## a. Attitudes towards personalization b. Data privacy concerns Services Information Data 1.00 GER 0.75 0.50 GER 0.25 0.00 29 27 29 27 Average acceptability 1.00 GB 0.75 0.50 GB 9 0.25 0.00 108 65 49 65 49 1.00 S 0.75 0.50 S 8 0.25 - 40/ somewhat lek Conter 1,00,1 0.00 HOUSE MOUSE Sonew Center Sonewhat right Somewhat's. somewhat'z. Par 17.9/1 not concerned at all somewhat concerned very concerned not very concerned