

Survey on Data Brokers and Personal Data Privacy

This survey will ask you about data brokers and your personal data preferences. The information will be anonymized and used for a project for a UChicago data ethics class. This should take less than 5 minutes. **PLEASE ONLY FILL OUT THIS FORM IF YOU ARE A U.S. RESIDENT.**

* Indicates required question

1. 1. How familiar are you with data brokers? *

Mark only one oval.

- ☐ I've never heard of data brokers
- ☐ I've heard of them but don't know what they do
- ☐ I have a basic understanding of their role and practices
- ☐ I have a good understanding of their role and practices
- ☐ I'm very familiar with how data brokers operate

Understanding Data Brokers

A data broker is a company that collects, aggregates, and sells personal information about individuals to third parties for a variety of uses.

Types of Data Collected

2. 2. What types of data do you think data brokers collect? (Select all that apply) *

Check all that apply.

- ☐ Location data
- ☐ Biometric data (e.g., fingerprint, voice, facial recognition)
- ☐ Reproductive health-related information
- ☐ Commercial data (e.g., purchasing and transaction history)
- ☐ Employment-related data
- ☐ Personal information of individuals under 18
- ☐ Social Security Number and government ID information
- ☐ Network data (e.g., IP address, browsing history)
- ☐ Not sure

Preferences around Data Use

3. 3. Which types of your personal data are you comfortable being used for any purpose? (Select all that apply) *

Check all that apply.

- ☐ Location data
- ☐ Biometric data (e.g., fingerprint, voice, facial recognition)
- ☐ Reproductive health-related information
- ☐ Commercial data (e.g., purchasing and transaction history)
- ☐ Employment-related data
- ☐ Personal information of individuals under 18
- ☐ Social Security Number and government ID information
- ☐ Network data (e.g., IP address, browsing history)
- ☐ Not sure

Preferences around Data Use

4. 4. What purposes are you comfortable with your personal data being used for? (Select all that apply) *

Check all that apply.

- ☐ Marketing
- ☐ Personalized advertising
- ☐ Employment-related decisions
- ☐ Consumer financier decisions (e.g., loans, credit scores)
- ☐ Law enforcement access without a subpoena
- ☐ None of the above

Preferences around Data Use

5. 5. Which entities are you comfortable sharing your personal data with? (Select all that apply) *

Check all that apply.

- ☐ Government agencies
- ☐ Corporations
- ☐ Educational or research institutions
- ☐ None of the above

Privacy Rights and Policy Preferences

6. 6. Which of the following do you think should be included in data privacy laws and policies? (Select all that apply) *

Check all that apply.

- ☐ Right to access personal data
- ☐ Right to correct personal data
- ☐ Right to delete personal data
- ☐ Protections against discrimination
- ☐ Restrictions on targeted advertising
- ☐ Option to opt out of data collection or sharing

Data Deletion

7. 7. Have you ever tried to request deletion of your data from a data broker? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ I didn't know that was possible

California

8. 8. Are you a resident of California? *

Mark only one oval.

- ☐ Yes
- ☐ No

Skip to question 9

If Yes

9. 9. Have you heard of the California DELETE Act?

The Act requires the California Privacy Protection Agency (CPPA) to create an accessible universal deletion mechanism by January 1, 2026. Consumers will then be able to access the platform to submit requests and then data brokers must comply with deletion requests starting later in the year.

Mark only one oval.

- ☐ Yes
- ☐ No

10. 10. Would you use the California DELETE Act's deletion tool when it becomes available?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

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