## Attitudes towards personalization Data privacy concerns Services Information Data 84 81 78 69 1.00 GER 0.75 GER 0.50 12 16 15 16 20 16 19 19 22 0.25 31 0.00 acceptability 517 2 83 79 76 71 1.00 GB 0.75 0.50 9 20 19 10 GB 12 17 21 16 24 29 0.25 Average 0.00 08 58 ⊡ 58 108 108 84 79 77 76 75 46 58 1.00 S 0.75 11 25 - ½9/ ½ 3 -9-17 21 0.50 14 15 16 24 23 0.25 0.00 sonowatrigh. Haj telmauos somewhat right somewnates not concerned at all somewhat concerned very concerned not very concerned