%	36%	30%	1%	69%
20+	38%	33%	27%	2%	71%
Still studying	30%	41%	28%	1%	71%
Respondent occupation scale					
Self-employed	36%	37%	26%	1%	73%
Managers	40%	31%	27%	2%	71%
Other white collars	32%	42%	25%	1%	74%
Manual workers	35%	34%	29%	2%	69%
House persons	35%	32%	32%	1%	67%
Unemployed	34%	35%	31%	-	69%
Retired	34%	31%	33%	2%	65%
Students	30%	41%	28%	1%	71%
Use of the Internet					
Everyday	36%	34%	29%	1%	70%
Often/ Sometimes	30%	39%	28%	3%	69%
Behaviour recorded on Internet					
Concer-ned	39%	36%	23%	2%	75%
Not concer-ned	29%	35%	35%	1%	64%

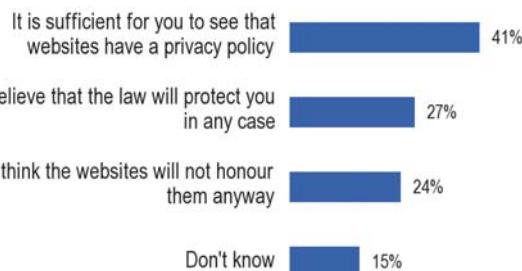
Base: Respondents who read privacy statements (39% of the whole sample)

2.2.3 Reasons for not reading privacy statements on the Internet

- Knowing that these websites have a privacy policy is sufficient for 41% of those who do not read or ignore privacy statements -

Those respondents who usually do *not* read privacy statements on the Internet were asked about their reasons for not doing so²⁰; four in ten think *it is sufficient for them to see that websites have a privacy policy* (41%); around a quarter *believe the law will protect them in any case* (27%), or conversely, that *the websites will not honour the privacy statements anyway* (24%).

QB20. What are the reasons why you usually do not read them or you usually ignore them?



EU27

Base: Respondents who do *not* read privacy statements (21% of the whole sample)

Turning to the results per country regarding respondents' reasons for not reading privacy statements, the following countries have majorities replying that it is *sufficient for them to see that websites have a privacy policy*: Finland (66%), Slovenia (56%), Sweden (55%), the Netherlands (54%) and Slovakia (51%). This was also the most frequent response in 18 of the 27 EU Member States.

Member States with the highest proportion of respondents saying *they believe the law would protect them in any case* are Austria (45%), Hungary and Portugal (37% in each country) and Poland (35%). This was the most frequent response in these four countries.

Countries where respondents most frequently answered that they *think the websites will not honour the privacy statements anyway* are Greece (49%), Bulgaria (44%), the Czech Republic (40%), Cyprus (36%) and Slovakia (35%). It was also the most cited answer in Lithuania (32%).

²⁰ QB20 - What are the reasons why you usually do not read them or you usually ignore them?

QB20 What are the reasons why you usually do not read them or you usually ignore them?

		It is sufficient for you to see that websites have a privacy policy	You believe that the law will protect you in any case	You think the websites will not honour them anyway	Don't know
	EU27	41%	27%	24%	15%
	BE	41%	32%	23%	12%
	BG	26%	21%	44%	9%
	CZ	33%	20%	40%	11%
	DK	48%	34%	20%	11%
	DE	41%	32%	28%	11%
	EE	52%	20%	24%	12%
	IE	34%	25%	29%	18%
	EL	25%	20%	49%	10%
	ES	38%	28%	20%	21%
	FR	47%	17%	27%	16%
	IT	30%	25%	28%	25%
	CY	28%	20%	36%	22%
	LV	33%	27%	30%	11%
	LT	28%	14%	32%	28%
	LU	34%	18%	20%	28%
	HU	33%	37%	20%	11%
	MT	49%	11%	17%	28%
	NL	54%	26%	10%	14%
	AT	34%	45%	19%	8%
	PL	28%	35%	32%	10%
	PT	29%	37%	29%	9%
	RO	45%	15%	25%	15%
	SI	56%	17%	19%	12%
	SK	51%	18%	35%	2%
	FI	66%	27%	14%	6%
	SE	55%	23%	14%	18%
	UK	41%	35%	18%	13%

Highest percentage per country .lowest percentage per country**Highest percentage per item Lowest percentage per item**Base: Respondents who do *not* read privacy statements (21% of the whole sample)

Note: results for countries with a small number of respondents who do *not* read the privacy statements (fewer than 150) should be interpreted with caution. Countries with large enough numbers of respondents are Bulgaria, Greece, Italy, Cyprus, Hungary, Malta, Portugal and Romania. For precise numbers, readers should refer to the annexes.

A **socio-demographic** breakdown demonstrates that respondents saying *it is sufficient for them to see that websites have a privacy policy* are most likely to be found amongst the unemployed (46%). Respondents who left school at the age of 15 or younger (31%) are most likely to believe *they are protected by the law in any case*.

Retired interviewees (28%) and respondents who have difficulties with paying their bills most of the time (32%) seem to have some reservations about the trustworthiness of Internet websites, as they more often think *the websites will not honour privacy statements anyway* as compared to the youngest respondents aged 15-24 (20%) and students (20%), who are the *least* inclined to think so.

QB20 What are the reasons why you usually do not read them or you usually ignore them?

	It is sufficient for you to see that websites have a privacy policy	You believe that the law will protect you in any case	You think the websites will not honour them anyway	Don't Know
EU27	41%	27%	24%	15%
Sex				
Male	41%	28%	25%	14%
Female	42%	27%	22%	15%
Age				
15-24	44%	29%	20%	13%
25-39	43%	29%	24%	13%
40-54	38%	25%	26%	17%
55 +	37%	25%	26%	17%
Education (End of)				
15-	34%	31%	21%	21%
16-19	41%	28%	24%	14%
20+	42%	25%	27%	14%
Still studying	44%	30%	20%	14%
Respondent occupation scale				
Self-employed	34%	28%	25%	16%
Managers	40%	30%	27%	11%
Other white collars	39%	28%	25%	15%
Manual workers	43%	28%	23%	12%
House persons	39%	28%	21%	17%
Unemployed	46%	23%	22%	20%
Retired	37%	21%	28%	19%
Students	44%	30%	20%	14%
@ Use of the Internet				
Everyday	43%	27%	23%	14%
Often/ Sometimes	35%	29%	26%	17%
Difficulties paying bills				
Most of the time	38%	20%	32%	14%
From time to time	39%	29%	24%	16%
Almost never	43%	28%	24%	13%

Base: Respondents who do *not* read privacy statements (21% of the whole sample)

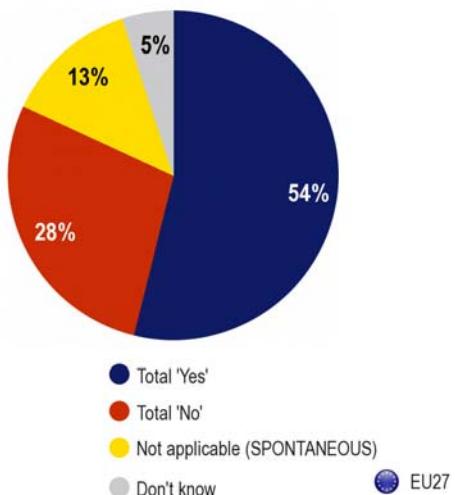
2.2.4 Incidence of informed consent when joining a social network site or registering for a service online

- Over half of Internet users are informed about the data collection conditions and the further uses of their data when joining a social networking site or registering for a service online -

People intending to join a social networking site or register for a service online are usually asked to disclose personal information. All respondents who use the Internet were asked if they had been informed, on such occasions, about the conditions for the collection of data and the further uses of their data under these circumstances.

A majority of the European Internet users surveyed say they were always or sometimes informed about the conditions and further uses (54%, 62%)²¹, whereas close to three in ten say they were rarely or never informed (28%, 32%).

QB17. 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?

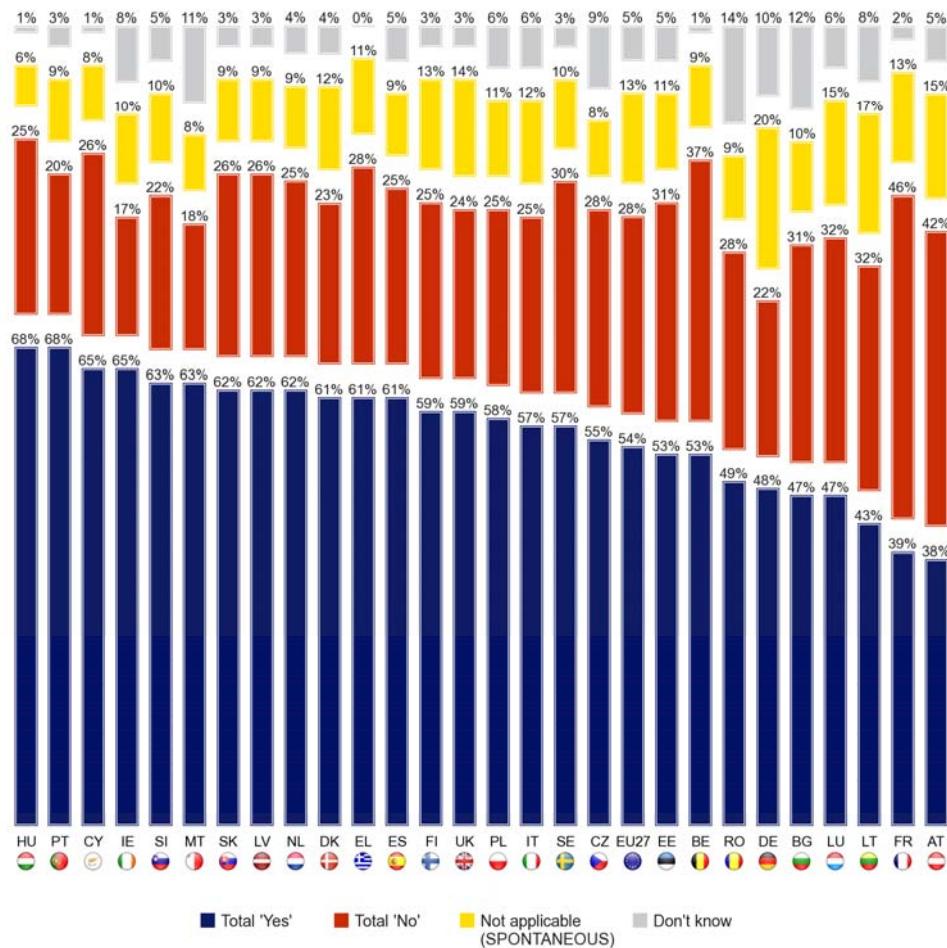


Base: Internet users (66% of the whole sample)

²¹ The first percentage is based on the whole sample; the second on the sample excluding the respondents who answered 'not applicable'

The country by country analysis reveals significant differences: the highest proportions of interviewees who are informed when asked to disclose personal information are found in Hungary and Portugal (both 68%), Ireland, (65%), Cyprus, Malta and Slovakia (63%); the lowest proportions were recorded in Austria (38%), France (39%), and Lithuania (43%).

QB17. 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 the whole sample)

From a **socio-demographic** point of view, groups most likely *to be informed* about the conditions and further uses of the personal information they are asked to disclose when joining a social networking site or registering for a service online include the younger age groups 15-24 (64%) and 25-39 (59%), and students (65%).

QB17 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?

	Always	Sometimes	Rarely	Never	Not applicable (SP.)	Don't Know	Total 'Yes'	Total 'No'
EU27	23%	31%	14%	14%	13%	5%	54%	28%
Sex								
Male	23%	32%	14%	13%	13%	5%	55%	27%
Female	22%	30%	14%	15%	13%	6%	52%	29%
Age								
15-24	26%	38%	15%	14%	3%	4%	64%	29%
25-39	25%	34%	16%	13%	7%	5%	59%	29%
40-54	21%	29%	13%	13%	18%	6%	50%	26%
55 +	15%	21%	12%	18%	27%	7%	36%	30%
Education (End of)								
15-	18%	23%	11%	18%	24%	6%	41%	29%
16-19	21%	30%	15%	14%	14%	6%	51%	29%
20+	24%	31%	13%	14%	13%	5%	55%	27%
Still studying	26%	39%	14%	12%	4%	5%	65%	26%
Respondent occupation scale								
Self-employed	23%	31%	13%	13%	14%	6%	54%	26%
Managers	24%	32%	15%	12%	12%	5%	56%	27%
Other white collars	22%	36%	13%	12%	12%	5%	58%	25%
Manual workers	22%	31%	15%	14%	12%	6%	53%	29%
House persons	26%	25%	12%	19%	10%	8%	51%	31%
Unemployed	23%	29%	18%	17%	10%	3%	52%	35%
Retired	16%	20%	10%	19%	29%	6%	36%	29%
Students	26%	39%	14%	12%	4%	5%	65%	26%
@ Use of the Internet								
Everyday	25%	33%	14%	14%	10%	4%	58%	28%
Often/ Sometimes	15%	25%	14%	15%	22%	9%	40%	29%

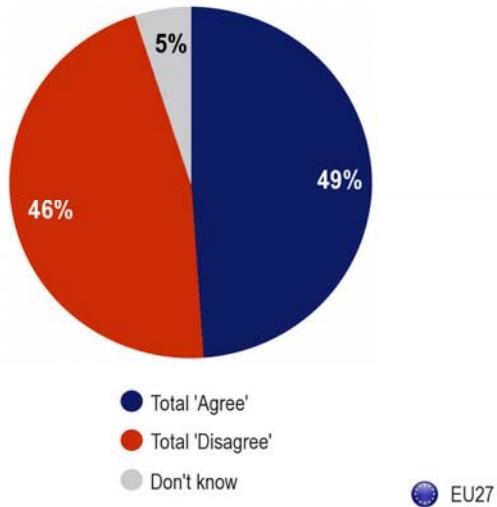
Base: Internet users (66% of the whole sample)

2.2.5 Satisfaction with information provided by social network sites about the possible consequences of disclosing personal information

- Almost half of social network and/or sharing sites users feel sufficiently informed, but almost half do not -

Those respondents who use social networking or sharing sites were then asked whether these sites sufficiently inform their users about the possible consequences of disclosing personal information²²: social network users and online shoppers hold similar views on this issue. Almost half of the respondents say they are sufficiently informed (49%). However, an almost equal proportion says that they are not (46%).

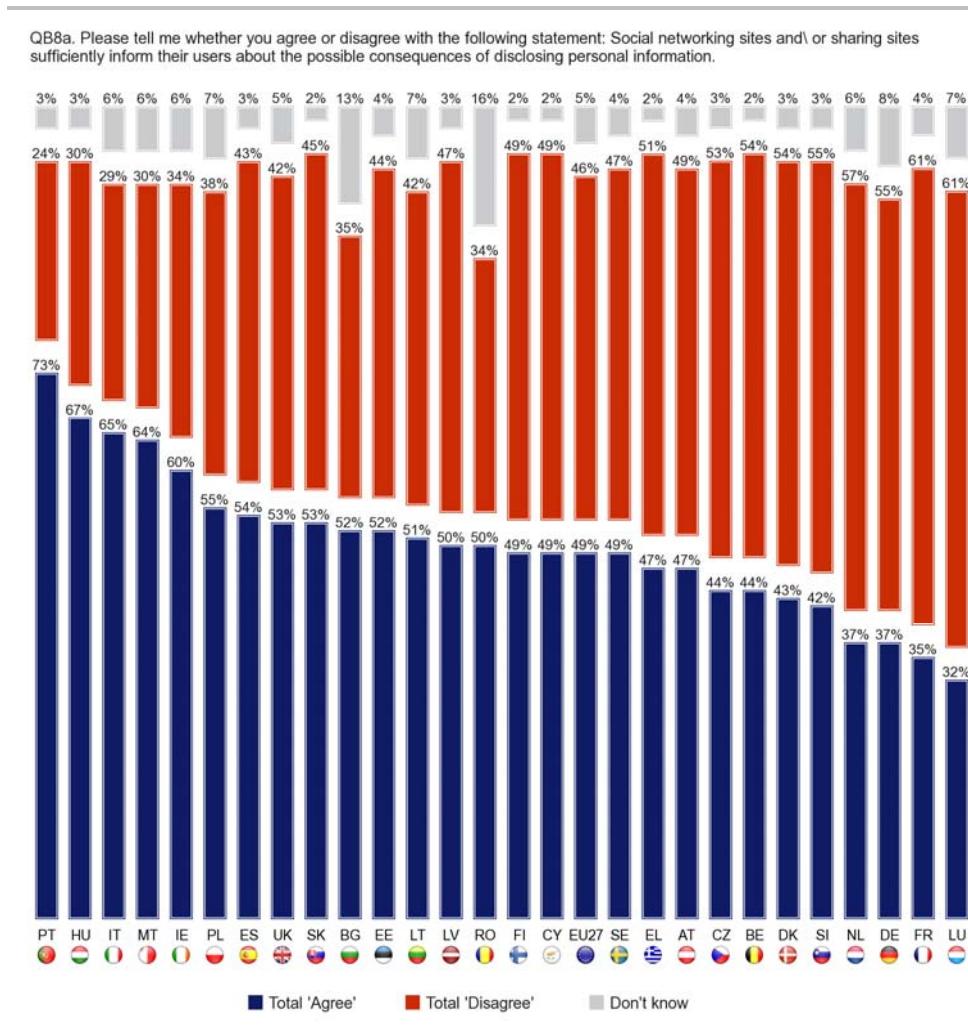
QB8a. Please tell me whether you agree or disagree with the following statement: Social networking sites and\ or sharing sites sufficiently inform their users about the possible consequences of disclosing personal information.



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

²² QB8a 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.

The countries with the largest proportions of sufficiently-informed respondents are Portugal (73%), Hungary (67%), Italy (65%), Malta (64%) and Ireland (60%). Conversely, the lowest proportions are recorded in Luxembourg (32%), France (35%), the Netherlands, and Germany (both 37%). A national pattern seems to emerge here, with countries like Portugal, Hungary and Ireland having a high proportion of respondents who feel sufficiently informed (whether about the conditions and further uses of the personal information they are asked to disclose, or the possible consequences of disclosing personal information) whereas this feeling is much less widespread in Luxembourg, France or Germany.



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

Socio-demographic analysis shows that the youngest respondents aged 15-24 (54%) and manual workers (54%) most often say that social networking or sharing sites sufficiently inform their users about the possible consequences of disclosing personal information. On the other hand fewer older people (37% of the 55+ group, 37% of the retired) and managers (38%) think that this information is sufficient. Here again, trusting Internet companies or telecoms providers to protect personal information suggests that respondents feel well-informed by the social networking or sharing sites: those who trust Internet companies (63%) and telecoms providers (61%) feel well informed (vs. 42% and 41% respectively of those who distrust these companies).

QB8a 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.

	Total 'Agree'	Total 'Disagree'	Don't Know
EU27	49%	46%	5%
Sex			
Male	50%	45%	5%
Female	47%	47%	6%
Age			
15-24	54%	42%	4%
25-39	49%	47%	4%
40-54	46%	47%	7%
55 +	37%	51%	12%
Education (End of)			
15-	48%	42%	10%
16-19	51%	44%	5%
20+	43%	51%	6%
Still studying	52%	44%	4%
Respondent occupation scale			
Self-employed	50%	45%	5%
Managers	38%	59%	3%
Other white collars	52%	43%	5%
Manual workers	54%	41%	5%
House persons	51%	44%	5%
Unemployed	45%	49%	6%
Retired	37%	48%	15%
Students	52%	44%	4%
Use of the Internet			
Everyday	48%	47%	5%
Often/ Sometimes	50%	41%	9%
Internet companies to protect info			
Trust	63%	32%	5%
Do not trust	42%	53%	5%
Telecoms to protect personal info			
Trust	61%	34%	5%
Do not trust	41%	54%	5%

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

2.3 Perceived control over personal data

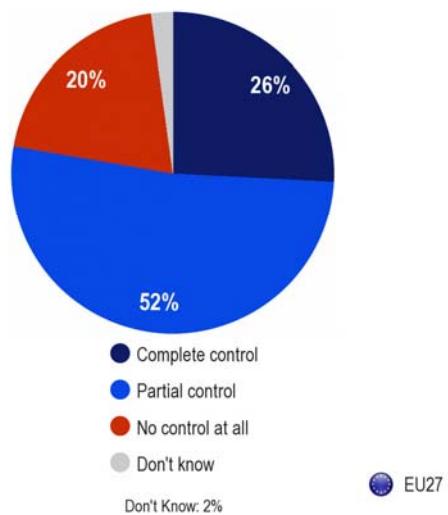
2.3.1 Perceived control over information disclosed on social network sites

- Eight in ten social network users who disclosed personal information feel in control -

Respondents who had disclosed personal information on *social networking or sharing sites* were asked how much control they felt they had over the information they had disclosed, such as the ability to amend, delete or correct this information²³.

A large majority feel they have some control (78%), whereas one-fifth of the respondents do not feel in control at all (20%). Of the interviewees who feel in control, two-thirds feel they have only partial control and one-third feel they have complete control (52% and 26% respectively of all respondents who had disclosed personal information).

QB6a. 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 Site users who disclosed information (36% of the whole sample)

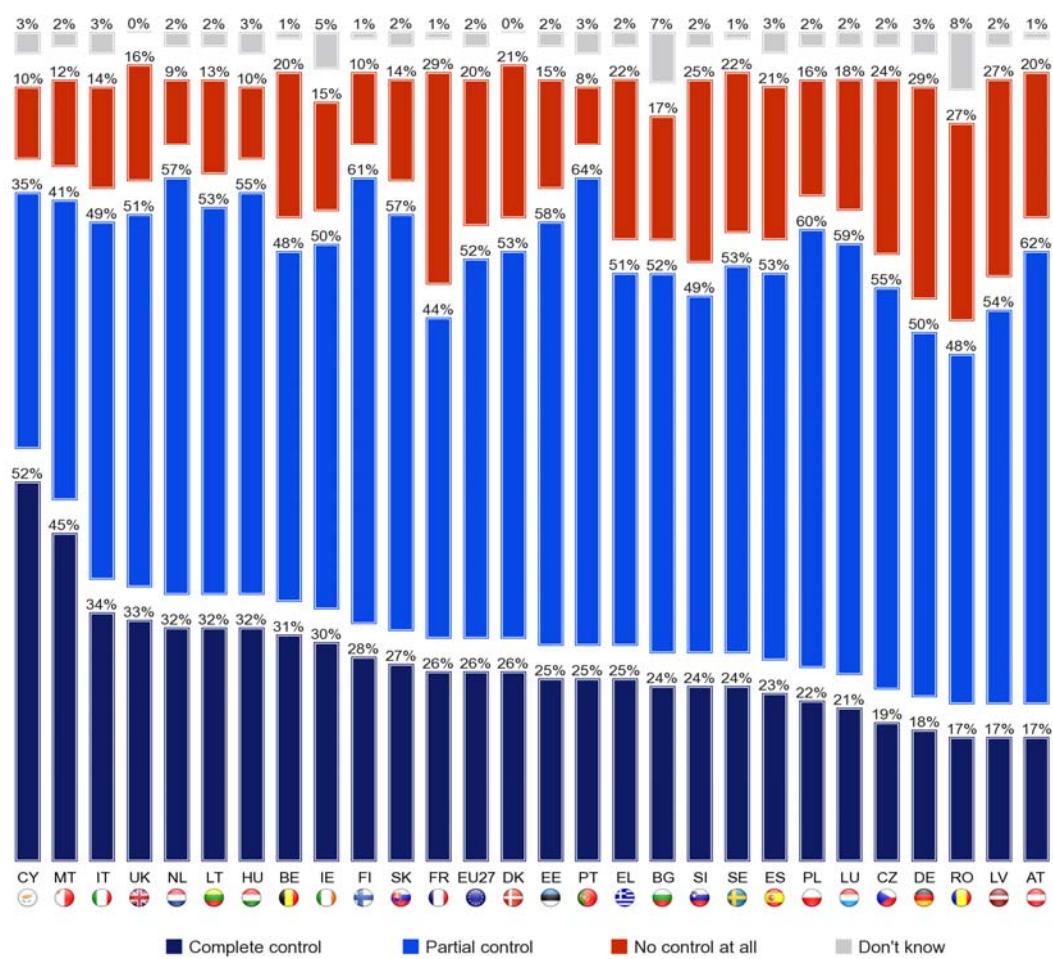
²³ QB6a How much control do you feel you have over the information you have disclosed on social networking sites and\ or sharing sites, e.g. the ability to change, delete or correct this information?

In every single Member State, a majority of the respondents who had disclosed personal information on social networking or sharing sites feel in control of this information, in particular in the Netherlands, Portugal, Finland (each 89%), Cyprus, Hungary (each 87%), and Malta (each 86%).

Furthermore, the largest proportions of respondents feeling in *complete* control are recorded in Cyprus (52%) and Malta (45%). In these two countries, it is the majority view. Portugal has the largest proportion of respondents feeling *partially* in control (64%), followed by Austria (62%), Finland (61%), and Poland (60%).

The countries with the largest proportions of interviewees feeling they have *no control at all* are Germany, France (both 29%), Latvia, and Romania (both 27%).

QB6a. 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 Site users who disclosed information (36% of the whole sample)

Socio-demographic analysis shows that feelings of *complete control* over personal information disclosed on social networking or sharing sites are most common among those aged 15-24, students, and house persons (all groups 31%). *No control at all* was mentioned most frequently by respondents who had left school at the age of 15 or younger (33%), those aged 55+ (29%), retired people (29%), and respondents who have difficulties paying their bills most of the time (27%).

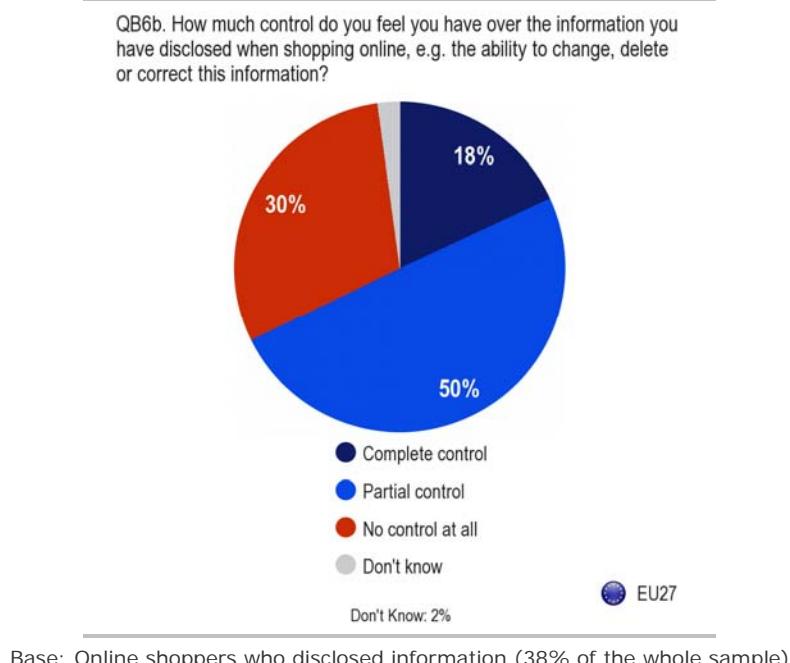
2.3.2. Perceived control over information disclosed when shopping online

- Seven in ten online shoppers who disclosed personal information feel in control -

Turning now to the interviewees who had disclosed personal information when *shopping online*, they were also asked how much control they felt they had over the personal information they disclosed²⁴.

Of the respondents who had disclosed personal information when shopping online, a majority (though smaller than with social networking) feel in control (68%): a similar proportion as in social networking feel *partially* in control (50%), while fewer feel in *complete* control (18%). Three in ten feel *not in control at all* (30%), which is more than in social networking.

Interestingly, online shoppers feel in control less often *and* less strongly than social network users.



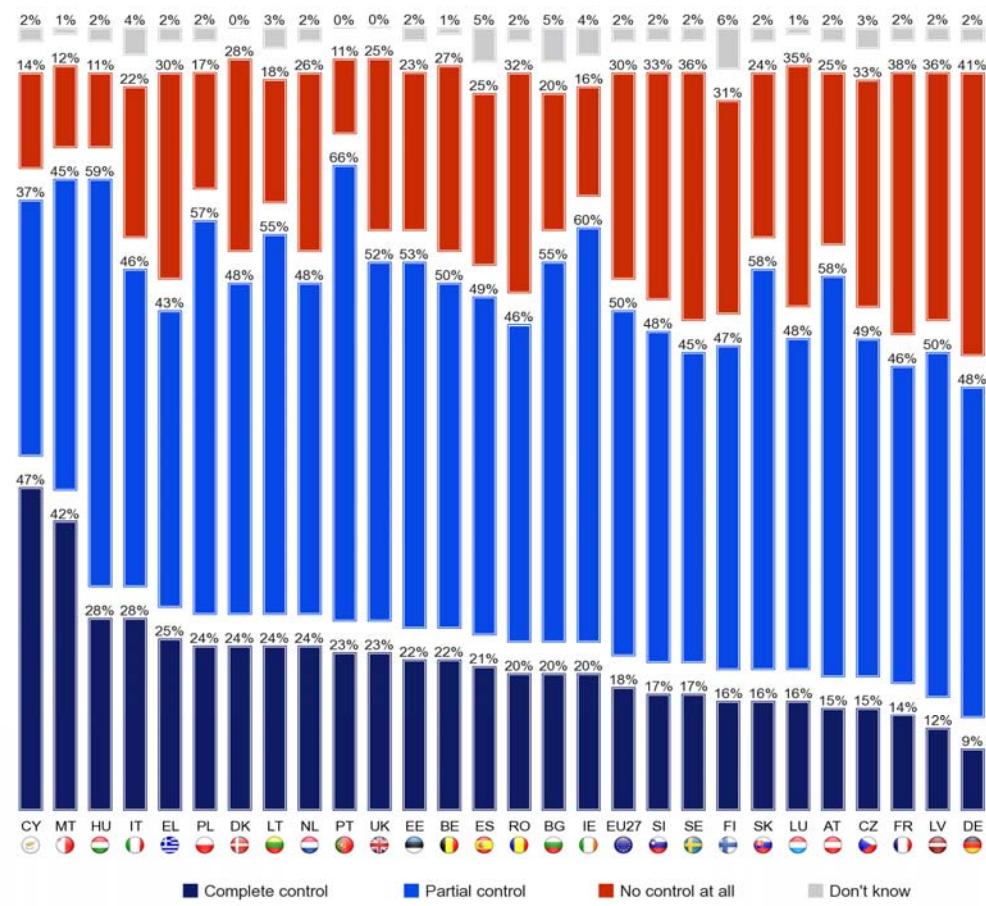
²⁴ QB6b How much control do you feel you have over the information you have disclosed when shopping online, e.g. the ability to change, delete or correct this information?

A majority of the respondents who had disclosed personal information when shopping online feel in control over this information in every single Member State. The highest proportions are recorded in Portugal (89%), Hungary, Malta (both 87%), Cyprus (84%), Poland (81%) and Ireland (80%).

These countries also have largest proportions of interviewees feeling that they have *complete* control, in the case of Cyprus (47%) and Malta (42%), or *partial* control in Portugal (66%), Ireland (60%), and again Hungary (59%). Respondents who feel *no control at all* are most common in Germany (41%) and France (38%).

Interestingly, these countries with highest percentages of respondents feeling in control are also the countries with the largest percentages of sufficiently-informed respondents – as was discussed in a preceding section in this chapter. The converse is true for the countries where most respondents feel they have no control at all: they are also the countries with the least sufficiently-informed interviewees.

QB6b. 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)

Note: results for countries with a small number of respondents who disclosed personal information when shopping online (less than 150) should be interpreted with caution. These countries are: Portugal, Bulgaria, Romania and Greece. For precise numbers, readers should refer to the annexes.

A **socio-demographic** breakdown shows that respondents in the 15-24 age group (23%), and students and house persons (each 22%) are most likely to feel they have *complete control* over personal information disclosed when shopping online. Further, the 15-24 age group (57%) and students (59%) also have the highest percentages of feeling *partial control*. In contrast, highest percentages of *no control at all* are recorded among the older age groups 40-54 (36%) and 55+ (38%), respondents who had left school at the age of 15 or younger (40%), retired people (39%), self-employed respondents and managers (both 36%), and those who place themselves low on the social scale (35%).

2.4 Identity theft and data loss

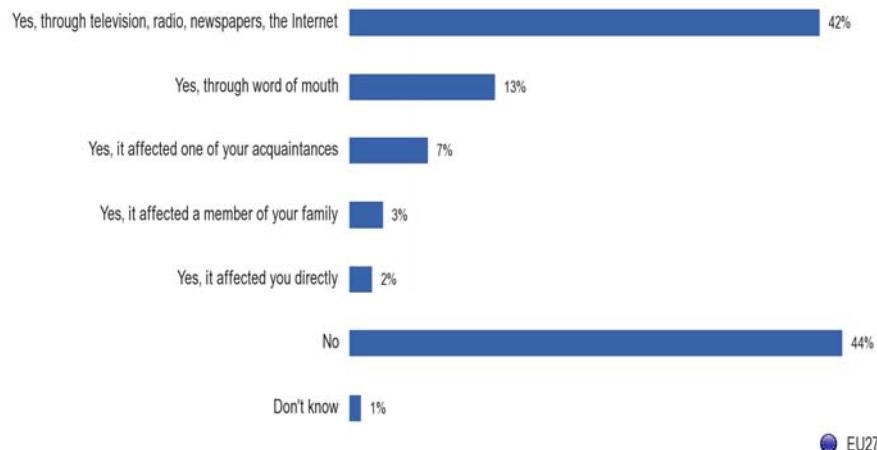
- Awareness of issues in relation to data losses and identity theft is widespread; personal experience remains marginal -

All Europeans surveyed were asked whether they had heard of or experienced issues related to data losses and identity theft in the last 12 months²⁵.

Over four in ten interviewees answer *no* (44%) to this question. Over four in ten respondents also say they have heard about this issue *through television, radio, newspapers, and the Internet* (42%), and far fewer respondents say *through word of mouth* (13%).

Few respondents had experienced issues related to data losses and identity theft *affecting their acquaintances* (7%), *a member of their family* (3%), or *themselves directly* (2%).

QB30. In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft?



Base: Whole sample

Countries where respondents are most likely to have heard of or experienced issues related to data losses or identity theft are the countries with the *lowest* percentages saying *no*, which are Latvia (26%), Sweden (27%), Ireland (28%), Denmark (29%), Finland (31%), and the UK (34%).

In every single EU Member State, *hearing through television, radio, newspapers and the Internet* was by far most frequently mentioned, with the largest majorities in Latvia (69%), Sweden (62%), Denmark (61%) and Finland (59%). Hearing *through word of mouth* happens most frequently in Ireland (25%) and Austria (23%).

²⁵ QB30 In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft?

Experiences of issues related to data losses or identity theft *affecting an acquaintance* are most frequent in Sweden (14%) and Greece (12%); those *affecting a family member* in the UK (7%) and Ireland (6%); and those affecting respondents themselves in the UK and Sweden (both 5%).

QB30 In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft?

		Yes, through television, radio, newspapers, the Internet	Yes, through word of mouth	Yes, it affected one of your acquaintances	Yes, it affected a member of your family	Yes, it affected you directly
	EU27	42%	13%	7%	3%	2%
	BE	31%	9%	6%	3%	3%
	BG	35%	15%	3%	1%	1%
	CZ	53%	11%	5%	2%	1%
	DK	61%	18%	7%	2%	3%
	DE	51%	16%	6%	2%	2%
	EE	53%	7%	4%	1%	2%
	IE	55%	25%	8%	6%	3%
	EL	43%	20%	12%	1%	1%
	ES	50%	13%	6%	2%	1%
	FR	44%	7%	5%	2%	3%
	IT	25%	13%	11%	5%	1%
	CY	50%	15%	8%	3%	2%
	LV	69%	9%	4%	1%	2%
	LT	26%	11%	4%	1%	2%
	LU	50%	18%	10%	3%	4%
	HU	36%	9%	10%	2%	1%
	MT	25%	9%	5%	2%	2%
	NL	45%	9%	5%	2%	3%
	AT	35%	23%	11%	3%	1%
	PL	36%	8%	3%	2%	1%
	PT	22%	8%	5%	2%	1%
	RO	22%	21%	4%	1%	1%
	SI	49%	13%	3%	1%	1%
	SK	44%	21%	8%	2%	1%
	FI	59%	13%	5%	1%	1%
	SE	62%	15%	14%	4%	5%
	UK	49%	16%	8%	7%	5%
Highest percentage per country				Lowest percentage per country		
Highest percentage per item				Lowest percentage per item		

Base: Whole sample

A socio-demographic breakdown demonstrates that the oldest age group aged 55+ (50%), the least educated who had left school at the age of 15 or younger (54%), retired persons (52%) and those who never use the Internet (53%) are the most likely *not to have heard of* or experienced issues related to data losses and identity theft in the last 12 months.

Hearing through television, radio, newspapers and the Internet is by far most likely among those who are educated until the age of 20 or beyond (52%), managers (54%), and people who use the Internet every day (49%); *hearing through word of mouth* is most common among the youngest respondents (those aged 15-24), students, and managers (all three 17%). *Experiences affecting acquaintances* are most likely among students (11%).

QB30 In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft? (MULTIPLE ANSWERS POSSIBLE)

	Yes, through television, radio, newspapers, the Internet	Yes, through word of mouth	Yes, it affected one of your acquaintances	Yes, it affected a member of your family	Yes, it affected you directly	Yes, others (SP.)	No	Don't Know	Total 'Yes'
EU27	42%	13%	7%	3%	2%	0%	44%	1%	55%
Sex									
Male	44%	14%	7%	3%	2%	0%	42%	1%	57%
Female	41%	12%	6%	3%	2%	1%	46%	1%	53%
Age									
15-24	39%	17%	9%	2%	2%	1%	42%	2%	56%
25-39	44%	14%	9%	4%	3%	1%	40%	1%	59%
40-54	45%	14%	7%	3%	3%	1%	41%	1%	58%
55+	40%	10%	4%	2%	2%	0%	50%	2%	49%
Education (End of)									
15-	34%	10%	5%	2%	1%	0%	54%	2%	44%
16-19	42%	13%	6%	3%	2%	0%	44%	1%	55%
20+	52%	15%	8%	3%	3%	0%	34%	1%	65%
Still studying	37%	17%	11%	3%	2%	1%	43%	2%	56%
Respondent occupation scale									
Self-employed	45%	16%	9%	3%	2%	0%	39%	2%	59%
Managers	54%	17%	9%	3%	4%	1%	30%	1%	68%
Other white collars	45%	15%	8%	4%	2%	1%	38%	1%	61%
Manual workers	43%	13%	7%	2%	2%	0%	43%	1%	56%
House persons	39%	10%	6%	3%	1%	1%	48%	2%	50%
Unemployed	40%	13%	6%	2%	3%	1%	45%	1%	54%
Retired	38%	9%	4%	2%	2%	0%	52%	2%	46%
Students	37%	17%	11%	3%	2%	1%	43%	2%	56%
@ Use of the Internet									
Everyday	49%	15%	8%	3%	3%	1%	36%	1%	63%
Often/ Sometimes	44%	16%	7%	3%	2%	1%	41%	1%	58%
Never	34%	10%	4%	2%	1%	0%	53%	2%	45%

Base: Whole sample

2.5 Summary

This chapter has addressed the question of how knowledgeable Europeans are regarding how to protect their identity and personal information.

Europeans use various **types of credentials**; three-quarters use credit cards and bank cards; around two-thirds use national identity cards or residence permits, government entitlement cards, or driving licences. Almost half use customer cards, such as loyalty cards and frequent flyer cards, and more than four out of ten use a passport. One-third of the respondents have an account they use on the Internet, such as email, or for social networking or commercial services. One in twenty use a student card.

To **protect their identity in daily life**, around six out of ten Europeans give the minimum required information or do not disclose their bank details or PIN numbers, while almost half disclose information only to people and organisations they trust, or do not disclose their user names and passwords. Around three out of ten respondents use cash instead of recorded transactions such as bank cards and transfers; they shred old bills, bank statements, credit card receipts, etc.; they do not disclose payment card details online; and they adjust the information they disclose to different contexts, for example depending on whether they are dealing with a company, a bank or a website. Less than one in ten Europeans provide false information.

To **protect their identity on the Internet**, around four in ten European Internet users apply tools and strategies to limit unwanted emails and spam, check that a transaction is protected or that the site has a safety logo or label, or use anti-spy software. Around one in three respondents delete cookies. Slightly more than one-fifth of the Internet users change the security settings of their browser to increase privacy, or avoid providing the same information to different sites. Other “protection techniques” are cited by 15% Europeans or less.

With regard to respondents’ awareness of the possible accessibility of their personal data to third parties, almost six in ten Internet users **usually read privacy statements**, and the majority of those who read them **adapt their behaviour on the Internet**: it seems that informing Europeans about personal data can help to raise awareness and to persuade them to be more cautious when disclosing personal information.

When interviewees who do not usually read them are asked their **reasons for not reading privacy statements**, four in ten say that it is enough to see that websites have a privacy statement, while around a quarter believe the law will protect them in any case, or that the websites will not honour the privacy statements anyway.

Over half of European internet users say they are 'always' or 'sometimes' **informed** about *the conditions* for the data collection and *the further uses* of their data when they join a social networking site or register for a service online; Still, almost three in ten say they were rarely or never informed.

Almost half of the social networking or sharing sites users say that these *sites sufficiently inform* them about the possible consequences of disclosing; However, an only slighter proportion say that is not the case.

A majority of Europeans who have disclosed personal information on social networking or sharing sites **feel in control of their personal data**, e.g. the ability to change, delete or correct this information; a quarter feel in complete control, over half feel they have partial control, while one-fifth do not feel they have any control at all.

A majority of the respondents who have disclosed personal information when shopping online feel in control; less than one-fifth feel in complete control, half feel partially in control, while three in ten do not feel in control at all.

More than four in ten Europeans have heard about issues related to **data losses and identity theft** in the last 12 months through television, radio, newspapers, and the Internet, while only just over one in ten respondents have heard about these issues by word of mouth.

Less than one in ten Europeans have experienced issues related to data losses and identity theft affecting their acquaintances; only very few have experienced it within their families, or personally.

In conclusion, substantial proportions of Europeans appear to be in need of information on personal data.

* * *

3 PROTECTION OF PERSONAL DATA

The preceding chapters of this report discussed Europeans' actual disclosure of personal information.

This chapter presents respondents' opinions about ways to protect such personal data. Firstly, identity protection in daily life and on the Internet will be addressed, followed by a discussion of interviewees' expectations of organizations holding personal data: their trust in such organizations, their concern about the further uses of personal data, whether they would like to be able to grant or withhold consent to use these data, and whether they would like to be informed about any personal data loss.

The chapter ends with respondents' perceptions about access to their personal data: their willingness to pay for access to personal data held, their reasons for deleting such data, the importance they attach to portability of personal data across service providers, whether and how often they change their privacy settings on social networking sites, and, if not, their reasons for not changing these settings.

3.1 Expectations of organizations holding personal data

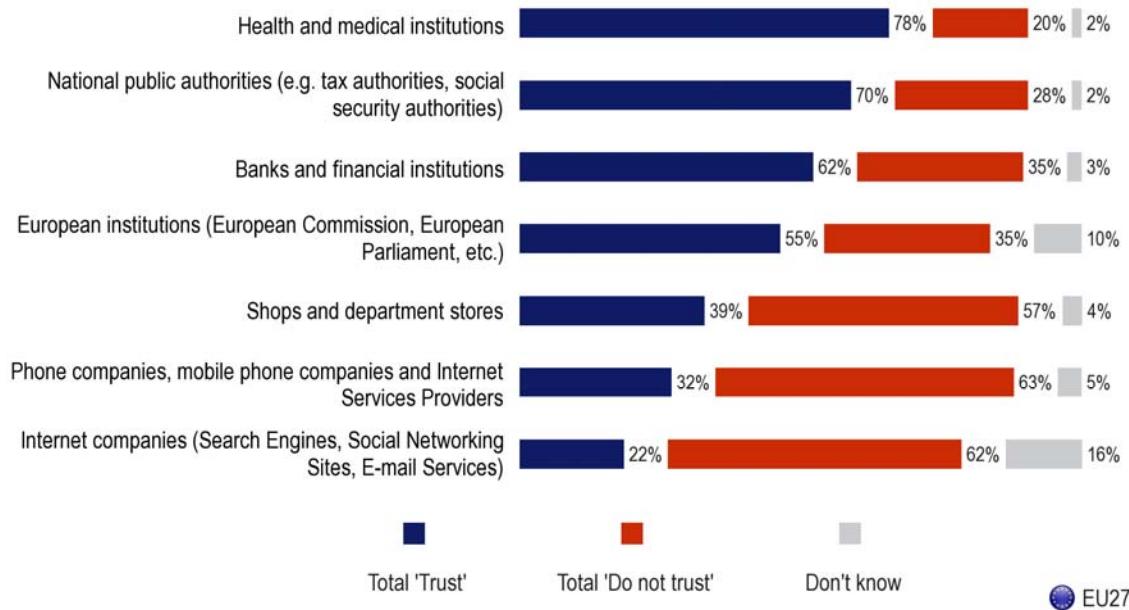
3.1.1 Trust in institutions and companies

- *A majority of Europeans trust institutions to protect their information but not commercial companies –*

Different authorities (government departments, local authorities, agencies) and private companies collect and store personal data. Respondents were asked to what extent they trust the following institutions to protect their personal information²⁶.

²⁶ QB25 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?

QB25. 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?



Base: Whole sample

The majority of the Europeans interviewed trust health and medical institutions (78%), national public authorities such as tax authorities and social security authorities (70%), banks and financial institutions (62%), and European institutions such as the European Commission and the European Parliament (55%).

However, fewer people trust shops and department stores (39%); phone companies, mobile phone companies and Internet service providers (32%); and Internet companies such as search engines, social networking sites and e-mail services (22%). In short, authorities and institutions are trusted more than commercial companies.

As we have seen in chapter 1, a majority of Europeans were concerned about their behaviour being recorded via payment cards, their mobile phone or on the Internet. That concern might be related to the limited trust in commercial organisations that collect these data.

Further cross-analyses regarding feelings of control and informed consent as discussed in chapter two reveals that those who distrust the public authorities are more likely (29%) to *feel no control at all* over the personal information they disclose on social networking and sharing sites compared to those who do trust the public authorities (17%). In addition, considerably fewer of the interviewees who do not trust Internet companies and telecoms providers (50% and 49% respectively) *had been informed* about the conditions for the data collection and the further uses of their data, compared to those who do have trust in these companies (64% and 62% respectively were informed).

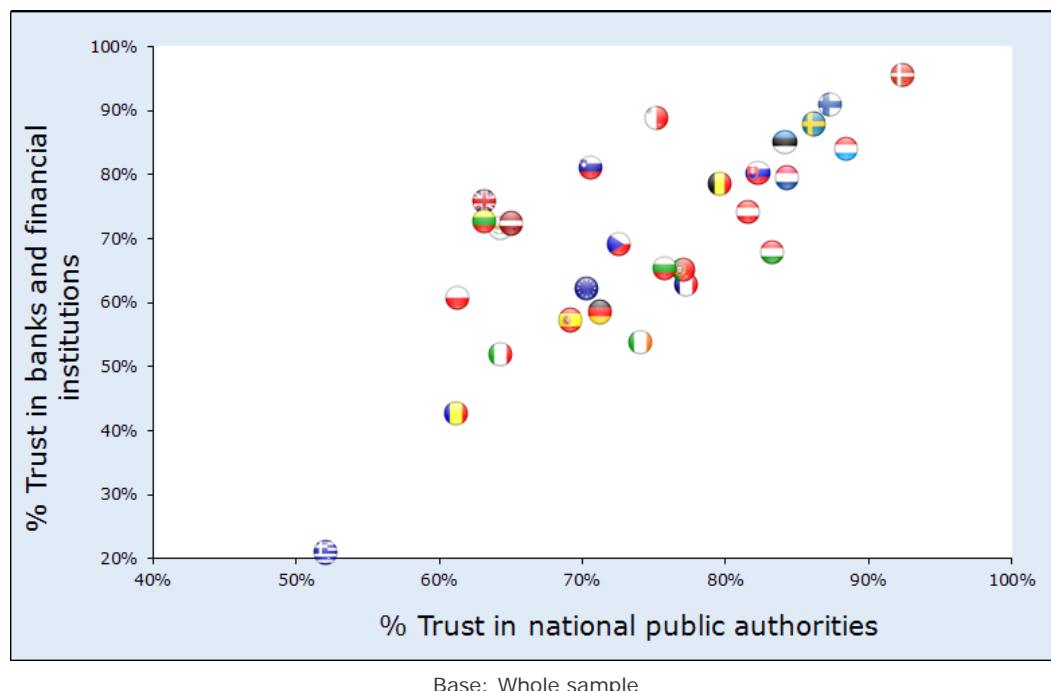
A country-by-country analysis shows that *health and medical institutions* are trusted by majorities in every EU Member State, led by Denmark (93%), Belgium (91%), Luxembourg and Finland (both 90%). These majorities are smallest in Greece (58%), Romania (61%) and Poland (63%).

Majorities in all EU Member States also trust *national public authorities such as tax authorities and social security authorities*. The majorities are largest in Denmark (92%), Luxembourg (88%), Finland (87%) and Sweden (86%) and smallest in Greece (52%), Poland and Romania (both 61%).

Banks and financial institutions are trusted by majorities in all but two Member States. They are trusted most in Denmark (92%), Finland (91%) and Sweden (88%) and least in Romania (43%) and Greece (21%). Unsurprisingly, Greece is also the only Member State with a majority saying they *do not trust* these institutions (78%).

The graph below shows that there is a correlation between trust in national public authorities and trust in banks and financial institutions. At the top, Nordic countries, the Netherlands and Estonia – countries where respondents are least concerned about their behaviour being recorded in general - record a large majority of citizens who trust both banks and national authorities. The level of trust is lower in Romania, Poland and Italy.

Interestingly, the level of trust of institutions therefore seems more related to national contexts than to the institutions themselves.



Base: Whole sample

European institutions such as the European Commission and the European Parliament are trusted by majorities in all but four Member States. Trust is most widespread in Hungary, Slovakia, Luxembourg and Belgium (all 73%) and lowest in the UK (38%) and Greece (46%); Greece again being the only Member States where a majority do *not* trust the institutions (52%). In two other countries only small majorities trust the European institutions, nevertheless still larger than the proportion of respondents who do not trust them: Germany (48% versus 45%) and Cyprus (47% versus 34%).

QB25. 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?

	Health and medical institutions			National public authorities (e.g. tax authorities, social security authorities)			Banks and financial institutions			European institutions (European Commission, European Parliament, etc.)		
	Total 'Trust'	Total 'Do not trust'	Don't know	Total 'Trust'	Total 'Do not trust'	Don't know	Total 'Trust'	Total 'Do not trust'	Don't know	Total 'Trust'	Total 'Do not trust'	Don't know
EU27	78%	20%	2%	70%	28%	2%	62%	35%	3%	55%	35%	10%
BE	91%	9%	0%	80%	19%	1%	77%	23%	0%	73%	25%	2%
BG	73%	22%	5%	76%	20%	4%	65%	29%	6%	54%	24%	22%
CZ	79%	21%	0%	73%	26%	1%	70%	29%	1%	56%	37%	7%
DK	93%	6%	1%	92%	7%	1%	92%	7%	1%	71%	22%	7%
DE	79%	20%	1%	71%	28%	1%	56%	43%	1%	48%	45%	7%
EE	87%	12%	1%	84%	14%	2%	86%	12%	2%	62%	21%	17%
IE	80%	16%	4%	74%	21%	5%	53%	43%	4%	56%	23%	21%
EL	58%	42%	0%	52%	48%	0%	21%	78%	1%	46%	52%	2%
ES	85%	14%	1%	69%	30%	1%	59%	40%	1%	61%	31%	8%
FR	86%	13%	1%	77%	22%	1%	62%	36%	2%	54%	34%	12%
IT	68%	30%	2%	63%	34%	3%	52%	45%	3%	60%	34%	6%
CY	78%	21%	1%	64%	29%	7%	74%	23%	3%	47%	34%	19%
LV	70%	28%	2%	65%	34%	1%	73%	24%	3%	51%	31%	18%
LT	71%	26%	3%	63%	33%	4%	73%	23%	4%	60%	24%	16%
LU	90%	9%	1%	88%	10%	2%	86%	13%	1%	73%	21%	6%
HU	83%	17%	0%	83%	17%	0%	67%	30%	3%	73%	19%	8%
MT	89%	9%	2%	75%	22%	3%	86%	12%	2%	58%	22%	20%
NL	83%	16%	1%	84%	15%	1%	79%	20%	1%	64%	29%	7%
AT	79%	19%	2%	81%	17%	2%	75%	23%	2%	61%	32%	7%
PL	63%	31%	6%	61%	34%	5%	61%	33%	6%	54%	27%	19%
PT	79%	19%	2%	76%	21%	3%	64%	33%	3%	65%	23%	12%
RO	61%	31%	8%	61%	30%	9%	43%	46%	11%	58%	25%	17%
SI	82%	17%	1%	71%	27%	2%	79%	20%	1%	60%	33%	7%
SK	84%	15%	1%	82%	16%	2%	80%	19%	1%	73%	20%	7%
FI	90%	9%	1%	87%	12%	1%	91%	9%	0%	62%	32%	6%
SE	88%	12%	0%	86%	13%	1%	88%	12%	0%	66%	27%	7%
UK	83%	15%	2%	63%	35%	2%	75%	23%	2%	38%	49%	13%

Base: Whole sample

Trust in *shops and department stores* is highest in Finland (63%), Estonia (57%), and Ireland (56%). These are also the only three Member States where clearly more respondents trust them than not (36%, 40% and 39% respectively). Respondents trust shops and stores least in Greece (23%) and Bulgaria and Romania (both 28%).

Estonia (65%) stands out with the highest percentages of interviewees who trust *phone companies, mobile phone companies and Internet service providers*, followed at some distance by Finland (55%) and Malta (52%). The lowest percentages are found in Greece (14%) and Germany (20%).

In every single Member State, more people do *not* trust than trust *Internet companies such as search engines, social networking sites and e-mail services*. Nevertheless, trust levels are highest in Finland (33%), Estonia, Slovakia and Denmark (all 32%).

In conclusion, Finland stands out as the country with highest levels of trust in almost all institutions or companies involved in the protection of personal information; followed firstly by Denmark, Luxembourg and Estonia (the latter only for companies), and then by Belgium, Sweden, and Slovakia. In contrast, the country standing out for the lowest trust levels is Greece, in all institutions and companies, followed by Romania, and, at some distance, by Poland.

QB25. 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?

	Shops and department stores	Phone companies, mobile phone companies and Internet Services Providers			Internet companies (Search Engines, Social Networking Sites, E-mail Services)				
		Total 'Trust'	Total 'Do not trust'	Don't know	Total 'Trust'	Total 'Do not trust'	Don't know	Total 'Trust'	Total 'Do not trust'
 EU27	39%	57%	4%	32%	63%	5%	22%	62%	16%
 BE	51%	48%	1%	38%	60%	2%	23%	68%	9%
 BG	28%	64%	8%	35%	50%	15%	20%	45%	35%
 CZ	35%	63%	2%	37%	61%	2%	25%	63%	12%
 DK	47%	50%	3%	44%	54%	2%	32%	61%	7%
 DE	34%	64%	2%	20%	78%	2%	16%	74%	10%
 EE	57%	40%	3%	65%	31%	4%	32%	46%	22%
 IE	56%	39%	5%	41%	45%	14%	29%	45%	26%
 EL	23%	75%	2%	14%	85%	1%	14%	77%	9%
 ES	47%	50%	3%	27%	70%	3%	18%	62%	20%
 FR	35%	62%	3%	28%	67%	5%	16%	70%	14%
 IT	37%	59%	4%	30%	66%	4%	23%	64%	13%
 CY	43%	53%	4%	50%	44%	6%	12%	54%	34%
 LV	40%	56%	4%	48%	46%	6%	28%	53%	19%
 LT	46%	49%	5%	50%	45%	5%	28%	42%	30%
 LU	39%	57%	4%	49%	47%	4%	17%	68%	15%
 HU	36%	60%	4%	48%	48%	4%	24%	55%	21%
 MT	33%	55%	12%	52%	39%	9%	20%	49%	31%
 NL	33%	65%	2%	30%	68%	2%	20%	75%	5%
 AT	31%	66%	3%	33%	64%	3%	21%	67%	12%
 PL	36%	53%	11%	42%	47%	11%	25%	48%	27%
 PT	40%	51%	9%	32%	60%	8%	26%	57%	17%
 RO	28%	57%	15%	36%	47%	17%	22%	43%	35%
 SI	44%	55%	1%	39%	57%	4%	22%	64%	14%
 SK	41%	55%	4%	47%	50%	3%	32%	58%	10%
 FI	63%	36%	1%	55%	43%	2%	33%	54%	13%
 SE	41%	57%	2%	28%	70%	2%	26%	67%	7%
 UK	48%	47%	5%	43%	52%	5%	30%	54%	16%

Base: Whole sample

A **socio-demographic** breakdown reveals that age, education, financial situation and social position make a difference, while occupation and gender are of less relevance. A general pattern emerges with the respondents aged 15-24 showing the most trust in *all* institutions and companies, as do students. This is particularly the case for the European institutions with 67% of the youngest age group saying that they trust them to protect their data, compared with only 53% of the respondents aged 40-54 and 48% of the oldest group, who also record a high level of "don't know" answers, 13%.

In contrast, the opposite is true of respondents who left school at the age of 15 or younger, except in the case of health and medical institutions and shops and department stores. Furthermore, respondents who have difficulties with paying their bills most of the time and interviewees who place themselves low on the social scale are *least* likely to trust *all* institutions and companies. It is especially interesting to note that 70% of respondents who position themselves high on the social scale trust the banks and financial institutions compared with only 55% of those who are at the bottom.

Finally, the Internet-use index shows that the more active the users the more likely they are to trust the bodies holding their information. Trust levels stand at 36% for both social networking site users and sharing site users compared to 22% and 24% respectively of those who do not use these websites.

QB25. 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? - %Total 'Trust'

	Health and medical institutions	National public authorities (e.g. tax authorities, social security authorities)	Banks and financial institutions	European institutions (European Commission, European Parliament, etc.)	Shops and department stores	Phone companies, mobile phone companies and Internet Services Providers	Internet companies (Search Engines, Social Networking Sites, E-mail Services)
EU27	78%	70%	62%	55%	39%	32%	22%
 Sex							
Male	77%	69%	62%	56%	37%	33%	23%
Female	79%	71%	63%	54%	39%	32%	21%
 Age							
15-24	83%	76%	70%	67%	47%	45%	38%
25-39	78%	71%	64%	59%	38%	35%	27%
40-54	74%	67%	59%	53%	34%	27%	19%
55 +	78%	69%	59%	48%	38%	29%	13%
 Education (End of)							
15-	77%	65%	55%	44%	40%	26%	11%
16-19	78%	70%	63%	54%	39%	33%	22%
20+	77%	73%	66%	60%	33%	32%	24%
Still studying	84%	76%	71%	70%	47%	45%	40%
 Respondent occupation scale							
Self-employed	76%	69%	57%	57%	34%	28%	23%
Managers	76%	71%	64%	59%	31%	27%	24%
Other white collars	77%	74%	66%	62%	38%	34%	28%
Manual workers	79%	71%	65%	54%	41%	34%	25%
House persons	75%	66%	58%	53%	38%	28%	17%
Unemployed	77%	64%	58%	52%	37%	31%	21%
Retired	78%	68%	60%	46%	38%	29%	12%
Students	84%	76%	71%	70%	47%	45%	40%
 Difficulties paying bills							
Most of the time	71%	61%	52%	45%	35%	29%	16%
From time to time	75%	68%	57%	56%	37%	31%	22%
Almost never	81%	72%	67%	56%	40%	33%	23%
 Self-positioning on the social staircase							
Low (1-4)	76%	66%	55%	48%	34%	28%	17%
Medium (5-6)	78%	70%	63%	55%	40%	32%	22%
High (7-10)	80%	76%	70%	63%	41%	36%	28%
 Use of the Internet's index							
++	83%	76%	75%	65%	45%	44%	39%
+	82%	75%	69%	63%	40%	36%	33%
-	78%	71%	64%	56%	34%	31%	25%
--	75%	66%	55%	48%	37%	27%	11%

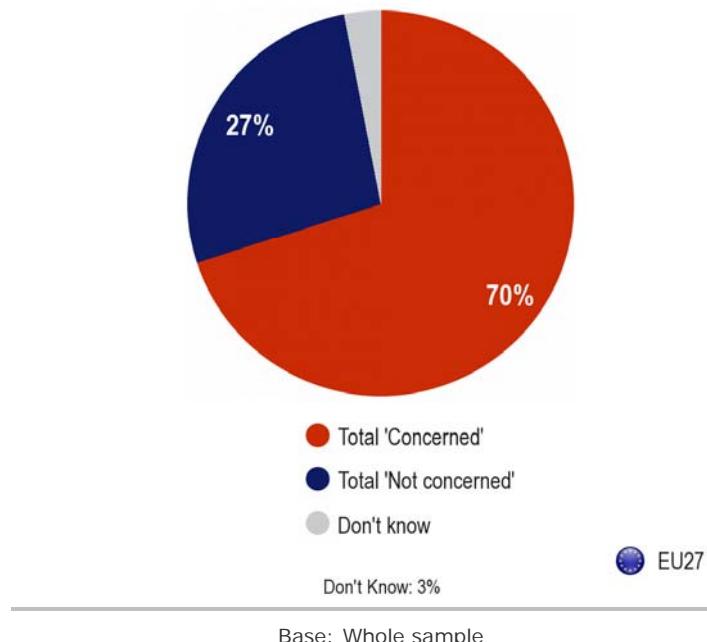
Base: Whole sample

3.1.2 Concern about the further uses of personal data than the ones it was originally collected for

– Seven Europeans out of ten are concerned about the potential use that companies may make of the information disclosed –

Companies holding personal information may sometimes use it for a purpose other than that for which it was collected (e.g. for direct marketing or targeted online advertising), without informing the individuals concerned. Respondents were asked how worried they were about this use of their information.²⁷ A large majority of respondents are concerned (70%). Only 27% say they are not. The potential misuse of personal information may be one explanation of the general distrust Europeans have in commercial companies to protect their data.

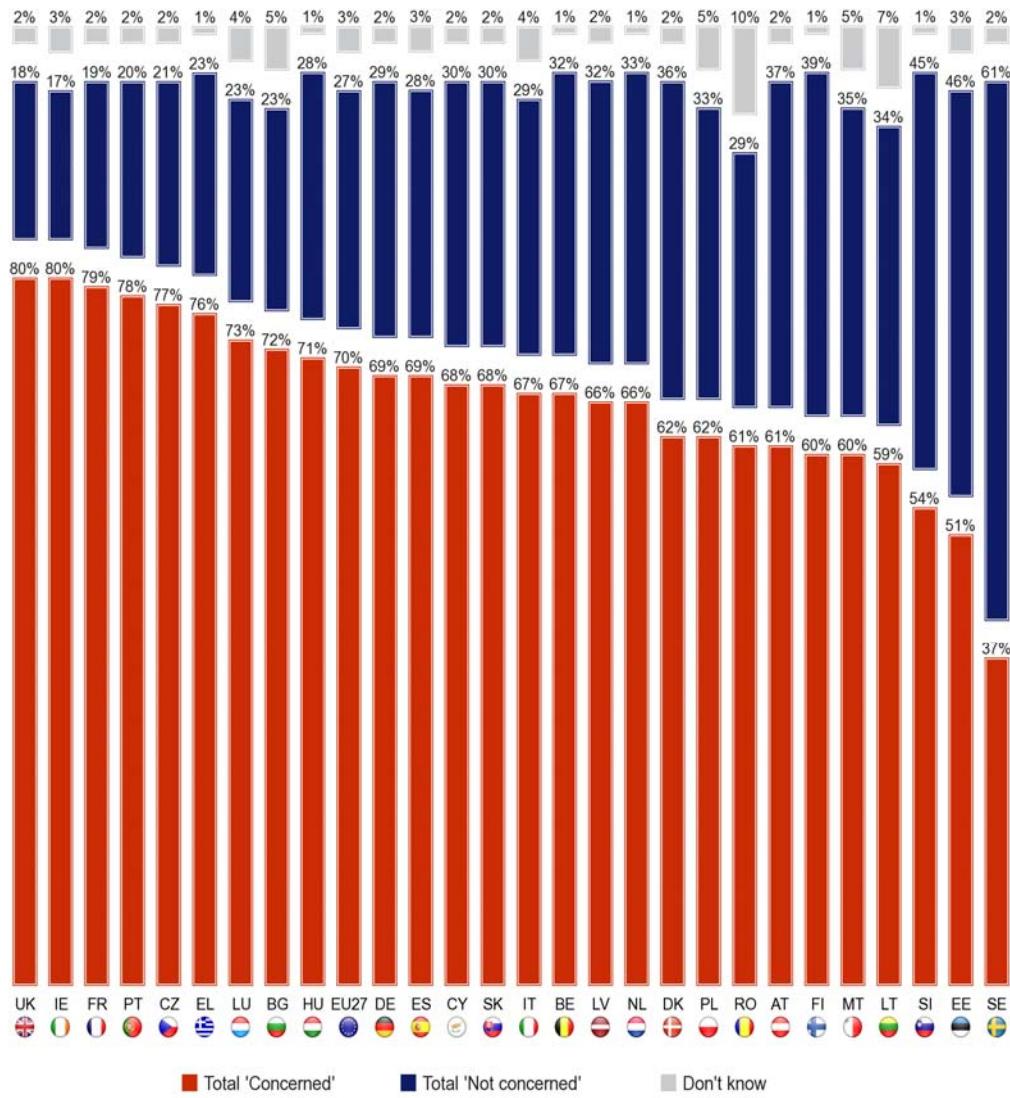
QB26. Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?



²⁷ QB26 Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?

A **country-by-country** analysis shows that in all but one EU Member State, a majority of respondents are concerned. The highest percentages are found in the UK, Ireland (both 80%), France (79%), while the lowest percentages are recorded in Sweden (37%), Estonia (51%) and Slovenia (54%). In Sweden, indeed, a majority of respondents are unconcerned (61%).

QB26. Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?



Base: Whole sample

There are only a few **socio-demographic** differences: respondents aged 15-24 (63%) and students (61%) are least likely to be concerned, while managers are most concerned (76%). Gender is of no influence here.

QB26 Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?

	Total 'Concerned'	Total 'Not concerned'	Don't Know
EU27	70%	27%	3%
Sex			
Male	70%	27%	3%
Female	70%	27%	3%
Age			
15-24	63%	36%	1%
25-39	71%	27%	2%
40-54	73%	25%	2%
55 +	69%	26%	5%
Respondent occupation scale			
Self-employed	72%	27%	1%
Managers	76%	23%	1%
Other white collars	70%	28%	2%
Manual workers	72%	26%	2%
House persons	70%	26%	4%
Unemployed	72%	25%	3%
Retired	69%	26%	5%
Students	61%	38%	1%

Base: Whole sample

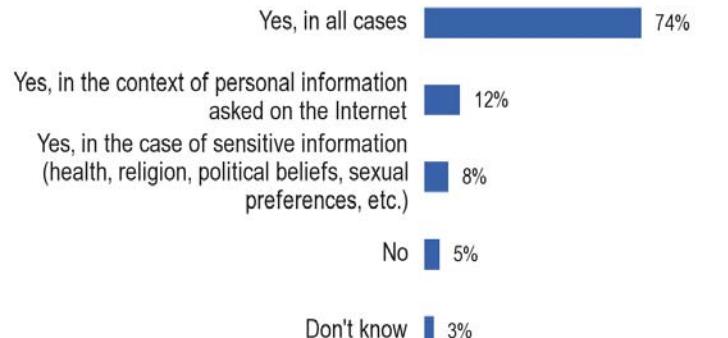
3.1.3 Perceptions on individual's consent for the processing of their personal data

- Nearly all Europeans would like to give their specific approval before the collection and processing of their personal information –

All respondents were asked whether their specific approval should be required before any kind of personal information is collected and processed.²⁸ A large majority say their approval should be required in all cases (74%). Only around one in ten says yes, in the case of personal information collected on the Internet (12%), or yes, in the case of sensitive information (health religion, political beliefs or sexual preferences - 8%).

²⁸ QB24 Should your specific approval be required before any kind of personal information is collected and processed?

QB24. Should your specific approval be required before any kind of personal information is collected and processed?

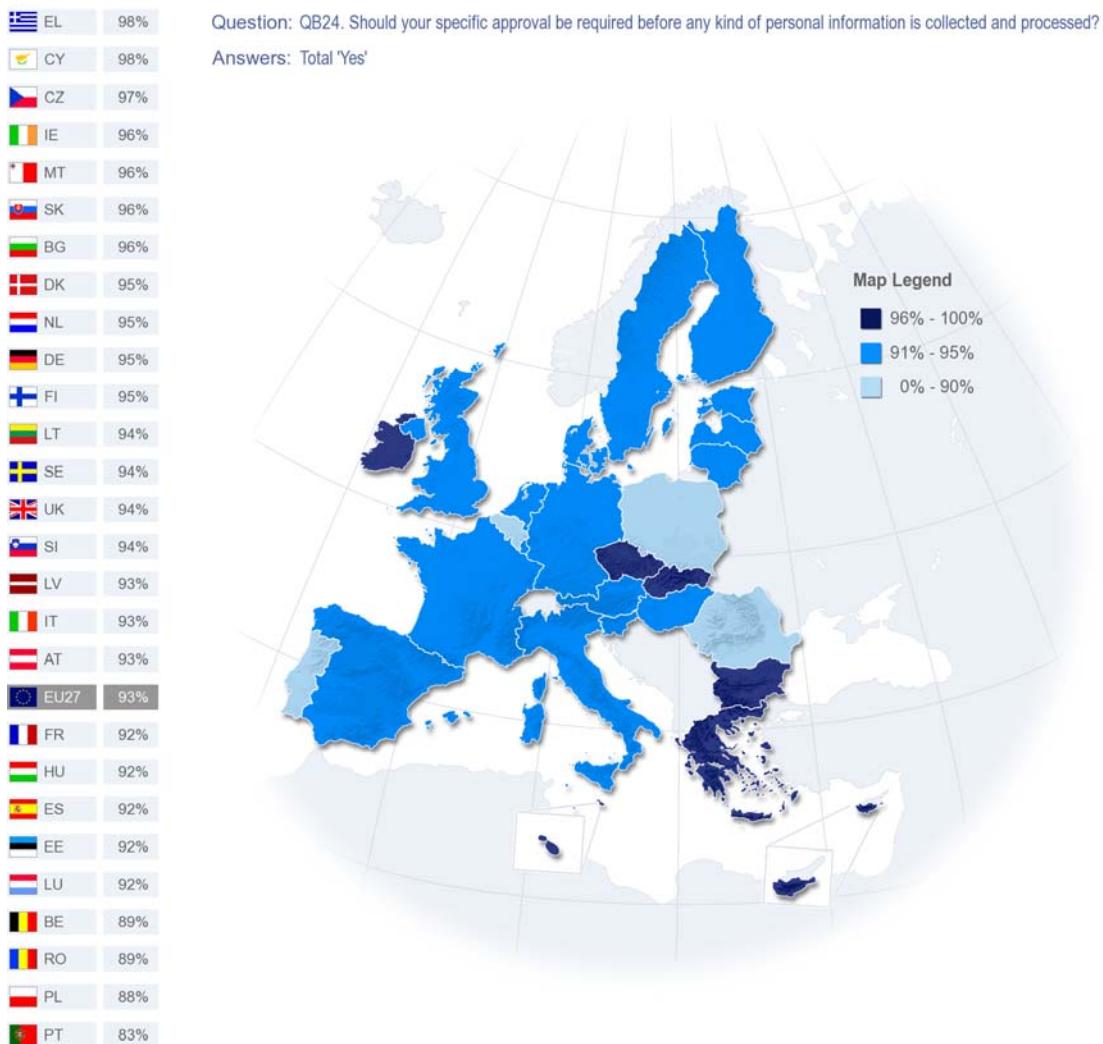


EU27

Base: Whole sample

A country-by-country analysis reveals that respondents in Greece and Cyprus (each 98%), the Czech Republic (97%), and Ireland, Malta, Slovakia, and Bulgaria (all 96%) are most likely to say that their specific approval should be obtained. Large majorities also hold this opinion overall in all other Member States, the lowest score being 83% in Portugal.

The detailed results show that Sweden (60%), Austria and the Netherlands (both 61%) and Finland and Belgium (66% each) are the countries where respondents are least likely to want to give specific approval before *all* categories of personal information are collected and processed. It should be remembered that Sweden, Finland and the Netherlands are countries where the level of trust in data collection and use is generally the highest. This could explain why the largest number of respondents in these countries would like the opportunity to give specific approval for data use in a given context and not all the time.



Base: Whole sample

A **socio-demographic** breakdown did not reveal any differences, except that respondents who left school at the age of 15 or younger (88%) and retired interviewees (89%) are less likely to want to approve any use of their data.

The youngest respondents – respondents who have the most trust in data collection in general – are less likely to want specific approval in all cases (66%) than the other age groups (77% of the 40-54s).

QB24 Should your specific approval be required before any kind of personal information is collected and processed? (MULTIPLE ANSWERS POSSIBLE)

	Total 'Yes'	No	Don't Know
EU27	93%	5%	3%
Age			
15-24	94%	5%	2%
25-39	95%	4%	2%
40-54	94%	4%	2%
55 +	90%	6%	4%
Education (End of)			
15-	88%	7%	5%
16-19	94%	4%	2%
20+	95%	3%	1%
Still studying	94%	5%	1%
Respondent occupation scale			
Self-employed	94%	4%	2%
Managers	96%	2%	1%
Other white collars	95%	4%	2%
Manual workers	94%	5%	2%
House persons	92%	4%	3%
Unemployed	93%	4%	3%
Retired	89%	6%	5%
Students	94%	5%	1%

Base: Whole sample

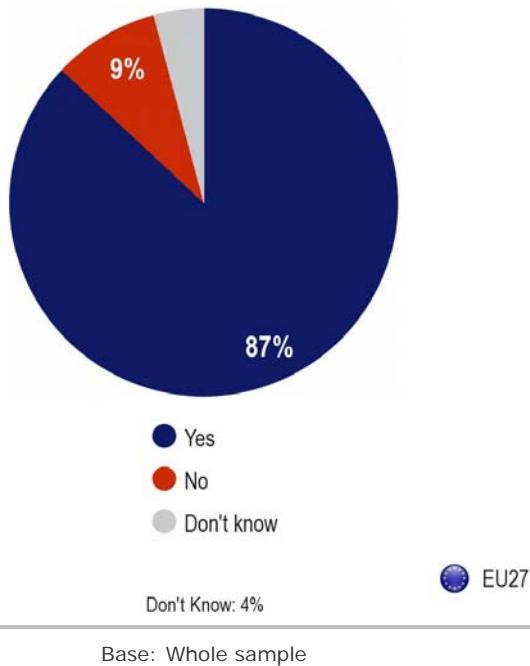
3.1.3 Information to individuals about personal data loss or theft

– *Nearly nine Europeans out of ten wish to be informed in the event of lost or stolen information –*

Respondents were asked if they wanted to be informed by a public authority or by a private company whenever information they hold about the respondents is lost or stolen²⁹. A large majority (87%) want to be informed, only 9% do not.

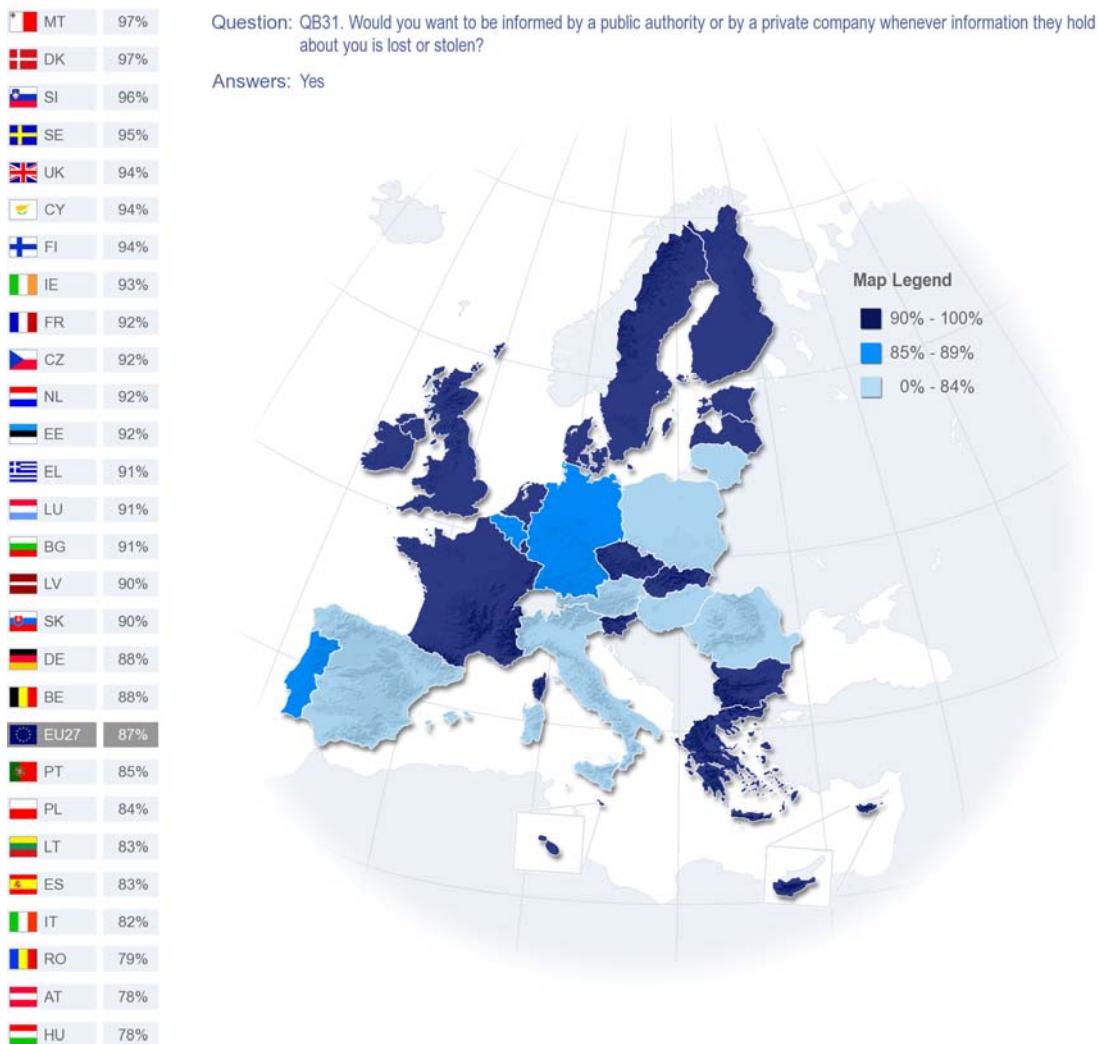
²⁹ QB31 Would you want to be informed by a public authority or by a private company whenever information they hold about you is lost or stolen?

QB31. Would you want to be informed by a public authority or by a private company whenever information they hold about you is lost or stolen?



Base: Whole sample

A country by country breakdown shows that almost all respondents in Malta, Denmark (both 97%), Slovenia (96%), and Sweden (95%) want to be informed in the event of personal data loss. The lowest percentages are found in Hungary, Austria (78%), and Romania (79%).



Base: Whole sample

There are very few significant **socio-demographic** differences on this question, with a huge majority of respondents wishing to be informed in the event that their personal information is lost or stolen.

Education is one of the few variables that play a role here. 91% of respondents who studied until the age of 20 or beyond want to be informed, compared with 82% of those whose education ended before the age of 16. This may be explained by the fact that the most educated group are more exposed to data disclosure.

Crossing the Internet-use index with these results also yields interesting results: 93% of '+' Internet users want to be informed compared with 83% of '-' Internet users.

3.2 Respondents' access to their personal data held by others

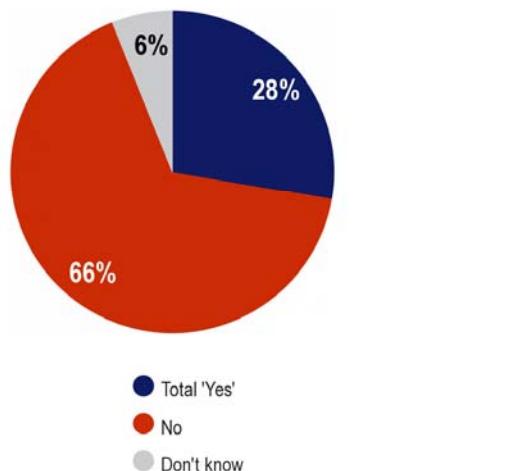
3.2.1 Willingness to pay for access to personal data held by organisations

- More than a quarter of Europeans are prepared to pay to access their personal data -

More than a quarter of respondents (28%) are prepared to pay for access to personal information stored by public or private entities, whereas a majority of 66% say they are not willing to pay³⁰.

Though a majority Europeans believe that they are responsible for their own data, paying to obtain personal information is not an option: it should be a free service.

QB27. According to EU data protection rules, you have the right to access your personal information stored by public or private entities, in order to change, block or delete it. EU rules do not specify whether access to personal information should be free of charge. In some EU Member States, you have to pay in order to be granted such access. Would you be prepared to pay to have access?

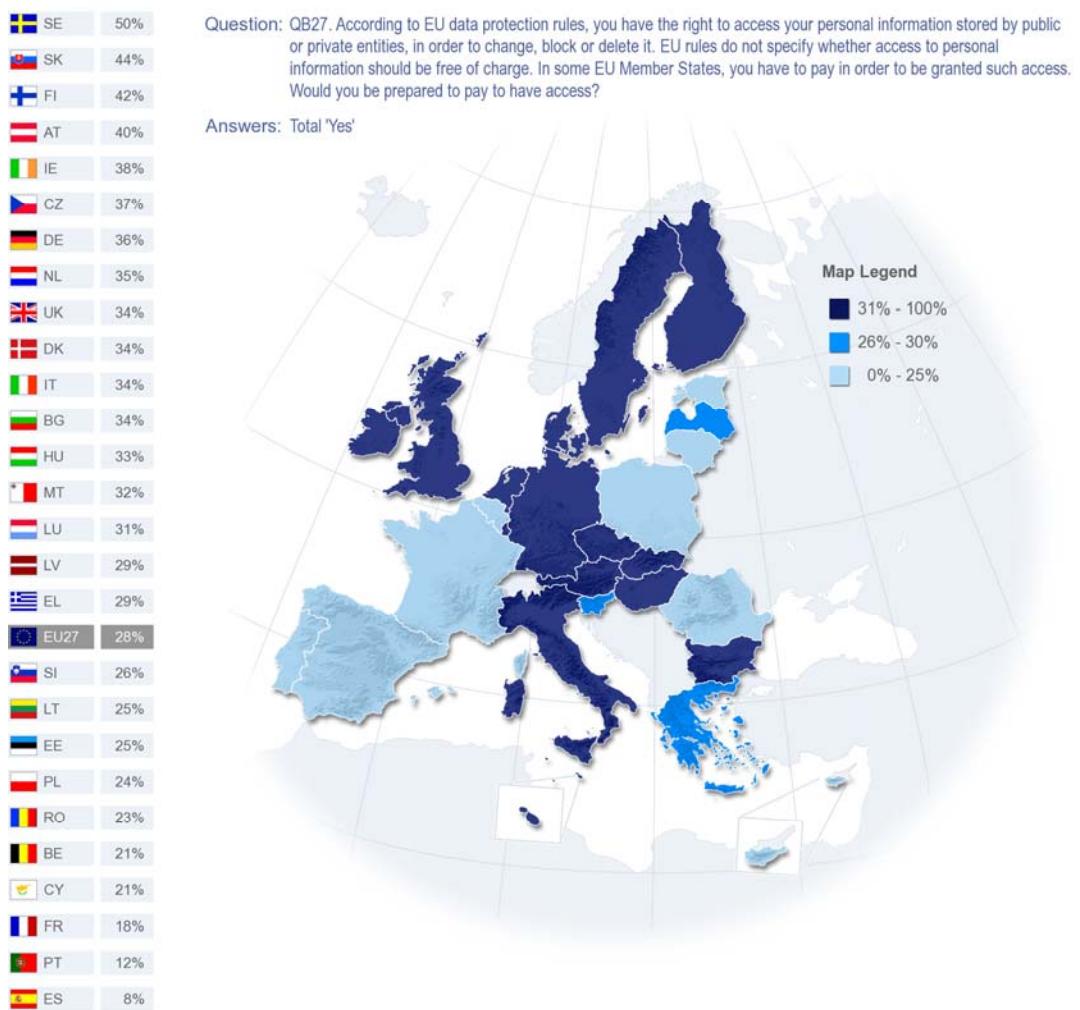


Base: Whole sample

³⁰ QB27 According to EU data protection rules, you have the right to access your personal information stored by public or private entities, in order to change, block or delete it. EU rules do not specify whether access to personal information should be free of charge. In some EU Member States, you have to pay in order to be granted such access. Would you be prepared to pay to have access?

A country by country analysis reveals that there are significant differences between Member States. In Sweden, a majority of respondents are prepared to pay (50%): 35% say "only a small amount (e.g. postage or communication costs), less than (2 EUR)", 12% "yes, up to (20 EUR)" and 3% "Yes, more than (20 EUR)". This is the only country where a majority are prepared to pay to access this information. A fairly high proportion is prepared to pay for access in Slovakia (44%), Finland (42%) and Austria (40%).

In contrast, the lowest percentages are found in France (18%), in Portugal (12%) and in Spain (8%).



Base: Whole sample

A **socio-demographic** analysis reveals that age, education, occupation, financial situation and social position are all of relevance. Respondents aged 55+ (23%) are least willing to pay, and respondents aged 25-39 (34%) most willing. The longer respondents spent in education, the more likely they are to be willing to pay: 37% of respondents who were educated until the age of 20 or beyond compared to 17% of respondents who left school at the age of 15 or younger. Managers (43%), other white collar workers (36%) self-employed respondents (34%) and students (33%) are more likely than average to be willing to pay for access to their personal data. Furthermore, respondents who have difficulties with paying their bills most of the time (22%) and interviewees who place themselves low on the social scale (22%) are least likely to pay to access their data.

Finally, the higher the Internet-use index, the more willingness to pay: -- (20%) compared to ++ (39%).

Quite logically, the more they are exposed to data disclosure, the more likely respondents are to be willing to pay for access to their data.

QB27 According to EU data protection rules, you have the right to access your personal information stored by public or private entities, in order to change, block or delete it. EU rules do not specify whether access to personal information should be free of charge. In some EU Member States, you have to pay in order to be granted such access. Would you be prepared to pay to have access?

	Total 'Yes'	No	Don't Know
EU27	28%	66%	6%

Age

15-24	31%	64%	5%
25-39	34%	62%	4%
40-54	30%	65%	5%
55 +	23%	69%	8%

Education (End of)

15-	17%	75%	8%
16-19	29%	65%	6%
20+	37%	60%	3%
Still studying	33%	61%	6%

Respondent occupation scale

Self-employed	34%	61%	5%
Managers	43%	54%	3%
Other white collars	36%	60%	4%
Manual workers	28%	68%	4%
House persons	24%	69%	7%
Unemployed	20%	75%	5%
Retired	21%	71%	8%
Students	33%	61%	6%

Difficulties paying bills

Most of the time	22%	72%	6%
From time to time	28%	65%	7%
Almost never	30%	65%	5%

Self-positioning on the social staircase

Low (1-4)	22%	72%	6%
Medium (5-6)	29%	66%	5%
High (7-10)	37%	59%	4%

Internet-use index

++	39%	58%	3%
+	35%	62%	3%
-	34%	63%	3%
--	20%	71%	9%

Base: Whole sample

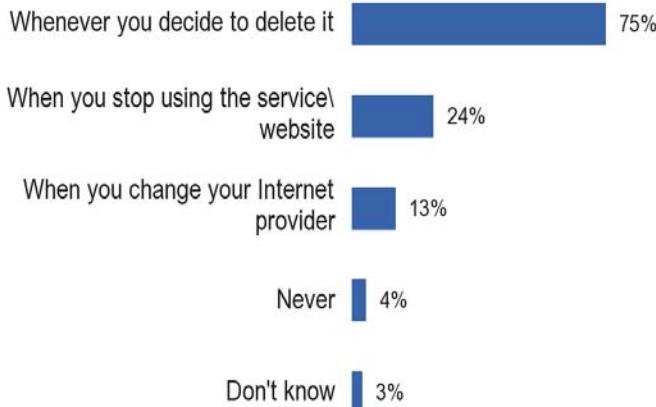
3.2.2 Reasons for deleting personal data

- 3/4 of Internet users want to be able to delete their personal data whenever they decide to do so -

Respondents who use the Internet were asked under what circumstances, if any, they would like personal information stored and collected through a website to be completely deleted.³¹

Three-quarters of Internet users want to delete this information whenever they decide to do so (75%), while far fewer say they want to do so when they stop using the website (24%) or when they change their Internet provider (13%). Clearly, the majority of European Internet users would want to claim 'their right to be forgotten'.

QB28. In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted?



Base: Internet users (66% of whole sample)

A **country-by-country** breakdown shows that in every single Member State a majority want to delete personal information *whenever they decide to*, with the highest proportions in Malta (83%) and the Czech Republic, Cyprus and Sweden (all 82%), and the lowest in the Netherlands (64%), Bulgaria (66%) and Italy (68%).

The highest percentages saying they would like to delete their data when they *stop using the service* are found in Denmark (50%), Sweden (48%) and the Netherlands (43%); the lowest are recorded in Romania (11%) and Hungary (12%).

³¹ QB28 In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted?

Changing Internet provider is mentioned as a reason most often in Sweden (21%) and least often in Latvia (6%), and Lithuania and Poland (each 7%).

QB28 In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted?

		Whenever you decide to delete it	When you stop using the service\ website	When you change your Internet provider	Never	Don't know
	EU27	75%	24%	13%	4%	3%
	BE	75%	29%	12%	5%	1%
	BG	66%	26%	12%	2%	12%
	CZ	82%	14%	10%	3%	1%
	DK	70%	50%	15%	2%	2%
	DE	81%	24%	16%	3%	2%
	EE	76%	32%	16%	3%	6%
	IE	74%	20%	17%	2%	5%
	EL	73%	25%	11%	2%	1%
	ES	81%	25%	12%	3%	4%
	FR	79%	32%	17%	2%	2%
	IT	68%	18%	15%	6%	4%
	CY	82%	30%	16%	2%	1%
	LV	74%	19%	6%	2%	3%
	LT	73%	15%	7%	7%	5%
	LU	79%	33%	12%	2%	3%
	HU	77%	12%	9%	3%	2%
	MT	83%	20%	8%	0%	3%
	NL	64%	43%	14%	5%	3%
	AT	70%	20%	15%	5%	3%
	PL	72%	14%	7%	7%	6%
	PT	72%	14%	11%	6%	4%
	RO	75%	11%	9%	2%	10%
	SI	75%	27%	13%	4%	2%
	SK	74%	23%	15%	2%	2%
	FI	71%	31%	12%	2%	3%
	SE	82%	48%	21%	1%	2%
	UK	72%	21%	10%	4%	4%

Highest percentage per country

Highest percentage per item

Lowest percentage per country

Lowest percentage per item

Base: Internet users (66% of whole sample)

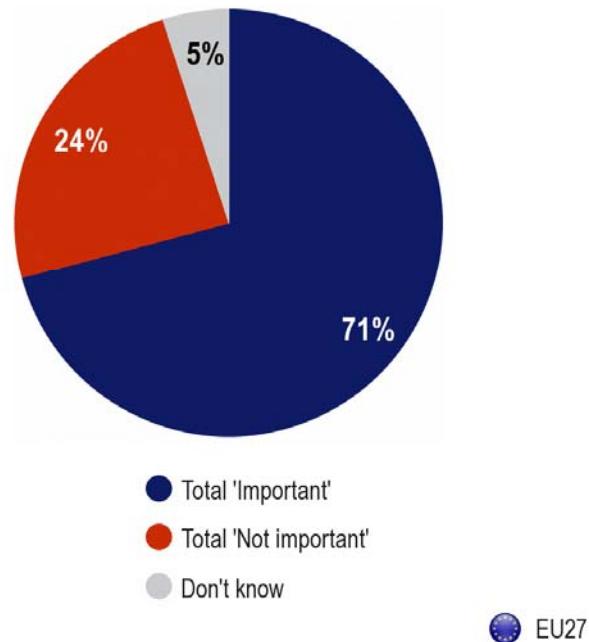
There are no **socio-demographic** differences, except that respondents who left school at the age of 15 or earlier are less likely to mention *whenever you decide to delete it* or *when you stop using the service/ website*.

3.2.3 Importance of the portability of personal data across providers and platforms

- More than seven in ten Internet users believe that it is important to be able to transfer personal data -

Respondents who use the Internet were asked how important it was for them to be able to transfer personal information that was stored and collected through a website when they decide to change providers or stop using a service.³² A majority of European Internet users think this is important (71%), while a quarter say it is not (24%).

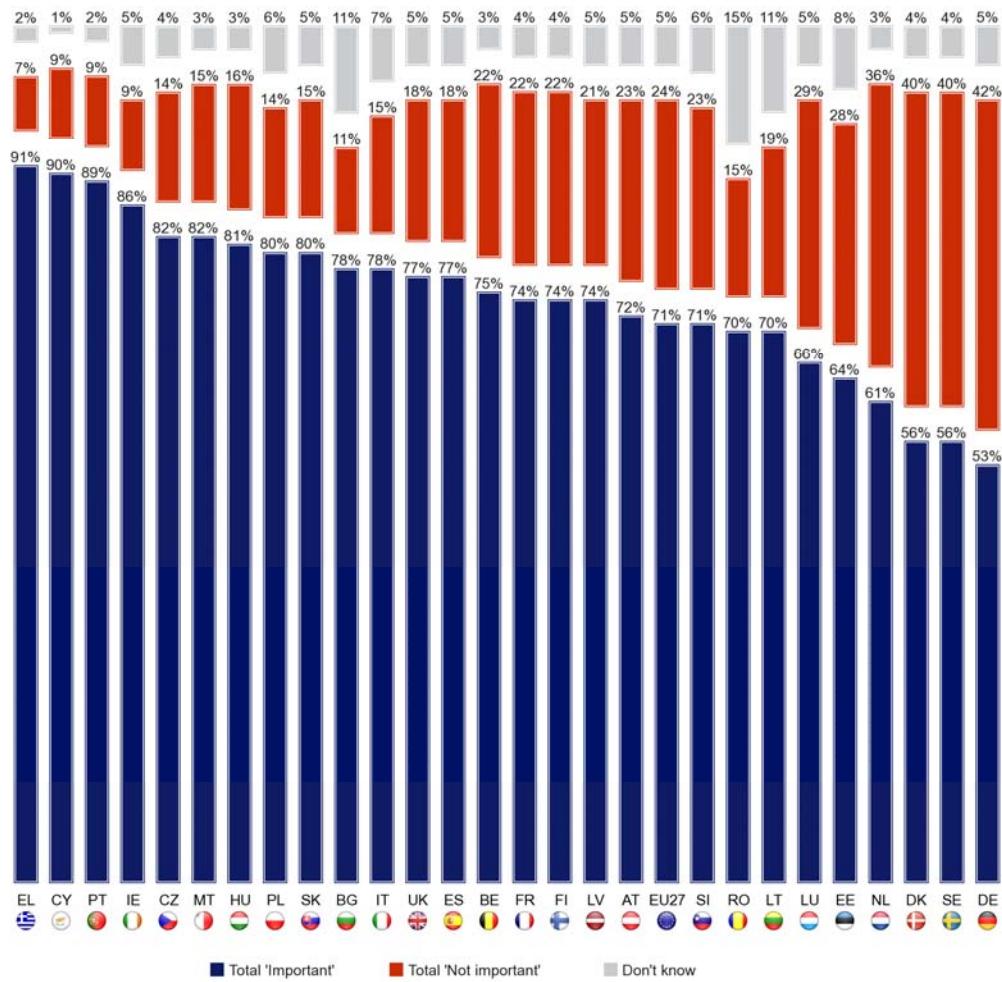
QB29. When you decide to change providers or stop using a service, how important or not is it for you to be able to transfer personal information that was stored and collected through the website?



Base: Internet users (66% of whole sample)

A country-by-country analysis shows that in every EU Member State, a majority of respondents say that it is important to be able to transfer personal information when changing Internet providers or ceasing to using a service. The highest proportions are found in Greece (91%), Cyprus (90%) and Portugal (89%) and the lowest in Germany (53%), Sweden, and Denmark (each 56%).

QB29. 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?



Base: Internet users (66% of whole sample)

No **socio-demographic** differences were found, except that respondents aged 55+ (66%) and retired respondents (63%) are less likely to stress the importance of the portability of personal data.

However, the level of Internet use does have some little impact on the answers given to this question. Social networking or sharing site users (both 75%) are more likely to think that the portability of personal data is important than those who are not involved in these activities (both 67%).

³² QB29 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?

QB29 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?

	Total 'Important'	Total 'Not important'	Don't Know
EU27	71%	24%	5%

Age	Total 'Important'	Total 'Not important'	Don't Know
15-24	74%	22%	4%
25-39	72%	24%	4%
40-54	71%	23%	6%
55 +	66%	26%	8%

Respondent occupation scale	Total 'Important'	Total 'Not important'	Don't Know
Self-employed	74%	22%	4%
Managers	70%	27%	3%
Other white collars	74%	22%	4%
Manual workers	71%	23%	6%
House persons	71%	23%	6%
Unemployed	74%	22%	4%
Retired	63%	26%	11%
Students	73%	23%	4%

Internet-use index	Total 'Important'	Total 'Not important'	Don't Know
++	75%	23%	2%
+	74%	22%	4%
-	68%	28%	4%
--	67%	21%	12%

Base: Internet users (66% of whole sample)

QB29 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?

	Total 'Important'	Total 'Not important'	Don't Know
Use a social networking site			
Yes	75%	22%	3%
No	67%	26%	7%

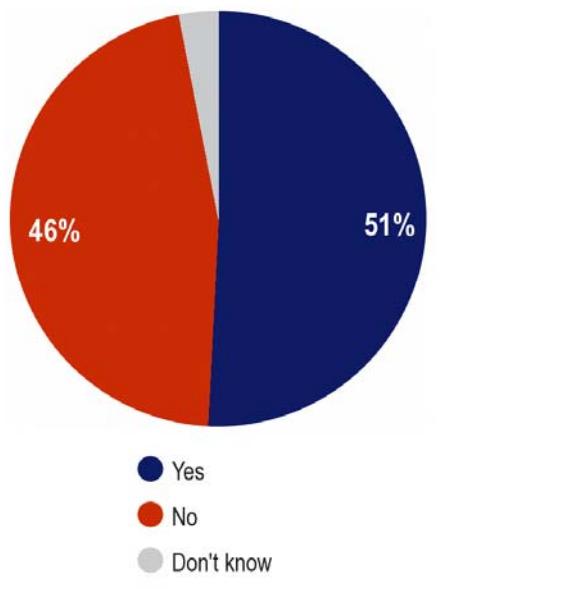
Bases: Social networking site users (40% of whole sample)

3.2.4 Incidence of changing privacy settings on social networking sites

- More than half of social networking site users protect themselves on these websites -

Respondents who use social networking or sharing sites were asked if they had ever tried to change the privacy settings on their personal profile from the default settings on a social networking site and/or sharing site.³³ More than half of them had previously tried to change the privacy settings (51%), while almost half had not (46%).

QB10a. Have you ever tried to change the privacy settings of your personal profile from the default settings on a social networking site and/or sharing site?



EU27

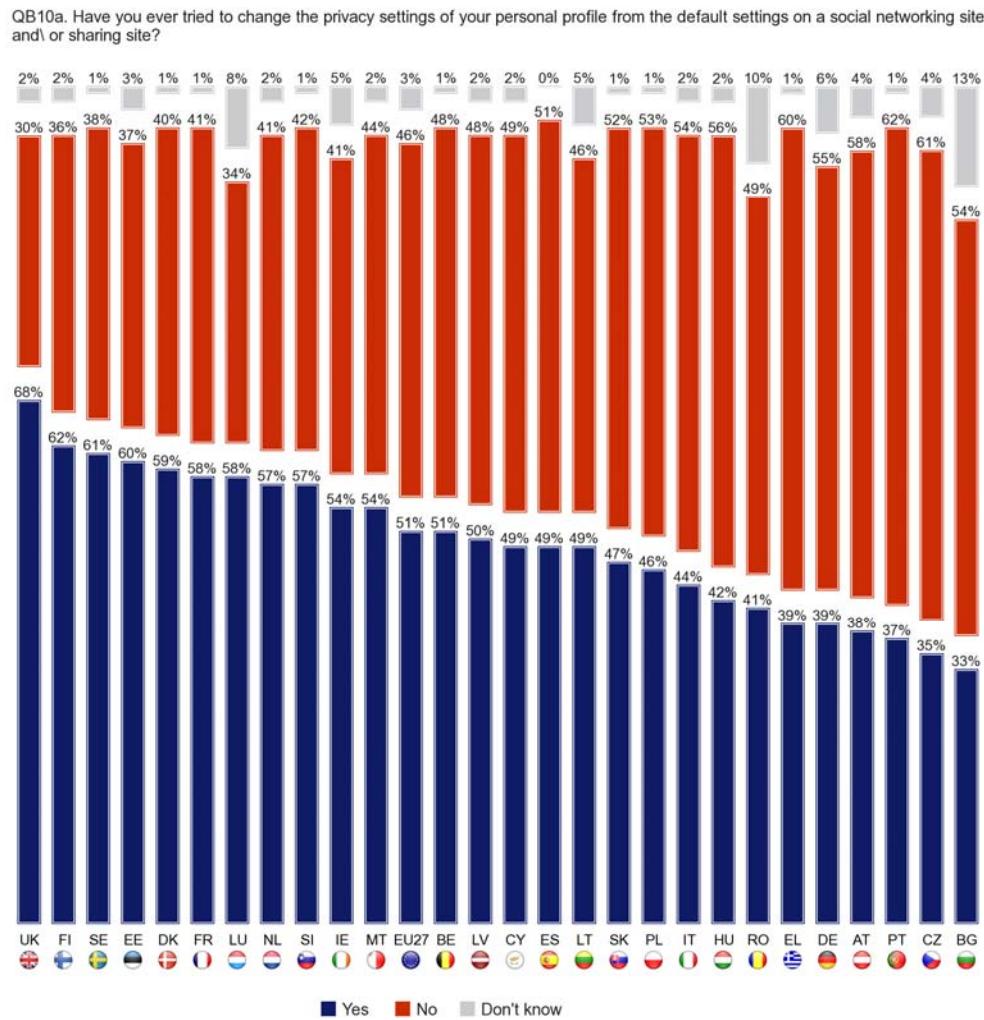
Don't Know: 3%

Base: Users of social networking or sharing sites (40% of whole sample)

A country-by-country breakdown shows that users of social networking or sharing sites who reside in the UK (68%) were most likely to change the privacy settings on their personal profile, followed by those in the Nordic countries Finland (62%), Sweden (61%) and Denmark (59%), and also Estonia (60%).

Conversely, this was least common in Bulgaria (33%) and the Czech Republic (35%).

³³ QB10a Have you ever tried to change the privacy settings of your personal profile from the default settings on a social networking site and/ or sharing site?



Base: Users of social networking or sharing sites (40% of whole sample)

A socio-demographic analysis shows that large differences exist between age groups and between different levels of education; occupation and finances are also influential, while gender is of less relevance here. The younger respondents are, and the longer they spent in education, the more likely they are to change their privacy settings, as are managers (57%) and students (64%) compared to 24% of retired respondents.

QB10a Have you ever tried to change the privacy settings of your personal profile from the default settings on a social networking site and/ or sharing site?

	Yes	No	Don't Know
EU27	51%	46%	3%
Age			
15-24	62%	37%	1%
25-39	54%	44%	2%
40-54	42%	55%	3%
55 +	24%	69%	7%
Education (End of)			
15-	31%	66%	3%
16-19	45%	52%	3%
20+	54%	43%	3%
Still studying	64%	35%	1%
Respondent occupation scale			
Self-employed	45%	52%	3%
Managers	57%	38%	5%
Other white collars	51%	47%	2%
Manual workers	46%	52%	2%
House persons	44%	53%	3%
Unemployed	53%	46%	1%
Retired	24%	69%	7%
Students	64%	35%	1%
Difficulties paying bills			
Most of the time	60%	38%	2%
From time to time	48%	50%	2%
Almost never	50%	47%	3%

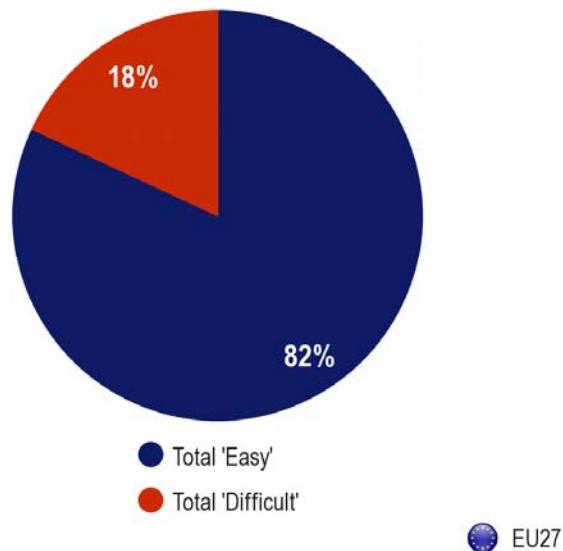
Base: Users of social networking or sharing sites (40% of whole sample)

3.2.5 Ease of changing privacy settings on social network sites

– A vast majority of social networking or sharing site users who tried to change their profiles found it easy –

The large majority of respondents who use social networking or sharing sites and who had tried to change the privacy settings on their personal profiles found it easy (82%), compared with almost one-fifth who found it difficult.³⁴

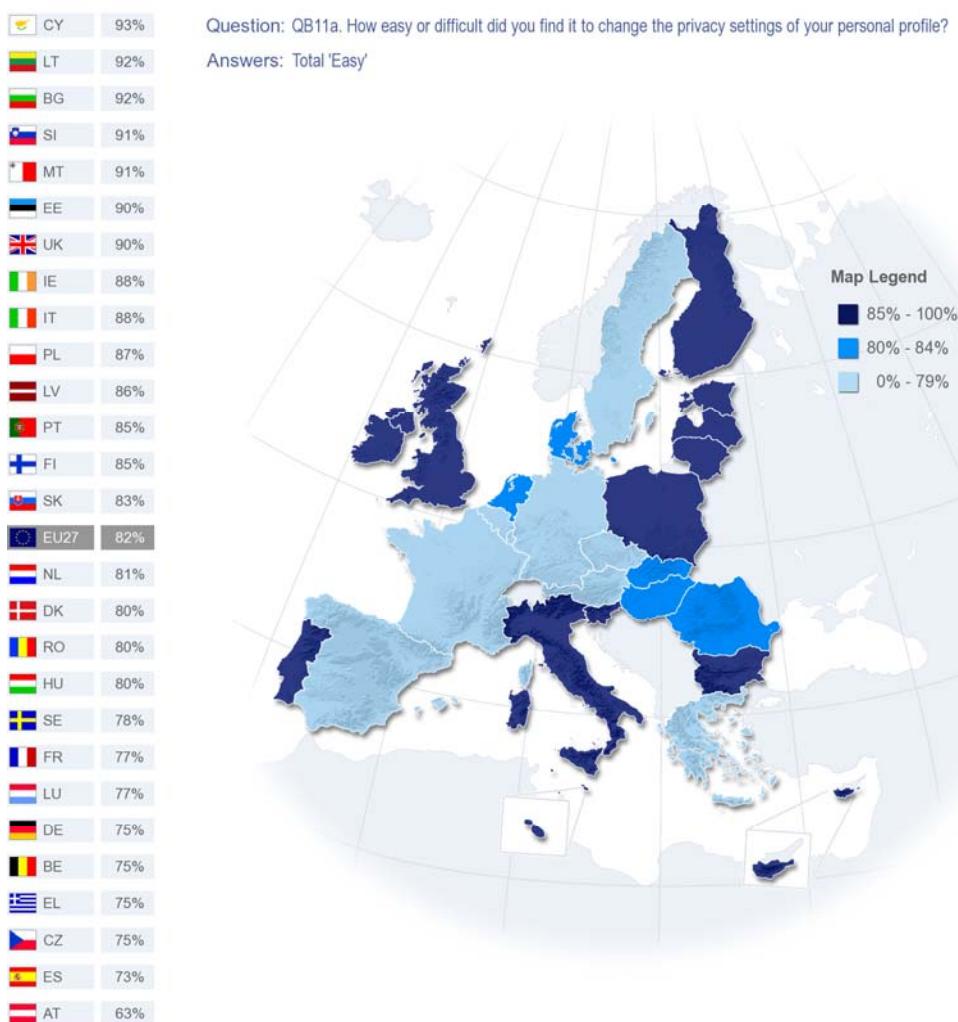
QB11a. How easy or difficult did you find it to change the privacy settings of your personal profile?



Base: Users of social networking or sharing sites who tried to change privacy settings (20% of whole sample)

A country by country analysis reveals that in every Member State, a majority of those who use social networking or sharing sites find it easy to change the privacy settings on their personal profiles, led by those in Cyprus (93%) and Lithuania and Bulgaria (92%); the lowest score was recorded in Austria (63%).

³⁴ QB11a How easy or difficult did you find it to change the privacy settings of your personal profile?



Base: Users of social networking or sharing sites who tried to change privacy settings (20% of the whole sample)

A **socio-demographic** breakdown reveals some differences: students (87%) are most likely to find it easy to change their privacy settings, while respondents aged 55+ (75%), respondents who have difficulties with paying their bills most of the time (76%) retired interviewees (73%), and managers (77%) are less likely to find it easy.

It is interesting to note that the perceived level of control over data disclosed has an impact on the answers given to this question. Indeed, 91% of the social networking and sharing site users who say that they have complete control over the data they disclose say that they find it easy to change their profile settings, compared with 82% of those who feel that they have partial control and only 67% of those who say they have no control at all.

QB11a How easy or difficult did you find it to change the privacy settings of your personal profile?

	Total 'Easy'	Total 'Difficult'	Don't Know
EU27	82%	18%	-
Age			
15-24	86%	14%	-
25-39	80%	20%	-
40-54	78%	22%	-
55 +	75%	24%	1%
Respondent occupation scale			
Self-employed	79%	21%	-
Managers	77%	22%	1%
Other white collars	82%	17%	1%
Manual workers	80%	20%	-
House persons	80%	20%	-
Unemployed	82%	18%	-
Retired	73%	26%	1%
Students	87%	13%	-
Difficulties paying bills			
Most of the time	76%	24%	-
From time to time	81%	19%	-
Almost never	83%	17%	-

Base: Users of social networking or sharing sites who tried to change privacy settings (20% of the whole sample)

3.2.6 Reasons for not changing privacy settings on social network sites

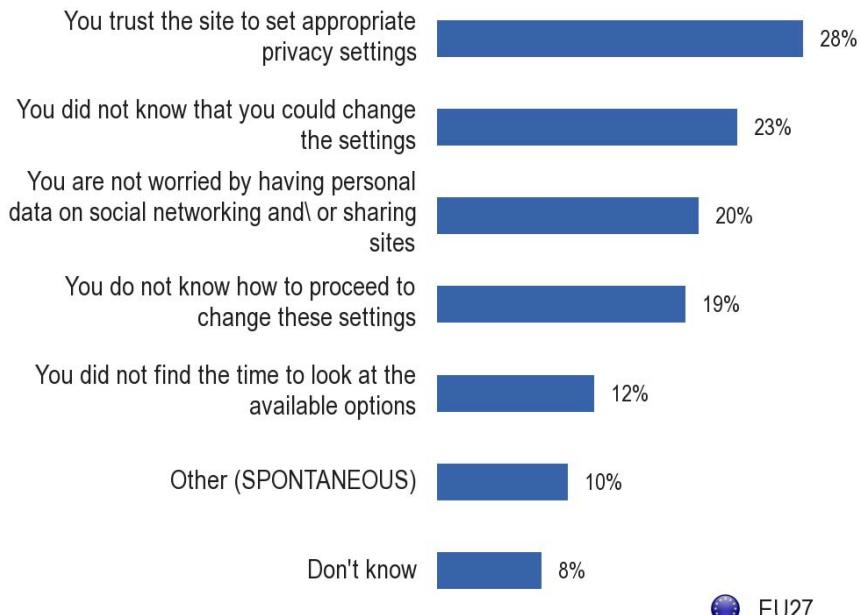
- Trust is the first reason mentioned for not changing privacy setting on social networking sites –

Those respondents who use social networking or sharing sites and had not tried to change the privacy settings on their personal profile gave various reasons for not doing so.³⁵

The reason mentioned most frequently is that they trust the site to use appropriate privacy settings (28%). Furthermore, around one in five did not know that they could change the settings (23%), are not worried by having personal data on social networking or sharing sites (20%), or do not know how to change these settings (19%). Fewer say they have no time to look at the available options (12%).

³⁵ QB12a Why did you not try to change these privacy settings?

QB12a. Why did you not try to change these privacy settings?



Base: Users of social networking or sharing sites who did not try to change privacy settings (19% of whole sample)

Users of social networking or sharing sites who did not try to change the privacy settings on their personal profiles in Hungary (40%) are most likely *to trust the site to set appropriate privacy settings*. This was the main reason given by respondents in sixteen EU Member States.

In six Member States, the main reason for not trying to change the privacy settings on personal profiles is that respondents *did not know that they could change the settings*. This is mentioned most frequently in the Czech Republic (38%) and Slovakia (35%). Note that in two countries, Italy and Latvia, this reason is mentioned as often as the first reason discussed above.

In another six Member States, the most important reason is that respondents are *not worried by having personal data on social networking and/or sharing sites*, in particular in Denmark (35%) and Sweden (34%).

Respondents in Estonia (36%) are most likely to say they *do not know how to change these settings*, and in Cyprus (28%) that they *had no time to look at the available options*.

QB12a Why did you not try to change these privacy settings?								
		You trust the site to set appropriate privacy settings	You did not know that you could change the settings	You are not worried by having personal data on social networking and/or sharing sites	You do not know how to proceed to change these settings	You did not find the time to look at the available options	Other (SP.)	Don't know
	EU27	28%	23%	20%	19%	12%	10%	8%
	BE	32%	25%	20%	25%	14%	9%	1%
	BG	30%	20%	22%	25%	15%	1%	4%
	CZ	24%	38%	14%	25%	21%	4%	2%
	DK	30%	27%	35%	24%	13%	8%	6%
	DE	29%	31%	21%	26%	11%	10%	9%
	EE	24%	32%	28%	36%	7%	7%	4%
	IE	27%	22%	18%	24%	19%	3%	6%
	EL	13%	17%	30%	19%	21%	8%	5%
	ES	36%	16%	17%	10%	16%	10%	7%
	FR	17%	23%	16%	21%	12%	14%	12%
	IT	26%	26%	22%	18%	12%	7%	4%
	CY	12%	20%	27%	20%	28%	6%	7%
	LV	26%	26%	17%	14%	14%	0%	10%
	LT	18%	21%	27%	9%	17%	16%	6%
	LU	19%	11%	27%	23%	14%	16%	9%
	HU	40%	17%	16%	18%	15%	6%	8%
	MT	31%	11%	26%	19%	13%	2%	8%
	NL	35%	14%	29%	14%	7%	19%	4%
	AT	37%	27%	21%	31%	12%	4%	3%
	PL	37%	25%	11%	15%	11%	3%	11%
	PT	33%	16%	20%	13%	14%	7%	10%
	RO	10%	21%	30%	27%	20%	5%	10%
	SI	28%	11%	23%	13%	19%	19%	4%
	SK	34%	35%	19%	25%	18%	1%	3%
	FI	29%	9%	25%	16%	15%	21%	5%
	SE	34%	25%	34%	19%	15%	15%	4%
	UK	27%	12%	15%	15%	5%	19%	15%

Highest percentage per country **Lowest percentage per country**

Highest percentage per item	Lowest percentage per item
-----------------------------	----------------------------

Base: Users of social networking or sharing sites who did not try to change privacy settings (19% of whole sample)

A socio-demographic analysis shows the influence of age, occupation, and finances; gender is also a factor, as more women (26%) than men (19%) did not know that they could change the settings.

Respondents aged 15-24 are most likely to trust the site to use appropriate privacy settings (33%) and not to be worried by having personal data on social networking and/or sharing sites (27%); respondents aged 55+ were least likely to cite this answer (19% and 14% respectively).

Turning to occupation, self-employed interviewees are most likely to have no time to look at the available options (19%), while manual workers are most likely to trust the site to set appropriate privacy settings (33%). Students are not worried by having personal data on social networking and/or sharing sites (25%), and house persons (26%) and retired respondents (25%) are more likely to not know how to change these settings.

Respondents who have difficulties with paying their bills most of the time also said that they did not know how to change their settings (24%), followed by having no time to look at the available options (18%).

QB12a Why did you not try to change these privacy settings? (MULTIPLE ANSWERS POSSIBLE)							
	You trust the site to set appropriate privacy settings	You do not know that you could change the settings	You are not worried by having personal data on social networking and/ or sharing sites	You do not know how to proceed to change these settings	You did not find the time to look at the available options	Other (SP.)	Don't Know
EU27	28%	23%	20%	19%	12%	10%	8%
Sex							
Male	29%	19%	21%	17%	14%	10%	8%
Female	27%	26%	19%	21%	11%	10%	8%
Age							
15-24	33%	20%	27%	17%	12%	8%	7%
25-39	30%	23%	19%	19%	14%	8%	6%
40-54	27%	26%	17%	20%	12%	11%	9%
55 +	19%	21%	14%	23%	10%	16%	14%
Respondent occupation scale							
Self-employed	28%	21%	17%	17%	19%	6%	8%
Managers	26%	26%	14%	14%	11%	13%	8%
Other white collars	30%	22%	22%	18%	14%	9%	7%
Manual workers	33%	22%	19%	20%	12%	8%	9%
House persons	25%	26%	20%	26%	13%	14%	7%
Unemployed	24%	20%	22%	17%	14%	12%	6%
Retired	18%	24%	16%	25%	6%	15%	14%
Students	32%	21%	25%	19%	13%	7%	6%
Difficulties paying bills							
Most of the time	20%	26%	21%	24%	18%	7%	8%
From time to time	32%	23%	18%	21%	13%	8%	7%
Almost never	28%	22%	19%	18%	12%	12%	8%

Base: Users of social networking or sharing sites who did not try to change privacy settings (19% of whole sample)

3.3 Summary

The aim of this chapter was to present Europeans' opinions about various ways of protecting personal data, including their own identity management, their expectations of organisations holding personal data, and how they handle their own data.

Europeans **trust authorities and institutions to protect their personal data more than commercial companies**. Of every ten Europeans interviewed, just under eight trust health and medical institutions, seven trust national public authorities such as tax and social security authorities, more than six trust banks and financial institutions, and more than five trust European institutions such as the European Commission and the European Parliament.

However, fewer than four in ten Europeans trust shops and department stores, and less than one-third trust phone companies, mobile phone companies and Internet service providers. More than two in ten trust Internet companies such as search engines, social networking sites and e-mail services.

Indeed, seven in ten Europeans are **concerned** that companies may use personal information for a purpose other than that for which it was collected without informing them (e.g. for direct marketing or targeted online advertising).

Nearly three-quarters of Europeans say their **approval should be required** in all cases before any kind of personal information is collected and processed..

Nearly nine in ten Europeans want to be **informed** by a public authority or by a private company if information held about them is **lost or stolen**. Less than one in three of Europeans are prepared to **pay for access** to their personal information stored by public or private entities.

Three-quarters of European Internet users say that they would like **personal data** stored and collected through a website **to be deleted** whenever they decide to do so, while less than a quarter say they want to delete their personal data when they stop using a website or service. Even fewer respondents say they would like to delete their date when they change their Internet provider.

More than seven out of ten European Internet users think it is important to be able to **transfer personal information** that was stored and collected through a website when they decide to change providers or stop using a service.

Just over half of the Europeans who use social networking or sharing sites tried to **change the privacy settings** from the default settings on their personal profile on a social networking site and/ or sharing site. More than eight out of ten of those who had tried found it **easy to change the privacy settings** of their personal profile.

The **reasons for not changing privacy settings** are various. Almost one in three trust the site to set appropriate privacy settings; around one in five did not know that they could change the settings, are not worried by having personal data on social networking or sharing sites, or do not know how to go about changing these settings. One in eight say they had not found the time to look at the available options.

Finally, young respondents and active Internet users are less likely to be concerned about their personal data handling than other socio-demographic categories.

* * *

4 REGULATION AND REMEDIES

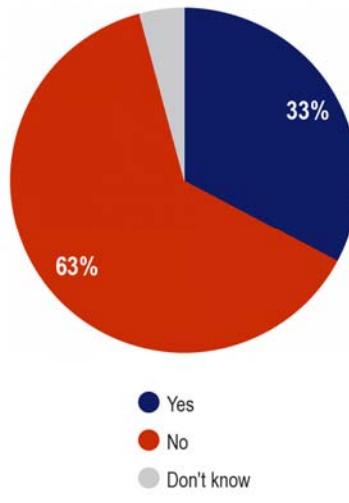
This chapter examines Europeans' views on the regulatory protection of personal data. Firstly, their knowledge of the national Data Protection Authority in their country will be presented. Next, the general rules will be discussed, including the responsibility for the safe processing of personal data, the importance of equal data protection rights across the EU, at which level of administration rules should be enforced, the perceived effectiveness of Data Protection Officers in companies, and desired measures that should be imposed on companies that use people's data without their knowledge. The chapter will then discuss a few specific remedies: the special protection of genetic information, protecting and warning children, and police access to personal data.

4.1 Knowledge of the national Data Protection Authority

- The majority of Europeans have not heard of their national Data Protection Authority -

The majority of the Europeans surveyed (63%) have not heard of any public authority responsible for protecting their rights regarding their personal data³⁶. However, one-third are aware of such an organisation (33%).

QB38. Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?



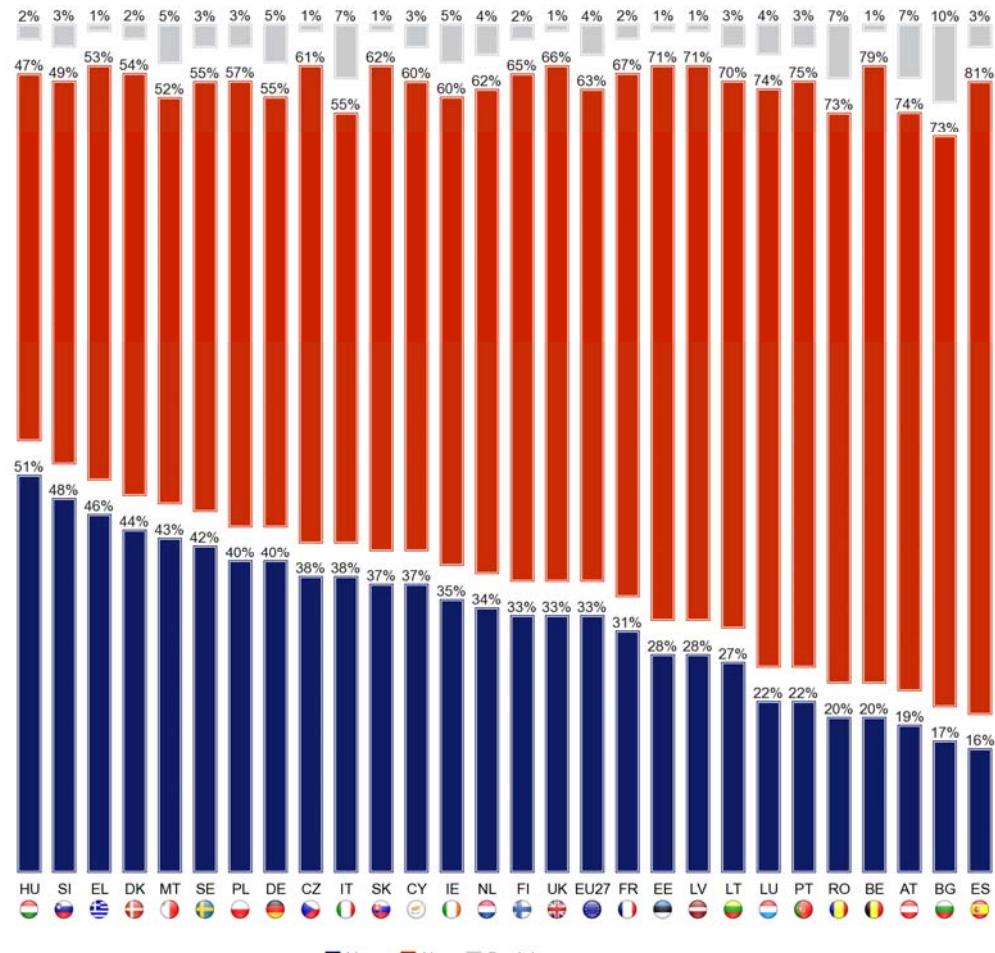
EU27

Base: Whole sample

³⁶ QB38 Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

The countries with the largest proportions of interviewees who are aware of a public authority responsible for protecting their rights regarding their personal data are Hungary (51%), which is the only country where a majority have heard of this public authority, Slovenia (48%), and Greece (46%). Conversely, the smallest proportions were recorded in Spain (16%), Bulgaria (17%), and Austria (19%), Romania and Belgium (both 20%).

QB38. Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?



Base: Whole sample

A **socio-demographic** breakdown reveals that interviewees who are aware of a national public authority responsible for protecting their rights regarding their personal data are more likely to be those who studied until the age of 20 or beyond (46%), self-employed respondents (40%), managers (54%), other white collar workers (39%), those who use the Internet every day (41%), and respondents who place themselves high on the social scale (42%).

QB38 Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

	Yes	No	Don't Know
EU27	33%	63%	4%
Sex			
Male	37%	60%	3%
Female	29%	67%	4%
Age			
15-24	32%	65%	3%
25-39	35%	61%	4%
40-54	37%	59%	4%
55 +	28%	68%	4%
Education (End of)			
15-	20%	76%	4%
16-19	32%	64%	4%
20+	46%	51%	3%
Still studying	33%	63%	4%
Respondent occupation scale			
Self-employed	40%	56%	4%
Managers	54%	43%	3%
Other white collars	39%	57%	4%
Manual workers	31%	65%	4%
House persons	26%	70%	4%
Unemployed	23%	73%	4%
Retired	27%	69%	4%
Students	33%	63%	4%
@ Use of the Internet			
Everyday	41%	56%	3%
Often/ Sometimes	34%	62%	4%
Never	22%	74%	4%
Self-positioning on the social staircase			
Low (1-4)	24%	73%	3%
Medium (5-6)	33%	63%	4%
High (7-10)	42%	54%	4%

Base: Whole sample

4.2 General regulation

4.2.1 Responsibility for safe handling of personal data

4.2.1.1 On social networking and/or sharing sites

- A majority of Internet users think that they should be responsible for the safe handling of personal data on social networking and/or sharing sites -

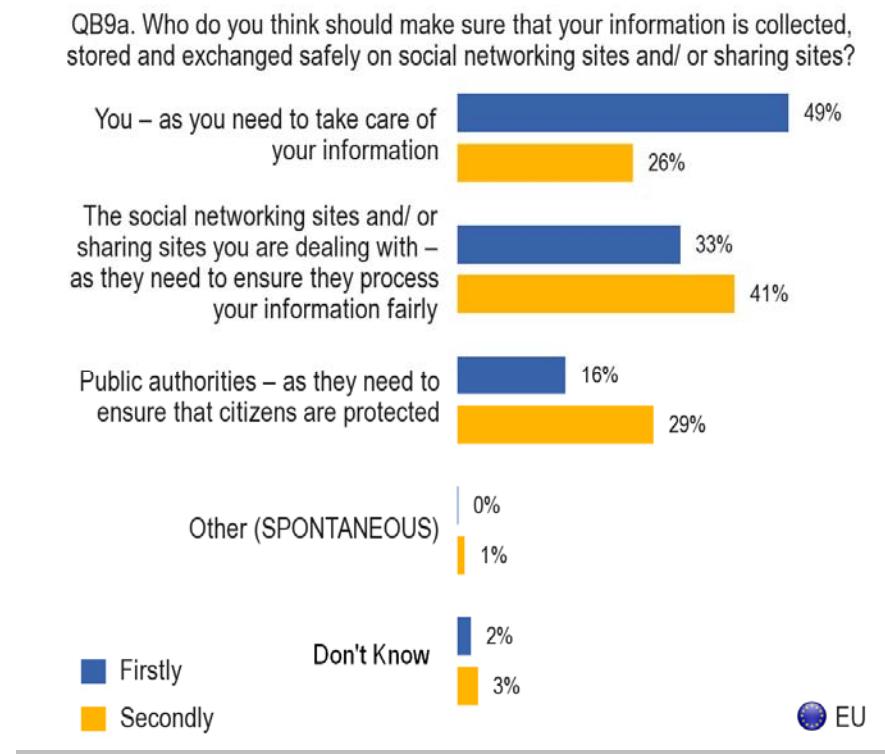
Respondents who use social networking or sharing sites were asked who they think should make sure that their information is collected, stored and exchanged safely on these sites.³⁷

First, the interviewees were asked to name the *first* actor that should be responsible for the safe handling of personal data (*Firstly?*), with one answer only; then, they were asked for their second answer (*Secondly?*), also with one answer only. The answers to both parts of the question were combined to give an overall ranking. In this report, we focus on the results for the first responsible entity or person cited (*first answer*), but also on the combined result (*total answers*).

Initially, half of the respondents point to themselves (49%), while one-third point to the social networking or sharing sites (33%). Even fewer identify the public authorities (16%).

When the interviewees are given the opportunity to name a second responsible entity or person, the total results mention social networking or sharing sites (73%) and the respondents themselves (74%) almost equally; public authorities are cited much less (45%).

³⁷ QB9a Who do you think should make sure that your information is collected, stored and exchanged safely on social networking sites and/ or sharing sites? Firstly? And secondly?



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

A country-by-country analysis of the *first answers* shows that in 23 of the 27 EU Member States, respondents primarily hold themselves responsible for the safe handling of personal data, most strikingly in Cyprus (68%), Ireland and Romania (both 65%), and Malta (64%); the lowest scores were recorded in Spain (37%) and Italy (38%).

In the remaining four Member States, more or at least similar percentages of respondents point to social networking or sharing sites as hold themselves responsible: Denmark (49% and 41%), Finland (46% and 45%), the Czech Republic (44% and 42%), and Sweden (44% for both site types). Holding social networking or sharing sites responsible is reported least often in Romania, Malta, and Cyprus (all 15%).

Public authorities are not the primary entity held responsible in any of the Member States, though they were mentioned most often in Spain (33%), Greece (30%) and Italy (28%), three Mediterranean countries. Public authorities are least often held responsible for safe data handling in Ireland (7%) and the UK (8%); the Nordic countries Finland, Denmark (each 9%) and Sweden (10%); and the Eastern European countries Romania, Bulgaria, and Slovakia (all 10%).

QB9a1 Who do you think should make sure that your information is collected, stored and exchanged safely on social networking sites and/or sharing sites? Firstly?

		You – as you need to take care of your information	The social networking sites and/or sharing sites you are dealing with – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	Don't know
	EU27	49%	33%	16%	0%	2%
	BE	52%	30%	16%	1%	1%
	BG	54%	27%	10%	0%	9%
	CZ	42%	44%	13%	0%	1%
	DK	41%	49%	9%	0%	1%
	DE	48%	34%	16%	0%	2%
	EE	50%	36%	13%	0%	1%
	IE	65%	24%	7%	0%	4%
	EL	42%	27%	30%	1%	0%
	ES	37%	29%	33%	0%	1%
	FR	54%	29%	16%	0%	1%
	IT	38%	31%	28%	1%	2%
	CY	68%	15%	15%	0%	2%
	LV	41%	39%	18%	0%	2%
	LT	47%	37%	14%	0%	2%
	LU	58%	22%	15%	0%	5%
	HU	51%	36%	12%	0%	1%
	MT	64%	15%	21%	0%	0%
	NL	52%	32%	15%	0%	1%
	AT	45%	40%	14%	0%	1%
	PL	45%	37%	16%	0%	2%
	PT	57%	26%	15%	0%	2%
	RO	65%	15%	10%	0%	10%
	SI	61%	26%	11%	1%	1%
	SK	50%	39%	10%	0%	1%
	FI	45%	46%	9%	0%	0%
	SE	44%	44%	10%	1%	1%
	UK	55%	34%	8%	0%	3%

Highest percentage per country	Lowest percentage per country
Highest percentage per item	Lowest percentage per item

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

A **socio-demographic** analysis reveals few differences between the different categories of respondents: retired people (53%) most often hold themselves responsible for the safe handling of data on social networking or sharing sites and students least often (45%). Conversely, students (37%) are most inclined to hold the social networking or sharing sites responsible, compared with retired respondents (22%) and respondents aged 55+ (25%). The highest percentages holding the public authorities responsible are found amongst the oldest group aged 55+ (21%), self-employed respondents, and retired respondents (both 20%). Respondents in all categories think that they themselves should have the first responsibility for the safe handling of data.

4.2.1.2 On shopping sites

- Online shoppers hold the shopping sites at least as responsible as themselves -

When respondents who use shopping sites are asked who they think should make sure that their information is collected, stored and exchanged safely when they buy goods or services on the Internet³⁸, their first reaction is that they hold themselves responsible almost equally often as the online shopping sites (41% and 39% respectively); public authorities are mentioned much less (19%).

Naming a second responsible entity or person, the total result is that the online shopping sites (76%) are held responsible even more often than the interviewees themselves (67%). Public authorities are mentioned least (51%). This result is different from that obtained for social network sites, where the respondents hold themselves and the sites equally responsible, and the public authorities much less so. Hence, online shoppers are much more likely than social networkers to mandate responsibility to public authorities.

QB8b. Who do you think should make sure that your information is collected, stored and exchanged safely when you buy goods or services via the Internet?



Base: Online Shopping Sites users (40% of the whole sample)

³⁸ QB8b1 Who do you think should make sure that your information is collected, stored and exchanged safely when you buy goods or services via the Internet? Firstly?

A **country-by-country** analysis of the first answers generally reveals a similar pattern as for social networking. The countries with highest percentages holding users themselves responsible for the safe handling of data are Ireland (61%), Portugal (59%), Malta (58%), Cyprus (57%) and Romania (55%) whereas the lowest percentages are found in Spain (29%), the Czech Republic and Italy (each 32%), and the Nordic countries Sweden (23%), Denmark (25%), and Finland (32%).

In turn, the Nordic countries Sweden (64%), Denmark (62%), and Finland (58%) stand out for most often citing the shopping sites, compared to Romania (23%), Malta (25%) and Cyprus (26%). Public authorities are mentioned most often in Italy (37%), Spain (34%), Greece (31%) compared to Slovenia (4%), Bulgaria (5%), Ireland (7%), the UK, Finland, and Estonia (all 9%).

A **socio-demographic** breakdown shows that gender, age, education, occupation, and financial situation are of influence. Women are more likely than men to hold the shopping sites responsible (42% versus 36%), but they are less likely to mention public authorities (16% versus 21%). The youngest respondents, those aged 15-24, hold the shopping sites responsible more often than respondents aged 55+ (43% versus 34%), but are less likely to mention the public authorities (15% versus 21%). Respondents who left school at the age of 15 or younger (35%) are less likely to hold the shopping sites responsible than interviewees who spent longer in education.

Turning to occupation, manual workers (47%) and retired respondents (46%) more often hold themselves responsible than white collar workers (35%), unemployed respondents (36%) and students (37%). The latter two groups in turn are more likely to mention shopping sites (47% and 45% respectively) than retired respondents (31%). House persons (19%) are the least likely of all occupational groups to point to public authorities. Finally respondents who have difficulties with paying their bills most of the time tend to point more to the shopping sites (44%) and less to public authorities (15%) than those without such difficulties

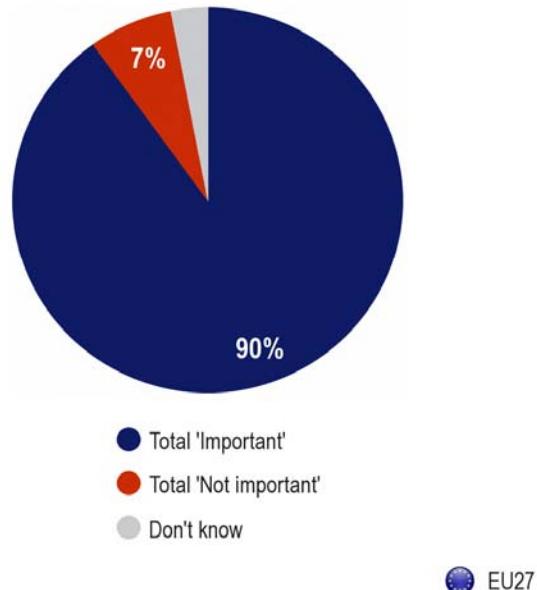
4.2.2 Importance of harmonised protection rights across EU

- An immense majority of Europeans are in favour of having the same rights and protection over their personal information in all EU countries -

Nine out of ten of the Europeans surveyed (90%) think it is important for them to have the same rights and protection over their personal information, regardless of the EU country in which it is collected and processed; while only a small minority (7%) think it is not important.³⁹

³⁹ QB32 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?

QB32. 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?

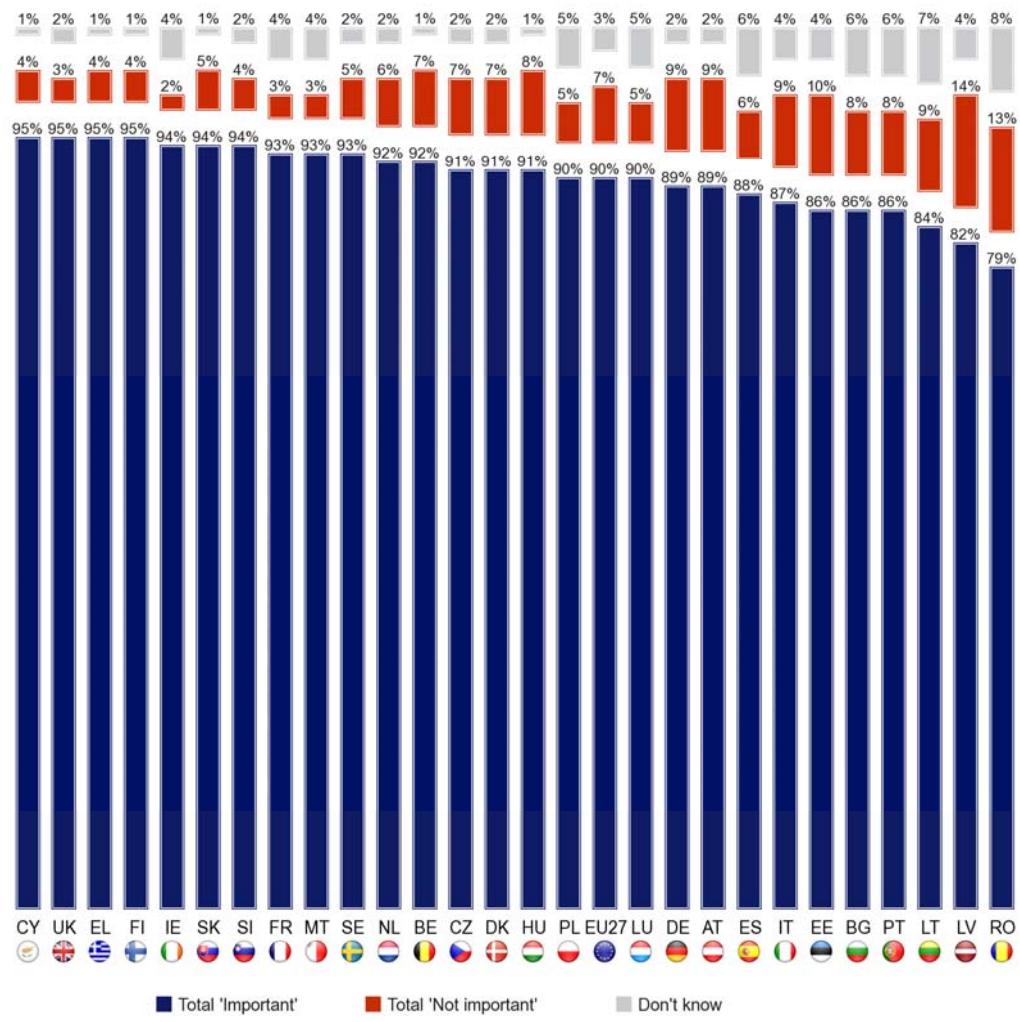


EU27

Base: Whole sample

A country-by-country analysis shows that this is felt by a large majority in every single Member State, most strikingly in Greece, Cyprus, Finland, the UK (all 95%) and Ireland (94%), and slightly less often in Romania (79%) and Latvia (82%). Romania (13%) and Latvia (14%) also have the highest percentages of respondents who do not think it important. **However, all Europeans seem strongly in favour of a harmonisation of the data protection laws within the EU.**

QB32. 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?



Base: Whole sample

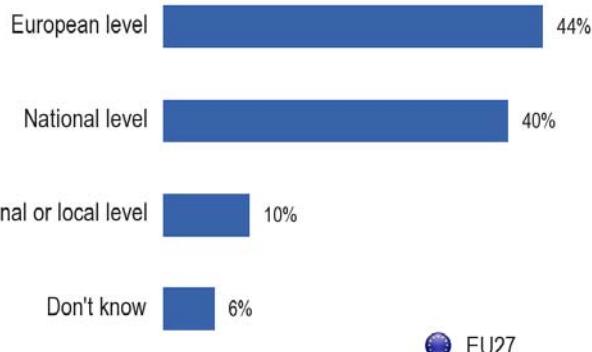
A **socio-demographic** breakdown shows that all categories are strongly in favour of equal rights in all EU Member States. However, some differences can be found as this belief is even more pronounced among respondents who were educated until the age of 20 or beyond (94%), managers (96%) and other white collar workers (94%) and active internet users with IA index + and ++ (both 95%). It is least widespread among the oldest respondents (84%), those who left school at the age of 15 or younger (83%), retired respondents (83%), respondents who have difficulties with paying their bills most of the time (86%), those who place themselves low on the social scale (86%), and people with IA index - - (84%).

4.2.3 Desired administrative level for the enforcement of rules

- A relative majority of Europeans believe that rules should be enforced at European level -

Asked about the administrative level at which personal data protection rules should be enforced, more than four in ten Europeans surveyed opt for the European level (44%), while a somewhat smaller number prefer the national level (40%); only one in ten mention the regional or local level (10%).⁴⁰

QB37. In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?



Base: Whole sample

A **country-by-country** analysis shows that most respondents choose the *European level* in Latvia (58%), Luxembourg (57%), Germany (56%), and France (56%). It is the first response in 15 Member States. In contrast, it is mentioned least in the western European countries the UK (17%) and Ireland (26%); in Slovenia (27%); and in the Nordic countries Sweden (20%), Denmark (27%) and Finland (33%).

Instead, the Nordic countries have among the highest percentages of respondents preferring the *national level* for the enforcement of personal data protection rules: Sweden (66%), Denmark (60%) and Finland (53%), together with Slovenia (59%), the UK (61%) and Ireland (52%).

The UK and Ireland are also the Member States with the highest percentages of interviewees who want a *regional or local level* of enforcement: Ireland (15%) and the UK (16%), closely followed by Austria (17%). This level was mentioned least in the Netherlands (5%).

⁴⁰ QB37 In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?

QB37 In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?

European level			National level			Regional or local level		
Countries with highest preference per administrative level								
LV	58%	SE	66%	AT	17%			
LU	57%	UK	61%	UK	16%			
DE	56%	DK	60%	IE	15%			
FR	56%	SI	59%	IT	14%			
BE	55%	FI	53%	BE	13%			
...
Countries with lowest preference per administrative level								
DK	27%	BE	31%	HU	7%			
SI	27%	LV	31%	BG	6%			
IE	26%	RO	31%	EL	6%			
SE	20%	FR	30%	LU	6%			
UK	17%	ES	29%	NL	5%			

Base: Whole sample

A **socio-demographic** analysis reveals several differences regarding age, education, household composition, occupation, and Internet use. Gender is of minor importance, with slightly more men (47%) than women (43%) preferring the enforcement of personal data protection rules at the European level. In general, the older, the more highly educated and the more active on the Internet respondents are, the more likely they are to opt for the European level. These categories are often also more in favour of the European Union, for all other topics addressed.

QB37 In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?

	European level	National level	Regional or local level	Don't Know
EU27	44%	40%	10%	6%
Sex				
Male	47%	40%	9%	4%
Female	43%	39%	11%	7%
Age				
15-24	48%	39%	8%	5%
25-39	49%	38%	9%	4%
40-54	47%	39%	10%	4%
55 +	38%	42%	12%	8%
Education (End of)				
15-	35%	40%	15%	10%
16-19	44%	41%	10%	5%
20+	53%	37%	7%	3%
Still studying	49%	37%	8%	6%
Respondent occupation scale				
Self-employed	49%	39%	9%	3%
Managers	53%	39%	6%	2%
Other white collars	49%	40%	8%	3%
Manual workers	46%	40%	10%	4%
House persons	40%	35%	14%	11%
Unemployed	45%	39%	11%	5%
Retired	37%	42%	13%	8%
Students	49%	37%	8%	6%
@ Use of the Internet				
Everyday	51%	39%	7%	3%
Often/ Sometimes	44%	42%	9%	5%
Never	37%	40%	15%	8%

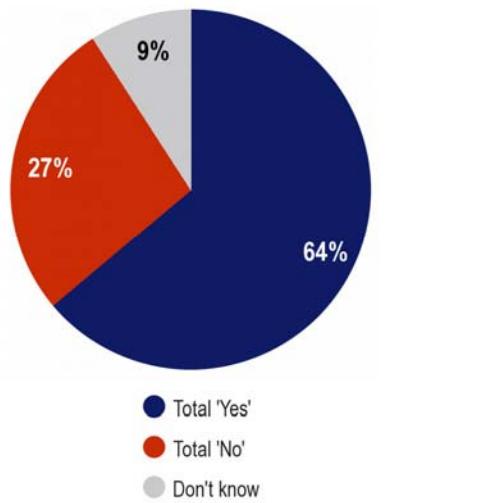
Base: Whole sample

4.2.4 Perceived effectiveness of Data Protection Officers in companies

- A majority of Europeans believe that a Data Protection Officer in companies would make things better -

Almost two-third (64%) of respondents think that their data would be better protected in large companies if these companies were obliged to have a specific contact person in charge of ensuring that people's personal data is handled properly⁴¹. However, over a quarter (27%) disagrees. The remaining 9% 'don't know'.

QB36. Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?



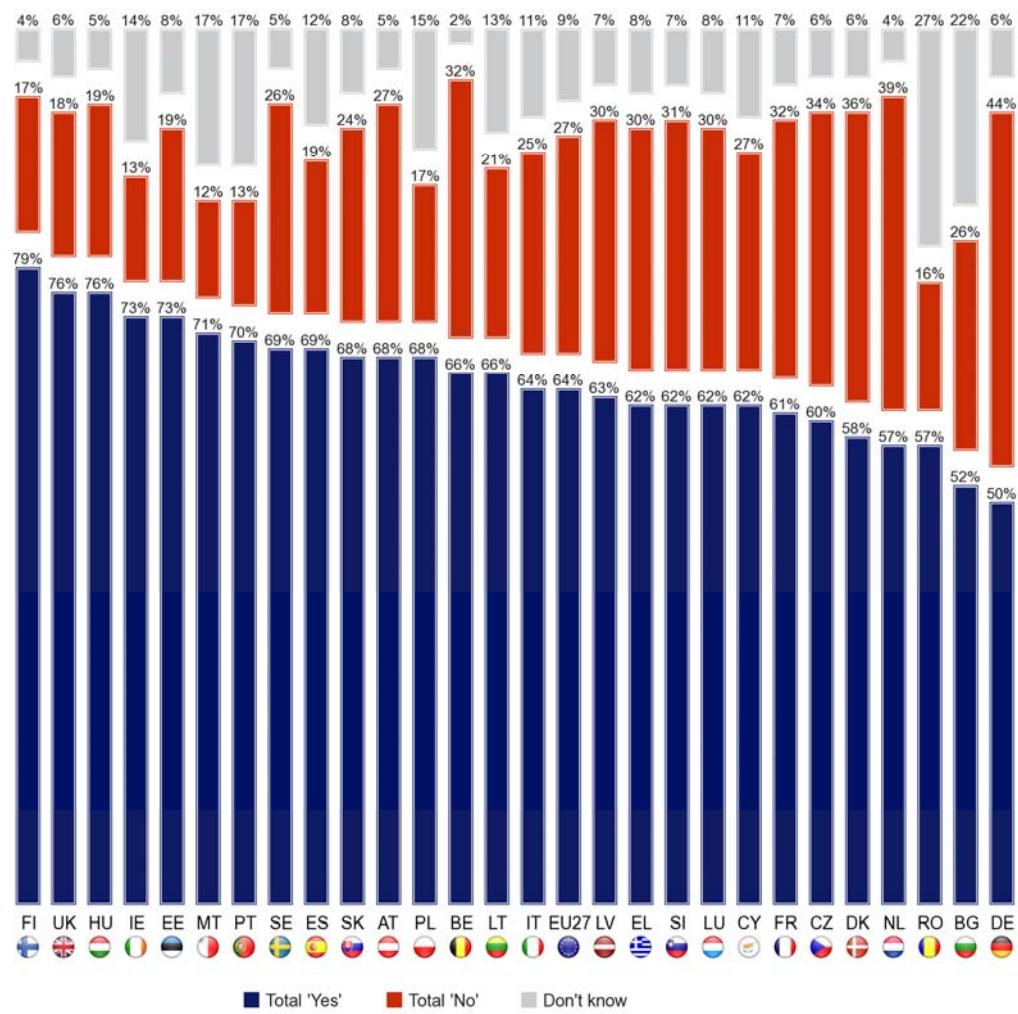
EU27

Base: Whole sample

A country-by-country analysis shows that in every single Member State at least half of the interviewees believe a specific contact person would ensure better data protection. The countries with the largest proportions of respondents who agree with this proposal are Finland (79%), Hungary (76%), the UK (76%), and Estonia and Ireland (both 73%). These countries, as we saw in the preceding section, are also most in favour of regulation at a national level - though less emphatically in the case of Hungary. They are also countries with relatively smaller proportions of respondents who disagree. Rather large minorities of the latter, however, are found in Germany (44%), the Netherlands (39%), Denmark (36%), the Czech Republic (34%), and Belgium and France (32%).

⁴¹ QB36 Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?

QB36. Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?



Base: Whole sample

A **socio-demographic** breakdown reveals that age, education, occupation and internet activity are all of relevance. In general, the younger and the more highly educated respondents are, the more likely they are to agree that special contact persons in companies will lead to better data protection. Furthermore, students and unemployed people are more likely to have this opinion, in particular when compared to retired interviewees.

However, it should be noted that the groups least inclined to think a Data Protection Officer would be effective in large companies, namely the oldest, the less educated, and retired people, are also the groups who most often say they *don't know*.

QB36 Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?

	Total 'Yes'	Total 'No'	Don't Know
EU27	64%	27%	9%

Age	Total 'Yes'	Total 'No'	Don't Know
15-24	70%	24%	6%
25-39	67%	26%	7%
40-54	64%	29%	7%
55 +	59%	26%	15%

Education (End of)	Total 'Yes'	Total 'No'	Don't Know
15-	60%	24%	16%
16-19	64%	28%	8%
20+	64%	30%	6%
Still studying	71%	23%	6%

Respondent occupation scale	Total 'Yes'	Total 'No'	Don't Know
Self-employed	65%	27%	8%
Managers	65%	31%	4%
Other white collars	65%	29%	6%
Manual workers	65%	28%	7%
House persons	62%	26%	12%
Unemployed	68%	24%	8%
Retired	59%	25%	16%
Students	71%	23%	6%

Left-Right scale	Total 'Yes'	Total 'No'	Don't Know
(1-4) Left	62%	31%	7%
(5-6) Centre	67%	26%	7%
(7-10) Right	68%	26%	6%

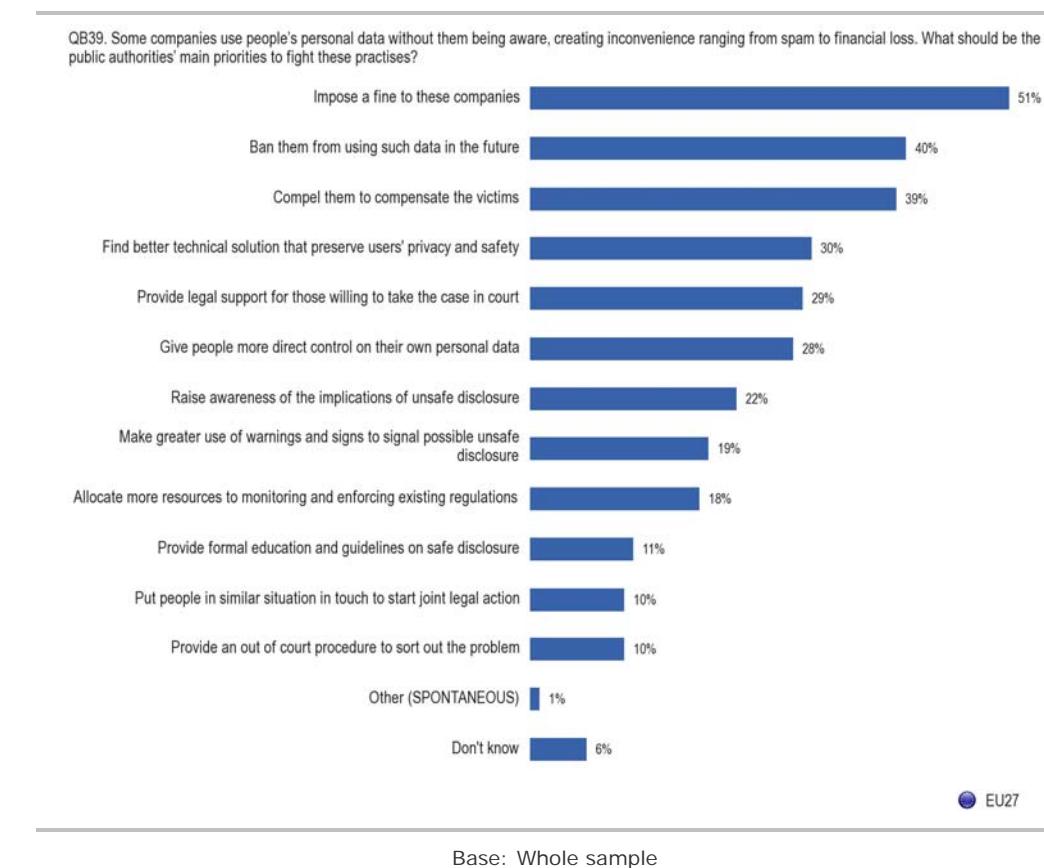
Landline/ mobile	Total 'Yes'	Total 'No'	Don't Know
Mobile only	66%	24%	10%
Landline only	54%	25%	21%
Landline & mobile	65%	28%	7%
No tel.	49%	19%	32%

Base: Whole sample

4.2.5 Sanctions for breaches of data protection rights

- *Imposing a fine on companies that use people's data without their knowledge should be the first priority of the public authorities -*

Some companies use people's personal data without their knowledge, creating inconvenience ranging from spam to financial loss. Respondents were asked what they thought the public authorities' main priorities for tackling these practices should be; they were asked to choose four from the 12 priorities presented⁴².



Base: Whole sample

Over half of the Europeans surveyed say a fine should be imposed on these companies (51%). Four out of ten think such companies should be banned from using such data in the future (40%), or compelled to compensate the victims (39%).

Around three out of ten respondents are of the opinion that public authorities should find a better technical solution that preserves users' privacy and safety (30%),

⁴² QB39 Some companies use people's personal data without them being aware, creating inconvenience ranging from spam to financial loss. What should be the public authorities' main priorities to fight these practices?

provide legal support for those willing to take the case in court (29%), or give people more direct control over their own personal data (28%).

Around one in five interviewees say public authorities ought to raise awareness of the implications of unsafe disclosure (22%), make greater use of warnings and signs to signal possible unsafe disclosure (19%), or allocate more resources to monitoring and enforcing existing regulations (18%).

One in ten believe public authorities should provide formal education and guidelines on safe disclosure (11%), provide an out of court procedure to sort out the problem (10%), or put people in a similar situation in touch to start joint legal action (10%).

A country-by-country analysis reveals that *imposing a fine on these companies* is the most important priority in 22 of the 27 Member States. It is mentioned most often in Slovenia (76%), Cyprus (73%), Ireland and Romania (63%), but least often in Finland (35%) and Austria (38%).

Absolute majorities in Cyprus (66%) and Bulgaria (58%) think that companies should be *banned from using such data in the future*, whereas fewer than one-third agree in Poland (30%) and Malta (25%). This priority is the first cited by respondents in Luxembourg (48%) and Finland (39%), equally with *give people more direct control on their own personal data*).

Compelling companies to compensate the victims receives the most mentions in Bulgaria (55%), Sweden (49%) and Portugal (48%), and the least in Finland (28%) and the United Kingdom (31%).

QB39 Some companies use people's personal data without them being aware, creating inconvenience ranging from spam to financial loss. What should be the public authorities' main priorities to fight these practices?														
	Impose a fine to these companies	Ban them from using such data in the future	Compel them to compensate the victims	Find better technical solution that preserve users' privacy and safety	Provide legal support for those willing to take the case in court	Give people more direct control on their own personal data	Raise awareness of the implications of unsafe disclosure	Make greater use of warnings and signs to signal possible unsafe disclosure	Allocate more resources to monitoring and enforcing existing regulations	Provide formal education and guidelines on safe disclosure	Provide an out-of-court procedure to sort out the problem	Put people in similar situation in touch to start joint legal action	Other (SP.)	Don't know
EU27	51%	40%	39%	30%	29%	28%	22%	19%	18%	11%	10%	10%	1%	6%
BE	45%	39%	34%	32%	33%	33%	28%	27%	14%	12%	10%	13%	1%	1%
BG	61%	58%	55%	24%	34%	18%	11%	9%	14%	8%	13%	10%	0%	5%
CZ	45%	41%	39%	40%	28%	38%	28%	20%	11%	11%	8%	14%	0%	1%
DK	49%	47%	46%	42%	38%	33%	34%	20%	26%	6%	5%	5%	0%	2%
DE	49%	42%	40%	46%	33%	31%	14%	25%	32%	5%	7%	11%	0%	4%
EE	49%	35%	44%	28%	35%	17%	19%	27%	16%	7%	10%	8%	0%	7%
IE	63%	45%	40%	24%	32%	29%	26%	19%	20%	16%	16%	15%	0%	4%
EL	59%	45%	47%	26%	33%	20%	17%	17%	17%	16%	13%	13%	0%	2%
ES	60%	36%	41%	19%	23%	24%	17%	12%	12%	15%	8%	9%	1%	3%
FR	51%	45%	44%	28%	32%	32%	37%	24%	12%	6%	6%	9%	0%	6%
IT	41%	35%	39%	25%	31%	24%	17%	14%	13%	16%	18%	13%	2%	7%
CY	73%	66%	46%	24%	36%	24%	15%	11%	10%	7%	13%	5%	0%	4%
LV	52%	42%	44%	28%	22%	22%	15%	15%	7%	9%	6%	9%	0%	5%
LT	44%	38%	47%	26%	24%	24%	19%	21%	8%	7%	15%	5%	1%	7%
LU	47%	48%	37%	25%	31%	27%	24%	22%	10%	8%	11%	7%	0%	7%
HU	52%	44%	33%	27%	26%	30%	20%	15%	18%	11%	12%	14%	0%	4%
MT	60%	25%	46%	15%	36%	23%	16%	13%	18%	14%	14%	8%	0%	7%
NL	52%	34%	30%	42%	32%	35%	30%	32%	33%	8%	4%	10%	1%	3%
AT	38%	42%	45%	41%	33%	36%	18%	27%	37%	11%	14%	16%	1%	2%
PL	54%	30%	29%	22%	27%	18%	20%	15%	13%	16%	8%	8%	0%	10%
PT	46%	45%	48%	16%	29%	16%	16%	12%	11%	12%	15%	12%	0%	6%
RO	63%	44%	45%	20%	28%	16%	7%	7%	8%	7%	14%	10%	0%	7%
SI	76%	45%	42%	27%	26%	21%	20%	14%	16%	8%	13%	9%	2%	1%
SK	51%	37%	35%	36%	24%	30%	32%	23%	16%	13%	10%	14%	0%	2%
FI	35%	39%	28%	35%	21%	39%	31%	29%	26%	17%	5%	11%	1%	2%
SE	49%	38%	49%	47%	34%	30%	34%	25%	23%	8%	5%	4%	1%	2%
UK	50%	41%	31%	25%	23%	33%	27%	18%	16%	14%	9%	5%	1%	10%

Highest percentage per country
Lowest percentage per country
Highest percentage per item
Lowest percentage per item

Base: Whole sample

A **socio-demographic** analysis reveals almost no differences with respect to the top three priorities. Nevertheless, a similar general pattern was found for age, education, and occupation (but not gender) in five of the nine remaining priorities. These are *to find a better technical solution that preserves users' privacy and safety; to give people more direct control over their own personal data; to raise awareness of the implications of unsafe disclosure; to make greater use of warnings and signs to signal possible unsafe disclosure; and to allocate more resources to monitoring and enforcing existing regulations.*

This general pattern is as follows. The respondents who left school at the age of 15 or younger, house persons, retired people, interviewees who have difficulties with paying their bills most of the time, respondents who place themselves low on the social scale, and interviewees with IA index -- , are less likely to mention all five priorities. In contrast, managers or other white collar workers tend to mention these priorities more often, as do active Internet users. These priorities are perhaps perceived as quite technical or abstract and therefore are less selected by less privileged groups.

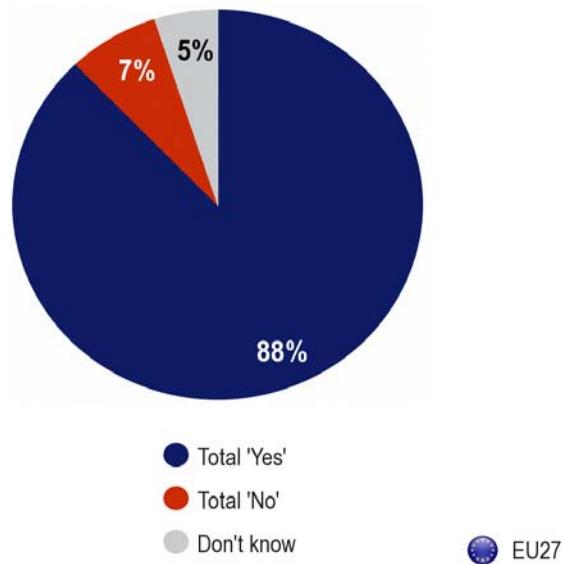
4.3 Rules on specific categories of personal data

4.3.1 Special protection of genetic information

- The vast majority of Europeans want genetic data to have the same special protection as data on health, sex life, ethnicity, religion and political opinions -

EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. The vast majority (88%) of Europeans surveyed think that genetic information such as DNA data should also have the same special protection, while only 7% say it should not.⁴³

QB33. EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. Do you think that genetic information such as DNA data should also have the same special protection?

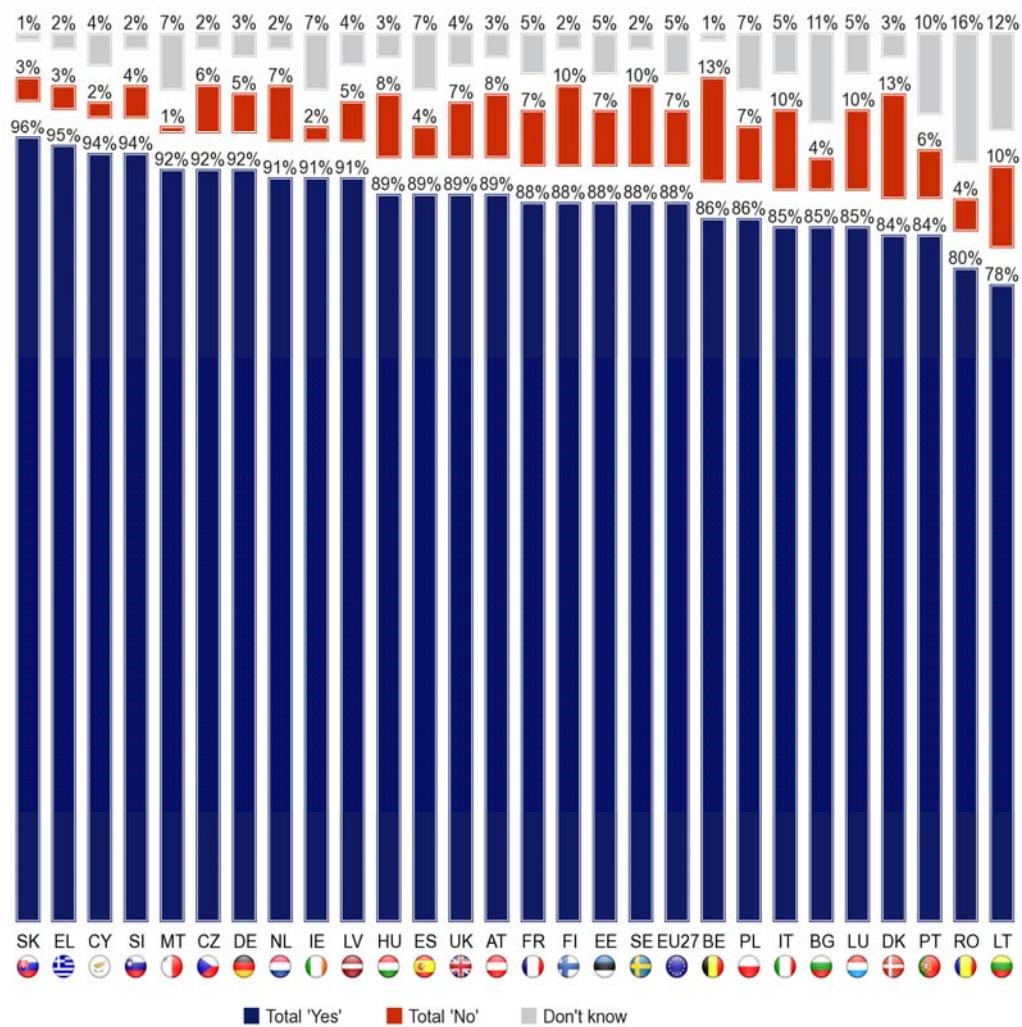


Base: Whole sample

⁴³ QB33 EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. Do you think that genetic information such as DNA data should also have the same special protection?

A **country-by-country** analysis shows that vast majorities in every single Member States agree that DNA data should have special protection. These majorities are largest in Slovakia (96%), Greece (95%), and Cyprus and Slovenia (94%) and smallest in Romania (80%) and Lithuania (78%). Lithuania also has one of the highest proportions of people who disagree (10%), along with Finland, Italy, Lithuania, Luxembourg and Sweden (all 10%), and to an even greater extent Belgium and Denmark (both 13%).

QB33. EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. Do you think that genetic information such as DNA data should also have the same special protection?



Base: Whole sample

A socio-demographic breakdown shows a few differences regarding age, education, occupation, and Internet use. Respondents aged 55+ (84%) are least likely of all age groups to say that genetic data should have special protection. Respondents who were educated until the age of 20 or beyond (93%) are more likely to want special protection for genetic data than those who left school at the age of 15 or younger (82%); as do managers (94%) more than retired respondents (83%), and active Internet users ++ (93%) more than less active users - - (84%).

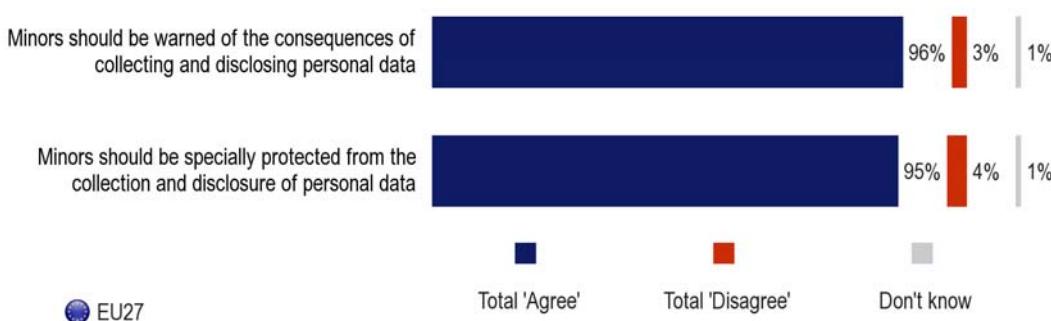
Despite these small differences, the main finding is that large majorities agree that genetic information such as DNA data should have the same special protection as other sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, or political opinions.

4.3.2 Protecting and warning minors

- Almost all Europeans agree that minors should be protected from and warned against disclosure of personal data -

Strongly convinced as they are that genetic information should have the same special protection as other sensitive information, the Europeans surveyed are even more convinced that minors should be specially protected from the collection and disclosure of personal data (95%) and also that minors should be warned of the consequences of collecting and disclosing personal data (96%).⁴⁴

QB34. Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statements regarding the protection of personal data of minors.



Base: Whole sample

⁴⁴ QB34 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statements regarding the protection of personal data of minors.
 QB34.1 Minors should be specially protected from the collection and disclosure of personal data
 QB34.2 Minors should be warned of the consequences of collecting and disclosing personal data

A **country-by-country** analysis shows these opinions are shared by vast majorities in all EU Member States. The lowest proportions are found in Italy (91% for each statement), the country which also has the largest proportion of respondents who disagree (7% for each statement).

A **socio-demographic** breakdown did not reveal any differences between groups, except that the youngest respondents (aged 15 to 24) agree less emphatically: they answer 'totally agree' slightly less than the other age groups, maybe because some of them are minors themselves.

There is a consensus in European public opinion on these ideas: minors should be specially protected from the collection and disclosure of personal data, and they should be warned against the possible consequences that may follow disclosure.

4.3.3 Police access to personal data

*- Europeans' opinions are divided on the circumstances
for police access to personal data -*

The police sometimes access and analyse individuals' personal data to carry out their activities. Respondents were asked in what circumstances the police should be able to access individuals' personal data.⁴⁵

Responses are quite varied on this issue. While one-third (33%) of the Europeans surveyed say the police should be able to access personal data for all general crime prevention activities, a somewhat larger proportion (37%) think the police should be allowed to do so only with regard to specific data in connection with a specific investigation, and a quarter (26%) say the authorisation of a judge should be required.

⁴⁵ QB35 The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?

QB35. The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?

Only specific data within the framework of a specific investigation  37%

For all general crime prevention activities  33%

Only with the authorisation of a judge  26%

Never (SPONTANEOUS)  1%

Don't know  3%

 EU27

Base: Whole sample

QB35 The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?

		Only specific data within the framework of a specific investigation	For all general crime prevention activities	Only with the authorisation of a judge	Never (SP.)	Don't know
	EU27	37%	33%	26%	1%	3%
	BE	38%	30%	28%	3%	1%
	BG	40%	24%	30%	1%	5%
	CZ	46%	29%	23%	1%	1%
	DK	42%	30%	27%	0%	1%
	DE	37%	33%	28%	1%	1%
	EE	52%	17%	27%	1%	3%
	IE	38%	36%	21%	1%	4%
	EL	35%	31%	30%	3%	1%
	ES	24%	37%	35%	0%	4%
	FR	29%	30%	38%	1%	2%
	IT	38%	40%	18%	2%	2%
	CY	31%	25%	40%	2%	2%
	LV	32%	37%	29%	1%	1%
	LT	40%	18%	37%	1%	4%
	LU	30%	29%	38%	1%	2%
	HU	44%	29%	25%	1%	1%
	MT	25%	35%	32%	2%	6%
	NL	46%	29%	24%	0%	1%
	AT	39%	21%	36%	2%	2%
	PL	47%	26%	23%	0%	4%
	PT	34%	33%	26%	3%	4%
	RO	27%	41%	19%	4%	9%
	SI	29%	26%	40%	2%	3%
	SK	47%	27%	22%	3%	1%
	FI	50%	35%	13%	1%	1%
	SE	47%	27%	25%	0%	1%
	UK	41%	37%	19%	1%	2%

Highest percentage per country Lowest percentage per country

Highest percentage per item	Lowest percentage per item
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Base: Whole sample

A country-by-country analysis shows that *a specific investigation* is mentioned by half of the respondents in Estonia (52%) and Finland (50%) compared to a quarter in Spain (24%), Malta (25%) and Romania (27%).

Most mentions of *all general crime interventions* are found in Romania (41%) and Italy (40%), but also in Spain, Latvia, the UK (37% each) and in Malta (35%): except in the UK, it is the first answer cited in these Member States. Respondents in Estonia (17%), Lithuania (18%) and Austria (21%) are the least likely to give this response.

The authorisation of a judge is mentioned most often in Cyprus and Slovenia (both 40%, first answer cited), and least often in Finland (13%) and Italy (18%). It is also the first response in France and Luxembourg (38% in both countries).

Some of the variations between countries in this matter of a delicate balance between citizens' safety and their privacy may well reflect historical and cultural differences.

A socio-demographic analysis reveals differences regarding gender, education, occupation, finances, and Internet activity.

Less educated interviewees (38%) are more likely than more educated respondents (28%) to approve police access to personal data for *all general crime prevention activities*. House persons (37%) cite this item more often than managers (28%).

In connection with a specific investigation is most likely to be mentioned by managers (42%), other white collar workers (41%), students (41%), and active Internet users ++ (42%), and least by unemployed (32%) and retired respondents (33%).

More men (29%) than women (24%) think a *judge's authorisation* should be required, and so do more of the respondents who were educated until the age of 20 or beyond (30%), unemployed interviewees (32%), respondents who have difficulties with paying their bills most of the time (31%), and moderately active Internet users – (30%). Further, interviewees who place themselves to the left of the political spectrum (32%) are more likely to want a judge's authorisation before the police may access personal data than respondents who are placed more to the right (23%).

QB35 The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?

	Only specific data within the framework of a specific investigation	For all general crime prevention activities	Only with the authorisation of a judge	Never (SP.)	Don't Know
EU27	37%	33%	26%	1%	3%
Sex					
Male	36%	32%	29%	1%	2%
Female	37%	35%	24%	1%	3%
Education (End of)					
15-	29%	38%	26%	2%	5%
16-19	38%	34%	25%	1%	2%
20+	40%	28%	30%	1%	1%
Still studying	41%	31%	24%	2%	2%
Respondent occupation scale					
Self-employed	37%	32%	29%	1%	1%
Managers	42%	28%	28%	1%	1%
Other white collars	41%	34%	23%	-	2%
Manual workers	38%	34%	25%	1%	2%
House persons	34%	37%	23%	2%	4%
Unemployed	32%	33%	32%	1%	2%
Retired	33%	35%	27%	1%	4%
Students	41%	31%	24%	2%	2%
Left-Right scale					
(1-4) Left	36%	29%	32%	1%	2%
(5-6) Centre	39%	34%	25%	1%	1%
(7-10) Right	38%	36%	23%	1%	2%
@ Use of the Internet					
Everyday	39%	32%	27%	1%	1%
Often/Sometimes	38%	33%	26%	1%	2%
Never	31%	36%	28%	1%	4%
Difficulties paying bills					
Most of the time	30%	34%	31%	2%	3%
From time to time	37%	33%	26%	1%	3%
Almost never	38%	33%	26%	1%	2%

Base: Whole sample

4.4 Summary

The aim of this chapter was to gain insight into Europeans' wishes regarding the regulatory protection of personal data.

Only one-third of Europeans are aware of the existence of a **national public authority** responsible for protecting their rights regarding their personal data.

Three-quarters of the Europeans who use social networking or sharing sites think they themselves are **responsible for safe data handling**, that is for the safe collection, storage and exchange of their information on these sites. Nonetheless, an equal proportion also think that these sites should take responsibility.

The proportion of online shoppers who think that **online shopping sites** should be responsible (three-quarters) outnumbers those who feel they should be personally responsible (two-thirds).

Nine out of ten of the Europeans surveyed say it is important for them to have **harmonised protection and rights across the EU** with respect to personal data, regardless of the EU country in which it is collected and processed.

Asked about the **desired administrative level of enforcement of regulation** on personal data protection, more than four Europeans in ten say they prefer the European level, while a somewhat smaller number prefer the national level; only one in ten mention a regional or local level.

Almost two-thirds of Europeans believe their personal data would be better protected in large companies if these companies were obliged to have a **Data Protection Officer** in charge of ensuring that people's personal data is handled properly while over a quarter disagree.

The **sanctions** which Europeans would like **for companies that use people's data without their knowledge** are as follows. Half of the respondents say that a fine should be imposed on companies. Four out of ten think such companies should be banned from using such data in the future, or compelled to compensate the victims. Three out of ten say that public authorities should find better technical solutions that preserve users' privacy and safety, provide legal support for those willing to take the case in court, or give people more direct control over their own personal data. Other sanctions are mentioned by less than a quarter of Europeans.

Close to nine out of ten Europeans also think that **genetic information** such as DNA data should have the same special protection as data related to health, sex life, ethnic origin, religious beliefs, and political opinions.

Almost all Europeans believe that **under-age children should be specially protected** from the collection and disclosure of personal data and also that **minors should be warned** of the consequences of collecting and disclosing personal data.

Europeans are rather guarded in considering **the circumstances under which police should access individuals' personal data**. While one-third say the police should be able to access personal data for all general crime prevention activities, a somewhat larger proportion think the police should be given such access only with regard to specific data required within a specific investigation. Furthermore, a quarter say the authorisation of a judge should be required.

* * *

CONCLUSION

In the light of the ever-increasing role digital technologies have played in society during the last decade, enabling the unprecedented large-scale collection, storage and processing of personal data, the purpose of this study was to gain insight into Europeans' disclosure of personal information, with a special focus on the Internet. More specifically, this report addresses Europeans' actual disclosure of personal information, their awareness of and perceived control over their personal data, their ways of protecting personal data, and the data protection regulation they would like to see. Insights into these issues can help develop regulation and tailor it to Europeans' specific needs and vulnerabilities with respect to personal data protection.

Throughout the report two types of Internet users were distinguished: users of social networking sites or sharing sites for photos, videos and movies on the one hand and users of e-commerce sites for purchasing goods or services on the other. Furthermore, there has been a particular focus in this report on identifying 'digital natives'. A digital native can be defined as a young person who was born during or after the general introduction of digital technology, and through interacting with digital technology from an early age, has a greater understanding of its concepts.

Disclosure of personal information

A majority of the Europeans see *disclosing personal information* as an increasing part of modern life. Information considered as personal is, above all, financial information, medical information, and national identity numbers (or card or passport); also fingerprints, home address, and mobile phone number are mentioned by more than half of Europeans.

Europeans' *actual online disclosure of personal information mainly* involves their names, home addresses, mobile numbers, nationalities – and for online shoppers also financial information. The most important reason for disclosure is to access an online service. More than four in ten Internet users report that they have been asked for more personal information than necessary when they intended to obtain access to or use an online service, resulting in considerable concern among those who had had this experience.

Turning to Europeans' *concern about disclosure of personal information*, around half are concerned about their behaviour being recorded via payment cards, or via mobile phone or mobile Internet; around four in ten worry about being recorded in a private space, or being tracked via store or loyalty cards, or on the Internet. Over half of the Internet users feel uncomfortable with profiling on the Internet. The most significant

risks associated with disclosure on the Internet are being a victim of fraud (particularly by online shoppers), having one's information used without one's knowledge, and having one's information shared with third parties without one's agreement. Online identity theft and information being used to send unwanted commercial offers were also mentioned, though less often. All in all, Europeans appear to be fairly concerned about their privacy.

Awareness of and perceived control over personal data

Identity management concerns not least the type of credentials Europeans use: mostly credit cards and bank cards, national identity cards or residence permits, government entitlement cards, or driving licences. One-third of respondents have an account they use on the Internet, such as email, or for social networking or commercial services. To protect their identity in daily life, Europeans use *passive* strategies, such as withholding personal information, more than active strategies, where one takes action. To protect their identity on the Internet, the most common strategies are technical or procedural, such as tools and strategies to limit unwanted emails and spam, and to check that a transaction is protected or that the site has a safety logo or label, and the use of anti-spy software; whereas the less frequent methods involve some kind of individual initiative on the part of the internet user, such as maintaining awareness through search engines.

Turning to Europeans' *awareness of their personal data possibly being accessible* to third parties, almost six in ten Internet users usually read privacy statements and the majority of those who read them adapt their Internet behaviour. However, almost three in ten Internet users report that they are rarely or never informed about the conditions for data collection and the further uses of their data when they want to join a social networking site or register for a service online. In particular almost half of users say that social networking or sharing sites do not provide sufficient information about the possible consequences of disclosing personal information.

A majority of the interviewees who had disclosed information on the Internet *feel partly or completely in control of their personal data*; just over a quarter of social network users and even fewer online shoppers feel in *complete* control.

Protection of personal data

Europeans' *expectations of organisations* regarding the protection of personal data vary. Authorities and institutions – including the European Commission and the European Parliament – are trusted more than commercial companies. Less than one-third trust phone companies, mobile phone companies and Internet service providers; and just over one-fifth trust Internet companies such as search engines, social networking sites and e-mail services. A majority of Europeans are concerned that

their personal data held by companies may be used for a different purpose than that for which it was collected, and say their approval should always be required for any personal data handling, besides wanting to be informed if such data are lost or stolen. Those who distrust the public authorities regarding the protection of personal information are also more likely to feel no control at all over the personal information they disclose on social networking and sharing sites whereas this impression is less widespread among those who trust the public authorities.

Turning to Europeans' *own data handling*, less than one-third are prepared to pay for access to their personal information stored by public or private entities. A majority of Internet users believe it important to be able to transfer personal data, and over half of social network users tried to change the privacy settings on their personal profile from the default setting.

Regulation on personal data protection

Only one-third of Europeans are aware of the existence of a *national Data Protection Authority* responsible for protecting their rights regarding their personal data. Even though a majority of the European Internet users feel responsible themselves for the safe handling of their personal data, almost all Europeans do favour harmonised protection rights across the EU. More than four in ten Europeans prefer the European level of administration to enforce regulation, while a somewhat smaller number prefer the national level.

Regarding the type of regulation aimed at companies to prevent them from using people's personal data without their knowledge, Europeans mainly think that such companies should be fined, banned from using such data in the future, or compelled to compensate the victims. A majority believe that their personal data would be better protected in large companies if these companies were obliged to have a Data Protection Officer.

Europeans' opinions are divided with respect to the circumstances under which police should have access to personal data. In contrast, they almost all agree that minors should be protected from and warned against the disclosure of personal data; and are in favour of the special protection of genetic data.

Countries of interest

- ◆ A general pattern – with few exceptions – emerged, with northern and western European countries having relatively more online shoppers, while users of social networking or sharing sites tend to be more common in the southern and eastern countries.
- ◆ Over-disclosure of personal information is experienced most often by Internet users residing in the southern European countries, notably Portugal, Spain, Italy, Hungary and Greece but also in Ireland.
- ◆ The countries with the largest percentages of online shoppers and social networking site users who do not feel in control over their personal data are also the countries where the fewest interviewees feel sufficiently informed by these sites about the possible consequences of disclosing personal information. This is most notable in Germany and France.
- ◆ Trust in institutions, authorities and companies holding personal data is weakest in Greece, Romania and Poland.

Digital natives and digital initiates

Two types of digital experts emerged from the survey. Firstly, as expected, the 'digital natives': young persons born during or after the general introduction of digital technology. Secondly, another group emerged, 'digital initiates': they are not of that age by definition, but have become experienced by interacting with digital technology e.g. through work or education, and have different viewpoints from digital natives.

- ◆ *Digital natives* are born and raised with digital technology: they are the younger Europeans aged 15-24, and students. These groups appeared to stand out with respect to a large number of issues addressed in this survey. They are the most likely to agree that disclosing personal information is not a big issue for them, that they do not mind disclosing personal information in return for free services online, such as a free email address, and that they feel obliged to disclose personal information on the Internet. They are also the most likely to disclose various types of personal information on social networking sites; to disclose personal information on social networking sites 'for fun'; to usually *not* read privacy statements on the Internet, but to feel sufficiently informed about the conditions for data collection and the further uses of their data when joining a social networking site or registering for a service online; to trust *all* authorities, institutions and commercial companies; to have changed their personal profile from the default settings on a social networking site or sharing site; and to hold the social networking or sharing sites responsible for safe handling of data.

Conversely, digital natives are the *least* likely to say that there is a risk that their information may be used to send them unwanted commercial offers; to say that websites will not honour their privacy statements; to protect their

identity, either in daily life or on the Internet; or to be concerned about the personal information held by companies being used for a purpose other than that for which it was collected.

- ◆ *Digital initiates* are familiar with the Internet through their work or higher education rather than because of their age. In occupational terms, they are likely to be managers. In contrast to digital natives, they have considerable concerns, as reflected by their surprisingly deviating viewpoints on several issues.

They are the *least* likely to think that disclosing personal information is not a big issue for them, and they feel the least often in control of their personal data, e.g. the ability to change, delete or correct this information, when shopping online as well as when using social networking sites. In contrast, they are *most* likely to protect their identity in daily life *and* on the Internet, and in most various ways; managers are most likely to be prepared to pay for access to personal information stored by public or private entities; and to have changed the privacy settings on their personal profile from the default settings on a social networking or sharing site.

In general, although the majority of Europeans have accepted the disclosure of personal information as fact of modern life, they appear to be quite concerned about their privacy. Substantial proportions of Europeans appear to be in need of information on personal data. Reading privacy statements on the Internet is proven to change their behaviour.

Therefore, informing Europeans about personal data can help to raise awareness and persuade them to be more cautious when disclosing personal information. More than half of respondents trust European institutions such as the European Commission and the European Parliament regarding the protection of personal data. Almost all Europeans favour harmonised protection rights across the EU and a relative majority would prefer regulation to be enforced at the European level of administration.

* * *

ANNEXES

TECHNICAL SPECIFICATIONS

SPECIAL EUROBAROMETER 359

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

TECHNICAL SPECIFICATIONS

Between the 25th of November and the 17th of December 2010, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out the wave 74.3 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Speechwriting".

The SPECIAL EUROBAROMETER 359 is part of wave 74.3 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES	POPULATION 15+
BE	Belgium	TNS Dimarso	1020	25/11/2010	14/12/2010
BG	Bulgaria	TNS BBSS	1000	26/11/2010	08/12/2010
CZ	Czech Rep.	TNS Aisa	1015	26/11/2010	13/12/2010
DK	Denmark	TNS Gallup DK	1007	26/11/2010	15/12/2010
DE	Germany	TNS Infratest	1519	25/11/2010	12/12/2010
EE	Estonia	Emor	1000	26/11/2010	13/12/2010
IE	Ireland	MRBI	975	26/11/2010	17/12/2010
EL	Greece	TNS ICAP	1000	26/11/2010	13/12/2010
ES	Spain	TNS Demoscopia	1006	26/11/2010	14/12/2010
FR	France	TNS Sofres	1000	26/11/2010	14/12/2010
IT	Italy	TNS Infratest	1039	26/11/2010	13/12/2010
CY	Rep. of Cyprus	Synovate	501	26/11/2010	12/12/2010
LV	Latvia	TNS Latvia	1000	26/11/2010	13/12/2010
LT	Lithuania	TNS Gallup Lithuania	1026	26/11/2010	13/12/2010
LU	Luxembourg	TNS ILReS	501	26/11/2010	15/12/2010
HU	Hungary	TNS Hungary	1014	26/11/2010	13/12/2010
MT	Malta	MISCO	500	26/11/2010	12/12/2010
NL	Netherlands	TNS NIPO	1024	26/11/2010	14/12/2010
AT	Austria	Österreichisches Gallup-Institut	1010	26/11/2010	12/12/2010
PL	Poland	TNS OBOP	1000	26/11/2010	13/12/2010
PT	Portugal	TNS EUROTESTE	1046	26/11/2010	13/12/2010
RO	Romania	TNS CSOP	1013	26/11/2010	10/12/2010
SI	Slovenia	RM PLUS	1020	26/11/2010	13/12/2010
SK	Slovakia	TNS AISA SK	1034	26/11/2010	13/12/2010
FI	Finland	TNS Gallup Oy	1003	26/11/2010	16/12/2010
SE	Sweden	TNS GALLUP	1010	26/11/2010	15/12/2010
UK	United Kingdom	TNS UK	1291	26/11/2010	14/12/2010
TOTAL EU27			26.574	25/11/2010	17/12/2010
					406.834.359

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points

QUESTIONNAIRE

QB1a For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

(ONE ANSWER PER LINE)

	(READ OUT)	Yes	No	DK
1	Use websites to share pictures, videos, movies, etc.	1	2	3
2	Use a social networking site	1	2	3
3	Purchase goods or services online\ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)	1	2	3

NEW

QB1b Which of the following activities do you also do on the Internet?

(SHOW CARD – READ OUT – ROTATE – MULTIPLE ANSWERS POSSIBLE)

Keep a blog (also known as web-log)
Instant messaging, chat websites
Use peer-to-peer software and\ or sites to exchange movies, music, etc.
Make or receive phone calls or video calls over the Internet
Install plug-ins in your browser to extend its capability
Design or maintain a website (not just a blog)
Do home banking
(ONLY IF "YES" IN QB1a.3) Purchase goods or services from a seller located in (OUR COUNTRY)
(ONLY IF "YES" IN QB1a.3) Purchase goods or services from a seller located in another EU country
(ONLY IF "YES" IN QB1a.3) Purchase goods or services from a seller located outside the EU
Submit tax declaration or use other online government services
Use online softwares
Other (SPONTANEOUS)
DK

NEW

ASK ALL

QB2	Which of the following types of information and data that are related to you do you consider as personal?
-----	---

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Medical information (patient record, health information)
Your fingerprints
Financial information (e. g salary, bank details, credit record)
Your work history
Your national identity number (USE APPROPRIATE TERM IN EACH COUNTRY) card number\ passport number
Your name
Your home address
Your nationality
Things you do (e.g. hobbies, sports, places you go)
Your tastes and opinions
Photos of you
Who your friends are
Websites you visit
Your mobile phone number
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

QB3	For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?
-----	--

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)
--

	(READ OUT – ROTATE)	Total ly agre e	Ten d to agre e	Ten d to disa gree	Total ly disa gree	Not appli cabl e (SP ONT ANE OUS)	DK
--	---------------------	--------------------------	--------------------------	-----------------------------	-----------------------------	---	----

1	Nowadays you need to log into several systems using several usernames and passwords	1	2	3	4	5	6
2	The (NATIONALITY) Government asks you for more and more personal information	1	2	3	4	5	6
3	You feel obliged to disclose personal information on the Internet	1	2	3	4	5	6
4	There is no alternative than to disclose personal information if one wants to obtain products or services	1	2	3	4	5	6
5	Disclosing personal information is not a big issue for you	1	2	3	4	5	6
6	Disclosing personal information is an increasing part of modern life	1	2	3	4	5	6
7	You don't mind disclosing personal information in return for free services online (e.g. free email address)	1	2	3	4	5	6

NEW

ASK QB4a TO QB12a IF "USE SOCIAL NETWORKING SITES AND\ OR SHARING SITES",
CODE 1 IN QB1a.1 OR QB1a.2 – OTHERS GO TO QB4b

Social networking sites and sharing sites are becoming more and more popular. On these sites, people keep in touch with their friends and families, conduct business, meet new friends or play games.

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Medical information (patient record, health information)
Your fingerprints
Financial information (e. g salary, bank details, credit record)
Your work history
Your national identity number (USE APPROPRIATE TERM IN EACH COUNTRY)\ card number\ passport number
Your name
Your home address
Your nationality
Things you do (e.g. hobbies, sports, places you go)
Your tastes and opinions
Photos of you
Who your friends are
Websites you visit
Your mobile phone number
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

ASK QB5a AND QB6a IF "HAVE DISCLOSED PERSONAL INFORMATION ON SOCIAL NETWORKING SITES AND\ OR SHARING SITES", CODE 1 TO 15 IN QB4a – OTHERS GO TO QB7a

QB5a	What are the most important reasons why you disclose such information on social networking sites and\ or sharing sites?
------	---

(SHOW CARD – READ OUT – MAX. 3 ANSWERS)

- To access the service
- To save time at the next visit
- To receive money or price reductions
- To benefit from personalised commercial offers
- To get a service for free
- To obtain a service adapted to your needs
- For fun
- To connect with others
- Other (SPONTANEOUS)
- DK

NEW

QB6a	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?
------	---

(READ OUT – ONE ANSWER ONLY)

- Complete control
- Partial control
- No control at all
- DK

NEW

ASK QB7a TO QB12a IF "USE SOCIAL NETWORKING SITES AND\ OR SHARING SITES",
 CODE 1 IN QB1a.1 OR QB1a.2 – OTHERS GO TO QB4b

QB7a	I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and\ or sharing sites?
------	--

(SHOW CARD – READ OUT – ROTATE – MAX. 3 ANSWERS)

Your information being used without your knowledge
Your information being shared with third parties without your agreement
Your information being used to send you unwanted commercial offers
Your views and behaviours being misunderstood
Your identity being at risk of theft online
Your personal safety being at risk
Yourself being victim of fraud
Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)
Your reputation being damaged
Your information being used in different contexts from the ones where you disclosed it
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

QB8a	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.
------	--

(READ OUT – ONE ANSWER ONLY)

Totally agree
Tend to agree
Tend to disagree
Totally disagree
DK

NEW

QB9a1	Who do you think should make sure that your information is collected, stored and exchanged safely on social networking sites and\ or sharing sites? Firstly?
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QB9a2	And secondly?
-------	---------------

(SHOW CARD – ONE ANSWER PER COLUMN)

(READ OUT)	QB9a1	QB9a2
	FIRSTLY	SECONDLY
You – as you need to take care of your information	1	1
The social networking sites and\ or sharing sites you are dealing with – as they need to ensure they process your information fairly	2	2
Public authorities – as they need to ensure that citizens are protected	3	3
Other (SPONTANEOUS)	4	4
DK	5	5

NEW

A personal profile on a social networking site or sharing site is made of information such as your age, location, interests, an uploaded photo and an "about me" section. Profile visibility – who can see your information and interact with you - can in some cases be personalised by managing the privacy settings offered by the site.

QB10a	Have you ever tried to change the privacy settings of your personal profile from the default settings on a social networking site and\ or sharing site?
-------	---

Yes
No
DK

NEW

ASK QB11a IF "YES", CODE 1 IN QB10a – OTHERS GO TO QB12a

QB11a	How easy or difficult did you find it to change the privacy settings of your personal profile?
-------	--

(READ OUT – ONE ANSWER ONLY)

Very easy
Fairly easy
Fairly difficult
Very difficult
DK

NEW

ASK QB12a IF "NO", CODE 2 IN QB10a – OTHERS GO TO QB4b

QB12a	Why did you not try to change these privacy settings?
-------	---

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

You did not know that you could change the settings
You do not know how to proceed to change these settings
You trust the site to set appropriate privacy settings
You are not worried by having personal data on social networking and\ or sharing sites
You did not find the time to look at the available options
Other (SPONTANEOUS)
DK

NEW

**ASK QB4b TO QB8b IF "PURCHASE GOODS OR SERVICES ONLINE", CODE 1 IN QB1a.3
– OTHERS GO TO QB13**

It is increasingly common to purchase goods and services via the Internet (online shopping). People buy clothes, sports goods, books, travel tickets and holidays online; they purchase films, music and games; they compare prices of goods and services; they buy shares and financial and insurance products.

QB4b Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Medical information (patient record, health information)
Your fingerprints
Financial information (e. g salary, bank details, credit record)
Your work history
Your national identity number (USE APPROPRIATE TERM IN EACH COUNTRY)\ card number\ passport number
Your name
Your home address
Your nationality
Things you do (e.g. hobbies, sports, places you go)
Your tastes and opinions
Photos of you
Who your friends are
Websites you visit
Your mobile phone number
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

ASK QB5b AND QB6b IF "HAVE DISCLOSED PERSONAL INFORMATION WHEN SHOPPING ONLINE", CODE 1 TO 15 IN QB4b – OTHERS GO TO QB8b

QB5b	What are the most important reasons why you disclose such information in online shopping?
------	---

(SHOW CARD – READ OUT – MAX. 3 ANSWERS)

- To access the service
- To save time at the next visit
- To receive money or price reductions
- To benefit from personalised commercial offers
- To get a service for free
- To obtain a service adapted to your needs
- For fun
- To connect with others
- Other (SPONTANEOUS)
- DK

NEW

QB6b	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?
------	---

(READ OUT – ONE ANSWER ONLY)

- Complete control
- Partial control
- No control at all
- DK

NEW

**ASK QB7b TO QB8b IF "PURCHASE GOODS OR SERVICES ONLINE", CODE 1 IN QB1a.3
– OTHERS GO TO QB13**

QB7b	I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?
------	--

(SHOW CARD – READ OUT – ROTATE – MAX. 3 ANSWERS)

Your information being used without your knowledge
Your information being shared with third parties without your agreement
Your information being used to send you unwanted commercial offers
Your views and behaviours being misunderstood
Your identity being at risk of theft online
Your personal safety being at risk
Yourself being victim of fraud
Yourself being discriminated against (e.g. in a job selection, receiving price increases, getting no access to a service)
Your reputation being damaged
Your information being used in different contexts from the ones where you disclosed it
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

QB8b1	Who do you think should make sure that your information is collected, stored and exchanged safely when you buy goods or services via the Internet? Firstly?
-------	---

QB8b2	And secondly?
-------	---------------

(SHOW CARD – ONE ANSWER PER COLUMN)

(READ OUT)	QB8b1	QB8b2
	FIRSTLY	SECONDLY
You – as you need to take care of your information	1	1
The online shopping sites – as they need to ensure they process your information fairly	2	2
Public authorities – as they need to ensure that citizens are protected	3	3
Other (SPONTANEOUS)	4	4
DK	5	5

NEW

ASK ALL

QB13 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT)	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Not applicable (SPONTANEOUS)	DK
--	------------	----------------	------------------	--------------------	----------------------	---------------------------------	----

1	On the Internet (browsing, downloading files, accessing content online)	1	2	3	4	5	6
2	In a public space (street, subway, airport, etc.)	1	2	3	4	5	6
3	In a private space (restaurant, bar, club, office, etc.)	1	2	3	4	5	6
4	Via mobile phone\ mobile Internet (call content, geo-location)	1	2	3	4	5	6
5	Via payment cards (location and spending)	1	2	3	4	5	6
6	Via store or loyalty cards (preferences and consumption, patterns, etc.)	1	2	3	4	5	6

NEW

QB14 Which of the following do you currently use?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Credit cards and bank cards
Customer cards (loyalty cards, frequent flyer cards)
National identity cards\ residence permit
Passport
Government entitlement cards (USE APPROPRIATE NAME IN EACH COUNTRY – e. g. BE : carte SIS, FR : carte VITAL)
Driving licence
(ONLY IF STUDENT) Student card
(ONLY IF USE THE INTERNET) An account you use on the Internet (email, social networking, commercial services)
None (SPONTANEOUS)
DK

NEW

QB15	In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.
------	--

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Use cash instead of recorded transactions (bank cards, transfers)
Give the minimum required information
Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)
Provide wrong information
Disclose information only to people\ organisations you trust
Shred old bills, bank statements, credit card receipts, etc.
Do not disclose payment card details online
Do not disclose your user names and passwords
Do not disclose your bank details or PIN numbers
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

ASK QB16 TO QB23 IF "USE THE INTERNET", CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 – OTHERS GO TO QB24

QB16	And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list.
------	---

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Use a dummy email account
Use anti-spy software
Delete cookies
Use tools and strategies to limit unwanted emails (spams)
Check that the transaction is protected or the site has a safety logo\ label
Avoid providing the same information to different sites
Change the security settings of your browser to increase privacy
Use a search engine to maintain awareness of what information circulates about you on the Internet
Ask websites to access the information they hold about you in order to update it or delete it
Other (SPONTANEOUS)
None (SPONTANEOUS)
DK

NEW

I am going to ask you a series of questions about how personal information or data is collected, treated, stored and protected by public and private organisations.

QB17 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?

(READ OUT – ONE ANSWER ONLY)

Always
Sometimes
Rarely
Never
Not applicable (SPONTANEOUS)
DK

NEW

On the Internet, privacy statements declare how the personal information users enter online will be used and who will have access to it.

QB18 Thinking about privacy statements on the Internet, which of the following sentences best describes your situation?

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

You usually read and understand them
You usually read them but do not fully understand them

You usually do not read them
You do not know where to find them
You ignore them
DK

NEW

ASK QB19 IF "READ THEM", CODE 1 OR 2 IN QB18 – OTHERS GO TO QB20

QB19 Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

Yes, and you have already decided at least once not to use an online service

Yes, and you have been more cautious about the personal information you disclose on the Internet

No

DK

NEW

ASK QB20 IF "DON'T READ THEM USUALLY" OR "IGNORE THEM", CODE 3 OR 5 IN QB18 – OTHERS GO TO QB21

QB20 What are the reasons why you usually do not read them or you usually ignore them?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

You think the websites will not honour them anyway

You believe that the law will protect you in any case

It is sufficient for you to see that websites have a privacy policy

DK

NEW

ASK QB21 TO QB23 IF "USE THE INTERNET", CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3
– OTHERS GO TO QB24

QB21	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?
------	--

(READ OUT – ONE ANSWER ONLY)

Very comfortable
Fairly comfortable
Fairly uncomfortable
Very uncomfortable
DK

NEW

QB22	Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?
------	--

(READ OUT – ONE ANSWER ONLY)

Always
Sometimes
Rarely
Never
DK

NEW

ASK QB23 IF "ALWAYS" OR "SOMETIMES", CODE 1 OR 2 IN QB22 – OTHERS GO TO QB24

QB23	How concerned are you about such cases?
------	---

(READ OUT – ONE ANSWER ONLY)

Very concerned
Fairly concerned
Not very concerned
Not at all concerned
DK

NEW

ASK ALL

QB24	Should your specific approval be required before any kind of personal information is collected and processed?
------	---

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, in all cases
Yes, in the context of personal information asked on the Internet
Yes, in the case of sensitive information (health, religion, political beliefs, sexual preferences, etc.)
No
DK

NEW

QB25	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?
------	--

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT)	Totally trust	Tend to trust	Tend not to trust	Do not trust at all	DK
--	------------	---------------	---------------	-------------------	---------------------	----

1	National public authorities (e.g. tax authorities, social security authorities)	1	2	3	4	5
2	European institutions (European Commission, European Parliament, etc.)	1	2	3	4	5
3	Banks and financial institutions	1	2	3	4	5
4	Health and medical institutions	1	2	3	4	5
5	Shops and department stores	1	2	3	4	5
6	Internet companies (Search Engines, Social Networking Sites, E-mail Services)	1	2	3	4	5
7	Phone companies, mobile phone companies and Internet Services Providers	1	2	3	4	5

NEW

QB26	Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?
------	---

(READ OUT – ONE ANSWER ONLY)

- Very concerned
- Fairly concerned
- Not very concerned
- Not at all concerned
- DK

NEW

QB27	According to EU data protection rules, you have the right to access your personal information stored by public or private entities, in order to change, block or delete it. EU rules do not specify whether access to personal information should be free of charge. In some EU Member States, you have to pay in order to be granted such access. Would you be prepared to pay to have access?
------	---

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

- Yes, but only a small amount (e.g. postage or communication costs), less than 2€
- Yes, up to 20 €
- Yes, more than 20€
- No
- DK

NEW

ASK QB28 AND QB29 IF "USE THE INTERNET", CODES 1 TO 5 IN D62.1 OR D62.2 OR D62.3 – OTHERS GO TO QB30

QB28	In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted?
------	---

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

- Whenever you decide to delete it
- When you change your Internet provider
- When you stop using the service\ website
- Never
- DK

NEW

QB29 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?

(READ OUT – ONE ANSWER ONLY)

Very important
Fairly important
Not very important
Not at all important
DK

NEW

ASK ALL

QB30 In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft?

(SHOW CARD – READ OUT – MULTIPLE ANSWERS POSSIBLE)

Yes, through television, radio, newspapers, the Internet
Yes, through word of mouth
Yes, it affected one of your acquaintances
Yes, it affected a member of your family
Yes, it affected you directly
Yes, others (SPONTANEOUS)
No
DK

NEW

QB31 Would you want to be informed by a public authority or by a private company whenever information they hold about you is lost or stolen?

Yes
No
DK

NEW

QB32	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?
------	--

(READ OUT – ONE ANSWER ONLY)

Very important
Fairly important
Not very important
Not at all important
DK

NEW

QB33	EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. Do you think that genetic information such as DNA data should also have the same special protection?
------	---

(READ OUT – ONE ANSWER ONLY)

Yes, definitely
Yes, to some extent
No, not really
No, definitely not
DK

NEW

QB34	Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statements regarding the protection of personal data of minors.
------	--

(SHOW CARD WITH SCALE – ONE ANSWER PER LINE)

	(READ OUT)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
--	------------	---------------	---------------	------------------	------------------	----

1	Minors should be specially protected from the collection and disclosure of personal data	1	2	3	4	5
2	Minors should be warned of the consequences of collecting and disclosing personal data	1	2	3	4	5

NEW

QB35	The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?
------	---

(READ OUT – ONE ANSWER ONLY)

For all general crime prevention activities
Only specific data within the framework of a specific investigation
Only with the authorisation of a judge
Never (SPONTANEOUS)
DK

NEW

QB36	Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?
------	--

(READ OUT – ONE ANSWER ONLY)

Yes, definitely
Yes, to some extent
No, not really
No, definitely not
DK

NEW

QB37	In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?
------	---

(READ OUT – ONE ANSWER ONLY)

European level
National level
Regional or local level
DK

NEW

QB38	Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?
------	---

Yes
No
DK

NEW

QB39	Some companies use people's personal data without them being aware, creating inconvenience ranging from spam to financial loss. What should be the public authorities' main priorities to fight these practises?
------	--

(SHOW CARD – READ OUT – ROTATE – MAX. 4 ANSWERS)

Impose a fine to these companies
Provide legal support for those willing to take the case in court
Provide an out of court procedure to sort out the problem
Ban them from using such data in the future
Compel them to compensate the victims
Put people in similar situation in touch to start joint legal action
Give people more direct control on their own personal data
Allocate more resources to monitoring and enforcing existing regulations
Find better technical solution that preserve users' privacy and safety
Provide formal education and guidelines on safe disclosure
Raise awareness of the implications of unsafe disclosure
Make greater use of warnings and signs to signal possible unsafe disclosure
Other (SPONTANEOUS)
DK

NEW

TABLES

QB1a.1 Pour chacune des activités suivantes, veuillez me dire s'il s'agit d'une activité que vous pratiquez ou non sur Internet.

Utiliser des sites web pour partager des images, des vidéos, des films, etc.

QB1a.1 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use websites to share pictures, videos, movies, etc.

QB1a.1 Bitte sagen Sie mir für jede der folgenden Aktivitäten, ob dies eine Aktivität ist, die Sie im Internet nachgehen oder nicht.

Webseiten nutzen, um Bilder, Videos, Filme etc. mit anderen zu teilen

%		Oui	Non	NSP
		Yes	No	DK
		Ja	Nein	WN
	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	44	56	0	
 BE	43	57	0	
 BG	59	40	1	
 CZ	45	55	0	
 DK	40	60	0	
 DE	32	67	1	
 EE	49	51	0	
 IE	58	41	1	
 EL	53	47	0	
 ES	53	47	0	
 FR	39	61	0	
 IT	47	52	1	
 CY	58	42	0	
 LV	56	44	0	
 LT	59	41	0	
 LU	41	59	0	
 HU	53	47	0	
 MT	47	53	0	
 NL	46	54	0	
 AT	45	54	1	
 PL	40	59	1	
 PT	41	59	0	
 RO	56	43	1	
 SI	50	50	0	
 SK	58	42	0	
 FI	35	65	0	
 SE	42	58	0	
 UK	49	51	0	

QB1a.2 Pour chacune des activités suivantes, veuillez me dire s'il s'agit d'une activité que vous pratiquez ou non sur Internet.

Utiliser un site de réseau social

QB1a.2 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use a social networking site

QB1a.2 Bitte sagen Sie mir für jede der folgenden Aktivitäten, ob dies eine Aktivität ist, der Sie im Internet nachgehen oder nicht.

Eine soziale Netzwerkseite nutzen

%		Oui	Non	NSP
		Yes	No	DK
		Ja	Nein	WN
	EB	EB	EB	EB
	74.3	74.3	74.3	74.3
EU 27	52	48	0	
BE	52	48	0	
BG	62	38	0	
CZ	48	52	0	
DK	63	37	0	
DE	37	62	1	
EE	59	41	0	
IE	68	31	1	
EL	61	39	0	
ES	56	44	0	
FR	50	50	0	
IT	48	51	1	
CY	66	34	0	
LV	73	26	1	
LT	56	44	0	
LU	54	46	0	
HU	80	20	0	
MT	71	29	0	
NL	53	47	0	
AT	49	51	0	
PL	63	36	1	
PT	54	46	0	
RO	53	46	1	
SI	53	47	0	
SK	66	34	0	
FI	51	49	0	
SE	58	42	0	
UK	57	43	0	

QB1a.3 Pour chacune des activités suivantes, veuillez me dire s'il s'agit d'une activité que vous pratiquez ou non sur Internet.

Acheter des produits ou des services en ligne/ shopping en ligne (p. ex. vacances & voyages, vêtements, livres, des billets d'entrée, films, musique, logiciels ou alimentation)

QB1a.3 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Purchase goods or services online/ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)

QB1a.3 Bitte sagen Sie mir für jede der folgenden Aktivitäten, ob dies eine Aktivität ist, der Sie im Internet nachgehen oder nicht.

Waren oder Dienstleistungen über das Internet kaufen/ Online-Shopping (z.B. Reisen & Urlaub, Kleidung, Bücher, Tickets, Filme, Musik, Software, Lebensmittel)

%		Oui	Non	NSP
		Yes	No	DK
		Ja	Nein	WN
		EB 74.3	EB 74.3	EB 74.3
	EU 27	60	40	0
	BE	53	47	0
	BG	21	78	1
	CZ	63	37	0
	DK	81	19	0
	DE	72	28	0
	EE	43	57	0
	IE	73	26	1
	EL	25	74	1
	ES	39	61	0
	FR	66	34	0
	IT	35	64	1
	CY	46	54	0
	LV	47	53	0
	LT	35	65	0
	LU	57	43	0
	HU	31	69	0
	MT	62	38	0
	NL	81	19	0
	AT	62	38	0
	PL	56	43	1
	PT	22	78	0
	RO	26	71	3
	SI	39	61	0
	SK	52	48	0
	FI	69	31	0
	SE	78	22	0
	UK	79	21	0

QB1aT Indice utilisation d'Internet

QB1aT Use of the Internet's index

QB1aT Index Internetnutzung

%	++	+	-	--
	++	+	-	--
	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	24	26	30	20
BE	23	24	30	23
BG	12	39	28	21
CZ	28	23	25	24
DK	31	33	26	10
DE	19	23	39	19
EE	24	28	24	24
IE	43	23	24	10
EL	15	35	25	25
ES	20	33	22	25
FR	22	27	35	16
IT	20	25	20	35
CY	27	31	26	16
LV	29	32	25	14
LT	24	28	21	27
LU	19	31	33	17
HU	19	39	29	13
MT	32	29	26	13
NL	31	28	30	11
AT	30	21	24	25
PL	28	23	30	19
PT	13	27	23	37
RO	17	28	29	26
SI	22	28	21	29
SK	36	24	19	21
FI	24	28	27	21
SE	33	24	29	14
UK	34	26	31	9

QB1b Lesquelles des activités suivantes pratiquez-vous aussi sur Internet ? (ROTATION – PLUSIEURS REPONSES POSSIBLES)

QB1b Which of the following activities do you also do on the Internet? (ROTATE – MULTIPLE ANSWERS POSSIBLE)

QB1b Welchen der folgenden Aktivitäten gehen Sie außerdem im Internet nach? (ROTIEREN - MEHRFACHNENNUNGEN MÖGLICH)

%	Tenir un blog (aussi appelé web-log)	Messagerie instantanée, sites de chat	Utiliser des logiciels et/ ou des sites peer-to-peer pour échanger des films, de la musique, etc.	Donner ou recevoir des appels téléphoniques ou vidéo via Internet
	Keep a blog (also known as web-log)	Instant messaging, chat websites	Use peer-to-peer software and/ or sites to exchange movies, music, etc.	Make or receive phone calls or video calls over the Internet
EU 27	6	42	15	25
BE	8	37	16	22
BG	10	73	31	47
CZ	6	37	6	33
DK	6	39	23	33
DE	3	26	6	20
EE	7	46	14	35
IE	15	47	20	35
EL	15	54	21	30
ES	8	69	25	19
FR	8	52	16	33
IT	6	45	18	21
CY	19	58	25	39
LV	7	46	22	41
LT	3	56	30	38
LU	7	50	20	37
HU	5	65	10	29
MT	11	56	26	31
NL	7	25	18	28
AT	9	31	20	28
PL	4	45	10	28
PT	7	50	11	23
RO	8	49	29	25
SI	2	47	30	23
SK	4	58	15	43
FI	8	34	10	26
SE	10	39	26	28
UK	4	33	11	18

QB1b Lesquelles des activités suivantes pratiquez-vous aussi sur Internet ? (ROTATION – PLUSIEURS REPONSES POSSIBLES)

QB1b Which of the following activities do you also do on the Internet? (ROTATE – MULTIPLE ANSWERS POSSIBLE)

QB1b Welchen der folgenden Aktivitäten gehen Sie außerdem im Internet nach? (ROTIEREN - MEHRFACHNENNUNGEN MÖGLICH)

	Installer des plug-ins dans votre navigateur pour augmenter ses fonctionnalités Install plug-ins in your browser to extend its capability Plugins in Ihren Internetbrowser installieren, um diesen leistungsfähiger zu machen	Concevoir ou gérer un site web (pas seulement un blog) Design or maintain a website (not just a blog) Eine Webseite entwickeln oder pflegen (nicht nur einen Blog)	Exécuter des opérations bancaires à domicile Do home banking Homebanking	Acheter des produits ou des services à un vendeur situé en (NOTRE PAYS) Purchase goods or services from a seller located in (OUR COUNTRY) Waren oder Dienstleistungen von einem Händler kaufen, der in (UNSEREM LAND) ansässig ist	Acheter des produits ou des services à un vendeur situé dans un autre pays de l'UE Purchase goods or services from a seller located in another EU country Waren oder Dienstleistungen von einem Händler kaufen, der in einem anderen EU-Land ansässig ist
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	12	7	47	46	18
BE	12	10	64	33	19
BG	13	3	6	11	6
CZ	8	5	53	56	9
DK	29	12	86	73	42
D-W	10	5	45	59	19
DE	10	6	47	61	20
D-E	12	7	54	67	23
EE	18	6	69	27	11
IE	15	8	44	50	41
EL	10	10	10	15	12
ES	10	6	40	26	11
FR	14	8	58	56	24
IT	8	5	27	13	7
CY	10	11	30	18	34
LV	10	7	69	30	15
LT	8	4	56	21	12
LU	18	7	61	28	44
HU	8	8	12	16	5
MT	22	10	58	24	57
NL	17	12	84	68	25
AT	16	13	59	42	36
PL	11	4	48	40	8
PT	9	5	18	11	9
RO	10	4	12	14	3
SI	18	7	38	29	16
SK	20	4	41	41	16
FI	20	10	89	52	31
SE	17	13	80	61	25
UK	15	6	44	64	26

QB1b Lesquelles des activités suivantes pratiquez-vous aussi sur Internet ? (ROTATION – PLUSIEURS REPONSES POSSIBLES)

QB1b Which of the following activities do you also do on the Internet? (ROTATE – MULTIPLE ANSWERS POSSIBLE)

QB1b Welchen der folgenden Aktivitäten gehen Sie außerdem im Internet nach? (ROTIEREN - MEHRFACHNENNUNGEN MÖGLICH)

%	Acheter des produits ou des services à un vendeur situé en dehors de l'UE	Introduire votre déclaration fiscale ou utiliser d'autres services du gouvernement en ligne	Utiliser des logiciels en ligne	Autre (SP.)	NSP
	Purchase goods or services from a seller located outside the EU	Submit tax declaration or use other online government services	Use online softwares	Other (SP.)	DK
Waren oder Dienstleistungen von einem Anbieter kaufen, der außerhalb der EU ansässig ist	Steuererklärungen einreichen oder andere Online-Behördendienste nutzen	Online-Software nutzen	Andere (SP.)	WN	
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	13	23	24	8	6
BE	13	31	28	6	5
BG	3	4	8	4	4
CZ	8	4	12	4	11
DK	26	70	40	3	2
DE	9	22	29	6	7
EE	10	68	44	3	4
IE	27	18	16	7	7
EL	9	13	16	16	6
ES	9	17	17	8	1
FR	15	38	31	6	4
IT	6	9	15	21	10
CY	18	10	13	13	2
LV	12	19	24	3	5
LT	7	38	25	9	5
LU	21	18	26	8	5
HU	2	22	19	6	8
MT	39	22	23	6	2
NL	20	55	29	4	2
AT	16	39	34	10	4
PL	5	11	27	4	13
PT	8	42	18	17	4
RO	2	4	27	11	9
SI	11	15	33	17	2
SK	6	9	16	7	6
FI	19	31	29	7	2
SE	17	62	37	5	2
UK	24	15	19	5	7

QB2 Parmi les types d'informations et de données suivants qui se rapportent à vous, lesquelles considérez-vous comme personnelles ? (PLUSIEURS REPONSES POSSIBLES)

QB2 Which of the following types of information and data that are related to you do you consider as personal? (MULTIPLE ANSWERS POSSIBLE)

QB2 Welche der folgenden Arten von Daten und Informationen, die sich auf Sie beziehen, betrachten Sie als persönliche Daten und Informationen? (MEHRFACHNENNUNGEN MÖGLICH)

	Des informations médicales (dossier médical, informations de santé)	Vos empreintes digitales	Des informations financières (p. ex. salaire, informations bancaires, dossier de crédit)	Votre parcours professionnel	Votre numéro de registre national/ numéro de carte d'identité/ numéro de passeport
%	Medical information (patient record, health information)	Your fingerprints	Financial information (e.g. salary, bank details, credit record)	Your work history	Your national identity number/ identity card number/ passport number
	Medizinische Informationen (Patientenakte, Gesundheitsinformationen)	Ihre Fingerabdrücke	Finanzinformationen (z.B. Gehalt, Kontonummer und Kontostand, Kreditwürdigkeit/-status)	Ihren beruflichen Werdegang	Die Nummer Ihres Personalausweises/ die Nummer Ihres Reisepasses
EU 27	74	64	75	30	73
BE	84	55	81	18	58
BG	52	73	55	11	92
CZ	87	64	82	26	90
DK	87	69	91	21	89
DE	87	76	87	50	77
EE	81	66	79	19	85
IE	93	75	89	48	81
EL	62	77	64	19	81
ES	65	61	75	36	73
FR	82	60	81	19	64
IT	67	49	70	16	54
CY	64	70	70	15	66
LV	77	66	79	18	86
LT	66	59	70	21	82
LU	85	62	90	25	68
HU	61	63	65	17	69
MT	79	58	83	26	53
NL	86	69	90	35	69
AT	75	70	73	43	67
PL	46	52	44	24	84
PT	50	64	64	24	73
RO	50	57	46	11	81
SI	90	71	88	29	75
SK	84	58	82	19	89
FI	80	46	88	19	85
SE	89	65	82	23	81
UK	83	73	87	44	77

QB2 Parmi les types d'informations et de données suivants qui se rapportent à vous, lesquelles considérez-vous comme personnelles ? (PLUSIEURS REPONSES POSSIBLES)

QB2 Which of the following types of information and data that are related to you do you consider as personal? (MULTIPLE ANSWERS POSSIBLE)

QB2 Welche der folgenden Arten von Daten und Informationen, die sich auf Sie beziehen, betrachten Sie als persönliche Daten und Informationen? (MEHRFACHNENNUNGEN MÖGLICH)

	Votre nom	L'adresse de votre domicile	Votre nationalité	Les activités que vous pratiquez (p. ex. loisirs, sports, endroits fréquentés)	Vos goûts et opinions	Des photos de vous
	Your name	Your home address	Your nationality	Things you do (e.g. hobbies, sports, places you go)	Your tastes and opinions	Photos of you
	Ihren Namen	Ihre Privatadresse	Ihre Nationalität	Dinge, die Sie tun (z.B. Hobbys, sportliche Aktivitäten, Orte, an denen Sie verkehren)	Ihre Vorlieben und Meinungen	Fotos von Ihnen
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	46	57	26	25	27	48
BE	35	44	18	19	25	43
BG	36	43	8	9	6	28
CZ	35	45	17	21	19	43
DK	23	36	15	25	30	46
DE	53	69	37	46	50	67
EE	44	58	22	18	19	41
IE	57	66	31	24	25	57
EL	41	47	10	15	24	41
ES	41	52	27	27	27	41
FR	33	44	20	18	33	51
IT	33	53	12	18	15	40
CY	23	34	11	8	10	32
LV	34	55	20	18	16	45
LT	49	45	21	11	10	39
LU	29	49	21	21	24	51
HU	54	59	25	14	15	42
MT	22	42	14	11	10	54
NL	34	51	24	32	29	56
AT	66	75	51	40	41	58
PL	84	82	33	12	11	38
PT	54	49	20	14	16	41
RO	32	35	11	9	9	19
SI	44	51	26	22	19	46
SK	35	49	18	15	15	41
FI	22	32	9	13	20	38
SE	28	39	19	35	43	50
UK	58	71	44	32	32	55

QB2 Parmi les types d'informations et de données suivants qui se rapportent à vous, lesquelles considérez-vous comme personnelles ? (PLUSIEURS REPONSES POSSIBLES)

QB2 Which of the following types of information and data that are related to you do you consider as personal? (MULTIPLE ANSWERS POSSIBLE)

QB2 Welche der folgenden Arten von Daten und Informationen, die sich auf Sie beziehen, betrachten Sie als persönliche Daten und Informationen? (MEHRFACHNENNUNGEN MÖGLICH)

%	Qui sont vos amis Who your friends are Wer Ihre Freunde sind	Les sites web que vous visitez	Votre numéro de téléphone portable	Autre (SP.)	Aucun (SP.)	NSP
		Websites you visit	Your mobile phone number	Other (SP.)	None (SP.)	DK
		Die Webseiten, die Sie besuchen	Ihre Handynummer	Andere (SP.)	Nichts davon (SP.)	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	30	25	53	0	1	1
BE	25	18	48	0	1	0
BG	7	6	38	0	0	2
CZ	27	22	64	0	0	0
DK	33	40	43	0	1	1
DE	52	42	65	0	1	1
EE	22	18	54	1	1	1
IE	37	32	62	2	0	0
EL	19	16	50	1	1	0
ES	26	18	41	0	1	0
FR	33	24	50	0	1	1
IT	16	11	50	1	2	1
CY	11	9	46	1	1	0
LV	24	16	57	0	1	0
LT	20	12	52	1	1	1
LU	32	29	57	0	1	1
HU	22	12	43	0	1	0
MT	14	13	52	0	1	1
NL	42	40	56	0	1	0
AT	40	33	65	4	2	2
PL	13	10	49	0	1	2
PT	15	9	48	0	2	3
RO	9	5	28	1	1	4
SI	26	17	49	1	1	0
SK	18	18	53	0	0	0
FI	27	26	33	0	3	0
SE	38	44	40	0	1	0
UK	43	41	65	1	1	0

QB3.1 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

De nos jours, vous devez vous connecter à plusieurs systèmes au moyen de plusieurs noms d'utilisateur et mots de passe.

QB3.1 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Nowadays you need to log into several systems using several usernames and passwords

QB3.1 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Heutzutage muss man etliche Benutzernamen und Passwörter verwenden, um sich in verschiedene Systeme einzuloggen bzw. sich anzumelden

	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
							Totally agree	Tend to agree
%	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Trifft nicht zu (SP.)	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	30	30	9	8	16	7	60	17
BE	29	35	15	7	13	1	64	22
BG	17	28	8	6	25	16	45	14
CZ	23	40	15	3	7	12	63	18
DK	64	21	5	2	6	2	85	7
DE	47	31	6	4	7	5	78	10
EE	44	22	6	5	20	3	66	11
IE	27	35	8	2	18	10	62	10
EL	15	39	12	9	18	7	54	21
ES	19	26	11	18	22	4	45	29
FR	29	26	9	14	18	4	55	23
IT	17	41	12	8	11	11	58	20
CY	24	26	7	8	22	13	50	15
LV	33	33	7	4	20	3	66	11
LT	25	22	9	10	26	8	47	19
LU	28	27	10	11	18	6	55	21
HU	23	33	10	6	15	13	56	16
MT	29	27	4	6	24	10	56	10
NL	50	32	7	3	5	3	82	10
AT	26	38	9	4	15	8	64	13
PL	15	27	12	6	36	4	42	18
PT	8	35	16	9	27	5	43	25
RO	16	24	8	8	12	32	40	16
SI	38	31	6	4	15	6	69	10
SK	22	38	14	8	16	2	60	22
FI	51	34	5	3	7	0	85	8
SE	68	15	4	4	8	1	83	8
UK	38	29	8	6	16	3	67	14

QB3.2 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Le Gouvernement (NATIONALITE) vous demande de plus en plus d'informations personnelles

QB3.2 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

The (NATIONALITY) Government asks you for more and more personal information

QB3.2 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Der (NATIONALE) Staat verlangt von Ihnen immer mehr persönliche Informationen

%	Stimme voll und ganz zu	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.) Not applicable (SP.)	NSP DK WN	Total 'D'accord'	Total 'Pas d'accord'
		Totally agree	Tend to agree	Tend to disagree	Totally disagree			Total 'Agree'	Total 'Disagree'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3			Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
EU 27	EU 27	26	38	20	9	2	5	64	29
BE	BE	15	43	28	9	3	2	58	37
BG	BG	23	43	14	11	1	8	66	25
CZ	CZ	22	40	26	7	1	4	62	33
DK	DK	33	31	24	8	1	3	64	32
DE	DE	38	38	16	6	0	2	76	22
EE	EE	14	26	28	24	6	2	40	52
IE	IE	28	41	15	7	3	6	69	22
EL	EL	35	48	9	5	2	1	83	14
ES	ES	29	41	15	8	2	5	70	23
FR	FR	21	29	28	15	2	5	50	43
IT	IT	30	46	12	5	3	4	76	17
CY	CY	30	32	23	11	0	4	62	34
LV	LV	16	28	33	18	2	3	44	51
LT	LT	13	29	26	18	8	6	42	44
LU	LU	11	23	35	22	3	6	34	57
HU	HU	17	34	26	14	7	2	51	40
MT	MT	13	26	31	20	0	10	39	51
NL	NL	30	35	25	7	1	2	65	32
AT	AT	23	46	20	5	4	2	69	25
PL	PL	23	38	22	5	3	9	61	27
PT	PT	17	53	16	7	4	3	70	23
RO	RO	12	31	16	17	3	21	43	33
SI	SI	35	37	17	7	2	2	72	24
SK	SK	14	38	30	8	4	6	52	38
FI	FI	15	30	33	14	8	0	45	47
SE	SE	12	28	24	28	3	5	40	52
UK	UK	30	35	21	9	1	4	65	30

QB3.3 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Vous vous sentez obligé(e) de divulguer des informations personnelles sur Internet

QB3.3 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You feel obliged to disclose personal information on the Internet

QB3.3 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Sie fühlen sich verpflichtet, persönliche Informationen im Internet offenzulegen

	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
							Totally agree	Total 'Agree'
%	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Trifft nicht zu (SP.)	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	7	21	20	29	19	4	28	49
BE	4	19	27	33	16	1	23	60
BG	7	12	12	20	40	9	19	32
CZ	13	33	22	9	15	8	46	31
DK	19	28	23	21	6	3	47	44
DE	5	15	21	47	11	1	20	68
EE	7	17	22	30	21	3	24	52
IE	10	27	17	16	23	7	37	33
EL	4	18	16	26	34	2	22	42
ES	10	23	16	22	26	3	33	38
FR	7	15	20	38	18	2	22	58
IT	10	31	19	17	14	9	41	36
CY	6	11	12	25	39	7	17	37
LV	3	8	26	43	19	1	11	69
LT	5	17	19	26	24	9	22	45
LU	7	18	20	34	17	4	25	54
HU	4	16	20	37	17	6	20	57
MT	2	9	24	30	30	5	11	54
NL	7	19	26	44	4	0	26	70
AT	4	19	25	28	22	2	23	53
PL	3	15	26	21	32	3	18	47
PT	3	18	17	21	39	2	21	38
RO	5	14	13	20	28	20	19	33
SI	1	7	21	46	20	5	8	67
SK	1	12	30	46	11	0	13	76
FI	10	28	25	25	12	0	38	50
SE	11	29	19	33	8	0	40	52
UK	10	26	21	23	18	2	36	44

QB3.4 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Il n'existe pas d'autre choix que de divulguer des informations personnelles si l'on veut obtenir des produits ou des

QB3.4 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

There is no alternative than to disclose personal information if one wants to obtain products or services

QB3.4 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Wenn man Produkte oder Dienstleistungen beziehen möchte, gibt es keine andere Alternative als persönliche Informationen offenzulegen

	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
							Not applicable (SP.)	DK
%	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Trifft nicht zu (SP.)	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	18	40	19	13	5	5	58	32
BE	13	40	26	14	5	2	53	40
BG	25	40	11	11	5	8	65	22
CZ	20	50	21	6	1	2	70	27
DK	32	28	18	14	5	3	60	32
DE	21	43	18	13	2	3	64	31
EE	19	35	16	13	13	4	54	29
IE	17	46	14	8	6	9	63	22
EL	16	41	18	17	5	3	57	35
ES	19	41	18	12	6	4	60	30
FR	19	32	19	22	5	3	51	41
IT	12	47	20	12	4	5	59	32
CY	30	31	19	12	2	6	61	31
LV	23	39	15	9	12	2	62	24
LT	13	25	23	18	13	8	38	41
LU	16	34	19	19	7	5	50	38
HU	13	31	15	13	18	10	44	28
MT	15	43	16	15	3	8	58	31
NL	25	38	19	15	1	2	63	34
AT	19	41	17	12	8	3	60	29
PL	18	41	18	7	9	7	59	25
PT	5	40	25	14	9	7	45	39
RO	8	25	19	17	5	26	33	36
SI	15	32	20	22	9	2	47	42
SK	13	42	24	12	6	3	55	36
FI	26	44	15	10	5	0	70	25
SE	30	29	18	16	4	3	59	34
UK	20	45	18	11	3	3	65	29

QB3.5 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Divulguer des informations personnelles n'est pas un problème pour vous

QB3.5 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is not a big issue for you

QB3.5 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Die Offenlegung persönlicher Informationen stellt für Sie kein großes Problem dar

%	EU 27	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
		Totally agree	Tend to agree	Tend to disagree	Totally disagree			Total 'Agree'	Total 'Disagree'
		Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu			Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	8	25	33	30	2	2	33	63
	BE	5	28	38	26	2	1	33	64
	BG	6	28	32	28	1	5	34	60
	CZ	4	23	44	27	1	1	27	71
	DK	21	30	27	18	2	2	51	45
	DE	8	22	33	35	1	1	30	68
	EE	15	32	30	17	5	1	47	47
	IE	5	28	27	32	4	4	33	59
	EL	6	17	33	42	2	0	23	75
	ES	9	28	33	26	2	2	37	59
	FR	8	15	30	44	1	2	23	74
	IT	9	29	35	23	2	2	38	58
	CY	12	14	30	43	0	1	26	73
	LV	7	19	37	34	2	1	26	71
	LT	13	33	27	16	7	4	46	43
	LU	6	22	30	36	5	1	28	66
	HU	10	25	33	27	4	1	35	60
	MT	5	19	39	32	1	4	24	71
	NL	9	30	37	24	0	0	39	61
	AT	6	30	30	27	6	1	36	57
	PL	9	35	32	16	3	5	44	48
	PT	5	32	35	22	4	2	37	57
	RO	9	30	24	20	2	15	39	44
	SI	5	19	29	43	3	1	24	72
	SK	3	26	42	26	2	1	29	68
	FI	7	26	34	30	3	0	33	64
	SE	14	31	34	19	2	0	45	53
	UK	7	23	32	35	1	2	30	67

QB3.6 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Divulguer des informations personnelles est une partie de plus en plus importante de la vie moderne

QB3.6 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is an increasing part of modern life

QB3.6 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Die Offenlegung persönlicher Informationen ist immer mehr Teil des modernen Lebens

	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
							Totally agree	Totally 'Disagree'
							Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	26	48	12	8	2	4	74	20
BE	18	50	21	8	2	1	68	29
BG	24	53	8	5	1	9	77	13
CZ	19	50	21	7	1	2	69	28
DK	53	37	6	1	1	2	90	7
DE	24	46	16	11	1	2	70	27
EE	31	46	9	6	6	2	77	15
IE	22	60	6	5	2	5	82	11
EL	33	55	5	5	1	1	88	10
ES	30	52	8	6	2	2	82	14
FR	26	46	12	12	1	3	72	24
IT	28	52	9	6	2	3	80	15
CY	38	45	9	4	0	4	83	13
LV	32	46	11	5	3	3	78	16
LT	21	44	14	7	7	7	65	21
LU	18	41	19	15	5	2	59	34
HU	16	39	23	15	4	3	55	38
MT	12	45	16	20	0	7	57	36
NL	26	46	18	9	0	1	72	27
AT	20	55	12	8	4	1	75	20
PL	28	50	9	2	4	7	78	11
PT	10	57	16	6	4	7	67	22
RO	12	35	16	9	1	27	47	25
SI	34	44	11	7	2	2	78	18
SK	16	49	21	10	2	2	65	31
FI	32	50	11	3	4	0	82	14
SE	55	29	8	5	2	1	84	13
UK	30	52	9	6	1	2	82	15

QB3.7 Pour chacune des propositions suivantes, veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord.

Divulguer des informations personnelles en échange de services gratuits en ligne ne vous dérange pas (p. ex. adresse électronique gratuite)

QB3.7 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You don't mind disclosing personal information in return for free services online (e.g. free email address)

QB3.7 Bitte sagen Sie mir für jede der folgenden Aussagen, ob Sie ihr voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Sie haben nichts dagegen, persönliche Informationen offenzulegen, wenn Sie dafür kostenlose Online-Dienste nutzen können (z.B. eine kostenlose E-Mail-Adresse)

%	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	Pas applicable (SP.)	NSP	Total 'D'accord'	Total 'Pas d'accord'
	Totally agree	Tend to agree	Tend to disagree	Totally disagree	Not applicable (SP.)	DK	Total 'Agree'	Total 'Disagree'
	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	Trifft nicht zu (SP.)	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
EB	74.3	74.3	74.3	74.3	74.3	EB	74.3	74.3
EU 27	8	21	23	28	16	4	29	51
BE	5	22	30	30	12	1	27	60
BG	4	11	14	22	39	10	15	36
CZ	4	20	35	24	14	3	24	59
DK	14	22	26	29	7	2	36	55
DE	6	20	24	38	10	2	26	62
EE	10	22	21	22	21	4	32	43
IE	4	23	19	29	17	8	27	48
EL	3	12	22	33	28	2	15	55
ES	5	20	25	28	20	2	25	53
FR	6	17	22	40	12	3	23	62
IT	26	30	15	15	10	4	56	30
CY	6	9	15	30	33	7	15	45
LV	9	22	24	23	19	3	31	47
LT	5	17	21	19	29	9	22	40
LU	7	19	22	31	18	3	26	53
HU	5	16	26	30	18	5	21	56
MT	5	20	22	19	28	6	25	41
NL	7	22	32	34	4	1	29	66
AT	7	24	22	25	20	2	31	47
PL	6	21	24	17	27	5	27	41
PT	3	18	21	20	34	4	21	41
RO	7	18	17	18	19	21	25	35
SI	6	17	22	34	17	4	23	56
SK	5	27	30	23	13	2	32	53
FI	5	21	28	35	11	0	26	63
SE	10	22	26	33	8	1	32	59
UK	6	21	26	29	16	2	27	55

QB4a Dans le cadre de l'utilisation que vous faites des sites de réseaux sociaux et de partage, quels types d'informations avez-vous déjà divulguées (au moment de votre inscription ou simplement au cours de l'utilisation de ces sites) ?
(PLUSIEURS REPONSES POSSIBLES)

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)? **(MULTIPLE ANSWERS POSSIBLE)**

QB4a Welche der folgenden Arten von Informationen haben Sie im Rahmen Ihrer Nutzung von sozialen Netzwerks Seiten und Sharing-Plattformen schon offen gelegt (bei der Registrierung oder einfach bei der Nutzung solcher Webseiten)?
(MEHRFACHNENNUNGEN MÖGLICH)

%	Des informations médicales (dossier médical, informations de santé) Medical information (patient record, health information) Medizinische Informationen (Patientenakte, Gesundheitsinformationen)	Vos empreintes digitales Your fingerprints Ihre Fingerabdrücke	Des informations financières (p. ex. salaire, informations bancaires, dossier de crédit) Financial information (e.g. salary, bank details, credit record) Finanzinformationen (z.B. Gehalt, Kontonummer und Kontostand, Kreditwürdigkeit / -status)	Votre parcours professionnel Your work history Ihren beruflichen Werdegang	Votre numéro de registre national/ numéro de carte d'identité/ numéro de passeport Your national identity number / identity card number/ passport number Die Nummer Ihres Personalausweises / die Nummer Ihres Reisepasses	Votre nom Your name Ihren Namen
EU 27	5	4	10	18	13	79
BE	7	5	8	23	11	82
BG	3	5	5	8	14	76
CZ	8	3	10	10	15	82
DK	3	1	11	33	23	91
DE	3	2	11	20	6	78
EE	13	6	17	16	37	87
IE	9	3	11	16	9	85
EL	4	5	10	8	15	75
ES	9	10	20	13	31	80
FR	1	1	6	33	4	75
IT	8	9	11	17	17	69
CY	3	2	10	15	13	89
LV	4	3	15	20	29	90
LT	5	2	4	11	6	78
LU	1	1	7	30	6	82
HU	8	7	15	22	13	81
MT	6	1	10	13	13	85
NL	4	1	8	20	8	84
AT	12	6	21	26	12	82
PL	4	2	5	6	13	84
PT	7	12	11	14	18	67
RO	12	8	13	21	17	64
SI	5	2	8	7	12	90
SK	6	2	10	15	20	82
FI	3	1	8	17	16	88
SE	3	0	13	29	43	95
UK	3	2	6	10	4	79

QB4a Dans le cadre de l'utilisation que vous faites des sites de réseaux sociaux et de partage, quels types d'informations avez-vous déjà divulguées (au moment de votre inscription ou simplement au cours de l'utilisation de ces sites) ?
 (PLUSIEURS REPONSES POSSIBLES)

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)? (MULTIPLE ANSWERS POSSIBLE)

QB4a Welche der folgenden Arten von Informationen haben Sie im Rahmen Ihrer Nutzung von sozialen Netzwerks Seiten und Sharing-Plattformen schon offen gelegt (bei der Registrierung oder einfach bei der Nutzung solcher Webseiten)?
 (MEHRFACHNENNUNGEN MÖGLICH)

%	L'adresse de votre domicile Your home address	Votre nationalité Your nationality	Les activités que vous pratiquez (p. ex. loisirs, sports, endroits fréquentés) Things you do (e.g. hobbies, sports, places you go)	Vos goûts et opinions Your tastes and opinions	Des photos de vous Photos of you	Qui sont vos amis Who your friends are
	Ihre Privatadresse	Ihre Nationalität	Dinge, die Sie tun (z.B. Hobbys, sportliche Aktivitäten, Orte, an denen Sie verkehren)	Ihre Vorlieben und Meinungen	Fotos von Ihnen	Wer Ihre Freunde sind
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	39	47	39	33	51	39
BE	42	60	42	31	52	44
BG	25	47	42	31	54	34
CZ	52	39	42	30	39	29
DK	44	65	44	28	64	56
DE	50	55	43	29	44	34
EE	44	46	41	23	57	45
IE	49	61	52	39	54	44
EL	41	34	27	29	46	31
ES	40	57	42	46	46	27
FR	38	44	37	34	53	43
IT	24	49	41	36	46	38
CY	42	56	28	29	52	42
LV	41	36	36	24	58	24
LT	32	40	36	21	55	32
LU	28	66	52	40	59	54
HU	53	32	37	27	47	34
MT	46	78	49	45	61	44
NL	36	51	52	31	58	42
AT	53	62	48	44	56	47
PL	52	36	24	19	35	23
PT	32	42	29	37	40	22
RO	38	45	34	27	44	29
SI	56	35	37	29	53	38
SK	57	37	44	28	52	45
FI	38	62	38	38	53	30
SE	55	68	49	37	64	54
UK	25	36	36	35	67	53

QB4a Dans le cadre de l'utilisation que vous faites des sites de réseaux sociaux et de partage, quels types d'informations avez-vous déjà divulguées (au moment de votre inscription ou simplement au cours de l'utilisation de ces sites) ? (PLUSIEURS REPONSES POSSIBLES)

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these

QB4a Welche der folgenden Arten von Informationen haben Sie im Rahmen Ihrer Nutzung von sozialen Netzwerken und Sharing-Plattformen schon offengelegt (bei der Registrierung oder einfach bei der Nutzung solcher Webseiten)? (MEHRFACHNENNUNGEN MÖGLICH)

%	Les sites web que vous visitez Websites you visit Die Webseiten, die Sie besuchen	Votre numéro de téléphone portable	Autre (SP.)	Aucun (SP.)	NSP
		Your mobile phone number	Other (SP.)	None (SP.)	DK
		Ihre Handynummer	Andere (SP.)	Nichts davon (SP.)	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	14	23	1	8	2
BE	17	20	1	7	1
BG	17	18	0	3	5
CZ	19	38	1	7	1
DK	13	40	0	5	1
DE	16	22	0	13	0
EE	18	39	0	2	2
IE	22	26	1	2	3
EL	18	19	4	9	0
ES	13	22	0	3	1
FR	11	22	2	9	3
IT	13	15	2	6	2
CY	13	22	3	1	1
LV	16	47	1	3	1
LT	25	18	2	11	2
LU	22	13	1	4	6
HU	17	26	2	7	0
MT	22	16	1	1	0
NL	12	20	1	7	1
AT	28	40	4	4	1
PL	12	34	1	8	3
PT	13	18	1	9	2
RO	14	18	2	2	7
SI	21	29	3	5	0
SK	20	40	1	3	1
FI	13	29	1	5	0
SE	17	45	0	2	0
UK	12	13	1	9	2

QB5a Quelles sont les principales raisons pour lesquelles vous divulguez ces informations sur des sites de réseaux sociaux et/ ou de partage ? (MAX. 3 REPONSES)

QB5a What are the most important reasons why you disclose such information on social networking sites and/or sharing sites? (MAX. 3 ANSWERS)

QB5a Was sind die wichtigsten Gründe dafür, dass Sie solche Informationen auf sozialen Netzwerkseiten und/oder Sharing-Plattformen offenlegen? (MAX. 3 NENNUNGEN)

	Pour accéder au service To access the service Um auf den Dienst zuzugreifen	Pour gagner du temps à la visite suivante To save time at the next visit Um beim nächsten Besuch Zeit zu sparen	Pour recevoir de l'argent ou des réductions de prix To receive money or price reductions Um Geld oder Preisnachlässe zu erhalten	Pour bénéficier d'offres commerciales personnalisées To benefit from personalised commercial offers Um von personalisierten Werbeangeboten zu profitieren	Pour obtenir un service gratuitement To get a service for free Um einen Dienst kostenlos nutzen zu können
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	61	12	6	8	18
BE	61	14	6	10	13
BG	56	15	3	4	15
CZ	59	18	10	10	14
DK	74	18	8	5	21
DE	60	13	6	6	33
EE	69	21	12	7	19
IE	75	18	9	9	13
EL	55	11	6	13	17
ES	73	8	3	6	23
FR	60	12	3	9	11
IT	61	10	9	15	18
CY	76	19	8	6	15
LV	61	14	13	5	13
LT	58	11	6	7	18
LU	45	11	5	8	9
HU	63	14	10	8	15
MT	66	14	5	8	13
NL	50	11	5	3	11
AT	58	17	21	14	40
PL	69	17	7	14	22
PT	51	16	5	9	13
RO	58	18	12	13	22
SI	66	19	4	5	19
SK	57	19	11	14	19
FI	68	13	7	12	14
SE	79	13	3	7	10
UK	53	9	3	1	7

QB5a Quelles sont les principales raisons pour lesquelles vous divulguez ces informations sur des sites de réseaux sociaux et/ ou de partage ? (MAX. 3 REPONSES)

QB5a What are the most important reasons why you disclose such information on social networking sites and/ or sharing sites? (MAX. 3 ANSWERS)

QB5a Was sind die wichtigsten Gründe dafür, dass Sie solche Informationen auf sozialen Netzwerkseiten und/oder Sharing-Plattformen offenlegen? (MAX. 3 NENNUNGEN)

%	Pour obtenir un service adapté à vos besoins To obtain a service adapted to your needs Um eine Dienstleistung zu erhalten, die auf Ihre Anforderungen abgestimmt ist	Pour le plaisir For fun Zum Spaß	Pour entrer en relation avec d'autres personnes To connect with others Um mit anderen in Kontakt zu treten	Autre (SP.) Other (SP.) Andere (SP.)	NSP DK WN
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	18	22	52	1
BE	16	27	47	2	1
BG	17	36	55	0	2
CZ	24	26	49	1	2
DK	29	18	54	1	1
DE	25	15	62	0	1
EE	19	8	50	1	2
IE	21	28	42	1	1
EL	22	6	57	0	1
ES	18	17	43	1	0
FR	17	23	55	1	1
IT	17	29	44	2	1
CY	19	15	48	1	0
LV	23	24	53	1	2
LT	19	11	59	3	1
LU	14	30	70	2	2
HU	17	16	50	0	2
MT	34	20	38	0	4
NL	14	28	65	2	1
AT	25	20	41	2	1
PL	19	6	34	1	2
PT	13	28	43	1	1
RO	17	18	33	2	4
SI	25	11	54	4	0
SK	25	32	52	1	1
FI	24	25	59	1	0
SE	21	39	61	1	0
UK	7	28	61	2	2

QB6a Quel degré de contrôle estimez-vous avoir sur les informations que vous avez divulguées sur des sites de réseaux sociaux et/ ou de partage, p. ex. la possibilité de modifier, de supprimer ou de corriger ces informations ?

QB6a 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?

QB6a Was glauben Sie, wie viel Kontrolle haben Sie über die Informationen, die Sie auf sozialen Netzwerkseiten und/oder Sharing-Plattformen angezeigt haben? Gemeint ist damit z.B. die Fähigkeit, diese Informationen zu ändern, zu löschen oder zu korrigieren.

%	Un contrôle total	Un contrôle partiel	Aucun contrôle	NSP
	Complete control	Partial control	No control at all	DK
	Vollständige Kontrolle	Teilweise Kontrolle	Überhaupt keine Kontrolle	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	26	52	20	2
BE	31	48	20	1
BG	24	52	17	7
CZ	19	55	24	2
DK	26	53	21	0
DE	18	50	29	3
EE	25	58	15	2
IE	30	50	15	5
EL	25	51	22	2
ES	23	53	21	3
FR	26	44	29	1
IT	34	49	14	3
CY	52	35	10	3
LV	17	54	27	2
LT	32	53	13	2
LU	21	59	18	2
HU	32	55	10	3
MT	45	41	12	2
NL	32	57	9	2
AT	17	62	20	1
PL	22	60	16	2
PT	25	64	8	3
RO	17	48	27	8
SI	24	49	25	2
SK	27	57	14	2
FI	28	61	10	1
SE	24	53	22	1
UK	33	51	16	0

QB7a Je vais à présent vous lire une liste de risques potentiels. D'après vous, quels sont les principaux risques liés à la divulgation d'informations personnelles sur des sites de réseaux sociaux et/ ou de partage ? (ROTATION – MAX. 3 REPONSES)

QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/ or sharing sites? (ROTATE – MAX. 3 ANSWERS)

QB7a Ich werde Ihnen jetzt eine Liste mit möglichen Gefahren vorlesen. Bitte sagen Sie mir, was Ihrer Meinung nach die wichtigsten Gefahren sind, die mit der Offenlegung persönlicher Informationen auf sozialen Netzwerkseiten und/oder Sharing-Plattformen verbunden sind. (ROTIEREN – MAX. 3 NENNUNGEN)

	Le risque que vos informations soient utilisées à votre insu Your information being used without your knowledge	Le risque que vos informations soient communiquées à des tiers sans votre accord Your information being shared with third parties without your agreement	Le risque que vos informations soient utilisées pour vous envoyer des offres commerciales non sollicitées Your information being used to send you unwanted commercial offers	Le risque que vos opinions et vos comportements soient mal compris Your views and behaviours being misunderstood	Un risque de vol de votre identité en ligne Your identity being at risk of theft online	Un risque pour votre sécurité personnelle Your personal safety being at risk
%	Dass Ihre Informationen ohne Ihr Wissen verwendet werden	Dass Ihre Informationen ohne Ihre Zustimmung an Dritte weitergegeben werden	Dass Ihre Informationen verwendet werden, um Ihnen unerwünschte Werbeangebote zuzuschicken	Dass Ihre Ansichten und Verhaltensweisen falsch verstanden werden	Dass die Gefahr des Online-Diebstahls Ihrer Identität besteht	Dass Ihre persönliche Sicherheit in Gefahr ist
EU 27	44	38	28	11	32	20
BE	47	46	34	14	28	21
BG	58	38	25	14	20	21
CZ	52	42	42	12	18	17
DK	51	38	34	12	45	15
DE	42	59	34	9	22	16
EE	42	38	28	8	36	32
IE	61	41	22	16	46	24
EL	52	41	24	14	23	15
ES	40	26	20	11	34	31
FR	46	33	29	9	46	18
IT	41	36	25	14	23	16
CY	72	43	22	11	25	33
LV	53	40	31	7	20	19
LT	50	31	26	7	18	22
LU	52	47	33	12	40	16
HU	57	45	37	8	24	16
MT	61	37	22	10	35	17
NL	47	53	42	15	25	12
AT	46	54	34	16	20	14
PL	45	29	32	7	22	14
PT	31	34	24	7	19	22
RO	62	33	23	13	29	14
SI	59	34	24	10	28	19
SK	45	41	31	17	30	26
FI	42	42	18	7	38	27
SE	51	37	27	12	44	15
UK	35	28	17	10	48	27

QB7a Je vais à présent vous lire une liste de risques potentiels. D'après vous, quels sont les principaux risques liés à la divulgation d'informations personnelles sur des sites de réseaux sociaux et/ ou de partage ? (ROTATION – MAX. 3 REPONSES)

QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/ or sharing sites? (ROTATE – MAX. 3 ANSWERS)

QB7a Ich werde Ihnen jetzt eine Liste mit möglichen Gefahren vorlesen. Bitte sagen Sie mir, was Ihrer Meinung nach die wichtigsten Gefahren sind, die mit der Offenlegung persönlicher Informationen auf sozialen Netzwerkseiten und/oder Sharing-Plattformen verbunden sind. (ROTIEREN - MAX. 3 NENNUNGEN)

		Le risque d'être victime d'une fraude Yourself being victim of fraud	Le risque d'être discriminé(e) (p. ex. dans la candidature à un emploi, l'augmentation de prix, le refus d'accès à un service) Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)	Le risque que votre réputation soit ternie Your reputation being damaged	Le risque que vos informations soient utilisées dans un contexte différent de leur divulgation Your information being used in different contexts from the ones where you disclosed it	Autre (SP.)	Aucun (SP.)	NSP
%		Dass Sie Opfer eines Betrugs werden	Dass Sie benachteiligt werden (z.B. bei einer Bewerbung, dass Sie erhöhte Preise erhalten, dass Ihnen der Zugriff auf einen Dienst verweigert wird)	Dass Ihr Ruf geschädigt wird	Dass Ihre Informationen in einem anderen Zusammenhang als in dem genutzt werden, für den Sie diese offengelegt haben	Andere (SP.)	Nichts davon (SP.)	WN
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	41	7	12	25	0	3	2	
 BE	28	9	9	23	1	3	1	
 BG	39	1	7	18	0	1	8	
 CZ	40	5	14	22	0	1	0	
 DK	37	6	5	43	0	1	0	
 DE	41	7	16	35	0	2	1	
 EE	45	6	22	9	0	1	2	
 IE	36	7	8	14	2	1	3	
 EL	42	4	5	25	0	4	0	
 ES	52	5	15	17	0	2	1	
 FR	47	12	15	18	0	2	1	
 IT	26	4	10	34	1	4	2	
 CY	38	3	8	18	0	2	1	
 LV	48	5	9	19	0	3	2	
 LT	45	5	20	18	1	7	1	
 LU	33	10	5	17	0	1	5	
 HU	32	6	10	14	0	4	0	
 MT	33	5	14	24	0	1	2	
 NL	26	5	11	29	0	2	1	
 AT	30	11	14	32	0	1	1	
 PL	53	3	10	23	0	2	4	
 PT	56	5	9	18	0	3	1	
 RO	25	2	6	10	1	3	10	
 SI	44	6	12	31	1	1	0	
 SK	29	6	23	18	0	0	1	
 FI	39	4	9	45	1	3	0	
 SE	42	11	7	39	1	1	1	
 UK	49	7	8	23	1	4	3	

QB8a Pouvez-vous me dire si vous êtes d'accord ou pas d'accord avec l'affirmation suivante : les sites de réseaux sociaux et/ ou de partage informent suffisamment leurs utilisateurs sur les conséquences potentielles de la divulgation d'informations personnelles.

QB8a 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.

QB8a Bitte sagen Sie mir, ob Sie der folgenden Aussage zustimmen oder nicht zustimmen: Soziale Netzwerkseiten und/ oder Sharing-Plattformen informieren ihre Nutzer ausreichend über die möglichen Konsequenzen der Offenlegung persönlicher Informationen.

%	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP	Total 'D'accord'	Total 'Pas d'accord'
	Totally agree	Tend to agree	Tend to disagree	Totally disagree		Total 'Agree'	Total 'Disagree'
	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu		Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	12	37	29	17	5	49	46
BE	7	37	38	16	2	44	54
BG	11	41	29	6	13	52	35
CZ	8	36	38	15	3	44	53
DK	12	31	28	26	3	43	54
DE	10	27	37	18	8	37	55
EE	17	35	33	11	4	52	44
IE	13	47	22	12	6	60	34
EL	11	36	43	8	2	47	51
ES	14	40	22	21	3	54	43
FR	10	25	26	35	4	35	61
IT	16	49	23	6	6	65	29
CY	24	25	30	19	2	49	49
LV	14	36	31	16	3	50	47
LT	16	35	29	13	7	51	42
LU	11	21	32	29	7	32	61
HU	17	50	23	7	3	67	30
MT	30	34	20	10	6	64	30
NL	9	28	37	20	6	37	57
AT	8	39	38	11	4	47	49
PL	8	47	28	10	7	55	38
PT	15	58	20	4	3	73	24
RO	12	38	19	15	16	50	34
SI	8	34	34	21	3	42	55
SK	11	42	36	9	2	53	45
FI	7	42	32	17	2	49	49
SE	15	34	27	20	4	49	47
UK	16	37	27	15	5	53	42

QB9a1 A votre avis, qui devrait s'assurer que vos informations personnelles sont recueillies, conservées et échangées en toute sécurité sur les sites de réseaux sociaux et/ ou de partage ? En premier ?

QB9a1 Who do you think should make sure that your information is collected, stored and exchanged safely on social networking sites and/ or sharing sites? Firstly?

QB9a1 Wer sollte Ihrer Ansicht nach dafür sorgen, dass Ihre Informationen auf sozialen Netzwerkseiten und/ oder Sharing-Plattformen auf sichere Art und Weise erfasst, gespeichert und weitergegeben werden? An erster Stelle?

%	You – chacun doit être prudent avec ses propres informations	Les sites de réseaux sociaux et/ ou de partage – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
	You – as you need to take care of your information	The social networking sites and/ or sharing sites you are dealing with – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die sozialen Netzwerkseiten und/oder Sharing-Plattformen, die Sie nutzen - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP.)	WN	
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	49	33	16	0	2
BE	52	30	16	1	1
BG	54	27	10	0	9
CZ	42	44	13	0	1
DK	41	49	9	0	1
DE	48	34	16	0	2
EE	50	36	13	0	1
IE	65	24	7	0	4
EL	42	27	30	1	0
ES	37	29	33	0	1
FR	54	29	16	0	1
IT	38	31	28	1	2
CY	68	15	15	0	2
LV	41	39	18	0	2
LT	47	37	14	0	2
LU	58	22	15	0	5
HU	51	36	12	0	1
MT	64	15	21	0	0
NL	52	32	15	0	1
AT	45	40	14	0	1
PL	45	37	16	0	2
PT	57	26	15	0	2
RO	65	15	10	0	10
SI	61	26	11	1	1
SK	50	39	10	0	1
FI	45	46	9	0	0
SE	44	44	10	1	1
UK	55	34	8	0	3

QB9a2 Et ensuite ?

QB9a2 And secondly?

QB9a2 Und was wäre das Zweitbeste?

%	You – chacun doit être prudent avec ses propres informations	Les sites de réseaux sociaux et/ ou de partage – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
	You – as you need to take care of your information	The social networking sites and/ or sharing sites you are dealing with – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
	Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die sozialen Netzwerkseiten und/oder Sharing-Plattformen, die Sie nutzen - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP.)	WN
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	26	41	29	1	3
BE	22	45	31	2	0
BG	21	43	32	0	4
CZ	29	36	33	0	2
DK	38	36	24	1	1
DE	26	43	30	0	1
EE	28	38	29	0	5
IE	17	48	31	0	4
EL	23	37	38	1	1
ES	25	36	36	1	2
FR	26	40	29	1	4
IT	23	38	35	1	3
CY	15	34	42	1	8
LV	32	35	30	0	3
LT	29	40	26	2	3
LU	25	51	23	0	1
HU	25	42	31	0	2
MT	16	49	29	0	6
NL	29	47	22	0	2
AT	25	36	35	2	2
PL	33	41	25	0	1
PT	19	35	43	0	3
RO	15	47	32	1	5
SI	22	51	25	0	2
SK	28	44	26	0	2
FI	34	42	23	1	0
SE	37	38	22	1	2
UK	26	44	23	2	5

QB9aT Les garants de la sécurité de vos informations sur les réseaux sociaux/de partage

QB9aT The responsible for your information's safety on social networking and sharing files

QB9aT Wer nach dafür sorgen, dass Ihre Informationen auf sozialen Netzwerkseiten und/oder Sharing-Plattformen auf sichere Art und Weise erfasst, gespeichert und weitergegeben werden? - GESAMT

%	Vous – chacun doit être prudent avec ses propres informations	Les sites de réseaux sociaux et/ ou de partage – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
	You – as you need to take care of your information	The social networking sites and/ or sharing sites you are dealing with – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die sozialen Netzwerkseiten und/oder Sharing-Plattformen, die Sie nutzen - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP.)	WN	
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	74	73	45	1	2
BE	74	74	46	2	1
BG	72	66	39	0	9
CZ	71	80	46	0	1
DK	78	85	33	1	1
DE	74	76	46	0	2
EE	78	74	40	0	1
IE	81	70	36	0	4
EL	65	64	68	1	0
ES	62	65	68	2	1
FR	80	69	45	1	1
IT	60	68	62	2	2
CY	83	49	57	1	2
LV	73	73	47	0	2
LT	76	76	39	2	2
LU	81	70	37	0	5
HU	76	78	42	0	1
MT	80	64	50	0	0
NL	81	77	37	1	1
AT	70	76	49	2	1
PL	78	78	40	0	2
PT	76	60	57	0	2
RO	79	57	38	1	10
SI	83	77	36	2	0
SK	78	82	35	0	1
FI	79	88	31	1	0
SE	80	82	32	1	1
UK	81	77	30	1	3

QB10a Avez-vous déjà essayé de modifier les paramètres de confidentialité par défaut de votre profil personnel sur un site de réseau social et/ ou de partage ?

QB10a Have you ever tried to change the privacy settings of your personal profile from the default settings on a social networking site and/ or sharing site?

QB10a Haben Sie jemals versucht, die standardmäßigen Datenschutzeinstellungen Ihres Profils auf einer sozialen Netzwerkseite und/ oder Sharing-Plattform zu ändern?

%		Oui	Non	NSP
		Yes	No	DK
		Ja	Nein	WN
	EB	EB	EB	EB
	EU 27	51	46	3
	BE	51	48	1
	BG	33	54	13
	CZ	35	61	4
	DK	59	40	1
	DE	39	55	6
	EE	60	37	3
	IE	54	41	5
	EL	39	60	1
	ES	49	51	0
	FR	58	41	1
	IT	44	54	2
	CY	49	49	2
	LV	50	48	2
	LT	49	46	5
	LU	58	34	8
	HU	42	56	2
	MT	54	44	2
	NL	57	41	2
	AT	38	58	4
	PL	46	53	1
	PT	37	62	1
	RO	41	49	10
	SI	57	42	1
	SK	47	52	1
	FI	62	36	2
	SE	61	38	1
	UK	68	30	2

QB11a Dans quelle mesure vous a-t-il paru facile ou difficile de modifier les paramètres de confidentialité de votre profil personnel ?

QB11a How easy or difficult did you find it to change the privacy settings of your personal profile?

QB11a Wie einfach oder schwierig war es Ihrer Ansicht nach, die Datenschutzeinstellungen Ihres persönlichen Profils zu ändern?

	%	Très facile	Plutôt facile	Plutôt difficile	Très difficile	NSP	Total 'Facile'	Total 'Difficile'
		Very easy	Fairly easy	Fairly difficult	Very difficult	DK	Total 'Easy'	Total 'Diifcult'
		Sehr einfach	Ziemlich einfach	Ziemlich schwierig	Sehr schwierig	WN	Gesamt 'Liecht'	Gesamt 'Schwierig'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27		36	46	14	4	0	82	18
BE	26	49	23	2	0	75	25	
BG	44	48	6	0	2	92	6	
CZ	26	49	21	4	0	75	25	
DK	36	44	17	3	0	80	20	
DE	23	52	20	4	1	75	24	
EE	38	52	8	2	0	90	10	
IE	39	49	9	2	1	88	11	
EL	36	39	19	6	0	75	25	
ES	26	47	22	5	0	73	27	
FR	34	43	14	8	1	77	22	
IT	29	59	11	1	0	88	12	
CY	79	14	6	1	0	93	7	
LV	32	54	12	1	1	86	13	
LT	44	48	7	0	1	92	7	
LU	37	40	20	3	0	77	23	
HU	28	52	16	4	0	80	20	
MT	50	41	7	1	1	91	8	
NL	41	40	16	3	0	81	19	
AT	17	46	28	8	1	63	36	
PL	37	50	12	0	1	87	12	
PT	25	60	11	3	1	85	14	
RO	37	43	17	3	0	80	20	
SI	38	53	6	3	0	91	9	
SK	28	55	16	1	0	83	17	
FI	38	47	15	0	0	85	15	
SE	37	41	20	2	0	78	22	
UK	51	39	8	2	0	90	10	

QB12a Pourquoi n'avez-vous pas essayé de modifier ces paramètres de confidentialité ? (PLUSIEURS REPONSES)

QB12a Why did you not try to change these privacy settings? (MULTIPLE ANSWERS POSSIBLE)

QB12a Warum haben Sie nicht versucht, diese Datenschutzeinstellungen zu ändern? (MEHRFACHNENNUNGEN MÖGLICH)

		Vous ne saviez pas que vous pouviez modifier ces paramètres	Vous ne savez pas comment faire pour modifier ces paramètres	Vous avez confiance dans le site pour définir des paramètres de confidentialité appropriés
%		You did not know that you could change the settings	You do not know how to proceed to change these settings	You trust the site to set appropriate privacy settings
	EU 27	EB 74.3	EB 74.3	EB 74.3
	EU 27	23	19	28
	BE	25	25	32
	BG	20	25	30
	CZ	38	25	24
	DK	27	24	30
	DE	31	26	29
	EE	32	36	24
	IE	22	24	27
	EL	17	19	13
	ES	16	10	36
	FR	23	21	17
	IT	26	18	26
	CY	20	20	12
	LV	26	14	26
	LT	21	9	18
	LU	11	23	19
	HU	17	18	40
	MT	11	19	31
	NL	14	14	35
	AT	27	31	37
	PL	25	15	37
	PT	16	13	33
	RO	21	27	10
	SI	11	13	28
	SK	35	25	34
	FI	9	16	29
	SE	25	19	34
	UK	12	15	27

QB12a Pourquoi n'avez-vous pas essayé de modifier ces paramètres de confidentialité ? (PLUSIEURS REPONSES)

QB12a Why did you not try to change these privacy settings? (MULTIPLE ANSWERS POSSIBLE)

QB12a Warum haben Sie nicht versucht, diese Datenschutzeinstellungen zu ändern? (MEHRFACHNENNUNGEN)

%	EU 27	La présence de vos données personnelles sur des sites de réseau social et/ ou de partage ne vous inquiète pas	Vous n'avez pas eu le temps d'examiner les options disponibles	Autre (SP.)	NSP
		You are not worried by having personal data on social networking and/ or sharing sites	You did not find the time to look at the available options	Other (SP.)	DK
%	EU 27	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	20		12	10	8
 BE	20		14	9	1
 BG	22		15	1	4
 CZ	14		21	4	2
 DK	35		13	8	6
 DE	21		11	10	9
 EE	28		7	7	4
 IE	18		19	3	6
 EL	30		21	8	5
 ES	17		16	10	7
 FR	16		12	14	12
 IT	22		12	7	4
 CY	27		28	6	7
 LV	17		14	0	10
 LT	27		17	16	6
 LU	27		14	16	9
 HU	16		15	6	8
 MT	26		13	2	8
 NL	29		7	19	4
 AT	21		12	4	3
 PL	11		11	3	11
 PT	20		14	7	10
 RO	30		20	5	10
 SI	23		19	19	4
 SK	19		18	1	3
 FI	25		15	21	5
 SE	34		15	15	4
 UK	15		5	19	15

QB4b En pensant aux moments où vous avez acheté des biens ou des services sur Internet, quelles informations personnelles avez-vous divulquées ? (PLUSIEURS REPONSES POSSIBLES)

QB4b Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed? (MULTIPLE ANSWERS POSSIBLE)

QB4b Welche der folgenden Arten von Informationen haben Sie beim Kauf von Waren oder Dienstleistungen über das Internet schon einmal offenlegte? (MEHRFACHNENNUNGEN MÖGLICH)

%	Des informations médicales (dossier médical, informations de santé)	Vos empreintes digitales	Des informations financières (p. ex. salaire, informations bancaires, dossier de crédit)	Votre parcours professionnel	Votre numéro de registre national/ numéro de carte d'identité/ numéro de passeport
	Medical information (patient record, health information)	Your fingerprints	Financial information (e.g. salary, bank details, credit record)	Your work history	Your national identity number / identity card number/ passport number
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	3	2	33	5	18
BE	3	3	26	4	18
BG	2	2	16	5	25
CZ	1	1	13	3	13
DK	2	1	56	2	32
DE	2	2	32	5	12
EE	5	3	19	6	47
IE	4	2	41	5	5
EL	2	4	24	5	22
ES	5	6	38	11	51
FR	1	0	44	3	9
IT	11	11	21	13	32
CY	2	2	31	7	13
LV	1	1	28	4	57
LT	3	1	14	4	19
LU	1	2	47	5	18
HU	5	3	36	4	19
MT	1	0	30	4	17
NL	2	0	37	3	20
AT	3	2	34	9	11
PL	0	2	6	3	13
PT	5	14	19	17	23
RO	7	5	17	5	33
SI	1	0	26	1	20
SK	2	0	19	5	23
FI	2	0	34	2	38
SE	1	0	26	1	72
UK	2	2	39	5	5

QB4b En pensant aux moments où vous avez acheté des biens ou des services sur Internet, quelles informations personnelles avez-vous divulquées ? (PLUSIEURS REPONSES POSSIBLES)

QB4b Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed? (MULTIPLE ANSWERS POSSIBLE)

QB4b Welche der folgenden Arten von Informationen haben Sie beim Kauf von Waren oder Dienstleistungen über das Internet schon einmal offen gelegt? (MEHRFACHNENNUNGEN MÖGLICH)

	Votre nom Your name Ihren Namen	L'adresse de votre domicile Your home address Ihre Privatadresse	Votre nationalité Your nationality Ihre Nationalität	Les activités que vous pratiquez (p. ex. loisirs, sports, endroits fréquentés) Things you do (e.g. hobbies, sports, places you go) Dinge, die Sie tun (z.B. Hobbys, sportliche Aktivitäten, Orte, an denen Sie verkehren)	Vos goûts et opinions Your tastes and opinions Ihre Vorlieben und Meinungen	Des photos de vous Photos of you Fotos von Ihnen
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	90	89	35	6	5	4
BE	94	88	52	8	6	6
BG	84	79	29	3	4	4
CZ	94	94	17	5	6	5
DK	96	91	49	3	2	1
DE	92	92	51	5	3	4
EE	90	82	23	7	3	5
IE	94	90	56	12	7	7
EL	93	83	30	7	12	12
ES	88	74	46	9	13	9
FR	93	93	31	7	5	2
IT	69	67	27	11	11	12
CY	92	80	43	3	1	3
LV	93	85	11	3	3	5
LT	84	76	16	5	5	2
LU	93	91	34	2	3	1
HU	93	85	15	7	3	5
MT	86	95	74	5	3	5
NL	98	96	42	7	3	3
AT	90	85	60	12	12	12
PL	91	90	17	2	2	2
PT	72	60	26	9	11	10
RO	76	67	29	4	8	2
SI	95	89	19	4	6	1
SK	90	90	20	6	4	6
FI	95	95	46	4	4	1
SE	96	94	35	2	2	1
UK	89	92	24	4	6	3

QB4b En pensant aux moments où vous avez acheté des biens ou des services sur Internet, quelles informations personnelles avez-vous divulquées ? (PLUSIEURS REPONSES POSSIBLES)

QB4b Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed? (MULTIPLE ANSWERS POSSIBLE)

QB4b Welche der folgenden Arten von Informationen haben Sie beim Kauf von Waren oder Dienstleistungen über das Internet schon einmal offen gelegt? (MEHRFACHNENNUNGEN MÖGLICH)

	Qui sont vos amis Who your friends are Wer Ihre Freunde sind	Les sites web que vous visitez Websites you visit Die Webseiten, die Sie besuchen	Votre numéro de téléphone portable Your mobile phone number Ihre Handynummer	Autre (SP.) Other (SP.) Andere (SP.)	Aucun (SP.) None (SP.) Nichts davon (SP.)	NSP DK WN
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	2	4	46	1	2	1
BE	3	2	44	3	2	0
BG	2	6	42	1	0	7
CZ	2	5	71	1	1	1
DK	0	0	73	0	0	0
DE	2	5	30	0	2	1
EE	2	2	65	2	1	1
IE	4	5	55	4	1	2
EL	10	15	45	7	1	1
ES	5	3	43	0	1	1
FR	1	2	51	3	1	1
IT	9	5	34	3	3	1
CY	3	4	36	2	2	0
LV	1	2	71	2	1	1
LT	3	4	51	3	9	0
LU	1	3	47	4	1	1
HU	1	0	59	1	3	1
MT	2	5	25	0	1	0
NL	1	3	55	1	0	0
AT	7	8	55	4	1	1
PL	1	1	64	0	2	2
PT	6	8	26	1	6	1
RO	2	1	45	1	1	6
SI	1	7	61	4	1	0
SK	4	2	71	1	1	1
FI	1	2	67	3	1	0
SE	0	1	76	1	1	0
UK	1	4	42	1	3	1

QB5b Quelles sont les principales raisons pour lesquelles vous divulguez ces informations lors d'achats en ligne ?
(MAX. 3 REPONSES)

QB5b What are the most important reasons why you disclose such information in online shopping? (MAX. 3)

QB5b Was sind die wichtigsten Gründe dafür, dass Sie solche Informationen beim Online-Shopping offenlegen? (MAX. 3 NENNUNGEN)

	Pour accéder au service To access the service Um auf den Dienst zuzugreifen	Pour gagner du temps à la visite suivante To save time at the next visit Um beim nächsten Besuch Zeit zu sparen	Pour recevoir de l'argent ou des réductions de prix To receive money or price reductions Um Geld oder Preisnachlässe zu erhalten	Pour bénéficier d'offres commerciales personnalisées To benefit from personalised commercial offers Um von personalisierten Werbeangeboten zu profitieren	Pour obtenir un service gratuitement To get a service for free Um einen Dienst kostenlos nutzen zu können
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	79	19	12	13	11
BE	80	20	11	18	7
BG	75	16	11	12	9
CZ	70	21	18	18	8
DK	92	27	21	10	13
DE	74	15	14	8	21
EE	84	22	18	8	12
IE	87	34	19	15	10
EL	59	10	17	49	13
ES	82	16	7	12	9
FR	77	17	7	21	7
IT	62	14	15	24	12
CY	81	22	13	24	11
LV	90	11	16	7	8
LT	64	18	20	11	6
LU	79	25	16	17	8
HU	76	22	21	22	11
MT	82	12	17	15	4
NL	89	21	15	6	7
AT	68	24	25	15	26
PL	76	18	10	12	7
PT	69	22	4	29	8
RO	63	29	16	23	13
SI	73	24	15	15	14
SK	67	26	17	20	14
FI	75	26	20	24	8
SE	94	21	10	12	4
UK	87	21	7	4	7

QB5b Quelles sont les principales raisons pour lesquelles vous divulguez ces informations lors d'achats en ligne ?
(MAX. 3 REPONSES)

QB5b What are the most important reasons why you disclose such information in online shopping? (MAX. 3)

QB5b Was sind die wichtigsten Gründe dafür, dass Sie solche Informationen beim Online-Shopping offenlegen?
(MAX. 3 NENNUNGEN)

%	Pour obtenir un service adapté à vos besoins To obtain a service adapted to your needs Um eine Dienstleistung zu erhalten, die auf Ihre Anforderungen abgestimmt ist	Pour le plaisir For fun Zum Spaß	Pour entrer en relation avec d'autres personnes To connect with others Um mit anderen in Kontakt zu treten	Autre (SP.) Other (SP.) Andere (SP.)	NSP DK WN
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	27	2	6	3
BE	26	2	4	4	1
BG	40	2	4	0	0
CZ	31	2	7	3	1
DK	23	1	4	2	0
DE	43	1	10	1	1
EE	26	1	9	0	1
IE	31	5	7	2	1
EL	31	0	11	1	0
ES	25	3	8	0	0
FR	29	2	3	6	1
IT	29	5	7	1	1
CY	32	0	10	2	1
LV	25	6	5	0	1
LT	44	0	8	2	1
LU	30	0	3	4	1
HU	29	3	6	1	1
MT	42	1	3	1	2
NL	19	1	2	3	0
AT	38	2	6	4	1
PL	18	0	8	1	3
PT	15	8	10	0	0
RO	21	6	2	4	2
SI	38	0	9	4	1
SK	38	5	10	4	0
FI	35	2	6	1	1
SE	22	3	3	3	0
UK	10	1	3	3	1

QB6b Quel degré de contrôle estimez-vous avoir sur les informations personnelles que vous avez divulgué lors d'achats en ligne, p. ex. la possibilité de modifier, de supprimer ou de corriger ces informations ?

QB6b 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?

QB6b Was glauben Sie, wie viel Kontrolle haben Sie über die Informationen, die Sie beim Online-Shopping offenlegen? Gemeint ist damit z.B. die Fähigkeit, diese Informationen zu ändern, zu löschen oder zu korrigieren.

%	Un contrôle total	Un contrôle partiel	Aucun contrôle	NSP
	Complete control	Partial control	No control at all	DK
	Vollständige Kontrolle	Teilweise Kontrolle	Überhaupt keine Kontrolle	WN
EB	EB	EB	EB	EB
	74.3	74.3	74.3	74.3
EU 27	18	50	30	2
BE	22	50	27	1
BG	20	55	20	5
CZ	15	49	33	3
DK	24	48	28	0
DE	9	48	41	2
EE	22	53	23	2
IE	20	60	16	4
EL	25	43	30	2
ES	21	49	25	5
FR	14	46	38	2
IT	28	46	22	4
CY	47	37	14	2
LV	12	50	36	2
LT	24	55	18	3
LU	16	48	35	1
HU	28	59	11	2
MT	42	45	12	1
NL	24	48	26	2
AT	15	58	25	2
PL	24	57	17	2
PT	23	66	11	0
RO	20	46	32	2
SI	17	48	33	2
SK	16	58	24	2
FI	16	47	31	6
SE	17	45	36	2
UK	23	52	25	0

QB7b Je vais à présent vous lire une liste de risques potentiels. A votre avis, quels sont les principaux risques liés à la divulgation de vos informations personnelles quand vous achetez des produits ou des services sur Internet ? (ROTATION – MAX. 3 REPONSES)

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet? (ROTATE – MAX. 3 ANSWERS)

QB7b Ich werde Ihnen jetzt eine Liste mit möglichen Gefahren vorlesen. Bitte sagen Sie mir, was Ihrer Meinung nach die größten Gefahren sind, die mit der Offenlegung Ihrer persönlichen Informationen beim Kauf von Waren oder Dienstleistungen über das Internet verbunden sind. (ROTIEREN - MAX. 3 NENNUNGEN)

	Le risque que vos informations soient utilisées à votre insu Your information being used without your knowledge Dass Ihre Informationen ohne Ihr Wissen verwendet werden	Le risque que vos informations soient communiquées à des tiers sans votre accord Your information being shared with third parties without your agreement Dass Ihre Informationen ohne Ihre Zustimmung an Dritte weitergegeben werden	Le risque que vos informations soient utilisées pour vous envoyer des offres commerciales non sollicitées Your information being used to send you unwanted commercial offers Dass Ihre Informationen verwendet werden, um Ihnen unerwünschte Werbeangebote zuzuschicken	Le risque que vos opinions et vos comportements soient mal compris Your views and behaviours being misunderstood Dass Ihre Ansichten und Verhaltensweisen falsch verstanden werden	Un risque de vol de votre identité en ligne Your identity being at risk of theft online Dass die Gefahr des Online-Diebstahls Ihrer Identität besteht	Un risque pour votre sécurité personnelle Your personal safety being at risk Dass Ihre persönliche Sicherheit ist in Gefahr
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	43	43	34	4	35	12
BE	45	43	45	4	32	15
BG	67	31	31	9	22	16
CZ	46	42	48	5	19	13
DK	49	38	37	3	40	13
DE	46	59	36	3	24	8
EE	39	38	29	4	30	26
IE	59	38	30	8	52	22
EL	51	37	33	10	22	13
ES	35	29	21	6	33	26
FR	44	39	37	3	43	11
IT	39	34	36	10	25	12
CY	64	44	32	1	32	28
LV	52	43	35	4	19	18
LT	41	38	38	2	16	14
LU	46	45	42	3	41	12
HU	51	41	48	8	29	12
MT	51	34	23	6	41	12
NL	49	55	56	2	30	4
AT	41	54	42	9	20	12
PL	47	41	30	3	24	11
PT	35	25	24	7	25	14
RO	60	27	31	11	27	7
SI	53	40	30	5	22	20
SK	48	37	37	7	28	26
FI	45	44	29	2	33	24
SE	49	38	33	3	46	7
UK	34	33	22	2	56	11

QB7b Je vais à présent vous lire une liste de risques potentiels. A votre avis, quels sont les principaux risques liés à la divulgation de vos informations personnelles quand vous achetez des produits ou des services sur Internet ? (ROTATION – MAX. 3 REPONSES)

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet? (ROTATE – MAX. 3 ANSWERS)

QB7b Ich werde Ihnen jetzt eine Liste mit möglichen Gefahren vorlesen. Bitte sagen Sie mir, was Ihrer Meinung nach die größten Gefahren sind, die mit der Offenlegung Ihrer persönlichen Informationen beim Kauf von Waren oder Dienstleistungen über das Internet verbunden sind. (ROTIEREN - MAX. 3 NENNUNGEN)

		Le risque d'être victime d'une fraude Yourself being victim of fraud	Le risque d'être discriminé(e) (p. ex. dans la candidature à un emploi, l'augmentation de prix, le refus d'accès à un service) Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)	Le risque que votre réputation soit ternie Your reputation being damaged	Le risque que vos informations soient utilisées dans un contexte différent de leur divulgation Your information being used in different contexts from the ones where you disclosed it Dass Ihre Informationen in einem anderen Zusammenhang als in dem genutzt werden, für den Sie diese offengelegt haben	Autre (SP.) Other (SP.)	Aucun (SP.) None (SP.)	NSP DK
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	55	3	4	27	0	2	1	
BE	43	2	5	22	2	1	0	
BG	36	1	4	11	0	1	7	
CZ	41	5	6	23	0	2	0	
DK	59	1	1	40	0	1	0	
DE	50	4	6	41	0	1	1	
EE	50	3	10	6	0	3	8	
IE	47	3	3	11	1	1	3	
EL	48	6	5	32	0	1	0	
ES	60	4	9	17	0	1	1	
FR	71	2	2	17	0	1	1	
IT	33	4	5	29	0	3	1	
CY	53	1	1	18	1	2	1	
LV	55	2	1	14	0	3	1	
LT	58	2	8	11	0	9	1	
LU	51	2	1	22	0	1	1	
HU	42	3	3	15	0	4	1	
MT	50	2	3	15	0	5	0	
NL	36	1	2	29	1	2	1	
AT	42	9	11	29	0	2	1	
PL	56	2	5	21	0	1	5	
PT	56	4	8	21	0	6	1	
RO	27	4	4	8	0	10	8	
SI	56	5	5	32	0	0	0	
SK	38	5	17	17	0	0	0	
FI	48	1	2	43	0	1	1	
SE	68	1	0	34	1	1	0	
UK	65	3	3	23	0	3	2	

QB8b1 A votre avis, qui devrait s'assurer que vos informations sont recueillies, conservées et échangées en toute sécurité quand vous achetez des produits ou des services sur Internet ? En premier ?

QB8b1 Who do you think should make sure that your information is collected, stored and exchanged safely when you buy goods or services via the Internet? Firstly?

QB8b1 Wer sollte Ihrer Ansicht nach dafür sorgen, dass Ihre Informationen beim Kauf von Waren oder Dienstleistungen über das Internet auf sichere Art und Weise gesammelt, gespeichert und weitergegeben werden? Erstens?

%	You – chacun doit être prudent avec ses propres informations	Les sites d'achats en ligne – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
	You – as you need to take care of your information	The online shopping sites – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
	Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die Online-Shopping-Seiten - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP.)	WN
EB	EB	EB	EB	EB	EB
74.3	74.3	74.3	74.3	74.3	74.3
EU 27	41	39	19	0	1
BE	45	36	18	0	1
BG	46	39	5	0	10
CZ	32	50	17	0	1
DK	25	62	13	0	0
DE	43	34	22	0	1
EE	40	50	9	0	1
IE	61	28	7	0	4
EL	40	28	31	1	0
ES	29	36	34	0	1
FR	41	39	19	0	1
IT	32	27	37	3	1
CY	57	26	17	0	0
LV	37	43	19	0	1
LT	34	49	15	1	1
LU	42	40	17	1	0
HU	49	38	13	0	0
MT	58	25	16	0	1
NL	41	31	27	1	0
AT	42	41	15	0	2
PL	42	45	11	0	2
PT	59	27	13	0	1
RO	55	23	13	0	9
SI	53	42	4	1	0
SK	44	44	12	0	0
FI	32	58	9	0	1
SE	23	64	12	0	1
UK	47	43	9	0	1

QB8b2 Et ensuite ?

QB8b2 And secondly?

QB8b2 Und was wäre das Zweitbeste?

%	EU 27	Vous – chacun doit être prudent avec ses propres informations	Les sites d'achats en ligne – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
		You – as you need to take care of your information	The online shopping sites – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
	Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die Online-Shopping-Seiten - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP;)	WN	
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	
 EU 27	27	37	33	1	2	
 BE	23	35	41	1	0	
 BG	21	41	36	0	2	
 CZ	29	30	40	0	1	
 DK	38	24	36	1	1	
 DE	23	42	34	0	1	
 EE	28	35	32	0	5	
 IE	14	48	35	0	3	
 EL	13	47	40	0	0	
 ES	24	35	39	1	1	
 FR	26	36	34	0	4	
 IT	23	37	36	1	3	
 CY	13	33	45	2	7	
 LV	31	34	32	0	3	
 LT	30	40	27	0	3	
 LU	25	40	33	0	2	
 HU	27	37	35	0	1	
 MT	19	50	26	0	5	
 NL	31	30	36	1	2	
 AT	26	32	37	3	2	
 PL	32	38	29	0	1	
 PT	17	37	44	1	1	
 RO	20	47	29	2	2	
 SI	21	43	33	1	2	
 SK	28	41	29	1	1	
 FI	37	31	31	1	0	
 SE	38	23	36	0	3	
 UK	29	40	27	1	3	

TQB8bT Les garants de la sécurité de vos informations lors d'achats sur Internet

TQB8bT The responsible for your information's safety when buying on the Internet

TQB8T Wer nach dafür sorgen, dass Ihre Informationen beim Kauf von Waren oder Dienstleistungen über das Internet auf sichere Art und Weise gesammelt, gespeichert und weitergegeben werden? - GESAMT

%	EU 27	Vous – chacun doit être prudent avec ses propres informations	Les sites d'achats en ligne – ils doivent garantir qu'ils traitent vos informations correctement	Les pouvoirs publics – ils doivent veiller à ce que les citoyens soient protégés	Autre (SP.)	NSP
		You – as you need to take care of your information	The online shopping sites – as they need to ensure they process your information fairly	Public authorities – as they need to ensure that citizens are protected	Other (SP.)	DK
	Sie selbst - da Sie auf Ihre Informationen selbst Acht geben müssen	Die Online-Shopping-Seiten - da diese sicherstellen müssen, dass sie mit Ihren Informationen vernünftig umgehen	Behörden - da diese sicherstellen müssen, dass die Bürger geschützt sind	Andere (SP.)	WN	
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	
 EU 27	67	76	51	1	1	
 BE	67	71	59	1	1	
 BG	64	76	37	0	10	
 CZ	61	80	56	0	1	
 DK	63	86	49	1	0	
 DE	66	76	55	0	1	
 EE	68	84	41	0	1	
 IE	75	74	41	0	4	
 EL	54	74	71	1	0	
 ES	52	71	72	1	1	
 FR	67	74	54	1	1	
 IT	55	64	73	4	1	
 CY	71	58	62	2	0	
 LV	68	77	50	0	1	
 LT	64	88	41	1	1	
 LU	68	80	50	0	0	
 HU	76	76	47	0	0	
 MT	76	75	43	0	1	
 NL	71	61	63	2	0	
 AT	67	73	52	3	1	
 PL	74	83	39	0	2	
 PT	75	63	56	1	1	
 RO	73	65	39	2	9	
 SI	73	86	37	2	0	
 SK	72	85	41	1	0	
 FI	69	89	40	1	1	
 SE	60	87	47	1	1	
 UK	75	82	35	1	1	

QB13.1 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?

Sur Internet (navigation, téléchargement de fichiers, accès au contenu en ligne)

QB13.1 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

On the Internet (browsing, downloading files, accessing content online)

QB13.1 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?

Im Internet (beim Surfen, Herunterladen von Dateien, Zugriff auf Online-Inhalte) erfasst wird

%	Très inquiet(e) Very concerned Sehr beunruhigt	Plutôt inquiet(e) Fairly concerned Ziemlich beunruhigt	Plutôt pas inquiet(e) Not very concerned Nicht sehr beunruhigt	Pas du tout inquiet(e) Not at all concerned Gar nicht beunruhigt	Pas applicable (SP.) Not applicable (SP.) Trifft nicht zu (SP.)	NSP DK WN	Total 'Inquiet(e)' Total 'Concerned' Gesamt 'Beunruhigt'	Total 'Pas inquiet(e)' Total 'Not concerned' Gesamt 'Nicht beunruhigt'
							EB 74.3	EB 74.3
							EB 74.3	EB 74.3
EU 27	13	27	23	12	21	4	40	35
BE	10	32	28	11	18	1	42	39
BG	4	15	14	9	44	14	19	23
CZ	11	29	28	10	16	6	40	38
DK	9	33	36	14	7	1	42	50
DE	22	31	24	7	14	2	53	31
EE	5	19	34	14	24	4	24	48
IE	20	29	18	7	22	4	49	25
EL	10	26	18	5	37	4	36	23
ES	9	27	19	18	24	3	36	37
FR	19	30	18	13	18	2	49	31
IT	12	31	21	11	19	6	43	32
CY	13	14	13	11	45	4	27	24
LV	8	21	32	14	22	3	29	46
LT	8	20	21	16	24	11	28	37
LU	15	29	22	14	17	3	44	36
HU	10	22	23	13	22	10	32	36
MT	9	17	19	18	34	3	26	37
NL	8	30	40	17	4	1	38	57
AT	14	27	27	6	22	4	41	33
PL	7	24	22	6	39	2	31	28
PT	6	23	14	7	46	4	29	21
RO	4	11	18	16	34	17	15	34
SI	9	24	28	16	20	3	33	44
SK	8	33	29	11	18	1	41	40
FI	6	28	35	12	15	4	34	47
SE	4	16	49	22	9	0	20	71
UK	13	27	27	14	18	1	40	41

QB13.2 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?
Dans un lieu public (rue, métro, aéroport, etc.)

QB13.2 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
In a public space (street, subway, airport, etc.)

QB13.2 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?
Im öffentlichen Raum (auf der Straße, in der U-Bahn, am Flughafen etc.) erfasst wird

%	Très inquiet(e) Very concerned Sehr beunruhigt	Plutôt inquiet(e) Fairly concerned Ziemlich beunruhigt	Plutôt pas inquiet(e) Not very concerned Nicht sehr beunruhigt	Pas du tout inquiet(e) Not at all concerned Gar nicht beunruhigt	Pas applicable (SP.) Not applicable (SP.) Trifft nicht zu (SP.)	NSP DK WN	Total 'Inquiet(e)' Total 'Concerned' Gesamt 'Beunruhigt'	Total 'Pas inquiet(e)' Total 'Not concerned' Gesamt 'Nicht beunruhigt'
		EB 74.3	EB 74.3	EB 74.3			EB 74.3	EB 74.3
		EB 74.3	EB 74.3	EB 74.3			EB 74.3	EB 74.3
EU 27	11	23	34	28	2	2	34	62
BE	8	24	35	31	2	0	32	66
BG	7	24	33	30	2	4	31	63
CZ	12	27	38	22	1	0	39	60
DK	6	14	33	45	1	1	20	78
DE	15	22	39	23	1	0	37	62
EE	5	13	38	38	5	1	18	76
IE	17	26	35	19	1	2	43	54
EL	16	38	28	16	2	0	54	44
ES	9	26	31	31	2	1	35	62
FR	15	22	27	33	2	1	37	60
IT	11	29	33	20	4	3	40	53
CY	12	17	26	45	0	0	29	71
LV	7	16	43	32	2	0	23	75
LT	4	15	31	40	6	4	19	71
LU	12	18	29	39	2	0	30	68
HU	13	22	33	27	4	1	35	60
MT	11	16	24	47	1	1	27	71
NL	7	15	46	31	1	0	22	77
AT	10	27	44	15	3	1	37	59
PL	7	23	38	22	7	3	30	60
PT	6	33	34	19	6	2	39	53
RO	5	16	29	38	3	9	21	67
SI	10	21	38	27	4	0	31	65
SK	5	29	44	20	2	0	34	64
FI	4	13	42	37	2	2	17	79
SE	3	9	36	51	1	0	12	87
UK	11	23	33	32	1	0	34	65

QB13.3 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?
 Dans un lieu privé (restaurant, bar, club, bureau, etc.)

QB13.3 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
 In a private space (restaurant, bar, club, office, etc.)

QB13.3 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?
 Im privaten Raum (Restaurant, Bar, Club, Büro etc.) erfasst wird

%	Très inquiet(e) Very concerned Sehr beunruhigt	Plutôt inquiet(e) Fairly concerned Ziemlich beunruhigt	Plutôt pas inquiet(e) Not very concerned Nicht sehr beunruhigt	Pas du tout inquiet(e) Not at all concerned Gar nicht beunruhigt	Pas applicable (SP.)	NSP DK WN	Total 'Inquiet(e)' Total 'Concerned' Gesamt 'Beunruhigt'	Total 'Pas inquiet(e)' Total 'Not concerned' Gesamt 'Nicht beunruhigt'
					Not applicable (SP.)			
					Trifft nicht zu (SP.)			
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	15	26	31	23	3	2	41	54
BE	12	33	32	22	1	0	45	54
BG	7	26	30	27	6	4	33	57
CZ	21	32	31	15	1	0	53	46
DK	8	18	36	36	1	1	26	72
DE	27	27	29	16	1	0	54	45
EE	7	18	33	34	7	1	25	67
IE	21	28	32	16	1	2	49	48
EL	21	31	30	17	1	0	52	47
ES	10	29	29	30	1	1	39	59
FR	20	29	23	25	2	1	49	48
IT	12	30	33	19	4	2	42	52
CY	14	19	25	42	0	0	33	67
LV	11	22	38	26	3	0	33	64
LT	6	18	29	36	7	4	24	65
LU	23	28	22	25	2	0	51	47
HU	16	24	30	25	4	1	40	55
MT	12	20	26	40	1	1	32	66
NL	11	21	43	24	1	0	32	67
AT	13	25	42	16	3	1	38	58
PL	10	25	35	18	8	4	35	53
PT	6	37	33	16	6	2	43	49
RO	7	18	26	34	5	10	25	60
SI	13	20	36	26	4	1	33	62
SK	6	27	44	20	3	0	33	64
FI	5	16	42	31	4	2	21	73
SE	4	15	38	42	1	0	19	80
UK	16	24	33	26	0	1	40	59

QB13.4 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?

Via le téléphone portable/ Internet mobile (interception des appels, géo-localisation)

QB13.4 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

Via mobile phone/ mobile Internet (call content, geo-location)

QB13.4 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?

Über das Mobiltelefon/ das mobile Internet (Gesprächsinhalt, geografischer Standort) erfasst wird

	%	Très inquiet(e)	Plutôt inquiet(e)	Plutôt pas inquiet(e)	Pas du tout inquiet(e)	Pas applicable (SP.)	NSP	Total 'Inquiet(e)'	Total 'Pas inquiet(e)'
		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Not applicable (SP.)	DK	Total 'Concerned'	Total 'Not concerned'
		Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	Trifft nicht zu (SP.)	WN	Gesamt 'Beunruhigt'	Gesamt 'Nicht beunruhigt'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27		18	31	26	17	6	2	49	43
BE		14	37	28	17	4	0	51	45
BG		11	27	20	18	11	13	38	38
CZ		29	34	25	10	1	1	63	35
DK		13	27	32	25	2	1	40	57
DE		27	28	26	14	4	1	55	40
EE		12	24	31	25	7	1	36	56
IE		23	33	26	11	4	3	56	37
EL		25	40	20	10	4	1	65	30
ES		17	33	24	21	4	1	50	45
FR		23	32	19	17	8	1	55	36
IT		18	35	26	14	4	3	53	40
CY		25	24	18	23	7	3	49	41
LV		15	26	35	19	4	1	41	54
LT		10	27	25	27	7	4	37	52
LU		26	30	18	19	5	2	56	37
HU		19	28	27	19	5	2	47	46
MT		14	25	19	27	10	5	39	46
NL		14	30	35	17	3	1	44	52
AT		13	31	40	9	5	2	44	49
PL		13	32	28	12	11	4	45	40
PT		9	38	26	12	12	3	47	38
RO		9	22	19	22	14	14	31	41
SI		14	28	31	21	5	1	42	52
SK		10	36	36	12	5	1	46	48
FI		8	23	40	24	3	2	31	64
SE		8	20	38	31	3	0	28	69
UK		19	29	27	19	5	1	48	46

QB13.5 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?

Via des cartes de paiement (permettant de vous localiser et d'identifier vos habitudes de dépenses)

QB13.5 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

Via payment cards (location and spending)

QB13.5 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?

Über Zahlungskarten (Ort und Betrag) erfasst wird

%	Très inquiet(e)	Plutôt inquiet(e)	Plutôt pas inquiet(e)	Pas du tout inquiet(e)	Pas applicable (SP.)	NSP	Total 'Inquiet(e)'	Total 'Pas inquiet(e)'
	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Not applicable (SP.)	DK	Total 'Concerned'	Total 'Not concerned'
	Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	Trifft nicht zu (SP.)	WN	Gesamt 'Beunruhigt'	Gesamt 'Nicht beunruhigt'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	22	32	24	14	6	2	54	38
BE	19	37	27	15	2	0	56	42
BG	12	20	12	10	31	15	32	22
CZ	30	34	22	9	4	1	64	31
DK	10	26	34	26	3	1	36	60
DE	32	30	26	9	2	1	62	35
EE	13	22	36	23	5	1	35	59
IE	33	30	20	9	6	2	63	29
EL	31	36	14	6	13	0	67	20
ES	17	36	20	21	5	1	53	41
FR	30	34	17	15	3	1	64	32
IT	20	38	21	12	6	3	58	33
CY	23	22	16	18	20	1	45	34
LV	22	27	30	16	4	1	49	46
LT	11	23	27	25	10	4	34	52
LU	23	28	22	21	5	1	51	43
HU	20	31	22	16	9	2	51	38
MT	13	22	22	33	8	2	35	55
NL	14	29	37	17	2	1	43	54
AT	14	35	38	8	4	1	49	46
PL	12	30	25	9	21	3	42	34
PT	12	39	26	11	10	2	51	37
RO	10	20	19	17	18	16	30	36
SI	18	33	25	18	5	1	51	43
SK	15	39	29	9	7	1	54	38
FI	9	26	39	21	3	2	35	60
SE	10	27	36	26	1	0	37	62
UK	25	29	28	14	3	1	54	42

QB13.6 De nos jours, les caméras, les cartes et les sites web enregistrent votre comportement pour différentes raisons. Etes-vous très inquiet(e), plutôt inquiet(e), plutôt pas inquiet(e) ou pas du tout inquiet(e) en sachant que vos comportements sont enregistrés ... ?

Via les cartes de magasin ou de fidélité (permettant d'observer vos préférences et vos habitudes de consommation)

QB13.6 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
Via store or loyalty cards (preferences and consumption, patterns, etc.)

QB13.6 Heutzutage werden Ihre Verhaltensweisen aus einer Reihe von Gründen mit Kameras, auf Karten und Webseiten aufgezeichnet. Sind Sie sehr beunruhigt, ziemlich beunruhigt, nicht sehr beunruhigt oder überhaupt nicht beunruhigt, dass Ihr Verhalten ...?

Über Kunden- oder Treuekarten (Vorlieben und Verbrauch, Muster im Konsumverhalten etc.) erfasst wird

%	Très inquiet(e)	Plutôt inquiet(e)	Plutôt pas inquiet(e)	Pas du tout inquiet(e)	Pas applicable (SP.)	NSP	Total 'Inquiet(e)'	Total 'Pas inquiet(e)'
	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	Not applicable (SP.)	DK	Total 'Concerned'	Total 'Not concerned'
	Sehr beunruhigt	Ziemlich beunruhigt	Nicht sehr beunruhigt	Gar nicht beunruhigt	Trifft nicht zu (SP.)	WN	Gesamt 'Beunruhigt'	Gesamt 'Nicht beunruhigt'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	14	26	30	18	9	3	40	48
BE	10	27	40	21	2	0	37	61
BG	5	15	13	13	43	11	20	26
CZ	19	33	27	11	7	3	52	38
DK	7	21	40	28	3	1	28	68
DE	21	27	30	14	7	1	48	44
EE	8	17	41	27	5	2	25	68
IE	20	25	29	15	8	3	45	44
EL	25	32	21	7	14	1	57	28
ES	12	32	26	23	6	1	44	49
FR	16	25	29	25	4	1	41	54
IT	13	32	30	17	5	3	45	47
CY	15	20	19	29	15	2	35	48
LV	10	20	37	20	11	2	30	57
LT	5	18	32	32	8	5	23	64
LU	13	20	28	30	7	2	33	58
HU	14	25	32	17	11	1	39	49
MT	8	12	23	40	13	4	20	63
NL	8	21	47	20	3	1	29	67
AT	10	31	42	11	4	2	41	53
PL	8	23	29	11	24	5	31	40
PT	8	37	28	11	14	2	45	39
RO	7	16	19	17	22	19	23	36
SI	13	25	33	23	6	0	38	56
SK	10	33	36	12	8	1	43	48
FI	5	21	43	27	2	2	26	70
SE	4	13	42	36	4	1	17	78
UK	14	22	32	22	9	1	36	54

QB14 Parmi les choses suivantes, lesquelles utilisez-vous actuellement ? (PLUSIEURS REPONSES POSSIBLES)

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)

QB14 Welche der folgenden Dinge nutzen Sie derzeit? (MEHRFACHNENNUNGEN MÖGLICH)

%	Cartes de crédit et cartes bancaires	Cartes de clientèle (carte de fidéité, cartes "frequent flyer")	Carte d'identité nationale/ permis de séjour	Passeport	Cartes d'habilitation des services publics (p. ex. BE : carte SIS, FR : carte VITAL)
	Credit cards and bank cards	Customer cards (loyalty cards, frequent flyer cards)	National identity cards/ residence permit	Passport	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)
	Kredit- und Bankkarten	Kundenkarten (Treuekarten, Vielfliegerkarten)	Nationaler Personalausweis/ Aufenthaltserlaubnis	Reisepass	Staatliche Berechtigungskarten
EB 74.3			EB 74.3	EB 74.3	EB 74.3
EU 27	74	47	68	43	65
BE	87	72	71	40	92
BG	56	26	95	31	3
CZ	75	35	95	59	94
DK	94	53	3	86	96
DE	88	46	86	48	92
EE	89	71	89	59	46
IE	75	49	9	78	36
EL	44	22	89	33	77
ES	68	37	95	31	86
FR	89	71	89	31	80
IT	55	49	63	25	21
CY	53	19	80	79	45
LV	84	51	1	96	24
LT	72	49	60	64	69
LU	89	73	81	41	67
HU	56	39	95	29	93
MT	77	38	93	70	27
NL	96	70	33	72	87
AT	86	71	23	83	91
PL	49	21	92	28	64
PT	67	54	87	11	81
RO	43	13	82	19	7
SI	88	66	70	54	96
SK	69	45	76	48	93
FI	93	87	24	72	93
SE	97	70	22	74	0
UK	86	44	9	69	51

QB14 Parmi les choses suivantes, lesquelles utilisez-vous actuellement ? (PLUSIEURS REPONSES POSSIBLES)

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)

QB14 Welche der folgenden Dinge nutzen Sie derzeit? (MEHRFACHNENNUNGEN MÖGLICH)

%	Permis de conduire	Carte d'étudiant	Compte sur Internet (email, réseaux sociaux, services commerciaux)	Aucun (SP.)	NSP
	Driving licence	Student card	An account you use on the Internet (email, social networking, commercial services)	None (SP.)	DK
	Führerschein	Studentenausweis	Einen Account, den Sie im Internet nutzen (E-Mail, soziales Netzwerk, kommerzielle Dienstleistungen)	Nichts davon (SP.)	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	63	5	34	2	0
BE	66	9	41	0	0
BG	40	3	19	1	1
CZ	66	6	39	0	0
DK	81	11	54	0	0
DE	76	4	41	0	0
EE	52	9	53	1	0
IE	74	7	17	1	0
EL	54	4	14	1	1
ES	60	5	38	0	0
FR	76	7	51	0	0
IT	61	2	9	4	1
CY	77	5	10	0	0
LV	45	7	39	0	0
LT	46	9	30	1	0
LU	72	10	55	0	0
HU	41	7	24	2	0
MT	63	6	28	0	0
NL	80	8	70	0	0
AT	75	3	23	1	0
PL	44	5	23	3	0
PT	48	4	17	2	1
RO	28	4	11	6	2
SI	77	9	46	0	0
SK	57	9	30	0	0
FI	79	8	52	0	0
SE	79	11	56	0	0
UK	65	5	42	2	0

QB15 Dans votre vie quotidienne, que faites-vous pour protéger votre identité ? Veuillez indiquer tous les moyens que vous utilisez dans la liste suivante. (PLUSIEURS REPONSES POSSIBLES)

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

QB15 Was tun Sie im Alltag, um Ihre Identität zu schützen? Bitte wählen Sie alle zutreffenden Antworten auf der folgenden Liste aus. (MEHRFACHNENNUNGEN MÖGLICH)

	Utiliser de l'argent liquide au lieu d'opérations enregistrées (cartes bancaires ou virements)	Donner les informations strictement nécessaires	Adapter les informations que vous divulguez en fonction des différents contextes (p. ex. qu'il s'agisse d'une entreprise, d'une banque ou d'un site web)	Donner de fausses informations	Ne divulguer des informations qu'à des gens/ organisations de confiance	Détruire toutes les anciennes factures, les relevés bancaires, les reçus de carte de crédit, etc.
%	Use cash instead of recorded transactions (bank cards, transfers)	Give the minimum required information	Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)	Provide wrong information	Disclose information only to people/ organisations you trust	Shred old bills, bank statements, credit card receipts, etc.
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	30	62	27	7	47	29
BE	23	68	24	9	55	27
BG	33	52	13	4	48	18
CZ	34	69	39	8	61	41
DK	18	78	56	2	68	23
DE	37	74	45	8	56	42
EE	29	57	19	3	61	35
IE	34	57	14	4	49	48
EL	34	57	16	9	46	14
ES	32	61	19	7	44	22
FR	18	67	31	8	50	26
IT	26	50	25	8	39	10
CY	35	65	16	4	56	23
LV	38	58	12	6	46	29
LT	33	50	10	6	43	25
LU	29	76	46	5	62	26
HU	39	67	13	6	46	16
MT	27	61	21	2	66	15
NL	15	74	40	9	72	30
AT	40	63	44	11	51	24
PL	44	45	29	5	34	23
PT	28	61	14	7	28	8
RO	28	54	6	5	32	10
SI	34	54	23	5	49	22
SK	34	61	28	7	58	21
FI	17	78	18	3	55	42
SE	21	62	58	6	61	28
UK	29	66	15	5	43	59

QB15 Dans votre vie quotidienne, que faites-vous pour protéger votre identité ? Veuillez indiquer tous les moyens que vous utilisez dans la liste suivante. (PLUSIEURS REPONSES POSSIBLES)

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

QB15 Was tun Sie im Alltag, um Ihre Identität zu schützen? Bitte wählen Sie alle zutreffenden Antworten auf der folgenden Liste aus. (MEHRFACHNENNUNGEN MÖGLICH)

%	Ne jamais divulguer les détails de vos cartes de paiement en ligne	Ne jamais divulguer vos noms d'utilisateur et mots de passe	Ne jamais divulguer vos coordonnées bancaires ou vos "codes secrets"	Autre (SP.)	Aucun (SP.)	NSP
	Do not disclose payment card details online	Do not disclose your user names and passwords	Do not disclose your bank details or PIN numbers	Other (SP.)	None (SP.)	DK
	Keine Angaben von Zahlungskarten online offenlegen	Ihren Benutzernamen und Passwörter nicht offenlegen	Ihre Bankverbindung oder PIN-Nummern nicht offenlegen	Andere (SP.)	Nichts davon (SP.)	WN
EU 27	29	45	56	1	5	1
BE	46	54	66	0	3	0
BG	4	16	36	0	10	2
CZ	51	61	70	0	1	0
DK	18	67	78	0	2	0
DE	42	64	76	0	2	0
EE	59	67	79	0	3	1
IE	21	42	60	1	3	2
EL	22	32	52	0	6	0
ES	22	32	42	0	5	0
FR	36	57	69	1	3	1
IT	18	14	27	1	13	1
CY	20	27	40	0	11	0
LV	35	60	76	0	3	0
LT	41	48	60	1	8	1
LU	43	66	74	0	2	0
HU	16	23	45	0	5	1
MT	24	38	58	0	5	1
NL	46	73	84	0	2	0
AT	41	52	60	1	3	0
PL	21	32	34	0	7	3
PT	10	22	39	0	12	1
RO	15	25	35	1	10	6
SI	41	50	73	1	3	0
SK	40	52	65	0	2	0
FI	37	77	79	1	2	0
SE	38	78	85	1	2	0
UK	30	55	66	1	4	1

QB16 Et sur Internet en particulier, que faites-vous pour protéger votre identité ? Veuillez indiquer tous les moyens que vous utilisez dans la liste suivante. (PLUSIEURS REPONSES POSSIBLES)

QB16 And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

QB16 Und was tun Sie, um speziell im Internet Ihre Identität zu schützen? Bitte wählen Sie alle zutreffenden Antworten aus der folgenden Liste aus. (MEHRFACHNENNUNGEN MÖGLICH)

	Utiliser un compte email factice Use a dummy email account	Utiliser un logiciel anti-espion Use anti-spy software	Effacer les cookies Delete cookies	Utiliser des outils et des stratégies limitant les emails indésirables (spams) Use tools and strategies to limit unwanted emails (spams)	Vérifier que la transaction est protégée ou que le site a un logo/label de sécurité Check that the transaction is protected or the site has a safety logo/ label	Eviter de donner les mêmes informations sur des sites différents Avoid providing the same information to different sites
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	12	39	35	42	40	21
BE	11	45	40	51	38	21
BG	15	5	12	26	13	23
CZ	6	36	22	44	30	30
DK	6	66	47	72	51	12
DE	16	54	44	44	47	28
EE	13	36	29	42	27	22
IE	8	47	24	34	40	18
EL	12	18	19	23	28	19
ES	9	30	31	34	26	28
FR	12	26	39	49	56	15
IT	11	17	23	31	29	18
CY	13	19	25	24	29	28
LV	9	12	26	19	25	27
LT	10	17	18	24	17	18
LU	12	55	53	64	54	23
HU	9	23	17	40	29	19
MT	6	52	31	45	48	23
NL	13	67	53	62	57	16
AT	25	38	39	46	35	24
PL	11	21	18	23	31	21
PT	13	40	23	19	22	23
RO	11	20	10	22	13	24
SI	9	48	33	38	30	24
SK	11	26	19	33	31	46
FI	10	43	42	56	30	25
SE	15	43	41	63	46	16
UK	8	63	45	52	44	16

QB16 Et sur Internet en particulier, que faites-vous pour protéger votre identité ? Veuillez indiquer tous les moyens que vous utilisez dans la liste suivante. (PLUSIEURS REPONSES POSSIBLES)

QB16 And, specifically on the Internet, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

QB16 Und was tun Sie, um speziell im Internet Ihre Identität zu schützen? Bitte wählen Sie alle zutreffenden Antworten aus der folgenden Liste aus. (MEHRFACHNENNUNGEN MÖGLICH)

	Modifier les paramètres de sécurité de votre navigateur pour augmenter la confidentialité Change the security settings of your browser to increase privacy Die Sicherheitseinstellungen Ihres Internetbrowsers ändern, um den Datenschutz zu erhöhen	Utiliser un moteur de recherche pour savoir les informations qui circulent à votre sujet sur Internet Use a search engine to maintain awareness of what information circulates about you on the Internet Eine Suchmaschine nutzen, um nach zu verfolgen, welche Informationen über Sie im Internet kursieren	Demander aux sites web d'accéder aux informations qu'ils possèdent à votre sujet pour les mettre à jour ou les supprimer Ask websites to access the information they hold about you in order to update it or delete it Webseiten auffordern, auf die über Sie gespeicherten Informationen zuzugreifen, um diese zu aktualisieren oder zu löschen	Autre (SP.) Other (SP.) Andere (SP.)	Aucun (SP.) None (SP.) Nichts davon (SP.)	NSP DK WN
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	22	14	8	2	15	4
BE	23	12	8	2	12	2
BG	12	20	5	4	27	6
CZ	14	10	6	0	15	2
DK	27	14	10	1	7	1
DE	30	19	13	1	10	3
EE	25	24	8	0	21	7
IE	20	13	8	4	15	5
EL	19	12	6	1	31	1
ES	14	10	8	2	17	2
FR	23	14	10	1	13	3
IT	18	12	5	3	24	6
CY	22	12	15	6	19	1
LV	18	16	7	0	28	4
LT	12	12	10	3	34	5
LU	31	20	13	3	8	3
HU	21	11	10	0	23	1
MT	21	15	9	0	10	7
NL	29	19	11	0	7	1
AT	21	15	9	2	12	2
PL	14	10	4	1	25	12
PT	15	11	8	3	20	2
RO	9	8	4	4	25	10
SI	24	11	4	7	15	1
SK	19	10	6	1	14	2
FI	25	19	8	3	11	2
SE	21	13	6	2	12	1
UK	27	14	7	2	9	3

QB17 Lorsque vous souhaitez devenir membre d'un site de réseau social ou vous inscrire à un service en ligne, il vous est généralement demandé de divulguer des informations personnelles. Dans ces circonstances, avez-vous été informé(e) sur les conditions de la collecte de données et les autres utilisations possibles de vos données ?

QB17 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?

QB17 Wenn Sie Mitglied einer sozialen Netzwerkseite werden wollen oder sich für einen Online-Dienst registrieren möchten, werden Sie in der Regel aufgefordert, persönliche Informationen offenzulegen. Wurden Sie in solchen Situationen über die Bedingungen für die Datenerfassung und die weitere Verwendung Ihrer Daten informiert?

%		Toujours	Parfois	Rarement	Jamais	Pas applicable (SP.)	NSP	Total 'Oui'	Total 'Non'
		Always	Sometimes	Rarely	Never	Not applicable (SP.)	DK	Total 'Yes'	Total 'No'
		Immer	Manchmal	Selten oder	Niemals	Trifft nicht zu (SP.)	WN	Gesamt 'Ja'	Gesamt 'Nein'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	23	31	14	14	13	5	54	28
	BE	17	36	20	17	9	1	53	37
	BG	18	29	19	12	10	12	47	31
	CZ	18	37	16	12	8	9	55	28
	DK	30	31	13	10	12	4	61	23
	DE	24	24	12	10	20	10	48	22
	EE	24	29	14	17	11	5	53	31
	IE	24	41	10	7	10	8	65	17
	EL	23	38	14	14	11	0	61	28
	ES	31	30	12	13	9	5	61	25
	FR	16	23	19	27	13	2	39	46
	IT	23	34	12	13	12	6	57	25
	CY	35	30	7	19	8	1	65	26
	LV	21	41	14	12	9	3	62	26
	LT	12	31	13	19	17	8	43	32
	LU	20	27	15	17	15	6	47	32
	HU	31	37	19	6	6	1	68	25
	MT	35	28	5	13	8	11	63	18
	NL	28	34	16	9	9	4	62	25
	AT	11	27	24	18	15	5	38	42
	PL	20	38	14	11	11	6	58	25
	PT	21	47	13	7	9	3	68	20
	RO	17	32	15	13	9	14	49	28
	SI	29	34	12	10	10	5	63	22
	SK	25	37	14	12	9	3	62	26
	FI	21	38	15	10	13	3	59	25
	SE	23	34	16	14	10	3	57	30
	UK	25	34	10	14	14	3	59	24

QB18 En ce qui concerne les déclarations de confidentialité sur Internet, quelle affirmation parmi les suivantes correspond le mieux à votre situation ?

QB18 Thinking about privacy statements on the Internet, which of the following sentences best describes your situation?

QB18 Wenn Sie an Datenschutzerklärungen im Internet denken, welcher der folgenden Sätze beschreibt da am besten Ihre Situation?

	En général, vous les lisez et vous les comprenez	En général, vous les lisez, mais vous ne les comprenez pas complètement	En général, vous ne les lisez pas	Vous ne savez pas où les trouver	Vous les ignorez	NSP	Total 'Vous les lisez'
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	DK	Total 'You read them'
EU 27	34	24	25	5	8	4	58
BE	30	25	31	5	7	2	55
BG	28	23	24	6	7	12	51
CZ	36	30	20	5	5	4	66
DK	24	21	34	4	11	6	45
DE	37	29	22	4	4	4	66
EE	33	21	23	10	4	9	54
IE	34	30	20	5	7	4	64
EL	50	20	13	7	7	3	70
ES	35	17	37	1	7	3	52
FR	24	24	32	6	10	4	48
IT	39	28	15	6	7	5	67
CY	51	21	15	3	6	4	72
LV	32	28	18	3	11	8	60
LT	28	20	23	9	14	6	48
LU	25	23	28	4	13	7	48
HU	53	23	14	3	5	2	76
MT	38	28	21	2	8	3	66
NL	29	17	39	4	7	4	46
AT	35	31	24	5	3	2	66
PL	39	21	23	5	7	5	60
PT	51	22	16	4	5	2	73
RO	34	23	16	6	11	10	57
SI	43	19	24	3	5	6	62
SK	40	25	23	5	4	3	65
FI	27	26	27	8	5	7	53
SE	28	22	32	7	6	5	50
UK	36	22	24	3	11	4	58

QB19 Avez-vous adapté votre comportement sur Internet après la lecture de déclarations de confidentialité ? Veuillez choisir l'affirmation qui correspond le mieux à votre expérience.

QB19 Have you adapted your behaviour on the Internet after reading privacy statements? Please choose the sentence that comes closest to your experience.

QB19 Haben Sie Ihr Verhalten im Internet umgestellt, nachdem Sie Datenschutzerklärungen gelesen haben? Bitte wählen Sie den Satz aus, der Ihrer eigenen Erfahrung am nächsten kommt.

%	EU 27	Oui, et vous avez déjà décidé au moins une fois de ne pas utiliser un service en ligne	Oui, et vous êtes plus prudent(e) concernant les données personnelles que vous divulguez sur Internet	Non	NSP	Total 'Oui'
		Yes, and you have already decided at least once not to use an online service	Yes, and you have been more cautious about the personal information you disclose on the Internet	No	DK	Total 'Yes'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	Gesamt 'Ja'
EU 27	35	35	29	1	70	
BE	32	45	22	1	77	
BG	18	37	42	3	55	
CZ	28	49	21	2	77	
DK	29	28	42	1	57	
DE	44	30	24	2	74	
EE	23	56	21	0	79	
IE	35	50	13	2	85	
EL	29	40	29	2	69	
ES	28	35	37	0	63	
FR	44	35	20	1	79	
IT	36	44	19	1	80	
CY	25	65	9	1	90	
LV	26	53	19	2	79	
LT	22	47	29	2	69	
LU	43	41	15	1	84	
HU	16	54	30	0	70	
MT	15	76	8	1	91	
NL	33	32	34	1	65	
AT	47	40	12	1	87	
PL	36	27	33	4	63	
PT	40	36	23	1	76	
RO	25	61	10	4	86	
SI	36	51	12	1	87	
SK	23	56	20	1	79	
FI	26	44	29	1	70	
SE	33	45	21	1	78	
UK	25	22	52	1	47	

QB20 Pour quelles raisons ne les lisez-vous généralement pas ou les ignorez-vous ? (PLUSIEURS REPONSES)

QB20 What are the reasons why you usually do not read them or you usually ignore them? (MULTIPLE ANSWERS)

QB20 Was sind die Gründe dafür, dass Sie diese in der Regel nicht lesen oder diese in der Regel ignorieren?
(MEHRFACHNENNUNGEN MÖGLICH)

	Vous pensez que les sites web ne les respecteront de toute façon pas	Vous pensez que la loi vous protège en toute circonstance	Il vous suffit de savoir que les sites web appliquent une politique de confidentialité	NSP
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	24	27	41	15
BE	23	32	41	12
BG	44	21	26	9
CZ	40	20	33	11
DK	20	34	48	11
DE	28	32	41	11
EE	24	20	52	12
IE	29	25	34	18
EL	49	20	25	10
ES	20	28	38	21
FR	27	17	47	16
IT	28	25	30	25
CY	36	20	28	22
LV	30	27	33	11
LT	32	14	28	28
LU	20	18	34	28
HU	20	37	33	11
MT	17	11	49	28
NL	10	26	54	14
AT	19	45	34	8
PL	32	35	28	10
PT	29	37	29	9
RO	25	15	45	15
SI	19	17	56	12
SK	35	18	51	2
FI	14	27	66	6
SE	14	23	55	18
UK	18	35	41	13

QB21 Comme vous le savez peut-être, certaines sociétés Internet ont la possibilité de fournir des moteurs de recherche gratuits ou des comptes e-mails gratuits grâce aux revenus que leur apportent les publicitaires qui essaient d'atteindre les utilisateurs sur leurs sites web. Dans quelle mesure êtes-vous à l'aise avec l'idée que ces sites web utilisent des informations sur vos activités en ligne pour adapter les publicités ou le contenu à vos loisirs et à vos centres d'intérêt ?

QB21 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?

QB21 Wie Sie vielleicht wissen, sind einige Internetfirmen in der Lage, kostenlose Suchmaschinen oder kostenlose E-Mail-Konten anzubieten. Dies ist dank der Einnahmen möglich, die sie von Werbetreibenden erhalten, die versuchen, die Nutzer auf den Webseiten dieser Firmen zu erreichen. Wie wohl fühlen Sie sich mit der Tatsache, dass diese Webseiten Informationen über Ihre Online-Aktivitäten nutzen, um Werbeanzeigen oder Inhalte gezielt auf Ihre Hobbys und Interessen auszurichten?

%	EU 27	Très à l'aise	Plutôt à l'aise	Plutôt mal à l'aise	Très mal à l'aise	NSP	Total 'A l'aise'	Total 'Mal à l'aise'
		Very comfortable	Fairly comfortable	Fairly uncomfortable	Very uncomfortable		Total 'Comfortable'	Total 'Uncomfortable'
		Sehr wohl	Ziemlich wohl	Ziemlich unwohl	Sehr unwohl	WN	Gesamt 'Wohl'	Gesamt 'Unwohl'
EB	74.3	EB	74.3	EB	74.3	EB	74.3	EB
EU 27	EU 27	6	33	36	18	7	39	54
BE	BE	4	42	36	15	3	46	51
BG	BG	4	49	26	4	17	53	30
CZ	CZ	2	17	51	21	9	19	72
DK	DK	9	38	29	19	5	47	48
DE	DE	3	19	45	24	9	22	69
EE	EE	7	32	38	12	11	39	50
IE	IE	7	44	25	15	9	51	40
EL	EL	2	25	48	20	5	27	68
ES	ES	6	36	40	14	4	42	54
FR	FR	7	29	38	22	4	36	60
IT	IT	6	44	29	14	7	50	43
CY	CY	16	30	32	15	7	46	47
LV	LV	3	20	44	23	10	23	67
LT	LT	3	29	28	22	18	32	50
LU	LU	4	33	33	25	5	37	58
HU	HU	4	35	37	18	6	39	55
MT	MT	5	34	29	16	16	39	45
NL	NL	3	32	33	27	5	35	60
AT	AT	3	29	49	12	7	32	61
PL	PL	15	42	27	7	9	57	34
PT	PT	7	46	35	9	3	53	44
RO	RO	5	32	28	12	23	37	40
SI	SI	3	25	46	15	11	28	61
SK	SK	3	32	46	13	6	35	59
FI	FI	7	44	34	10	5	51	44
SE	SE	5	32	32	23	8	37	55
UK	UK	6	43	29	16	6	49	45

QB22 Avez-vous déjà été invité(e) à fournir plus d'informations personnelles que nécessaire pour pouvoir accéder à ou utiliser un service en ligne (p. ex. lors de l'inscription à un jeu en ligne ou à un service d'information en ligne, lors de l'achat d'un bien en ligne, lors de l'ouverture d'un compte sur un site de réseau social) ?

QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

QB22 Wurden Sie jemals aufgefordert, mehr persönliche Informationen als nötig anzugeben, um Zugang zu einem Online-Dienst zu erhalten oder diesen nutzen zu können (z.B. bei der Registrierung für ein Online-Spiel oder einen Online-Informationsservice, beim Kauf eines Produktes über das Internet, bei der Einrichtung eines Accounts bei einer sozialen Netzwerkseite)?

%		Toujours	Parfois	Rarement	Jamais	NSP	Total 'Oui'	Total 'Non'
		Always	Sometimes	Rarely	Never	DK	Total 'Yes'	Total 'No'
		Immer	Manchmal	Selten oder	Niemals	WN	Gesamt 'Ja'	Gesamt 'Nein'
EB 74.3		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27		5	38	21	32	4	43	53
BE		3	38	22	35	2	41	57
BG		4	28	27	31	10	32	58
CZ		5	38	27	26	4	43	53
DK		2	35	25	34	4	37	59
DE		4	34	26	31	5	38	57
EE		3	30	21	39	7	33	60
IE		6	44	24	22	4	50	46
EL		5	44	15	32	4	49	47
ES		8	46	18	24	4	54	42
FR		5	36	18	40	1	41	58
IT		10	43	22	21	4	53	43
CY		8	33	18	39	2	41	57
LV		3	35	24	32	6	38	56
LT		2	27	18	40	13	29	58
LU		2	31	19	45	3	33	64
HU		7	46	25	19	3	53	44
MT		4	35	15	40	6	39	55
NL		4	38	20	34	4	42	54
AT		4	40	26	27	3	44	53
PL		4	37	24	26	9	41	50
PT		7	49	22	19	3	56	41
RO		7	32	18	34	9	39	52
SI		5	31	18	43	3	36	61
SK		4	37	24	32	3	41	56
FI		1	32	26	38	3	33	64
SE		2	31	23	38	6	33	61
UK		4	37	18	38	3	41	56

QB23 Dans quelle mesure êtes-vous inquiet(e) dans une telle situation ?

QB23 How concerned are you about such cases?

QB23 Wie beunruhigt sind Sie in solchen Fällen?

%	Très inquiet(e) Very concerned	Plutôt inquiet(e) Fairly concerned	Plutôt pas inquiet(e) Not very concerned	Pas du tout inquiet(e) Not at all concerned	NSP DK WN	Total 'Inquiet(e)' Total 'Concerned'	Total 'Pas inquiet(e)' Total 'Not concerned'
	Sehr beunruhigt	Ziemlich besorgt	Nicht sehr beunruhigt	Gar nicht beunruhigt		Gesamt 'Beunruhigt'	Gesamt 'Nicht beunruhigt'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	19	53	24	3	1	72	27
BE	11	53	32	3	1	64	35
BG	16	57	19	2	6	73	21
CZ	27	53	19	1	0	80	20
DK	17	48	29	5	1	65	34
DE	19	54	23	3	1	73	26
EE	14	41	40	4	1	55	44
IE	26	57	14	2	1	83	16
EL	24	58	17	1	0	82	18
ES	15	56	25	4	0	71	29
FR	24	53	18	5	0	77	23
IT	18	56	23	2	1	74	25
CY	23	50	22	5	0	73	27
LV	20	38	39	3	0	58	42
LT	9	53	32	6	0	62	38
LU	18	65	14	2	1	83	16
HU	21	55	22	2	0	76	24
MT	13	38	40	9	0	51	49
NL	12	37	46	5	0	49	51
AT	19	43	30	7	1	62	37
PL	15	60	19	3	3	75	22
PT	17	65	16	2	0	82	18
RO	17	60	17	4	2	77	21
SI	19	47	27	7	0	66	34
SK	15	60	24	1	0	75	25
FI	13	58	26	3	0	71	29
SE	7	26	55	11	1	33	66
UK	28	52	19	0	1	80	19

QB24 Votre accord spécifique devrait-il être demandé avant qu'une quelconque information personnelle à votre sujet soit recueillie et traitée ? (PLUSIEURS REPONSES POSSIBLES)

QB24 Should your specific approval be required before any kind of personal information is collected and processed? (MULTIPLE ANSWERS POSSIBLE)

QB24 Sollte Ihre ausdrückliche Zustimmung eingeholt werden müssen, bevor irgendwelche persönlichen Informationen erfasst und bearbeitet werden? (MEHRFACHNENNUNGEN MÖGLICH)

%	Oui, dans tous les cas	Oui, dans le cas d'informations personnelles demandées sur Internet	Oui, dans le cas d'informations sensibles (santé, religion, convictions politiques, orientation sexuelle, etc.)	Non	NSP	Total 'Oui'
	Yes, in all cases	Yes, in the context of personal information asked on the Internet	Yes, in the case of sensitive information (health, religion, political beliefs, sexual preferences, etc.)	No	DK	Total 'Yes'
	Ja, in jedem Fall	Ja, wenn im Internet persönliche Informationen abgefragt werden	Ja, wenn es sich um sensible Informationen handelt (Gesundheit, Religion, politische Überzeugung, sexuelle Vorlieben etc.)	Nein	WN	Gesamt 'Ja'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	74	12	8	5	3	93
BE	66	14	9	10	1	89
BG	87	5	5	2	2	96
CZ	77	12	9	2	1	97
DK	68	13	18	3	2	95
DE	69	19	12	4	1	95
EE	78	8	8	7	1	92
IE	76	15	6	1	3	96
EL	86	9	4	0	1	98
ES	81	6	6	4	3	92
FR	75	11	8	5	3	92
IT	75	10	7	5	2	93
CY	88	4	6	1	1	98
LV	75	13	6	5	2	93
LT	82	10	3	3	3	94
LU	73	13	7	6	2	92
HU	73	11	9	6	2	92
MT	84	6	7	2	2	96
NL	61	20	15	3	1	95
AT	61	20	14	4	2	93
PL	74	9	6	6	6	88
PT	68	10	5	12	5	83
RO	77	7	5	2	9	89
SI	79	10	7	5	0	94
SK	75	11	11	4	1	96
FI	66	20	12	4	1	95
SE	60	24	17	5	1	94
UK	78	11	6	4	2	94

QB25.1 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Les autorités publiques nationales (p. ex. autorités de la fiscalité ou de la sécurité sociale)

QB25.1 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?

National public authorities (e.g. tax authorities, social security authorities)

QB25.1 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Nationale Behörden (z.B. Finanzämter, Sozialversicherungsträger)

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	18	52	20	8	2	70	28
	BE	22	58	14	5	1	80	19
	BG	24	52	16	4	4	76	20
	CZ	14	59	21	5	1	73	26
	DK	57	35	5	2	1	92	7
	DE	19	52	21	7	1	71	28
	EE	25	59	10	4	2	84	14
	IE	17	57	14	7	5	74	21
	EL	4	48	34	14	0	52	48
	ES	22	47	22	8	1	69	30
	FR	24	53	13	9	1	77	22
	IT	10	53	24	10	3	63	34
	CY	22	42	16	13	7	64	29
	LV	16	49	24	10	1	65	34
	LT	13	50	26	7	4	63	33
	LU	32	56	8	2	2	88	10
	HU	27	56	12	5	0	83	17
	MT	23	52	17	5	3	75	22
	NL	36	48	10	5	1	84	15
	AT	26	55	15	2	2	81	17
	PL	10	51	27	7	5	61	34
	PT	12	64	16	5	3	76	21
	RO	14	47	20	10	9	61	30
	SI	19	52	21	6	2	71	27
	SK	17	65	13	3	2	82	16
	FI	36	51	9	3	1	87	12
	SE	42	44	9	4	1	86	13
	UK	12	51	21	14	2	63	35

QB25.2 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des institutions européennes (la Commission européenne, le Parlement européen, etc.)

QB25.2 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?

European institutions (European Commission, European Parliament, etc.)

QB25.2 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Europäische Institutionen (Europäische Kommission, Europäisches Parlament etc.)

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	11	44	24	11	10	55	35
	BE	16	57	20	5	2	73	25
	BG	13	41	17	7	22	54	24
	CZ	7	49	28	9	7	56	37
	DK	30	41	17	5	7	71	22
	DE	9	39	33	12	7	48	45
	EE	15	47	16	5	17	62	21
	IE	9	47	16	7	21	56	23
	EL	4	42	34	18	2	46	52
	ES	15	46	23	8	8	61	31
	FR	12	42	20	14	12	54	34
	IT	11	49	25	9	6	60	34
	CY	8	39	22	12	19	47	34
	LV	9	42	23	8	18	51	31
	LT	13	47	18	6	16	60	24
	LU	20	53	16	5	6	73	21
	HU	20	53	14	5	8	73	19
	MT	17	41	15	7	20	58	22
	NL	19	45	20	9	7	64	29
	AT	17	44	25	7	7	61	32
	PL	8	46	22	5	19	54	27
	PT	8	57	17	6	12	65	23
	RO	11	47	17	8	17	58	25
	SI	12	48	25	8	7	60	33
	SK	13	60	17	3	7	73	20
	FI	16	46	23	9	6	62	32
	SE	21	45	18	9	7	66	27
	UK	4	34	27	22	13	38	49

QB25.3 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des banques et des institutions financières

QB25.3 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?

Banks and financial institutions

QB25.3 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Banken und Finanzinstitutionen

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
		EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	15	47	24	11	3	62	35
	BE	18	59	17	6	0	77	23
	BG	19	46	22	7	6	65	29
	CZ	13	57	23	6	1	70	29
	DK	59	33	5	2	1	92	7
	DE	11	45	31	12	1	56	43
	EE	29	57	9	3	2	86	12
	IE	7	46	27	16	4	53	43
	EL	1	20	46	32	1	21	78
	ES	16	43	26	14	1	59	40
	FR	15	47	21	15	2	62	36
	IT	8	44	32	13	3	52	45
	CY	26	48	14	9	3	74	23
	LV	19	54	18	6	3	73	24
	LT	18	55	18	5	4	73	23
	LU	37	49	10	3	1	86	13
	HU	20	47	21	9	3	67	30
	MT	34	52	9	3	2	86	12
	NL	30	49	13	7	1	79	20
	AT	25	50	18	5	2	75	23
	PL	10	51	26	7	6	61	33
	PT	7	57	26	7	3	64	33
	RO	9	34	32	14	11	43	46
	SI	21	58	15	5	1	79	20
	SK	20	60	16	3	1	80	19
	FI	46	45	7	2	0	91	9
	SE	42	46	8	4	0	88	12
	UK	19	56	15	8	2	75	23

QB25.4 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des institutions sanitaires et médicales

QB25.4 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?

Health and medical institutions

QB25.4 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Medizinische Einrichtungen und Einrichtungen des Gesundheitswesens

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	24	54	15	5	2	78	20
	BE	29	62	7	2	0	91	9
	BG	24	49	17	5	5	73	22
	CZ	21	58	17	4	0	79	21
	DK	57	36	5	1	1	93	6
	DE	25	54	17	3	1	79	20
	EE	28	59	9	3	1	87	12
	IE	17	63	12	4	4	80	16
	EL	11	47	27	15	0	58	42
	ES	34	51	10	4	1	85	14
	FR	29	57	8	5	1	86	13
	IT	13	55	21	9	2	68	30
	CY	34	44	12	9	1	78	21
	LV	17	53	21	7	2	70	28
	LT	18	53	21	5	3	71	26
	LU	37	53	7	2	1	90	9
	HU	30	53	12	5	0	83	17
	MT	36	53	7	2	2	89	9
	NL	31	52	11	5	1	83	16
	AT	29	50	16	3	2	79	19
	PL	10	53	24	7	6	63	31
	PT	15	64	15	4	2	79	19
	RO	14	47	23	8	8	61	31
	SI	25	57	13	4	1	82	17
	SK	21	63	13	2	1	84	15
	FI	41	49	7	2	1	90	9
	SE	47	41	9	3	0	88	12
	UK	27	56	10	5	2	83	15

QB25.5 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des magasins et des grandes surfaces

QB25.5 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?

Shops and department stores

QB25.5 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Geschäfte und Kaufhäuser

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	5	34	38	19	4	39	57
	BE	6	45	37	11	1	51	48
	BG	4	24	38	26	8	28	64
	CZ	3	32	40	23	2	35	63
	DK	6	41	39	11	3	47	50
	DE	4	30	43	21	2	34	64
	EE	8	49	32	8	3	57	40
	IE	4	52	28	11	5	56	39
	EL	1	22	49	26	2	23	75
	ES	7	40	34	16	3	47	50
	FR	5	30	36	26	3	35	62
	IT	6	31	41	18	4	37	59
	CY	7	36	35	18	4	43	53
	LV	5	35	37	19	4	40	56
	LT	7	39	36	13	5	46	49
	LU	5	34	39	18	4	39	57
	HU	6	30	42	18	4	36	60
	MT	4	29	39	16	12	33	55
	NL	3	30	47	18	2	33	65
	AT	6	25	50	16	3	31	66
	PL	3	33	39	14	11	36	53
	PT	3	37	38	13	9	40	51
	RO	4	24	34	23	15	28	57
	SI	5	39	42	13	1	44	55
	SK	6	35	41	14	4	41	55
	FI	9	54	30	6	1	63	36
	SE	7	34	39	18	2	41	57
	UK	4	44	31	16	5	48	47

QB25.6 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des compagnies Internet (moteurs de recherche, sites de réseaux sociaux ou services de courrier électronique)

QB25.6 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?

Internet companies (Search Engines, Social Networking Sites, E-mail Services)

QB25.6 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Internet-Unternehmen (Suchmaschinen, soziale Netzwerkseiten, E-Mail-Dienste)

%		Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all		Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	2	20	35	27	16	22	62	
 BE	1	22	43	25	9	23	68	
 BG	2	18	24	21	35	20	45	
 CZ	2	23	37	26	12	25	63	
 DK	3	29	44	17	7	32	61	
 DE	2	14	42	32	10	16	74	
 EE	3	29	33	13	22	32	46	
 IE	1	28	29	16	26	29	45	
 EL	1	13	41	36	9	14	77	
 ES	1	17	30	32	20	18	62	
 FR	2	14	36	34	14	16	70	
 IT	5	18	35	29	13	23	64	
 CY	2	10	26	28	34	12	54	
 LV	3	25	35	18	19	28	53	
 LT	3	25	29	13	30	28	42	
 LU	2	15	37	31	15	17	68	
 HU	3	21	31	24	21	24	55	
 MT	3	17	28	21	31	20	49	
 NL	2	18	47	28	5	20	75	
 AT	4	17	41	26	12	21	67	
 PL	1	24	32	16	27	25	48	
 PT	2	24	31	26	17	26	57	
 RO	4	18	26	17	35	22	43	
 SI	1	21	36	28	14	22	64	
 SK	1	31	37	21	10	32	58	
 FI	4	29	38	16	13	33	54	
 SE	2	24	41	26	7	26	67	
 UK	2	28	33	21	16	30	54	

QB25.7 Différentes autorités (services gouvernementaux, autorités locales, agences) et sociétés privées recueillent et conservent des informations personnelles sur les gens. Dans quelle mesure faites-vous confiance aux institutions suivantes pour protéger vos informations personnelles ?

Des compagnies de téléphonie fixe ou mobile et des fournisseurs de services Internet

QB25.7 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?

Phone companies, mobile phone companies and Internet Services Providers

QB25.7 Verschiedene Behörden (Ministerien, Kommunalbehörden, Ämter) und Privatunternehmen erfassen und speichern persönliche Informationen. Inwieweit vertrauen Sie den folgenden Institutionen, Ihre persönlichen Informationen zu schützen?

Telefongesellschaften, Mobilfunkunternehmen und Anbieter von Internetdiensten

%	EU 27	Tout à fait confiance	Plutôt confiance	Plutôt pas confiance	Pas du tout confiance	NSP	Total 'Confiance'	Total 'Pas confiance'
		Totally trust	Tend to trust	Tend not to trust	Do not trust at all	DK	Total 'Trust'	Total 'Do not trust'
		Sehr zuversichtlich	Eher vertrauen	Eher nicht vertrauen	Überhaupt nicht zuversichtlich	WN	Gesamt 'Zuversichtlich'	Gesamt 'Nicht zuversichtlich'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
	EU 27	4	28	38	25	5	32	63
	BE	3	35	40	20	2	38	60
	BG	4	31	33	17	15	35	50
	CZ	3	34	41	20	2	37	61
	DK	8	36	37	17	2	44	54
	DE	2	18	45	33	2	20	78
	EE	10	55	24	7	4	65	31
	IE	3	38	31	14	14	41	45
	EL	1	13	49	36	1	14	85
	ES	3	24	33	37	3	27	70
	FR	4	24	36	31	5	28	67
	IT	3	27	43	23	4	30	66
	CY	8	42	27	17	6	50	44
	LV	6	42	33	13	6	48	46
	LT	8	42	34	11	5	50	45
	LU	7	42	30	17	4	49	47
	HU	7	41	31	17	4	48	48
	MT	10	42	27	12	9	52	39
	NL	3	27	38	30	2	30	68
	AT	4	29	45	19	3	33	64
	PL	4	38	35	12	11	42	47
	PT	2	30	38	22	8	32	60
	RO	7	29	32	15	17	36	47
	SI	3	36	38	19	4	39	57
	SK	6	41	37	13	3	47	50
	FI	7	48	33	10	2	55	43
	SE	3	25	37	33	2	28	70
	UK	4	39	32	20	5	43	52

QB26 Les sociétés qui détiennent des informations à votre sujet peuvent parfois s'en servir pour un autre usage que celui pour lequel elles les ont recueillies initialement, et ce sans vous en informer (p. ex. à des fins de marketing direct ou de publicité en ligne ciblée). Dans quelle mesure cette utilisation de vos informations vous inquiète-t-elle ?

QB26 Companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising). How concerned are you about this use of your information?

QB26 Unternehmen, die Informationen über Sie haben, können diese manchmal für einen anderen Zweck als für den nutzen, für den diese Informationen erfasst wurden, ohne Sie darüber zu informieren (z.B. für Direktmarketing, gezielte Online-Werbung). Wie beunruhigt sind bezüglich dieser Nutzung Ihrer Informationen?

%	Très inquiet(e) Very concerned Sehr beunruhigt	Plutôt inquiet(e) Fairly concerned Ziemlich besorgt	Plutôt pas inquiet(e) Not very concerned Nicht sehr beunruhigt	Pas du tout inquiet(e) Not at all concerned Gar nicht beunruhigt	NSP DK WN	Total 'Inquiet(e)' Total 'Concerned' Gesamt 'Beunruhigt'	Total 'Pas inquiet(e)' Total 'Not concerned' Gesamt 'Nicht beunruhigt'
		EB 74.3	EB 74.3	EB 74.3		EB 74.3	EB 74.3
	EU 27	25	45	22	5	3	70
 BE	19	48	29	3	1	67	32
 BG	24	48	18	5	5	72	23
 CZ	32	45	18	3	2	77	21
 DK	25	37	30	6	2	62	36
 DE	26	43	24	5	2	69	29
 EE	14	37	37	9	3	51	46
 IE	38	42	13	4	3	80	17
 EL	23	53	19	4	1	76	23
 ES	24	45	20	8	3	69	28
 FR	34	45	13	6	2	79	19
 IT	16	51	23	6	4	67	29
 CY	41	27	21	9	2	68	30
 LV	31	35	28	4	2	66	32
 LT	17	42	28	6	7	59	34
 LU	29	44	19	4	4	73	23
 HU	25	46	23	5	1	71	28
 MT	27	33	25	10	5	60	35
 NL	20	46	29	4	1	66	33
 AT	13	48	32	5	2	61	37
 PL	17	45	28	5	5	62	33
 PT	20	58	18	2	2	78	20
 RO	20	41	20	9	10	61	29
SI	18	36	36	9	1	54	45
SK	16	52	26	4	2	68	30
FI	11	49	32	7	1	60	39
SE	9	28	49	12	2	37	61
UK	39	41	15	3	2	80	18

QB27 D'après les règles de l'UE sur la protection des données, vous avez le droit d'accéder à vos informations personnelles conservées par un organisme public ou privé afin de les modifier, d'en interdire l'accès ou de les supprimer. Les règles de l'UE ne précisent pas si l'accès aux informations personnelles doit être gratuit. Dans certains Etats membres de l'UE, il faut payer pour bénéficier de cet accès. Seriez-vous prêt(e) à payer pour pouvoir accéder à ce genre d'informations ?

QB27 According to EU data protection rules, you have the right to access your personal information stored by public or private entities, in order to change, block or delete it. EU rules do not specify whether access to personal information should be free of charge. In some EU Member States, you have to pay in order to be granted such access. Would you be prepared to pay to have access?

QB27 Laut den EU-Datenschutzbestimmungen haben Sie das Recht, auf Ihre persönlichen Informationen zuzugreifen, die von öffentlichen oder privaten Stellen gespeichert werden, um diese zu ändern, zu sperren oder zu löschen. In den EU-Bestimmungen ist nicht festgelegt, ob der Zugriff auf persönliche Informationen kostenlos sein soll. In einigen EU-Mitgliedstaaten muss man etwas bezahlen, um einen solchen Zugriff zu erhalten. Wären Sie bereit, Geld zu bezahlen, um Zugriff zu erhalten?

%		Oui, mais seulement un faible montant (p. ex. les frais de courrier ou de communication), moins de 2 €	Oui, jusqu'à 20 €	Oui, plus de 20 €	Non	NSP	Total 'Oui'
		Yes, but only a small amount (e.g. postage or communication costs), less than 2€	Yes, up to 20 €	Yes, more than 20€	No	DK	Total 'Yes'
		Ja, aber nur einen geringen Betrag (z.B. Portokosten oder Kommunikationskosten) von unter 2 €	Ja, bis zu 20 €	Ja, mehr als 20 €	Nein	WN	Gesamt 'Ja'
EB	74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	19	7	2	66	6	28	
 BE	15	5	1	78	1	21	
 BG	29	4	1	56	10	34	
 CZ	32	4	1	58	5	37	
 DK	21	9	4	63	3	34	
 DE	28	8	0	61	3	36	
 EE	21	3	1	70	5	25	
 IE	29	8	1	50	12	38	
 EL	23	5	1	64	7	29	
 ES	6	2	0	87	5	8	
 FR	13	4	1	80	2	18	
 IT	21	9	4	55	11	34	
 CY	17	3	1	74	5	21	
 LV	23	4	2	69	2	29	
 LT	20	5	0	63	12	25	
 LU	20	10	1	59	10	31	
 HU	26	6	1	63	4	33	
 MT	20	10	2	51	17	32	
 NL	26	7	2	64	1	35	
 AT	26	11	3	55	5	40	
 PL	18	4	2	70	6	24	
 PT	8	3	1	81	7	12	
 RO	19	3	1	56	21	23	
 SI	17	7	2	71	3	26	
 SK	32	11	1	52	4	44	
 FI	29	12	1	55	3	42	
 SE	35	12	3	48	2	50	
 UK	16	14	4	62	4	34	

QB28 Dans quelles circonstances, s'il y en a, souhaiteriez-vous que les informations personnelles recueillies et conservées sur un site web soient entièrement supprimées ? (PLUSIEURS REPONSES POSSIBLES)

QB28 In what circumstances, if any, would you like personal information stored and collected through a website to be completely deleted? (MULTIPLE ANSWERS POSSIBLE)

QB28 Unter welchen Umständen, wenn überhaupt, würden Sie wollen, dass Ihre persönlichen Informationen, die von einer Webseite erfasst und gespeichert wurden, vollständig gelöscht werden? (MEHRFACHNENNUNGEN MÖGLICH)

%	Quand vous décidez de les supprimer	Quand vous changez de fournisseur d'accès à Internet	Quand vous arrêtez d'utiliser le service/ le site Internet	Jamais	NSP
	Whenever you decide to delete it	When you change your Internet provider	When you stop using the service/ website	Never	DK
	Wann immer Sie sich dazu entscheiden, diese zu löschen	Wenn Sie Ihren Internetanbieter wechseln	Wenn Sie einen Dienst/ eine Webseite nicht länger nutzen	Niemals	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	75	13	24	4	3
BE	75	12	29	5	1
BG	66	12	26	2	12
CZ	82	10	14	3	1
DK	70	15	50	2	2
DE	81	16	24	3	2
EE	76	16	32	3	6
IE	74	17	20	2	5
EL	73	11	25	2	1
ES	81	12	25	3	4
FR	79	17	32	2	2
IT	68	15	18	6	4
CY	82	16	30	2	1
LV	74	6	19	2	3
LT	73	7	15	7	5
LU	79	12	33	2	3
HU	77	9	12	3	2
MT	83	8	20	0	3
NL	64	14	43	5	3
AT	70	15	20	5	3
PL	72	7	14	7	6
PT	72	11	14	6	4
RO	75	9	11	2	10
SI	75	13	27	4	2
SK	74	15	23	2	2
FI	71	12	31	2	3
SE	82	21	48	1	2
UK	72	10	21	4	4

QB29 Quand vous décidez de changer de fournisseurs ou de ne plus utiliser un service, dans quelle mesure est-il important ou pas pour vous de pouvoir transférer les informations personnelles recueillies et conservées sur un site web ?

QB29 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?

QB29 Wenn Sie sich entscheiden, den Internetanbieter zu wechseln oder einen Dienst nicht länger in Anspruch zu nehmen, wie wichtig oder nicht ist es Ihnen da, dass Sie die persönlichen Informationen, die von der Webseite erfasst und gespeichert wurden, übertragen können?

%	Très important Very important	Plutôt important Fairly important	Plutôt pas important Not very important	Pas du tout important Not at all important	NSP DK WN	Total 'Important'	Total 'Pas important'
						Total 'Important'	Total 'Not important'
						Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	31	40	16	8	5	71	24
BE	30	45	16	6	3	75	22
BG	41	37	8	3	11	78	11
CZ	39	43	11	3	4	82	14
DK	26	30	29	11	4	56	40
DE	26	27	25	17	5	53	42
EE	27	37	20	8	8	64	28
IE	52	34	8	1	5	86	9
EL	51	40	6	1	2	91	7
ES	27	50	13	5	5	77	18
FR	30	44	15	7	4	74	22
IT	30	48	9	6	7	78	15
CY	72	18	6	3	1	90	9
LV	30	44	17	4	5	74	21
LT	26	44	14	5	11	70	19
LU	35	31	15	14	5	66	29
HU	35	46	12	4	3	81	16
MT	49	33	11	4	3	82	15
NL	23	38	24	12	3	61	36
AT	29	43	15	8	5	72	23
PL	30	50	11	3	6	80	14
PT	30	59	9	0	2	89	9
RO	29	41	10	5	15	70	15
SI	35	36	15	8	6	71	23
SK	29	51	12	3	5	80	15
FI	32	42	14	8	4	74	22
SE	23	33	24	16	4	56	40
UK	43	34	14	4	5	77	18

QB30 Au cours des 12 derniers mois, avez-vous entendu parler ou avez-vous subi des problèmes liés à la perte de données et à l'usurpation d'identité ? (PLUSIEURS REPONSES POSSIBLES)

QB30 In the last 12 months, have you heard about or experienced issues in relation to data losses and identity theft? (MULTIPLE ANSWERS POSSIBLE)

QB30 Haben Sie in den letzten 12 Monaten von Fällen von Datenverlust oder Identitätsdiebstahl gehört oder selbst einen solchen Fall erlebt? (MEHRFACHNENNUNGEN MÖGLICH)

%	Oui, à la télévision, à la radio, dans la presse, sur Internet	Oui, par le bouche à oreille	Oui, ce problème a touché une personne que vous connaissez	Oui, ce problème a touché un membre de votre famille	Oui, ce problème vous a touché(e) directement	Oui, autres (SP.)	Non	Total 'Oui'
	Yes, through television, radio, newspapers, the Internet	Yes, through word of mouth	Yes, it affected one of your acquaintances	Yes, it affected a member of your family	Yes, it affected you directly	Yes, others (SP.)	No	Total 'Yes'
	Ja, im Fernsehen, Radio, in der Zeitung, im Internet	Ja, vom Hörensgen	Ja, einer Ihrer Bekannten war davon betroffen	Ja, ein Mitglied aus Ihrer Familie war davon betroffen	Ja, Sie waren direkt davon betroffen	Ja, an anderer Stelle (SP.)	Nein	Gesamt 'Ja'
EU 27	42	13	7	3	2	0	44	55
BE	31	9	6	3	3	1	58	42
BG	35	15	3	1	1	0	57	42
CZ	53	11	5	2	1	0	35	64
DK	61	18	7	2	3	0	29	70
DE	51	16	6	2	2	0	37	62
EE	53	7	4	1	2	0	42	58
IE	55	25	8	6	3	1	28	70
EL	43	20	12	1	1	2	37	62
ES	50	13	6	2	1	1	34	64
FR	44	7	5	2	3	0	49	51
IT	25	13	11	5	1	0	53	44
CY	50	15	8	3	2	1	41	59
LV	69	9	4	1	2	0	26	74
LT	26	11	4	1	2	0	61	38
LU	50	18	10	3	4	1	35	64
HU	36	9	10	2	1	0	48	51
MT	25	9	5	2	2	0	59	37
NL	45	9	5	2	3	0	46	54
AT	35	23	11	3	1	1	41	57
PL	36	8	3	2	1	0	54	44
PT	22	8	5	2	1	0	66	34
RO	22	21	4	1	1	1	58	38
SI	49	13	3	1	1	1	43	56
SK	44	21	8	2	1	0	39	60
FI	59	13	5	1	1	1	31	68
SE	62	15	14	4	5	1	27	72
UK	49	16	8	7	5	1	34	64

QB31 Souhaiteriez-vous que les autorités publiques ou les compagnies privées vous informent si les informations qu'elles détiennent à votre sujet sont perdues ou volées ?

QB31 Would you want to be informed by a public authority or by a private company whenever information they hold about you is lost or stolen?

QB31 Würden Sie von einer Behörde oder einem Privatunternehmen informiert werden wollen, wenn Informationen, die diese von Ihnen haben, verloren gehen oder gestohlen werden?

%		Oui	Non	NSP
		Yes	No	DK
		Ja	Nein	WN
	EB 74.3	EB 74.3	EB 74.3	
EU 27	87	9	4	
BE	88	11	1	
BG	91	3	6	
CZ	92	6	2	
DK	97	2	1	
DE	88	8	4	
EE	92	7	1	
IE	93	3	4	
EL	91	6	3	
ES	83	11	6	
FR	92	6	2	
IT	82	13	5	
CY	94	4	2	
LV	90	7	3	
LT	83	10	7	
LU	91	7	2	
HU	78	18	4	
MT	97	1	2	
NL	92	6	2	
AT	78	17	5	
PL	84	12	4	
PT	85	11	4	
RO	79	12	9	
SI	96	3	1	
SK	90	8	2	
FI	94	5	1	
SE	95	4	1	
UK	94	5	1	

QB32 Dans quelle mesure est-il important ou pas pour vous de jouir de droits et de protections identiques pour vos informations personnelles, quel que soit le pays de l'UE dans lequel elles sont recueillies et traitées ?

QB32 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?

QB32 Wie wichtig oder nicht wichtig ist es für Sie, die selben Rechte und den gleichen Schutz in Bezug auf Ihre persönlichen Informationen zu genießen, unabhängig davon, in welchem Land der EU diese Informationen erfasst und bearbeitet werden?

%	Très important Very important	Plutôt important Fairly important	Plutôt pas important Not very important	Pas du tout important Not at all important	NSP DK WN	Total 'Important'	Total 'Pas important'
						Gesamt 'Wichtig'	Gesamt 'Nicht wichtig'
	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	55	35	5	2	3	90	7
BE	55	37	6	1	1	92	7
BG	58	28	6	2	6	86	8
CZ	53	38	6	1	2	91	7
DK	65	26	6	1	2	91	7
DE	57	32	7	2	2	89	9
EE	53	33	8	2	4	86	10
IE	74	20	1	1	4	94	2
EL	60	35	3	1	1	95	4
ES	44	44	5	1	6	88	6
FR	60	33	2	1	4	93	3
IT	45	42	7	2	4	87	9
CY	81	14	2	2	1	95	4
LV	46	36	12	2	4	82	14
LT	48	36	6	3	7	84	9
LU	61	29	3	2	5	90	5
HU	51	40	6	2	1	91	8
MT	71	22	2	1	4	93	3
NL	60	32	5	1	2	92	6
AT	48	41	7	2	2	89	9
PL	43	47	5	0	5	90	5
PT	31	55	6	2	6	86	8
RO	47	32	8	5	8	79	13
SI	66	28	3	1	2	94	4
SK	53	41	4	1	1	94	5
FI	63	32	2	2	1	95	4
SE	76	17	4	1	2	93	5
UK	72	23	2	1	2	95	3

QB33 De nos jours, les règles de l'UE sur la protection des données prévoient une protection spécifique pour le traitement des données personnelles sensibles, comme les données sur la santé, les habitudes sexuelles, l'origine ethnique, les convictions religieuses, les opinions politiques, etc. Pensez-vous que les informations génétiques, comme les données ADN, devraient également bénéficier de cette protection spécifique ?

QB33 EU data protection rules nowadays provide for special protection for the processing of sensitive personal data, such as data related to health, sex life, ethnic origin, religious beliefs, political opinions, etc. Do you think that genetic information such as DNA data should also have the same special protection?

QB33 Die EU-Datenschutzbestimmungen sehen heutzutage einen besonderen Schutz für die Bearbeitung sensibler Daten vor, wie z.B. bei Daten zu Gesundheit, Sexualleben, ethnischer Herkunft, religiöser Überzeugung, politischen Ansichten etc. Sind Sie der Meinung, dass für genetische Informationen, wie z.B. DNA-Daten, ebenfalls dieser besondere Schutz gelten sollte?

%	Oui, certainement	Oui, dans une certaine mesure	Non, pas vraiment	Non, certainement pas	NSP DK WN	Total 'Oui'	Total 'Non'
	Yes, definitely	Yes, to some extent	No, not really	No, definitely not		Total 'Yes'	Total 'No'
	Ja, voll und ganz	Ja, teilweise	Nein, eher nicht	Nein, überhaupt nicht		Gesamt 'Ja'	Gesamt 'Nein'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	64	24	5	2	5	88	7
BE	61	25	8	5	1	86	13
BG	64	21	3	1	11	85	4
CZ	68	24	4	2	2	92	6
DK	67	17	6	7	3	84	13
DE	75	17	4	1	3	92	5
EE	65	23	6	1	5	88	7
IE	69	22	2	0	7	91	2
EL	76	19	2	1	2	95	3
ES	69	20	3	1	7	89	4
FR	65	23	4	3	5	88	7
IT	54	31	7	3	5	85	10
CY	86	8	1	1	4	94	2
LV	63	28	4	1	4	91	5
LT	47	31	7	3	12	78	10
LU	63	22	7	3	5	85	10
HU	62	27	7	1	3	89	8
MT	71	21	1	0	7	92	1
NL	69	22	4	3	2	91	7
AT	54	35	6	2	3	89	8
PL	50	36	6	1	7	86	7
PT	43	41	4	2	10	84	6
RO	50	30	2	2	16	80	4
SI	76	18	3	1	2	94	4
SK	71	25	2	1	1	96	3
FI	57	31	7	3	2	88	10
SE	68	20	5	5	2	88	10
UK	71	18	5	2	4	89	7

QB34.1 Veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord avec les affirmations suivantes sur la protection des données personnelles des mineurs.

Les mineurs doivent être particulièrement protégés contre la collecte et la divulgation de données personnelles

QB34.1 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statements regarding the protection of personal data of minors.

Minors should be specially protected from the collection and disclosure of personal data

QB34.1 Bitte sagen Sie mir, ob Sie den folgenden Aussagen zum Schutz der persönlichen Daten von Minderjährigen voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Minderjährige sollten vor der Erfassung und der Offenlegung persönlicher Daten besonders geschützt werden

%	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP	Total 'D'accord'	Total 'Pas d'accord'
	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Total 'Agree'	Total 'Disagree'
	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	78	17	3	1	1	95	4
BE	77	19	3	1	0	96	4
BG	80	17	1	1	1	97	2
CZ	63	30	5	1	1	93	6
DK	83	12	3	1	1	95	4
DE	89	9	1	1	0	98	2
EE	68	24	4	1	3	92	5
IE	79	18	1	0	2	97	1
EL	90	9	0	0	1	99	0
ES	81	18	0	0	1	99	0
FR	85	12	2	0	1	97	2
IT	72	19	5	2	2	91	7
CY	92	5	2	1	0	97	3
LV	72	24	2	0	2	96	2
LT	71	25	1	1	2	96	2
LU	83	14	1	0	2	97	1
HU	80	18	2	0	0	98	2
MT	80	18	0	0	2	98	0
NL	78	16	4	1	1	94	5
AT	77	19	3	0	1	96	3
PL	60	35	3	0	2	95	3
PT	71	25	3	0	1	96	3
RO	72	22	1	1	4	94	2
SI	81	14	3	1	1	95	4
SK	67	30	2	0	1	97	2
FI	80	17	2	1	0	97	3
SE	85	10	2	2	1	95	4
UK	77	17	3	1	2	94	4

QB34.2 Veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, plutôt pas d'accord ou pas du tout d'accord avec les affirmations suivantes sur la protection des données personnelles des mineurs.

Les mineurs doivent être avertis des conséquences de la collecte et de la divulgation de données personnelles

QB34.2 Please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with the following statements regarding the protection of personal data of minors.

Minors should be warned of the consequences of collecting and disclosing personal data

QB34.2 Bitte sagen Sie mir, ob Sie den folgenden Aussagen zum Schutz der persönlichen Daten von Minderjährigen voll und ganz zustimmen, eher zustimmen, eher nicht zustimmen oder überhaupt nicht zustimmen.

Minderjährige sollten vor den Folgen der Erfassung und der Offenlegung persönlicher Daten gewarnt werden

%	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Pas du tout d'accord	NSP	Total 'D'accord'	Total 'Pas d'accord'
	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK	Total 'Agree'	Total 'Disagree'
	Stimme voll und ganz zu	Stimme eher zu	Stimme eher nicht zu	Stimme überhaupt nicht zu	WN	Gesamt 'Stimme zu'	Gesamt 'Stimme nicht zu'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	80	16	2	1	1	96	3
BE	82	15	2	1	0	97	3
BG	83	15	0	1	1	98	1
CZ	71	25	3	0	1	96	3
DK	84	10	3	2	1	94	5
DE	91	8	0	0	1	99	0
EE	81	15	1	0	3	96	1
IE	81	16	1	0	2	97	1
EL	91	9	0	0	0	100	0
ES	85	13	1	0	1	98	1
FR	84	14	1	0	1	98	1
IT	71	20	5	2	2	91	7
CY	93	5	1	1	0	98	2
LV	77	21	1	0	1	98	1
LT	74	22	2	0	2	96	2
LU	84	14	0	0	2	98	0
HU	80	17	3	0	0	97	3
MT	80	16	1	1	2	96	2
NL	86	13	1	0	0	99	1
AT	80	16	3	1	0	96	4
PL	64	32	2	0	2	96	2
PT	72	23	4	0	1	95	4
RO	70	23	1	1	5	93	2
SI	84	14	1	0	1	98	1
SK	70	27	2	0	1	97	2
FI	85	13	2	0	0	98	2
SE	90	7	2	1	0	97	3
UK	81	16	1	0	2	97	1

QB35 Dans l'exercice de ses activités, la police consulte et analyse parfois les données personnelles relatives à certains individus. Dans quelles circonstances la police devrait-elle pouvoir accéder aux données personnelles des

QB35 The police sometimes access and analyse individuals' personal data to carry out their activities. In what circumstances should the police be able to access individuals' personal data?

QB35 Die Polizei greift bei der Ausübung Ihrer Aufgaben manchmal auf persönliche Daten von Personen zu und wertet diese aus. Unter welchen Umständen sollte die Polizei in der Lage sein, auf die persönlichen Daten von Personen zuzureifen zu können?

%	Pour toutes les activités générales de prévention de la criminalité	Uniquement pour des données spécifiques dans le cadre d'une enquête spécifique	Uniquement avec l'autorisation d'un juge	Jamais (SP.)	NSP
	For all general crime prevention activities	Only specific data within the framework of a specific investigation	Only with the authorisation of a judge	Never (SP.)	DK
	Bei allen üblichen Maßnahmen zur Prävention von Verbrechen	Nur auf bestimmte Daten im Rahmen einer bestimmten Untersuchung	Nur mit richterlicher Genehmigung	Nie (SP.)	WN
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	33	37	26	1	3
BE	30	38	28	3	1
BG	24	40	30	1	5
CZ	29	46	23	1	1
DK	30	42	27	0	1
DE	33	37	28	1	1
EE	17	52	27	1	3
IE	36	38	21	1	4
EL	31	35	30	3	1
ES	37	24	35	0	4
FR	30	29	38	1	2
IT	40	38	18	2	2
CY	25	31	40	2	2
LV	37	32	29	1	1
LT	18	40	37	1	4
LU	29	30	38	1	2
HU	29	44	25	1	1
MT	35	25	32	2	6
NL	29	46	24	0	1
AT	21	39	36	2	2
PL	26	47	23	0	4
PT	33	34	26	3	4
RO	41	27	19	4	9
SI	26	29	40	2	3
SK	27	47	22	3	1
FI	35	50	13	1	1
SE	27	47	25	0	1
UK	37	41	19	1	2

QB36 Pensez-vous que vos données seraient mieux protégées dans les grandes entreprises si celles-ci étaient obligées de désigner une personne de contact spécialement chargée de s'assurer que vos données personnelles sont traitées correctement ?

QB36 Do you think that your data would be better protected in large companies if they were obliged to have a specific contact person in charge of ensuring that your personal data is handled properly?

QB36 Meinen Sie, dass Ihre Daten bei großen Unternehmen besser geschützt wären, wenn diese verpflichtet wären, einen speziellen Ansprechpartner zu haben, der für die Gewährleistung des ordnungsgemäßen Umgangs mit Ihren persönlichen Daten verantwortlich ist?

%	Oui, certainement	Oui, dans une certaine mesure	Non, pas vraiment	Non, certainement pas	NSP DK WN	Total 'Oui'	Total 'Non'
	Yes, definitely	Yes, to some extent	No, not really	No, definitely not		Total 'Yes'	Total 'No'
	Ja, voll und ganz	Ja, teilweise	Nein, eher nicht	Nein, überhaupt nicht		Gesamt 'Ja'	Gesamt 'Nein'
EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	31	33	20	7	9	64	27
BE	30	36	25	7	2	66	32
BG	24	28	21	5	22	52	26
CZ	24	36	25	9	6	60	34
DK	25	33	24	12	6	58	36
DE	24	26	34	10	6	50	44
EE	38	35	14	5	8	73	19
IE	38	35	10	3	14	73	13
EL	22	40	22	8	8	62	30
ES	38	31	11	8	12	69	19
FR	33	28	22	10	7	61	32
IT	29	35	19	6	11	64	25
CY	40	22	15	12	11	62	27
LV	25	38	21	9	7	63	30
LT	26	40	14	7	13	66	21
LU	33	29	21	9	8	62	30
HU	36	40	14	5	5	76	19
MT	47	24	9	3	17	71	12
NL	24	33	29	10	4	57	39
AT	18	50	21	6	5	68	27
PL	19	49	14	3	15	68	17
PT	27	43	10	3	17	70	13
RO	30	27	8	8	27	57	16
SI	25	37	20	11	7	62	31
SK	30	38	17	7	8	68	24
FI	37	42	12	5	4	79	17
SE	36	33	15	11	5	69	26
UK	44	32	15	3	6	76	18

QB37 A votre avis, les règles sur la protection des données personnelles devraient-elles être mises en œuvre ... ?

QB37 In your opinion, the enforcement of the rules on personal data protection should be dealt with at...?

QB37 Auf welcher Ebene sollte Ihrer Meinung nach die Durchsetzung der Bestimmungen zum Schutz persönlicher Daten stattfinden?

%	Au niveau européen	Au niveau national	Au niveau régional ou local	NSP
	European level	National level	Regional or local level	DK
	Auf europäischer Ebene	Auf nationaler Ebene	Auf regionaler oder lokaler Ebene	WN
	EB 74.3	EB 74.3	EB 74.3	EB 74.3
EU 27	44	40	10	6
BE	55	31	13	1
BG	45	43	6	6
CZ	41	45	11	3
DK	27	60	10	3
DE	56	34	7	3
EE	34	52	11	3
IE	26	52	15	7
EL	54	38	6	2
ES	55	29	8	8
FR	56	30	9	5
IT	41	36	14	9
CY	54	33	11	2
LV	58	31	8	3
LT	48	36	10	6
LU	57	33	6	4
HU	45	47	7	1
MT	37	47	8	8
NL	52	41	5	2
AT	40	40	17	3
PL	42	41	8	9
PT	46	37	8	9
RO	46	31	11	12
SI	27	59	12	2
SK	52	35	9	4
FI	33	53	10	4
SE	20	66	12	2
UK	17	61	16	6

QB38 Avez-vous entendu parler d'une autorité publique en (NOTRE PAYS), responsable de la protection de vos droits en ce qui concerne vos données personnelles ?

QB38 Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

QB38 Haben Sie von einer Behörde in (UNSEREM LAND) gehört, die für den Schutz Ihrer Rechte in Bezug auf Ihre persönlichen Daten zuständig ist?

%	Oui	Non	NSP
	Yes	No	DK
	Ja	Nein	WN
	EB	EB	EB
EU 27	33	63	4
BE	20	79	1
BG	17	73	10
CZ	38	61	1
DK	44	54	2
DE	40	55	5
EE	28	71	1
IE	35	60	5
EL	46	53	1
ES	16	81	3
FR	31	67	2
IT	38	55	7
CY	37	60	3
LV	28	71	1
LT	27	70	3
LU	22	74	4
HU	51	47	2
MT	43	52	5
NL	34	62	4
AT	19	74	7
PL	40	57	3
PT	22	75	3
RO	20	73	7
SI	48	49	3
SK	37	62	1
FI	33	65	2
SE	42	55	3
UK	33	66	1

QB39 Certaines compagnies utilisent les données personnelles des gens à leur insu, ce qui entraîne des désagréments allant des spams à une perte financière. Quelles devraient être les principales priorités des autorités publiques pour lutter contre ces pratiques ? (ROTATION – MAX. 4 REPONSES)

QB39 Some companies use people's personal data without them being aware, creating inconvenience ranging from spam to financial loss. What should be the public authorities' main priorities to fight these practises? (ROTATE – MAX. 4 ANSWERS)

QB39 Einige Unternehmen nutzen persönliche Daten von Personen ohne deren Wissen, was zu Unannehmlichkeiten führen kann, angefangen von unerwünschten Werbe-E-Mails (Spam) bis hin zu finanziellen Verlusten. Welche der folgenden Schritte sollten für die Behörden oberste Priorität haben, um diese Praktiken zu bekämpfen? (ROTIEREN – MAX. 4 NENNUNGEN)

%	Infliger une amende à ces compagnies	Fournir un soutien juridique aux personnes qui souhaitent porter l'affaire devant un tribunal	Fournir une procédure à l'amiable pour résoudre le problème	Interdire à ces compagnies d'utiliser ce genre de données à l'avenir
	Impose a fine to these companies	Provide legal support for those willing to take the case in court	Provide an out of court procedure to sort out the problem	Ban them from using such data in the future
EU 27	51	29	10	40
BE	45	33	10	39
BG	61	34	13	58
CZ	45	28	8	41
DK	49	38	5	47
DE	49	33	7	42
EE	49	35	10	35
IE	63	32	16	45
EL	59	33	13	45
ES	60	23	8	36
FR	51	32	6	45
IT	41	31	18	35
CY	73	36	13	66
LV	52	22	6	42
LT	44	24	15	38
LU	47	31	11	48
HU	52	26	12	44
MT	60	36	14	25
NL	52	32	4	34
AT	38	33	14	42
PL	54	27	8	30
PT	46	29	15	45
RO	63	28	14	44
SI	76	26	13	45
SK	51	24	10	37
FI	35	21	5	39
SE	49	34	5	38
UK	50	23	9	41

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%	Imposer à ces compagnies de dédommager les victimes	Mettre en relation les personnes dans une situation similaire, pour qu'elles intentent une action en justice commune	Donner aux citoyens un contrôle direct renforcé sur leurs propres données personnelles	Allouer davantage de ressources à la surveillance et à l'exécution des dispositions existantes	Elaborer une meilleure procédure technique pour préserver la vie privée et la sécurité des utilisateurs
	Compel them to compensate the victims	Put people in similar situation in touch to start joint legal action	Give people more direct control on their own personal data	Allocate more resources to monitoring and enforcing existing regulations	Find better technical solution that preserve users' privacy and safety
EU 27	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	39	10	28	18	30
 BE	34	13	33	14	32
 BG	55	10	18	14	24
 CZ	39	14	38	11	40
 DK	46	5	33	26	42
 DE	40	11	31	32	46
 EE	44	8	17	16	28
 IE	40	15	29	20	24
 EL	47	13	20	17	26
 ES	41	9	24	12	19
 FR	44	9	32	12	28
 IT	39	13	24	13	25
 CY	46	5	24	10	24
 LV	44	9	22	7	28
 LT	47	5	24	8	26
 LU	37	7	27	10	25
 HU	33	14	30	18	27
 MT	46	8	23	18	15
 NL	30	10	35	33	42
 AT	45	16	36	37	41
 PL	29	8	18	13	22
 PT	48	12	16	11	16
 RO	45	10	16	8	20
 SI	42	9	21	16	27
 SK	35	14	30	16	36
 FI	28	11	39	26	35
 SE	49	4	30	23	47
 UK	31	5	33	16	25

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%	EU 27	Donner une formation et des lignes directrices officielles sur la sécurité dans la divulgation de données	Sensibiliser les gens aux risques liés à la divulgation non-sécurisée de données	Utiliser davantage d'avertissements et de symboles pour signaler un risque de divulgation non-sécurisée de données	Autre (SP.)	NSP
		Provide formal education and guidelines on safe disclosure	Raise awareness of the implications of unsafe disclosure	Make greater use of warnings and signs to signal possible unsafe disclosure	Other (SP.)	DK
%	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3	EB 74.3
 EU 27	11	22	19	1	6	
 BE	12	28	27	1	1	
 BG	8	11	9	0	5	
 CZ	11	28	20	0	1	
 DK	6	34	20	0	2	
 DE	5	14	25	0	4	
 EE	7	19	27	0	7	
 IE	16	26	19	0	4	
 EL	16	17	17	0	2	
 ES	15	17	12	1	3	
 FR	6	37	24	0	6	
 IT	16	17	14	2	7	
 CY	7	15	11	0	4	
 LV	9	15	15	0	5	
 LT	7	19	21	1	7	
 LU	8	24	22	0	7	
 HU	11	20	15	0	4	
 MT	14	16	13	0	7	
 NL	8	30	32	1	3	
 AT	11	18	27	1	2	
 PL	16	20	15	0	10	
 PT	12	16	12	0	6	
 RO	7	7	7	0	7	
 SI	8	20	14	2	1	
 SK	13	32	23	0	2	
 FI	17	31	29	1	2	
 SE	8	34	25	1	2	
 UK	14	27	18	1	10	