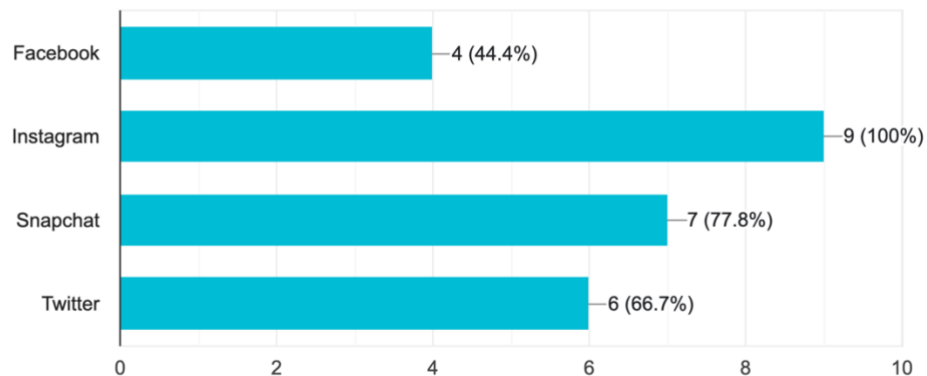# Survey responses and trends

100% of users who took the survey have an active online presence

Do you use any of the following social media platforms?
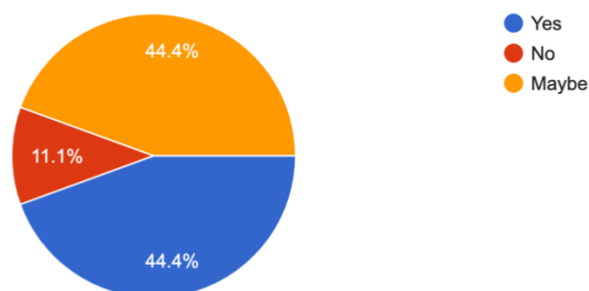9 responses

Facebook — 4 (44.4%)
Instagram — 9 (100%)
Snapchat — 7 (77.8%)
Twitter — 6 (66.7%)

About 11% of users are unaware of the type of data being gathered by day-to-day subscription services

If so, are you aware of the type of data they gather from you to make their service and your experience better?
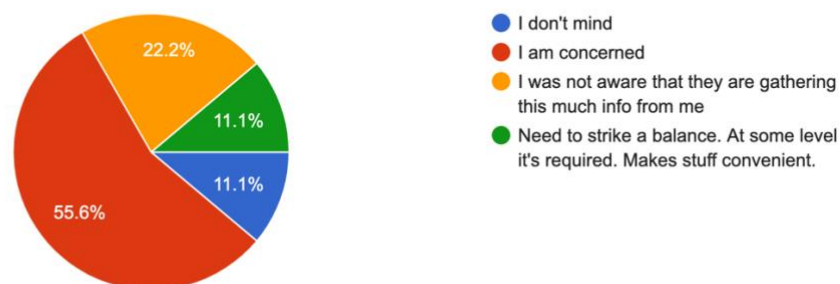9 responses

- Yes
- No
- Maybe

44.4%
11.1%
44.4%

55.5% of users are concerned about the type of information being collected and tracked by the subscription services they use

How do you feel knowing that the following information is gathered by your subscription services? a. Name and Address, Date of birth, Pa...ing playlists, podcasts, other content preferences
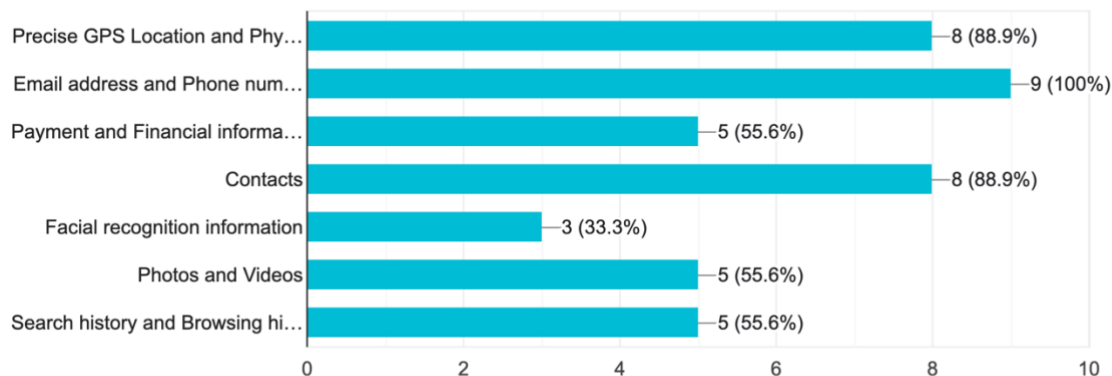9 responses

- I don't mind
- I am concerned
- I was not aware that they are gathering this much info from me
- Need to strike a balance. At some level it's required. Makes stuff convenient.

22.2%
11.1%
11.1%
55.6%

Most services today use facial recognition services to unlock apps, especially Instagram captures images uploaded on the application to automatically identify and tag users to improve user experience. However, 33% of users are unaware of this information being collected by Instagram

Which of the following data points were you aware that these applications collect for reasons like Third-Party Advertising, Marketing, Analytics, Product Personalization, etc?

9 responses

Data point	Value
Precise GPS Location and Phy…	8 (88.9%)
Email address and Phone num…	9 (100%)
Payment and Financial informa…	5 (55.6%)
Contacts	8 (88.9%)
Facial recognition information	3 (33.3%)
Photos and Videos	5 (55.6%)
Search history and Browsing hi…	5 (55.6%)

77.8% of customers feel the need to control the kind of PII being collected by online platforms and would prefer that online services only collect the required data from the end users

Instagram's main motive for building a cache of your data is to personalize the ads and content that show up on your feed and collects facial reco...nise when you appear in photos. Would you rather

9 responses

- 77.8%
- 11.1%
- 11.1%

- ● forgo privacy in order to benefit from this enhanced service
- ● raise concerns about the need to control the kind of personal data collected by these platforms
- ● be indifferent to your private information being shared with third parties

Recommendations to Instagram

The perceived risk of compromised privacy remains a major barrier to information sharing. Granular privacy control can mitigate the negative impact of perceived risk. Trust in the system and process has a significant relationship with consumers' willingness to share their information on online spaces. Policymakers will need to enforce granular privacy sharing settings that will allow individuals the autonomy to decide what level of privacy they are willing to forgo in order ti reap the benefits of the service