



# The EMC Privacy Index

Global & In-Depth Country Results

EMC<sup>2</sup>

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- Study Overview
- Key Global Findings
- In-Depth Country Results





# Study Overview

# About the Study

- Research on consumer attitudes about online behaviour and information privacy in different parts of the world
- Ranking of nations based on consumer willingness to trade digital privacy for greater convenience



# 15 Countries/Regions Surveyed



**ASIA PACIFIC  
& JAPAN**

ANZ  
(Australia & New Zealand)  
China  
Japan  
India



**EUROPE,  
MIDDLE EAST  
& AFRICA**

France  
Germany  
Italy  
Middle East  
(UAE, Saudi Arabia & Qatar)  
Netherlands  
Russia  
UK



**LATIN  
AMERICA**

Brazil  
Mexico



**NORTH  
AMERICA**

Canada  
USA

# The 6 'Me' Personae



Prior to questionnaire development, six personae were created to encompass people's online exposures. They were:

<p><b>1</b></p> <p><b>CONSUMER</b></p> <p>Defined by interaction with online stores</p> 	<p><b>2</b></p> <p><b>EMPLOYEE</b></p> <p>Defined by interaction with employment related systems &amp; websites</p> 	<p><b>3</b></p> <p><b>SOCIAL</b></p> <p>Defined by interaction with social media sites, email programs, text/SMS &amp; other communications services</p> 
<p><b>4</b></p> <p><b>MEDICAL</b></p> <p>Defined by interaction with doctors, medical institutions, &amp; health insurers</p> 	<p><b>5</b></p> <p><b>FINANCIAL</b></p> <p>Defined by interaction with banks &amp; other financial institutions</p> 	<p><b>6</b></p> <p><b>CITIZEN</b></p> <p>Defined by interaction with government institutions</p> 

Four metrics were asked of each persona:

- 1 WILLINGNESS TO TRADE PRIVACY** for greater convenience
- 2 CONFIDENCE IN institutions' ETHICS** & transparency when protecting my privacy
- 3 CONFIDENCE IN institutions' SKILLS** & abilities to protect my privacy
- 4 CONFIDENCE IN MY LEVEL OF FUTURE PRIVACY**



# Key Global Findings

# Key Findings



## *A World of Paradoxes:*

1

**"WE WANT IT ALL" PARADOX:** consumers say they want all the conveniences and benefits of digital technology, yet claim they are unwilling to sacrifice any of their personal privacy to get them

2

**"TAKE NO ACTION" PARADOX:** although privacy risks directly impact many consumers, most take virtually no action to protect their privacy – instead placing the onus on government and businesses

3

**"SOCIAL SHARING" PARADOX:** users of social media sites claim they value privacy, yet freely share large quantities of personal information – despite lacking confidence in institutions to protect that information

&

Global **CONFIDENCE IN PRIVACY** is extremely low; **CONFIDENCE IN FUTURE LEVELS OF PRIVACY** even lower



# Across The Globe, Most Are Unwilling To Trade Privacy For Greater Convenience & Ease



- Data was normalized by putting the attributes on a 0-100 scale
  - 100 = Most willing to trade privacy for greater convenience
  - 0 = Unwilling to trade any privacy for greater convenience
- The overall score is found by using the metrics for willingness to trade privacy for greater convenience and benefits

	WILLINGNESS TO TRADE PRIVACY FOR CONVENIENCE	
1	India	61
2	Middle East	54
3	China/HK	54
4	Mexico	49
5	Brazil	47
6	Italy	46
7	Russia	44
8	France	42
9	Japan	41
10	USA	41
11	Australia/NZ	39
12	UK	39
13	Netherlands	39
14	Canada	39
15	Germany	36

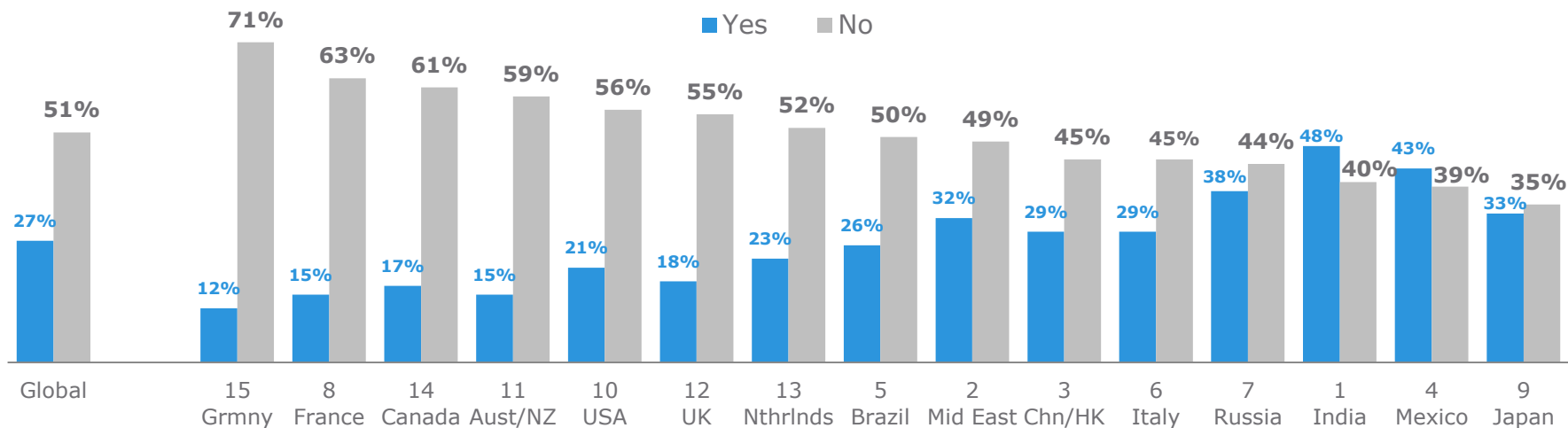
↑ More willing to trade

↓ Less willing to trade

# Across The Globe, Most Are Unwilling To Trade Privacy For Greater Convenience & Ease



Question: Would You Be Willing To Trade Some Privacy For Greater Convenience & Ease?



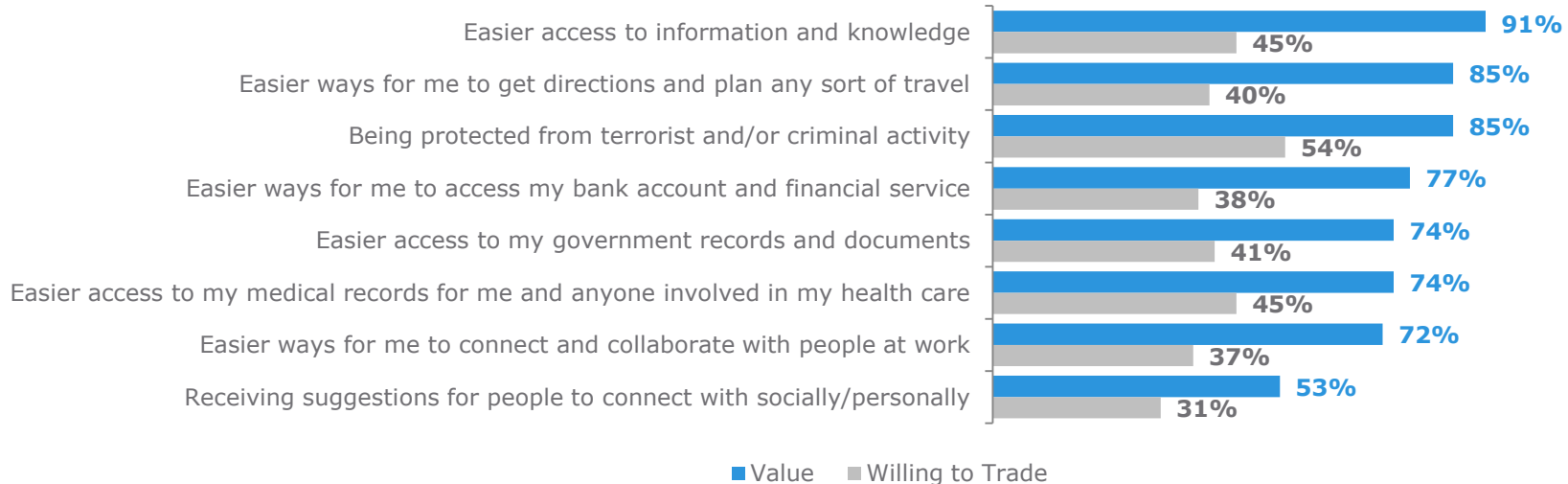
Q8: Overall, would you be willing to trade some privacy for greater convenience and ease?

# Although Consumers Place High Value On The Conveniences Provided By Digital Technology, Their Willingness To Trade Privacy For Greater Convenience Lags Behind



## Value Conveniences & Willingness To Trade Privacy For Conveniences

[Global total sample]



Q7: Please indicate how much you value or would value the following conveniences or benefits of digital technology? [4-point scale, I value this a lot, I value this somewhat, I don't value this much, I don't value this at all]

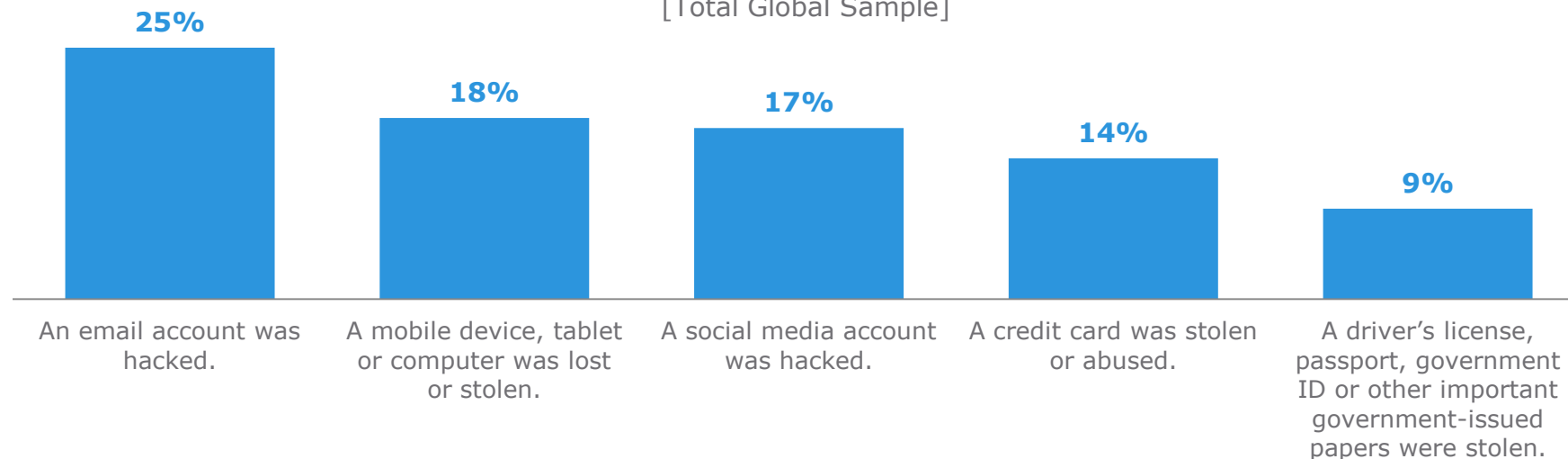
Q9: Please indicate how much of your privacy you would be willing to trade in return for the following conveniences or benefits. [10-point scale]

# More Than 50% Have Experienced Some Form of Data Breach

Email & Social Media Accounts Top The List Of Breaches



**Have Experienced A Data Breach Before**  
[Total Global Sample]

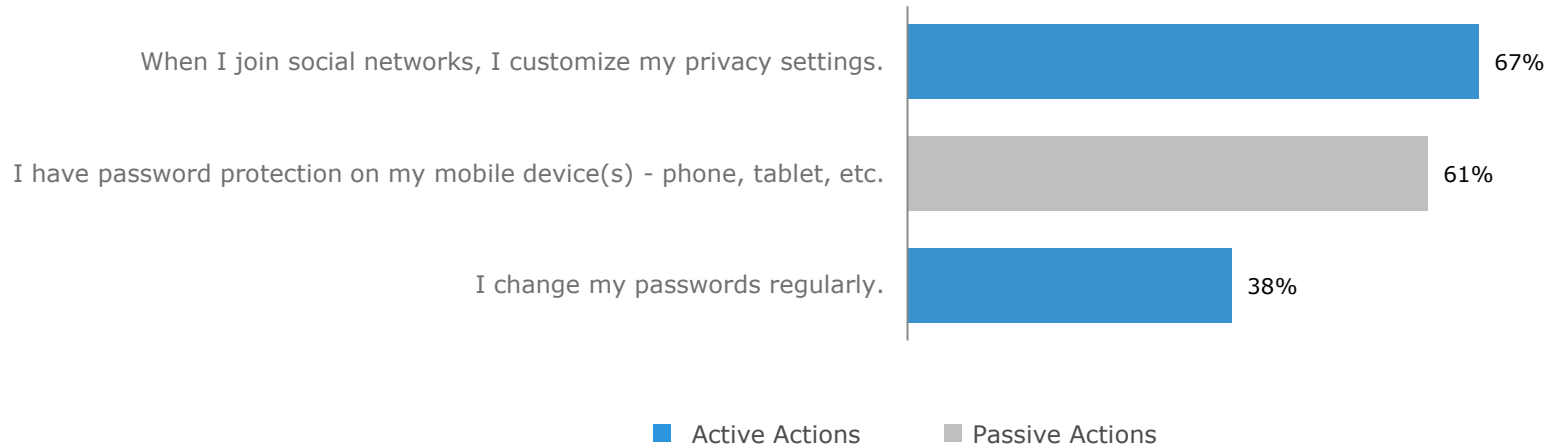


Q13: Have any of the following things happened to you? (Choose all that apply)

# Yet Many Consumers Do Not Take The Necessary Action Required to Protect The Privacy of Their Data & Are Mostly Passive in Their Behavior



## Actions Taken To Protect Privacy [Always Top 2 Box, Total Global Sample]



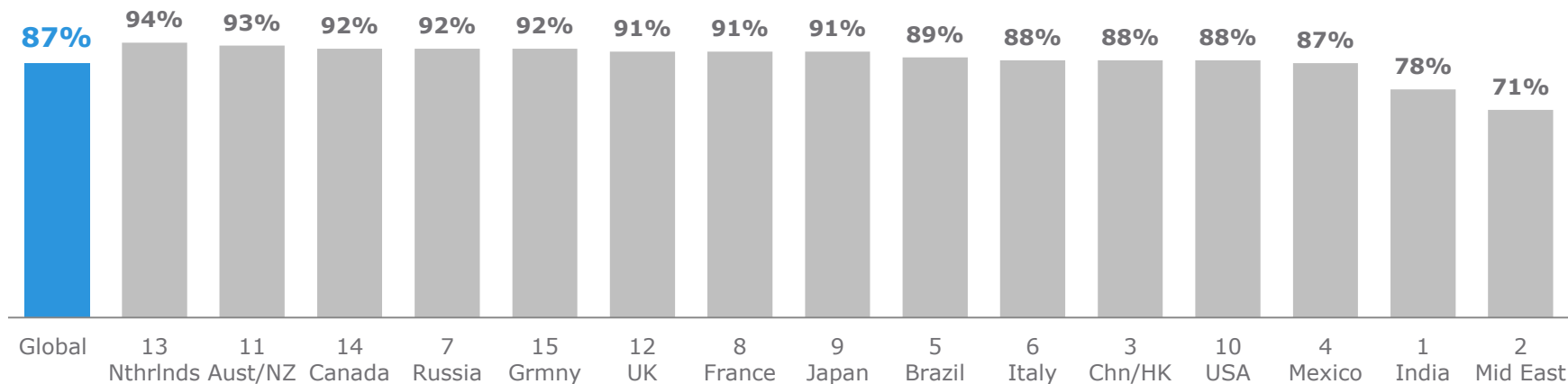
Q4: How often do you take the following actions to protect the privacy of your digital data? [4-point scale: Always, Most of the time, Sometimes, Never]  
Country analysis available in country demographic pages, Top box available in appendix

# General Consensus Regarding the Need for Legal Protection For Data & Privacy



**Question: "There Should Be Laws To Prohibit Businesses From Buying & Selling Data Without My "Opt-in" Consent."**

[% Agree ]



Q6: For each of the following statements, please think about the future and indicate your level of agreement. "There should be laws to prohibit businesses from buying and selling data without my "opt-in" consent." [10-point scale]

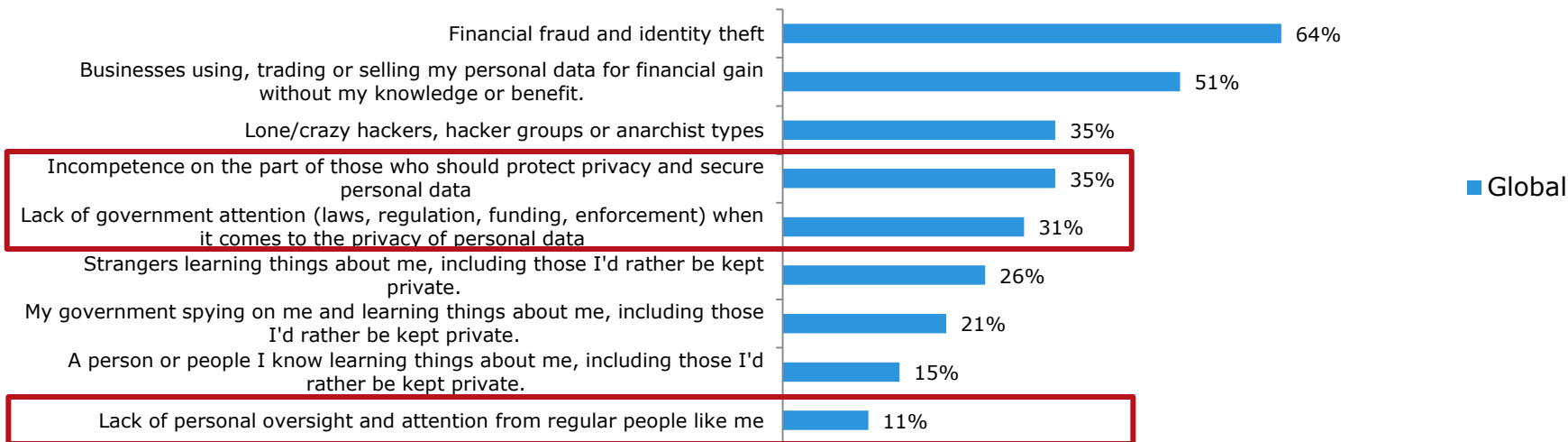


# But There is Concern About Those Who Are Perceived to be Responsible for Protecting Data



## Top risks for the future of privacy security

[% Choosing Top 3, total sample]



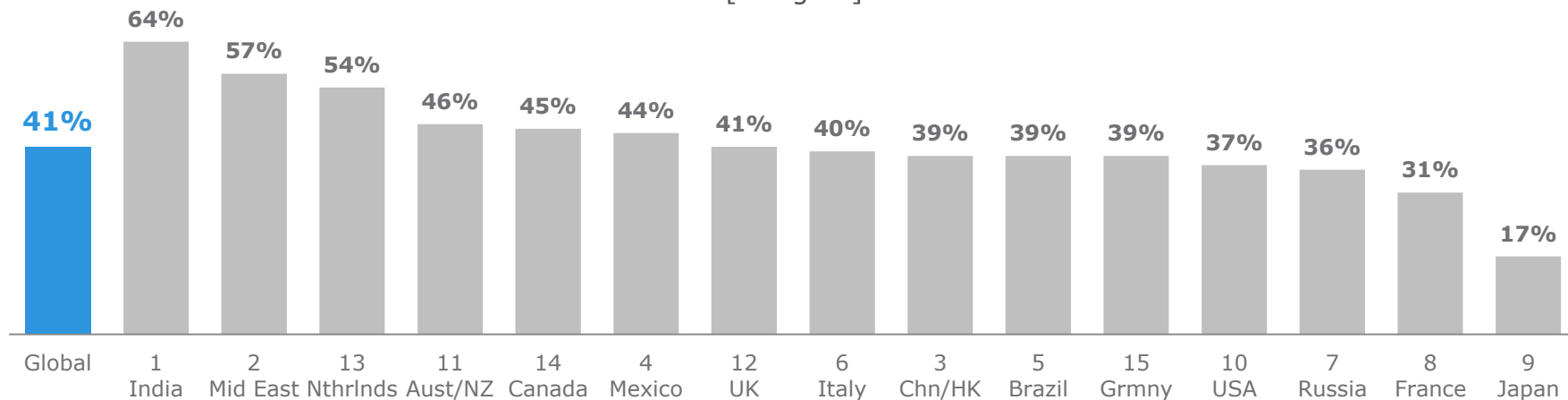
Q11: When you think about the privacy of your personal data in the future, please indicate the top three things you think could be the greatest threat to your privacy. [Rank top 3]

# Low Confidence in Governments' Role In Protecting Privacy



**Question: "Overall, I Believe My Country's Various Government Institutions Are Working To Protect The Privacy Of People Like Me"**

[% Agree]



Q6: For each of the following statements, please think about the future and indicate your level of agreement. "Overall, I believe my country's various government institutions are working to protect the privacy of people like me." [10-point scale]





# In-Depth Country Results

# EMC Privacy Index

## AUSTRALIA / NZ

#11

is ranked 11th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
**15%**  
(GLOBAL 27%)

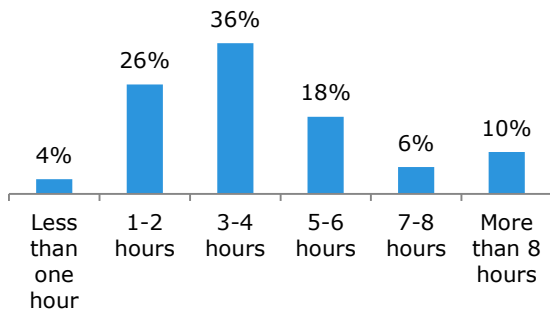


NO  
**59%**  
(GLOBAL 51%)



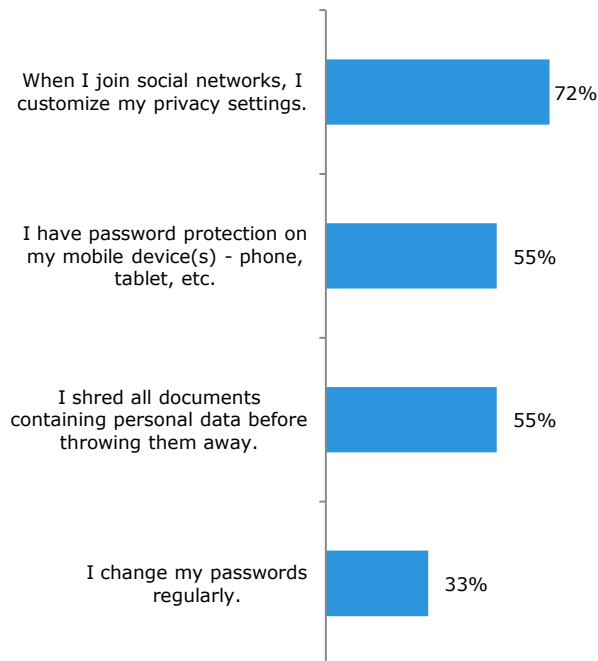
# Behavior Dashboard: Australia/NZ [n=1000]

## Time Spent Online

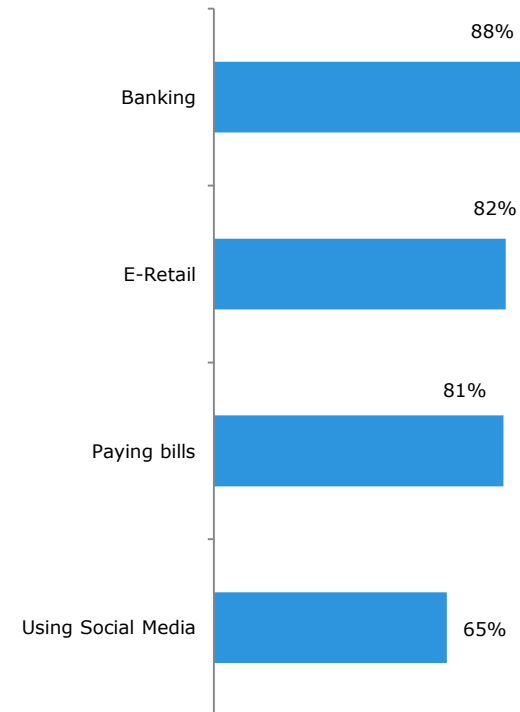


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

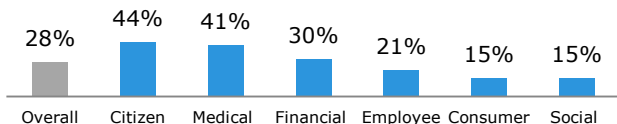


## Likelihood to read privacy statement

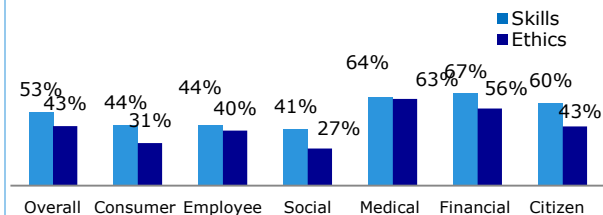
**49%  
unlikely**

# Privacy Perception Dashboard: Australia/NZ

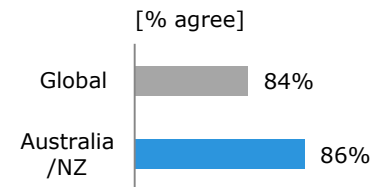
## Willingness to trade by persona



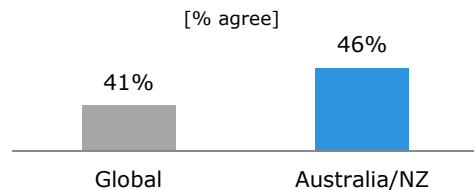
## Confidence in skills and ethics by persona



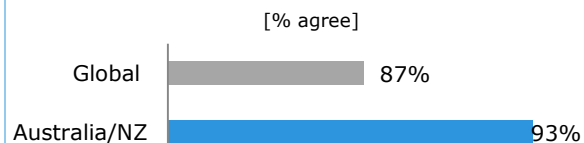
## "I don't like anyone knowing about me or my online habits."



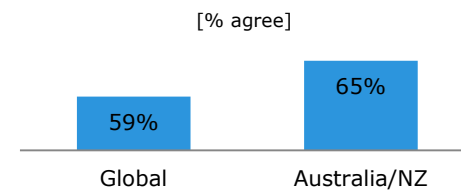
## "I believe my government is working to protect my privacy."



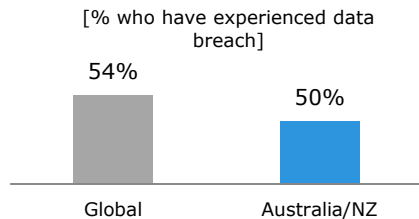
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



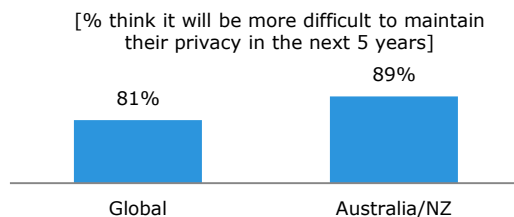
## I have less privacy now than I did a year ago.



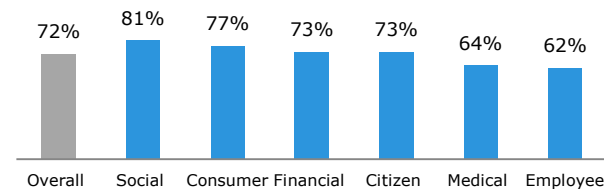
## Data breach experience



## 5-year privacy outlook

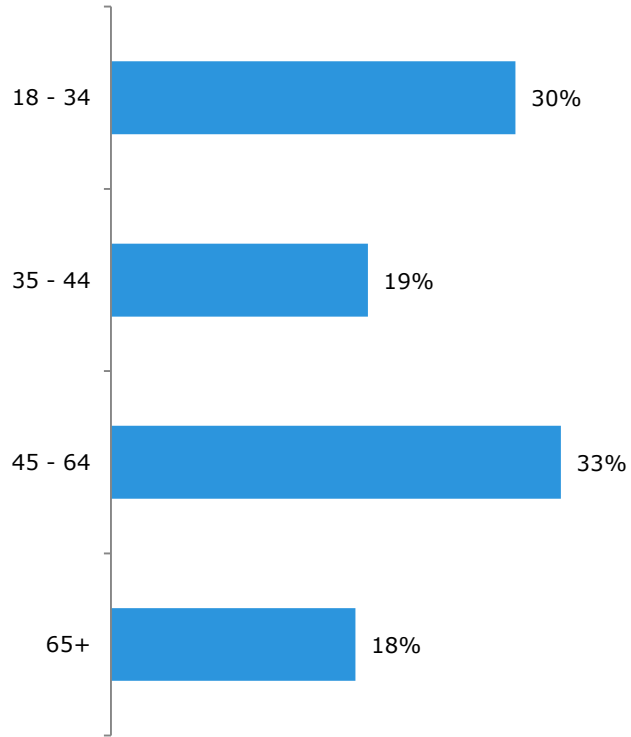


## Level of concern for privacy in the future by persona

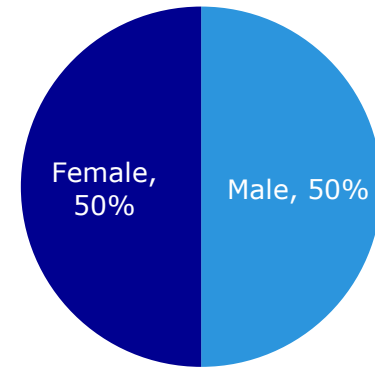


# Demographic Dashboard: Australia/NZ [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

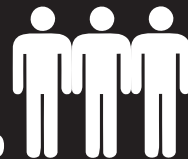
## BRAZIL

#5

is ranked 5th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

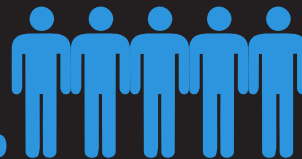
**Willing to trade privacy for convenience:**

YES  
26%

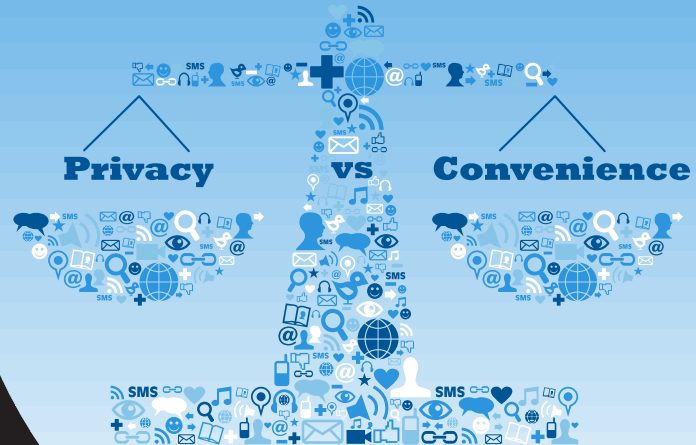


(GLOBAL 27%)

NO  
50%

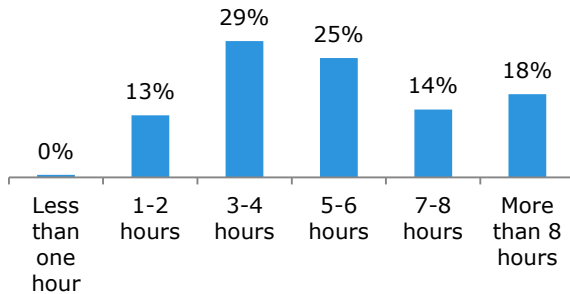


(GLOBAL 51%)



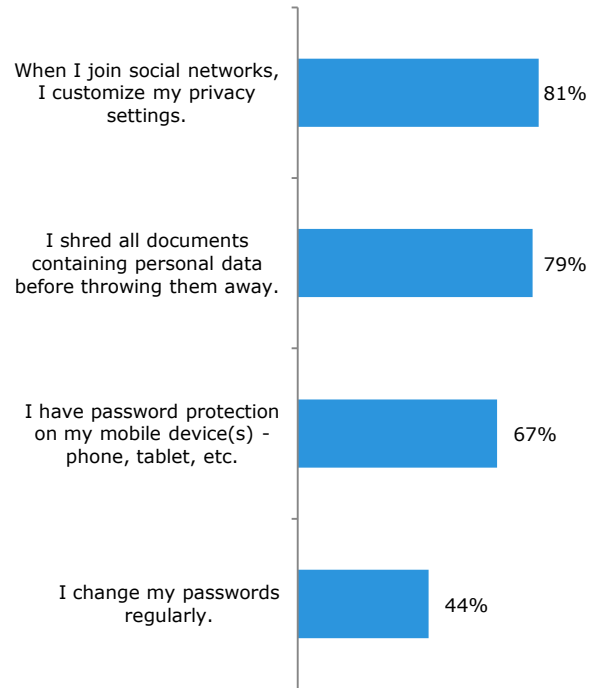
# Behavior Dashboard: Brazil [n=1000]

## Time Spent Online

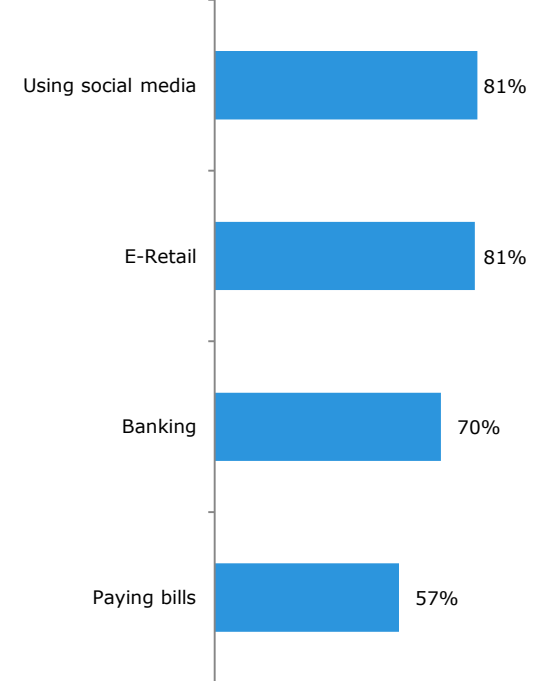


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

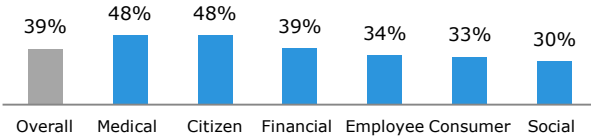


## Likelihood to read privacy statement

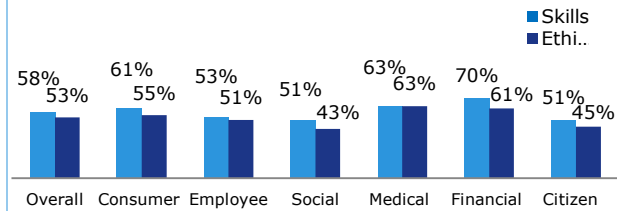
**31% unlikely**

# Privacy Perception Dashboard: Brazil

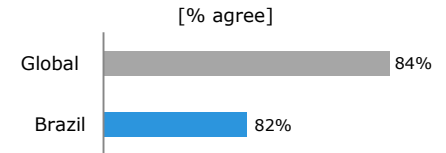
## Willingness to trade by persona



## Skills and ethics by persona



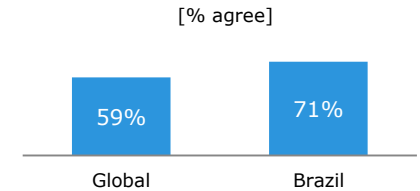
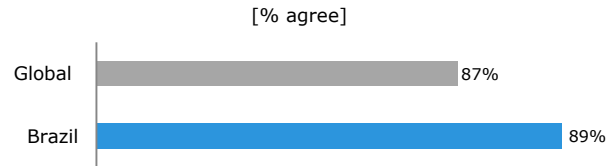
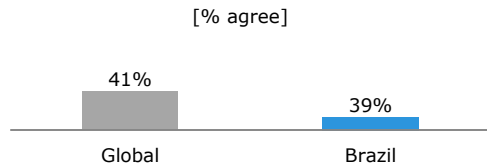
## "I don't like anyone knowing about me or my online habits."



## "I believe my government is working to protect my privacy."

## There should be laws to prohibit buying/selling of my data without my "opt-in" consent

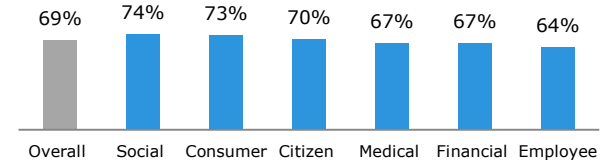
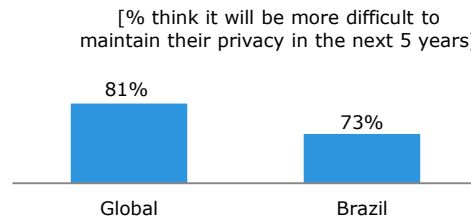
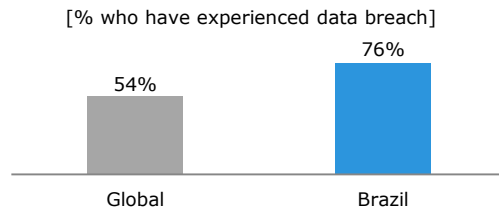
## I have less privacy now than I did a year ago.



## Data breach experience

## 5-year privacy outlook

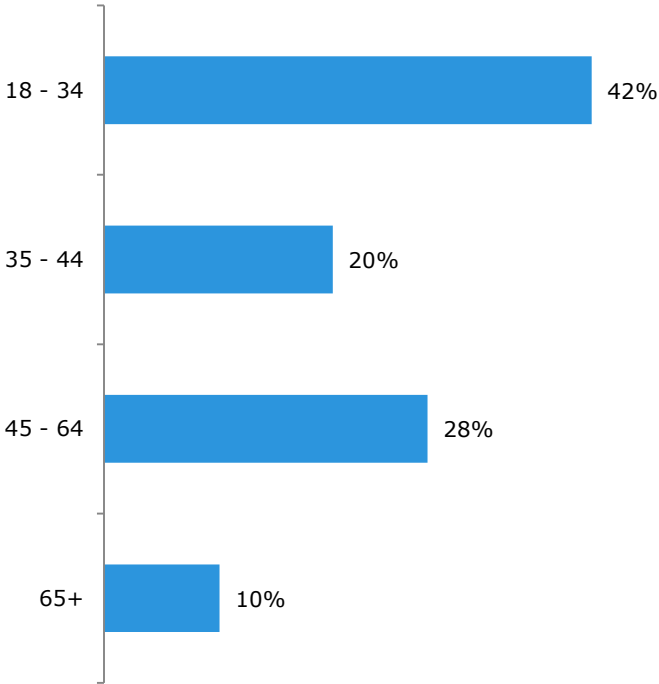
## Level of concern for privacy in the future by persona



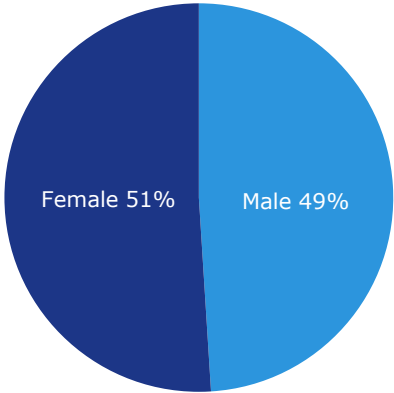


# Demographic Dashboard: Brazil [n=1000]

## Age



## Gender



\*Sample has been weighted to national representation for gender and age

# EMC Privacy Index

## CANADA

#14

is ranked 14th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
**17%**



(GLOBAL 27%)

NO  
**61%**

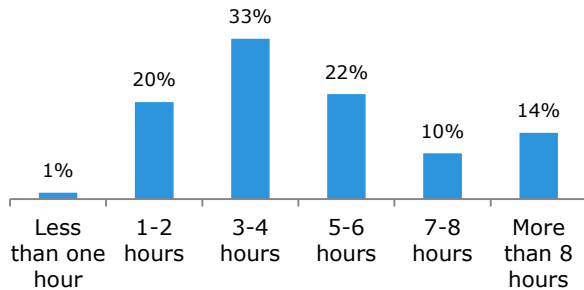


(GLOBAL 51%)



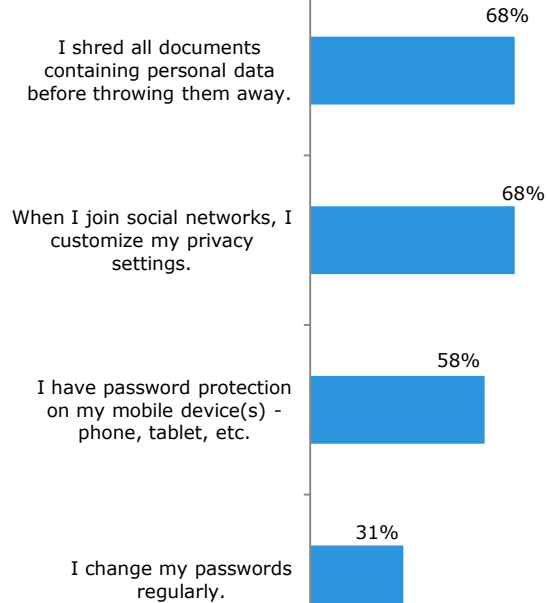
# Behavior Dashboard: Canada [n=1000]

## Time Spent Online

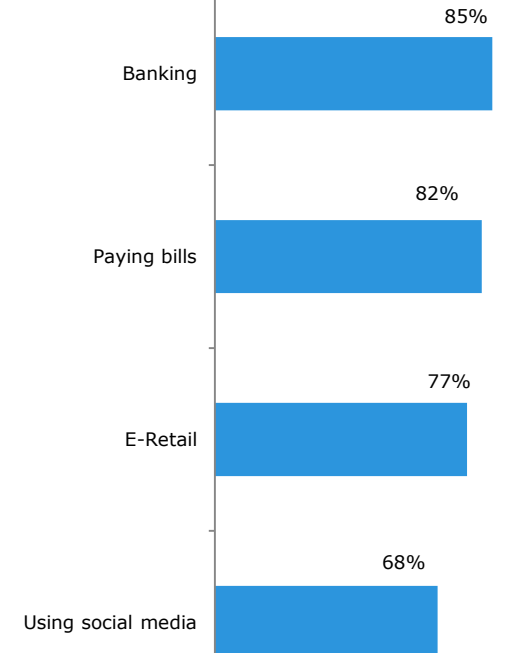


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

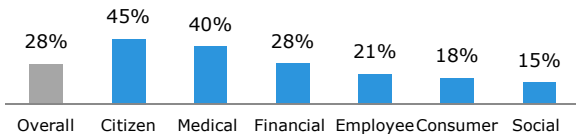


## Likelihood to read privacy statement

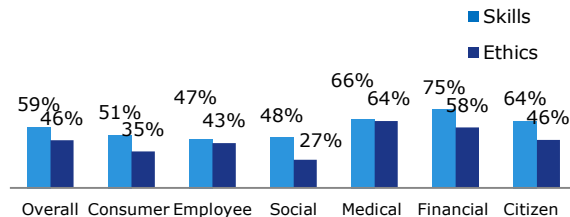
**45%  
unlikely**

# Privacy Perception Dashboard: Canada

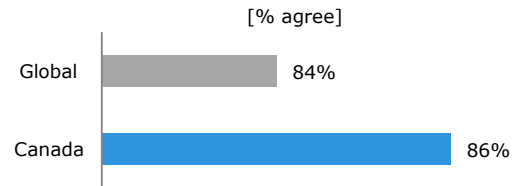
Willingness to trade by persona



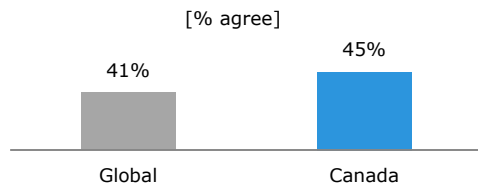
Confidence in skills and ethics by persona



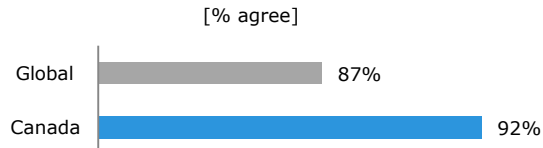
"I don't like anyone knowing about me or my online habits."



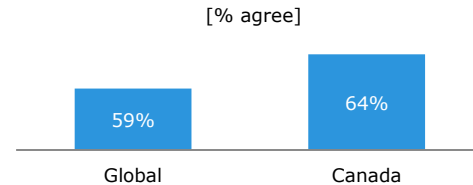
"I believe my government is working to protect my privacy."



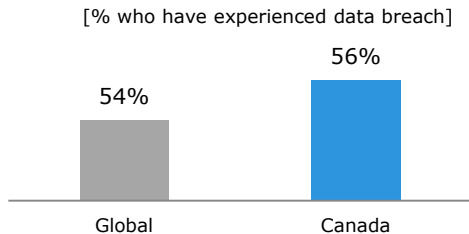
There should be laws to prohibit buying/selling of my data without my "opt-in" consent



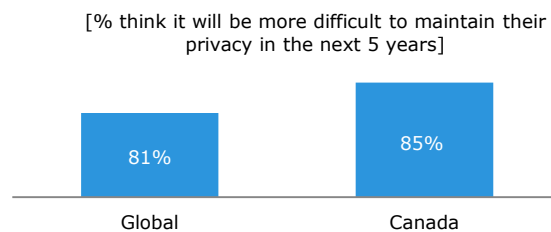
I have less privacy now than I did a year ago.



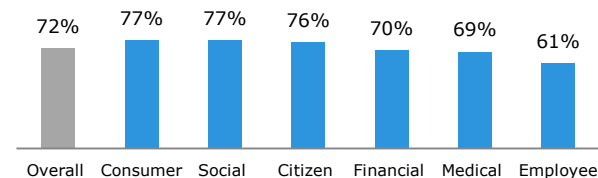
Data breach experience



5-year privacy outlook

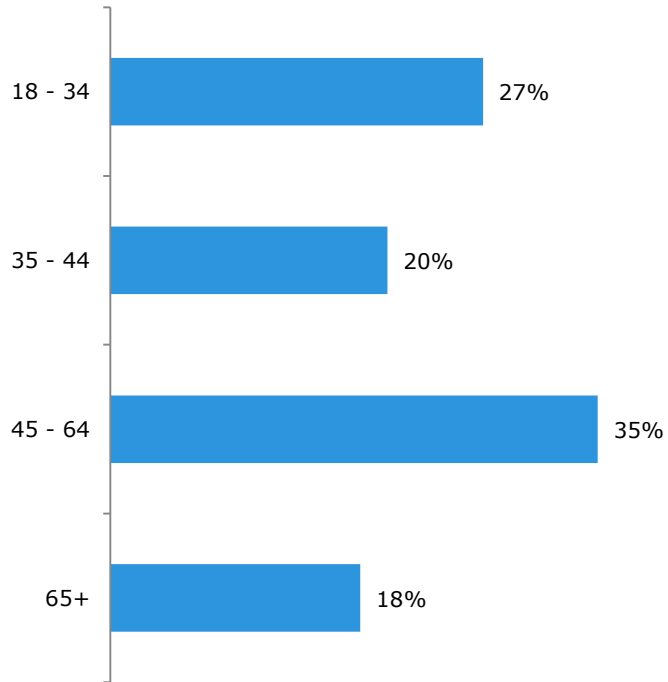


Level of concern for privacy in the future by persona

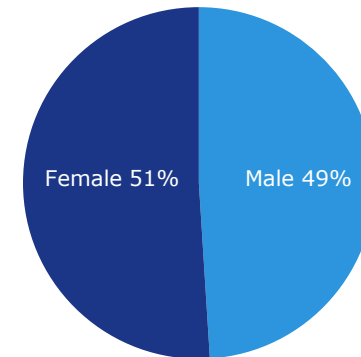


# Demographic Dashboard: Canada [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## CHINA / HK

#3

is ranked 3rd out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**

YES  
29%



(GLOBAL 27%)

NO  
45%

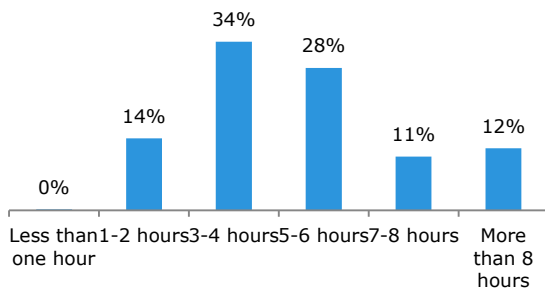


(GLOBAL 51%)



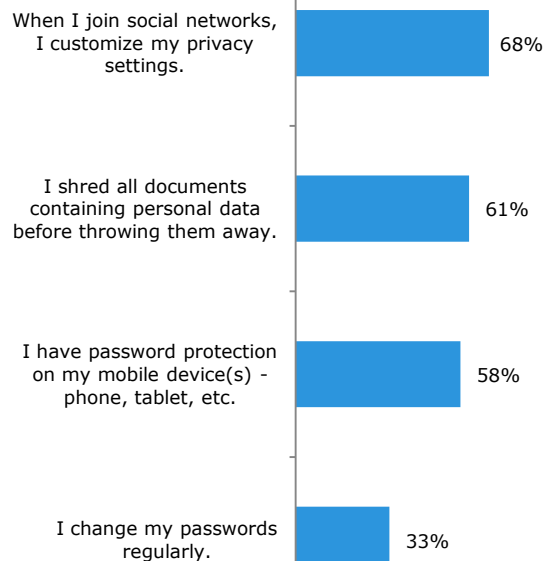
# Behavior Dashboard: China/HK [n=1000]

## Time Spent Online

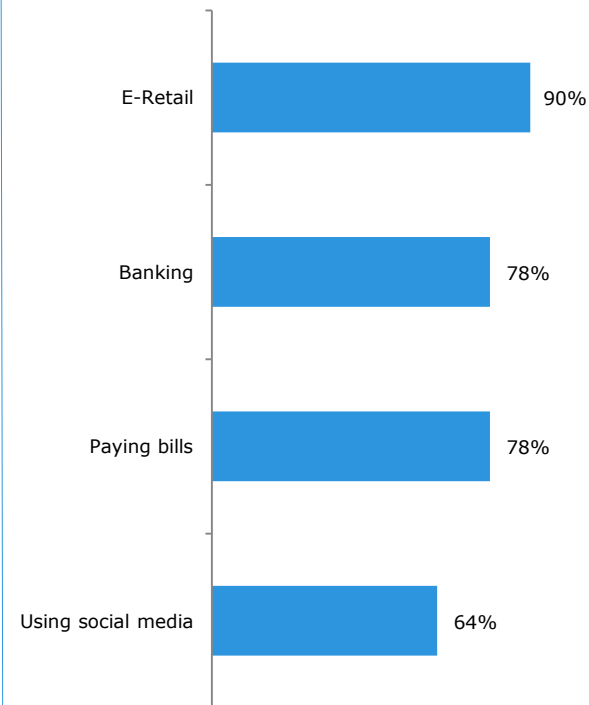


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

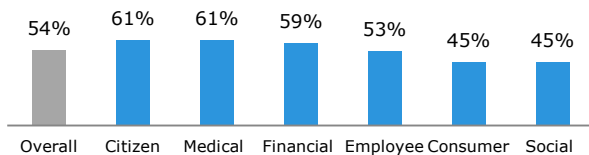


## Likelihood to read privacy statement

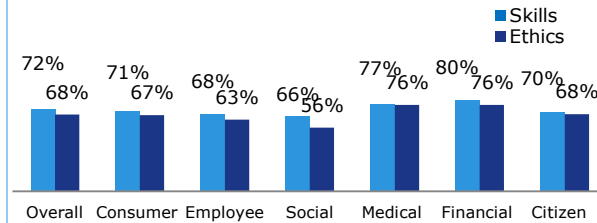
**15%  
unlikely**

# Privacy Perception Dashboard: China/HK

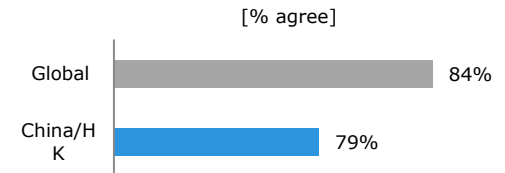
## Willingness to trade by persona



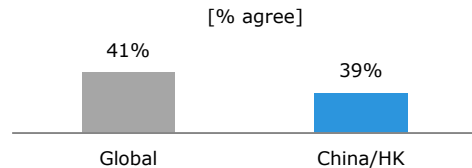
## Confidence in skills and ethics by persona



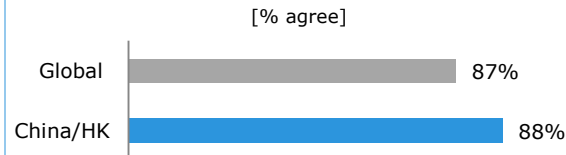
## "I don't like anyone knowing about me or my online habits."



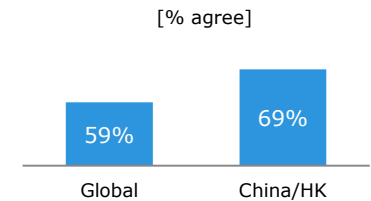
## "I believe my government is working to protect my privacy."



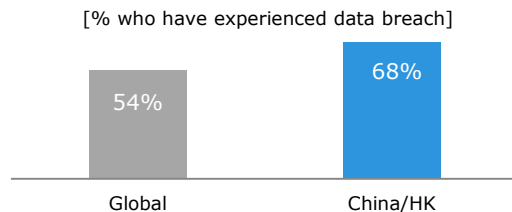
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



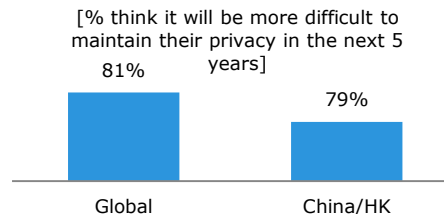
## I have less privacy now than I did a year ago.



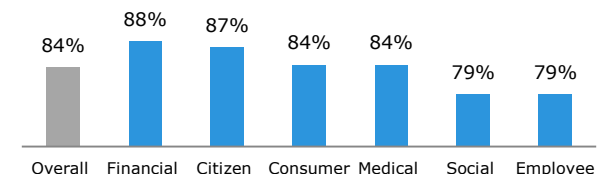
## Data breach experience



## 5-year privacy outlook



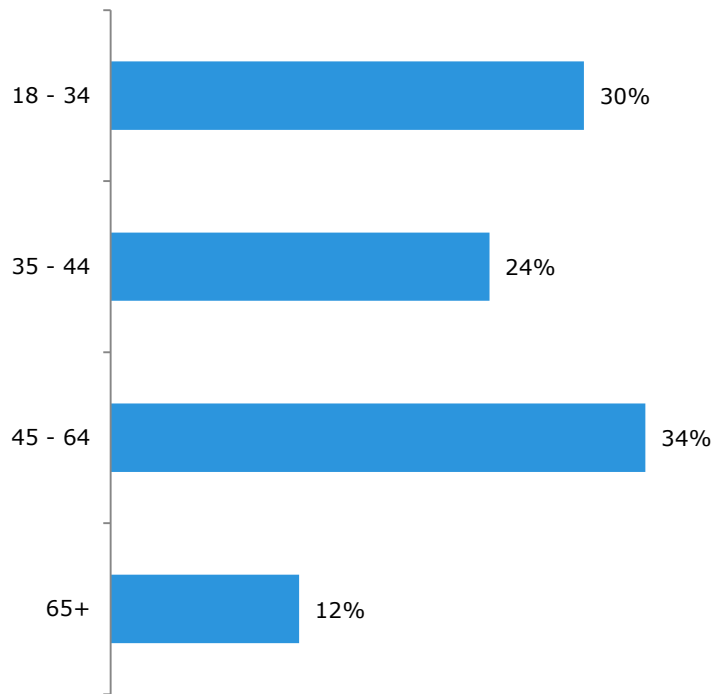
## Level of concern for privacy in the future by persona



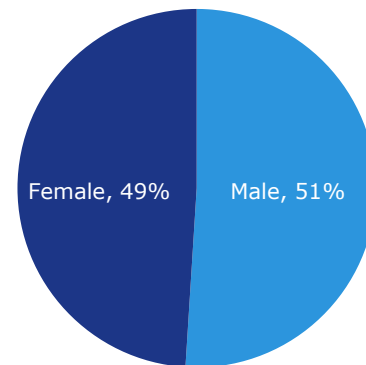


# Demographic Dashboard: China/HK [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## FRANCE

#8

is ranked 8th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
15%

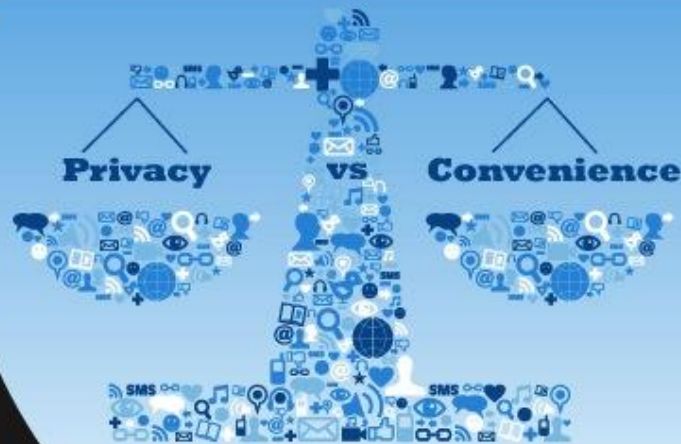


(GLOBAL 27%)

NO  
63%

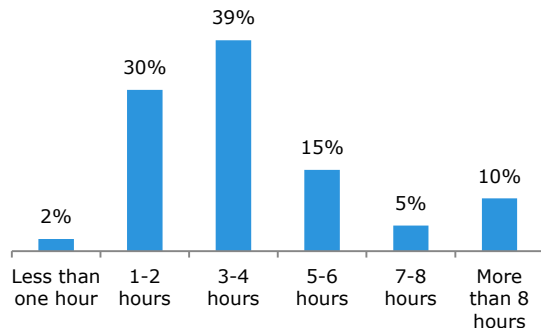


(GLOBAL 51%)



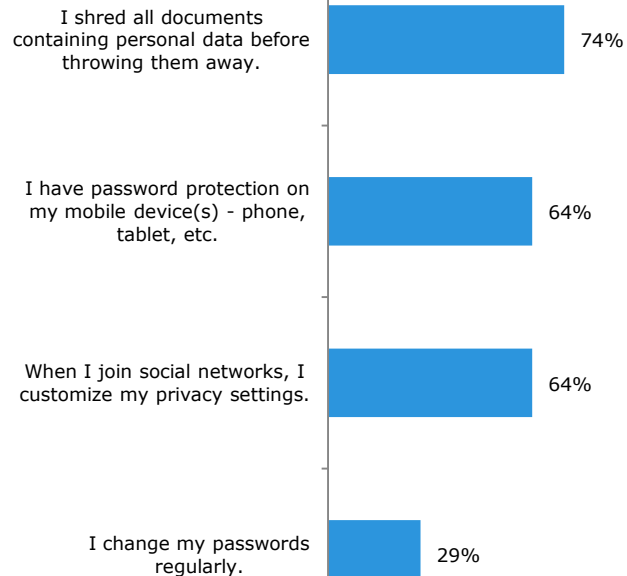
# Behavior Dashboard: France [n=1000]

## Time Spent Online

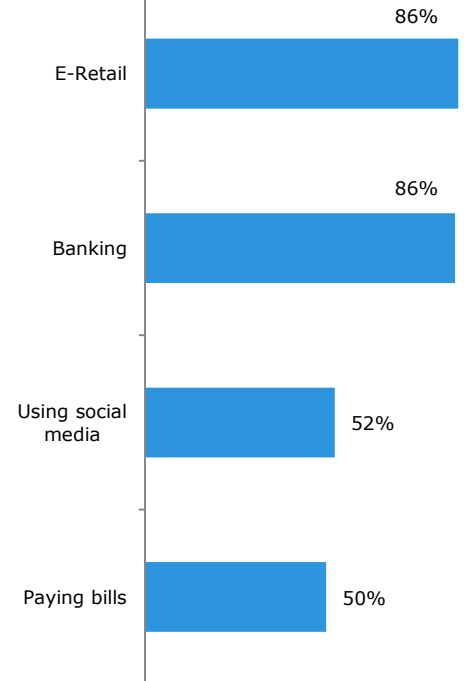


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

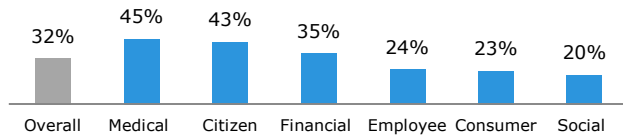


## Likelihood to read privacy statement

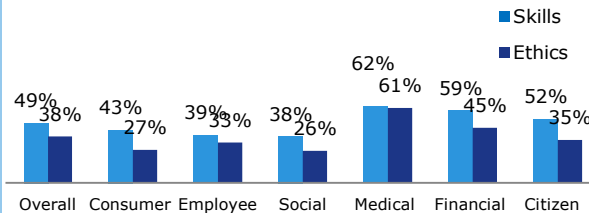
**46%  
unlikely**

# Privacy Perception Dashboard: France

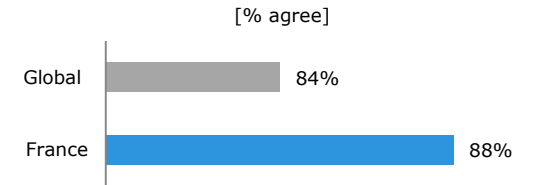
Willingness to trade by persona



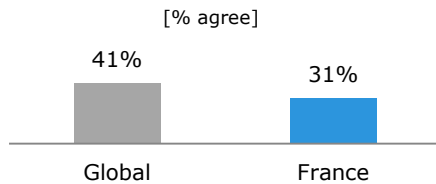
Confidence in skills and ethics by persona



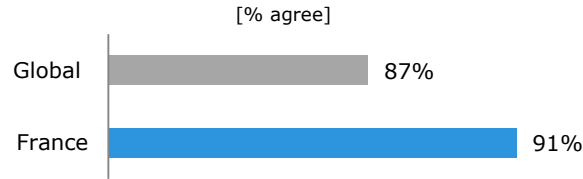
"I don't like anyone knowing about me or my online habits."



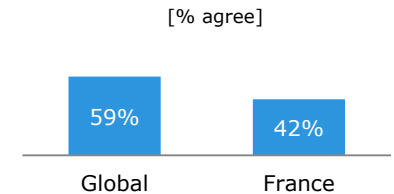
"I believe my government is working to protect my privacy."



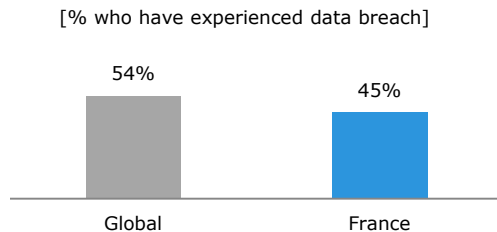
There should be laws to prohibit buying/selling of my data without my "opt-in" consent



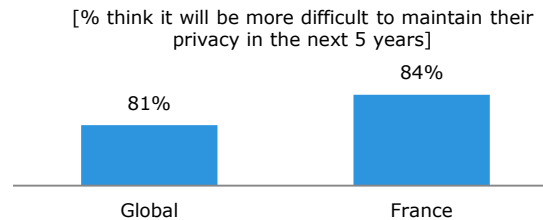
I have less privacy now than I did a year ago.



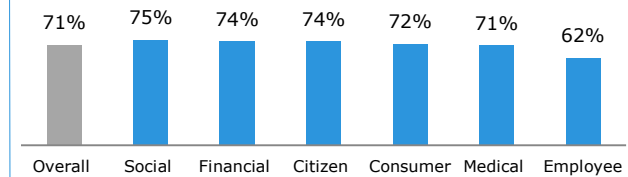
Data breach experience



5-year privacy outlook

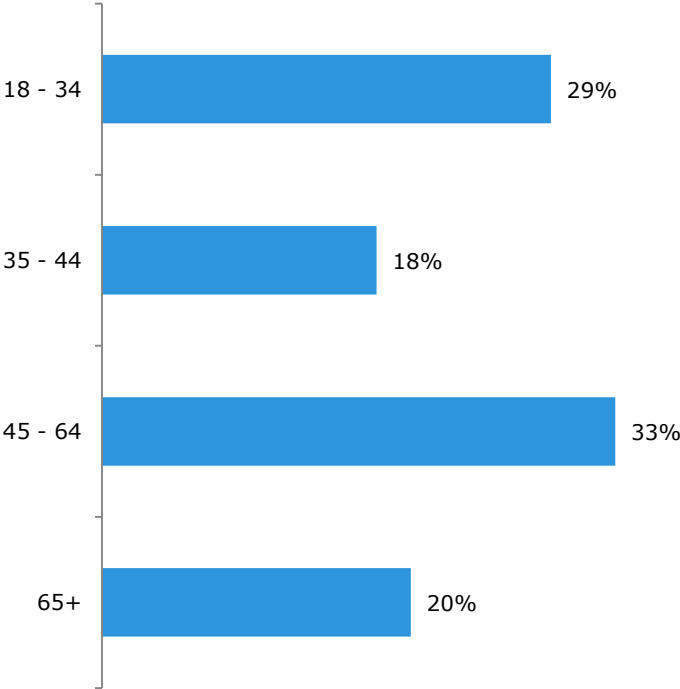


Level of concern for privacy in the future by persona

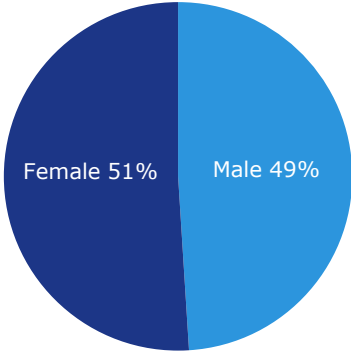


# Demographic Dashboard: France [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## GERMANY

#15

is ranked 15th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
12%

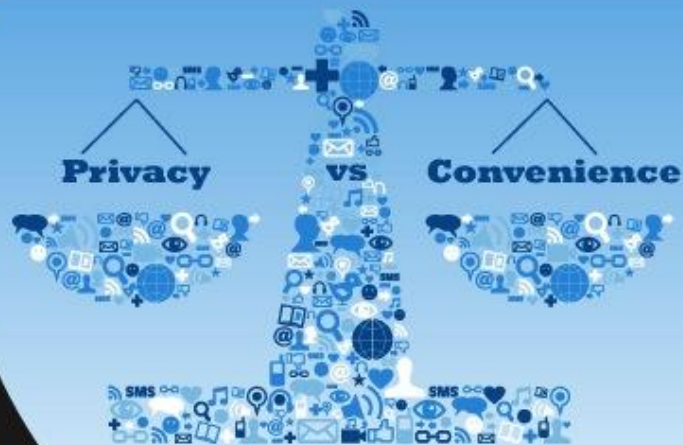


(GLOBAL 27%)

NO  
71%

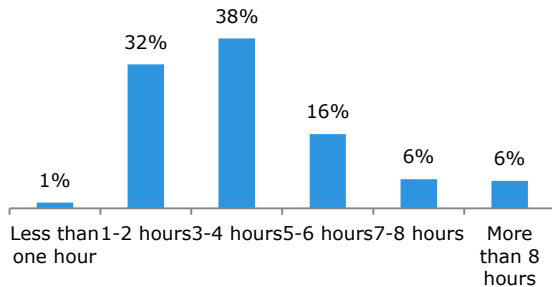


(GLOBAL 51%)



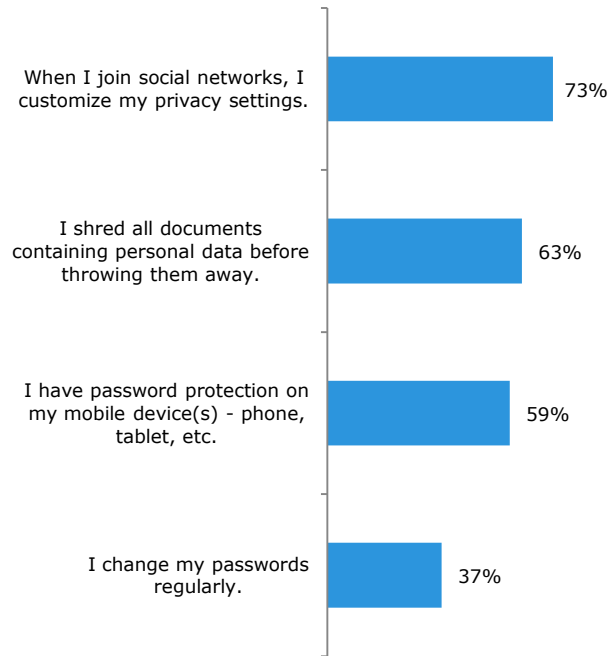
# Behavior Dashboard: Germany [n=1000]

## Time Spent Online

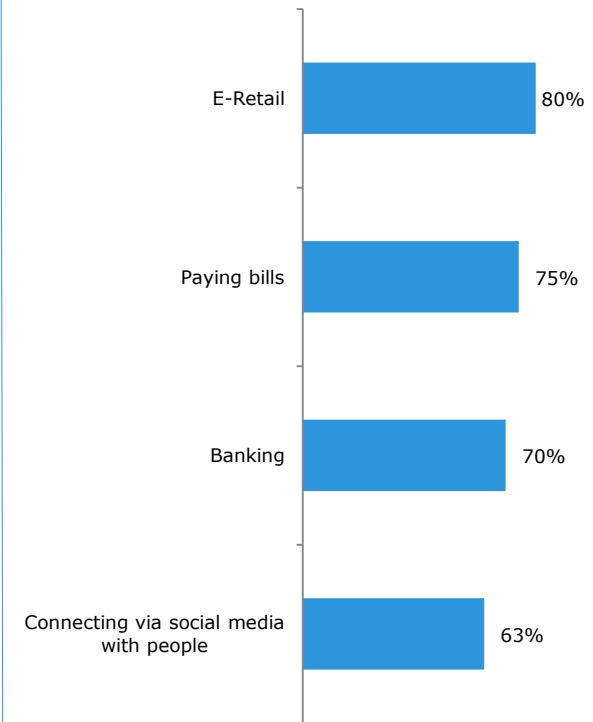


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

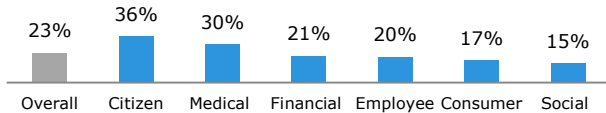


## Likelihood to read privacy statement

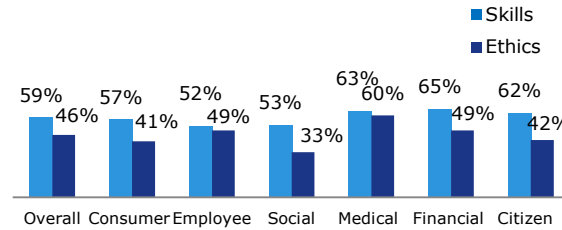
**21%  
unlikely**

# Privacy Perception Dashboard: Germany

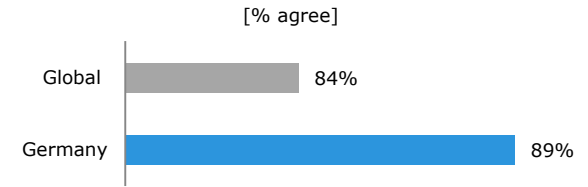
## Willingness to trade by persona



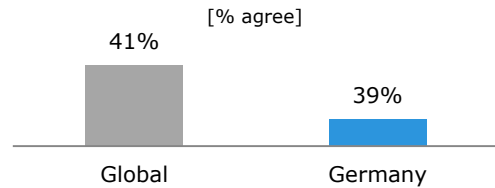
## Confidence in skills and ethics by persona



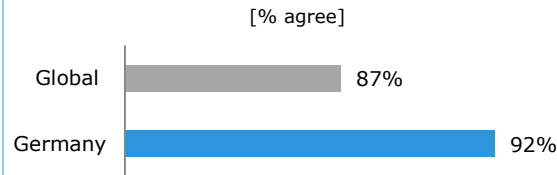
## "I don't like anyone knowing about me or my online habits."



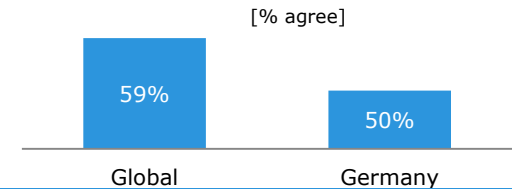
## "I believe my government is working to protect my privacy."



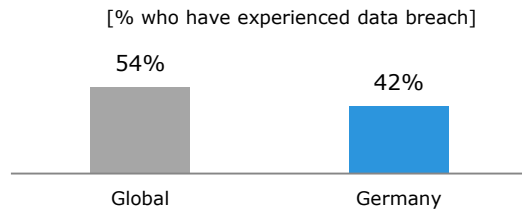
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



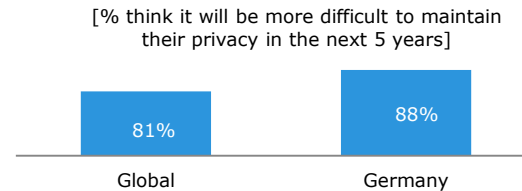
## I have less privacy now than I did a year ago.



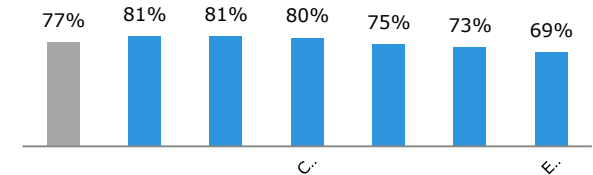
## Data breach experience



## 5-year privacy outlook



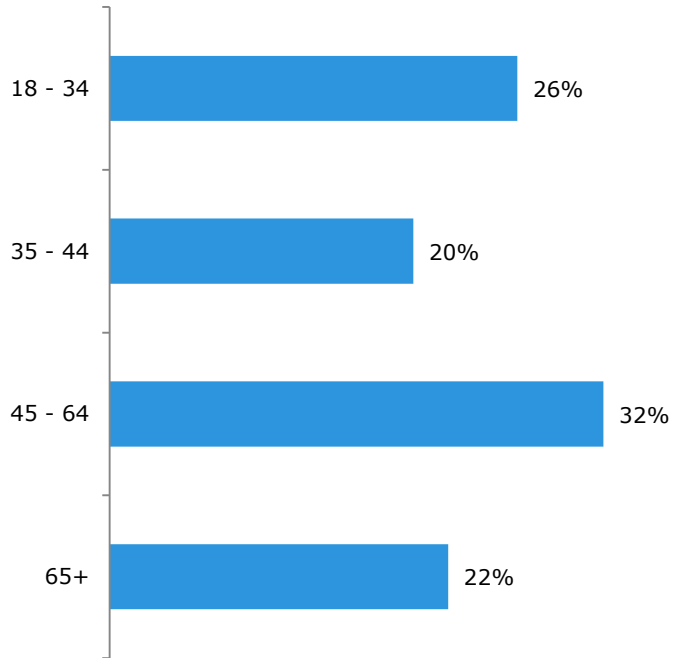
## Level of concern for privacy in the future by persona



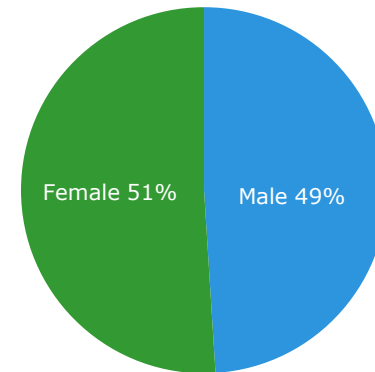


# Demographic Dashboard: Germany [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## INDIA

### #1

is ranked 1st out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**

YES  
48%

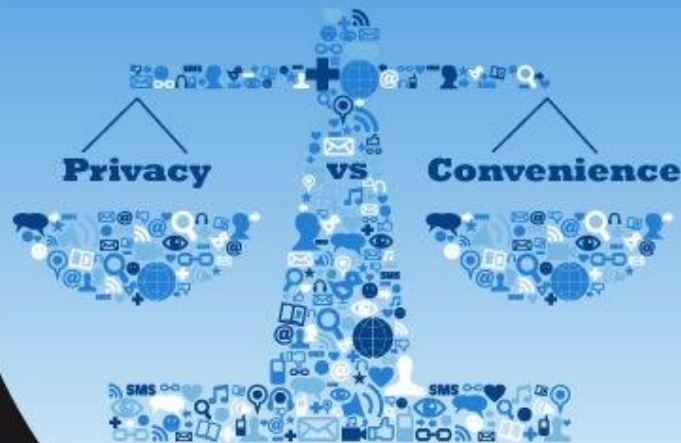


(GLOBAL 27%)

NO  
40%

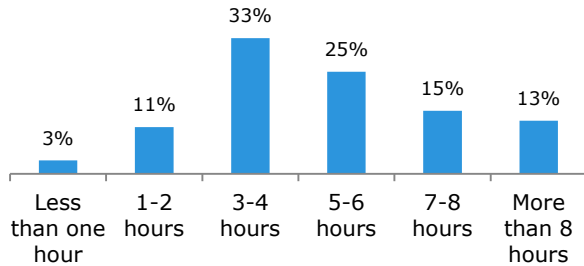


(GLOBAL 51%)



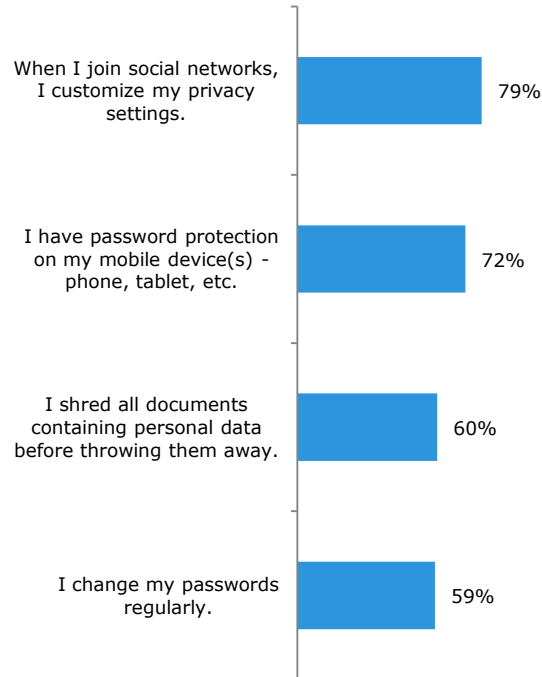
# Behavior Dashboard: India [n=1000]

## Time Spent Online

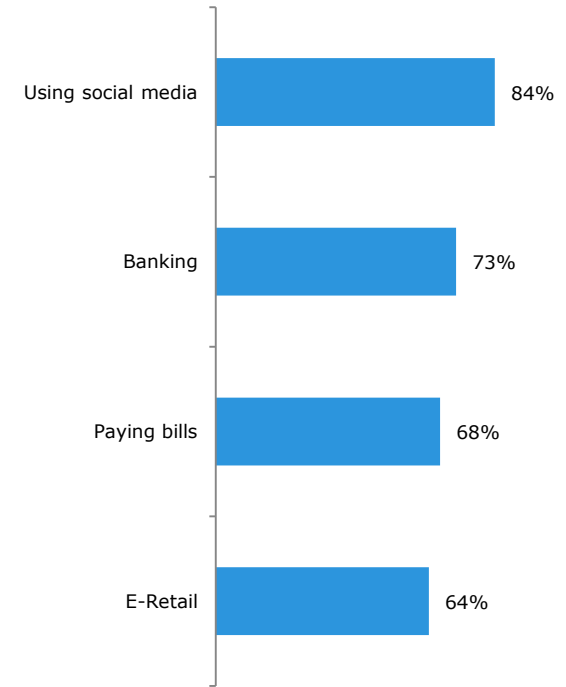


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

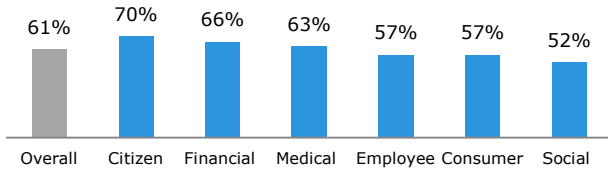


## Likelihood to read privacy statement

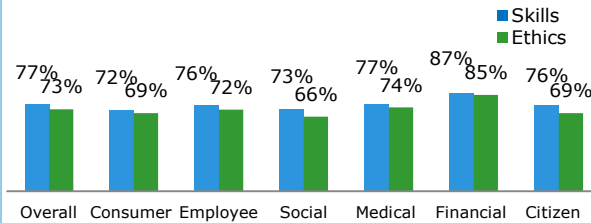
**21%  
unlikely**

# Privacy Perception Dashboard: India

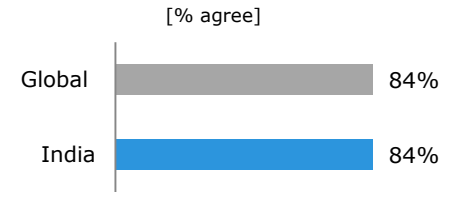
## Willingness to trade by persona



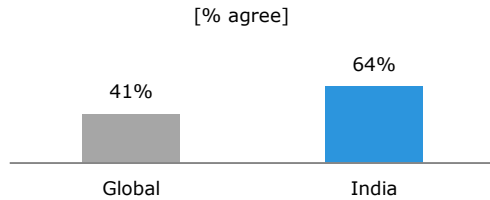
## Confidence in skills and ethics by persona



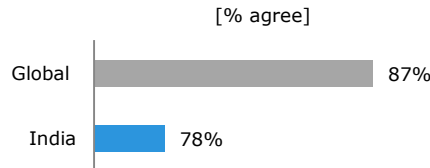
## "I don't like anyone knowing about me or my online habits."



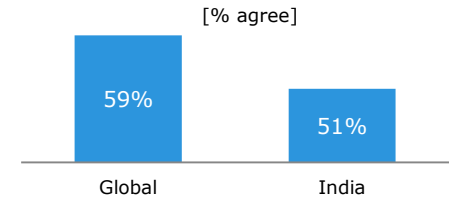
## "I believe my government is working to protect my privacy."



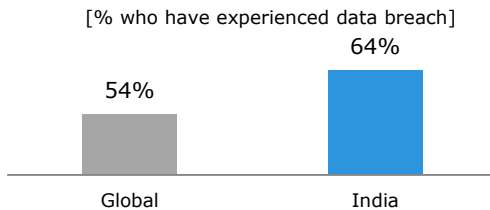
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



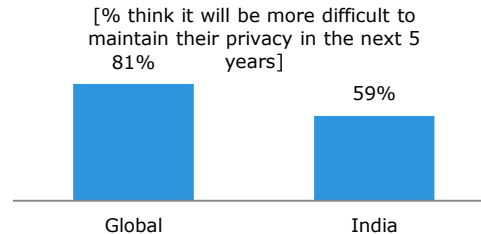
## I have less privacy now than I did a year ago.



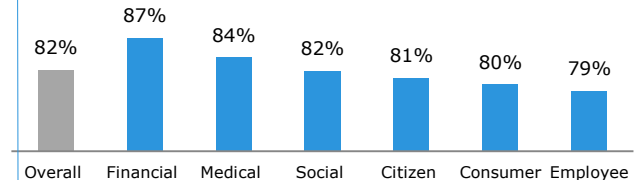
## Data breach experience



## 5-year privacy outlook

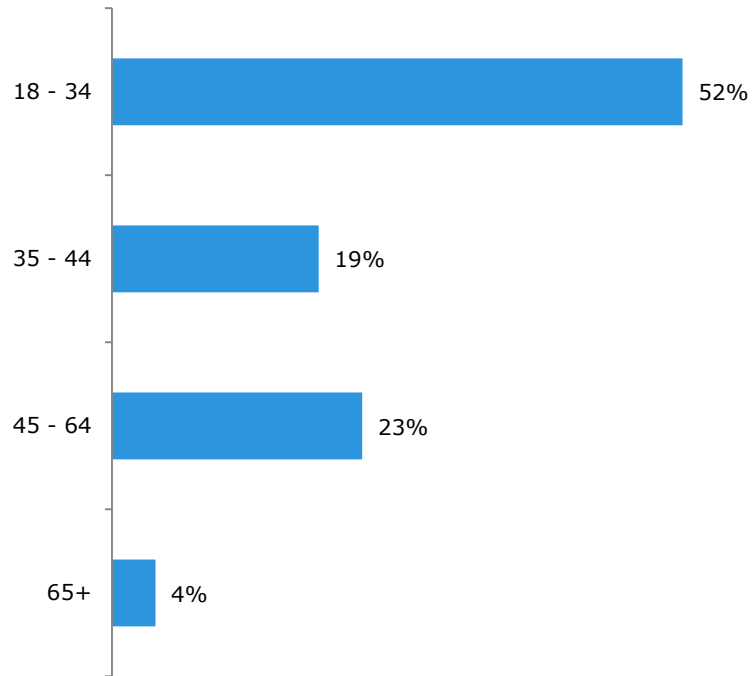


## Level of concern for privacy in the future by persona

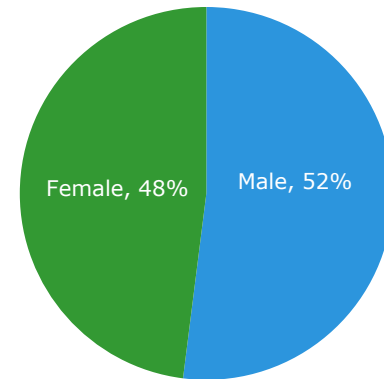


# Demographic Dashboard: India [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## ITALY

### #6

is ranked 6th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
**29%**

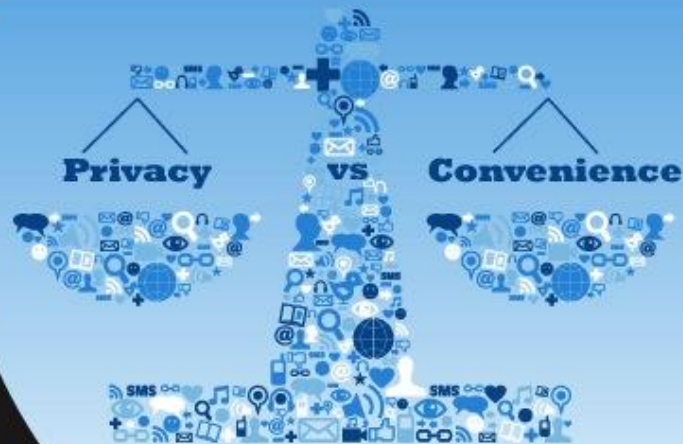


(GLOBAL 27%)

NO  
**45%**

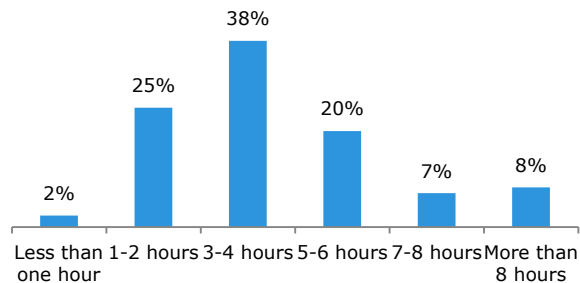


(GLOBAL 51%)



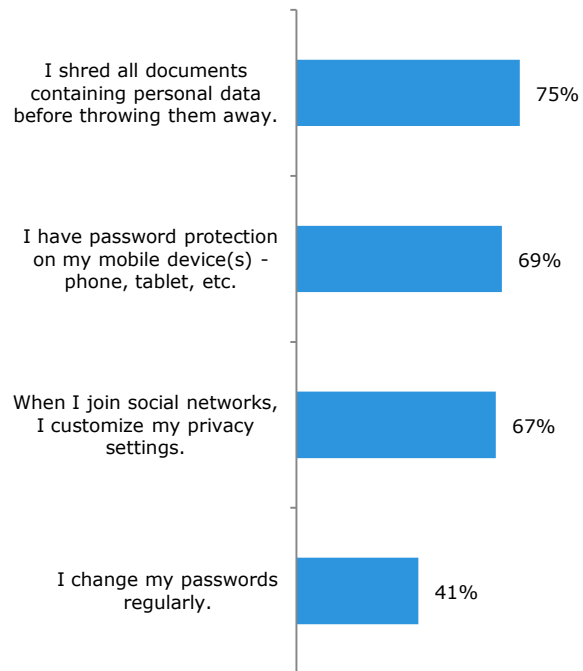
# Behavior Dashboard: Italy [n=1000]

## Time Spent Online

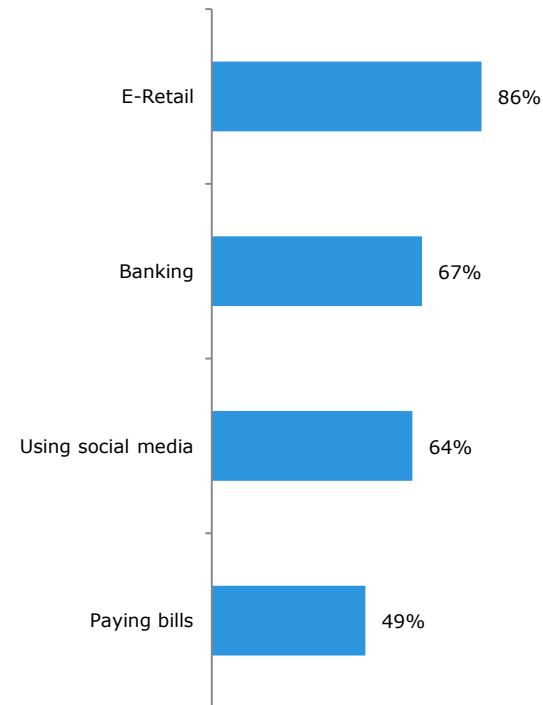


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

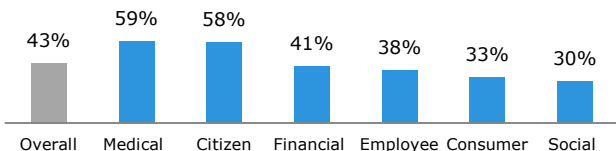


## Likelihood to read privacy statement

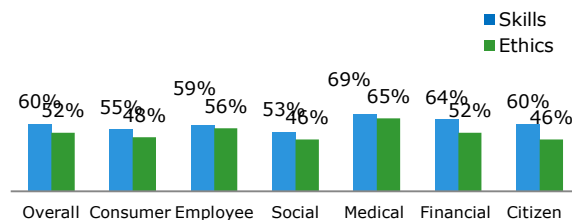
**37%**  
unlikely

# Privacy Perception Dashboard: Italy

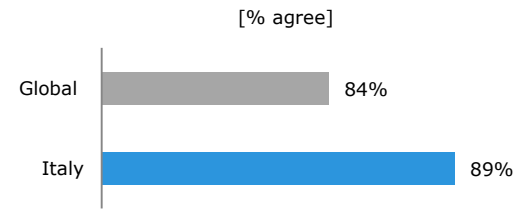
## Willingness to trade by persona



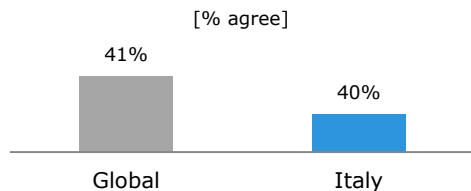
## Confidence in skills and ethics by persona



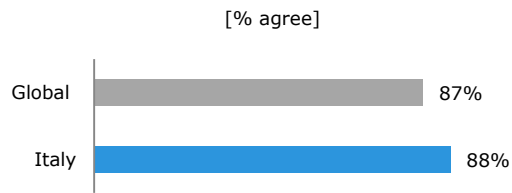
## "I don't like anyone knowing about me or my online habits."



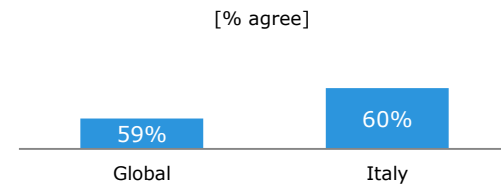
## "I believe my government is working to protect my privacy."



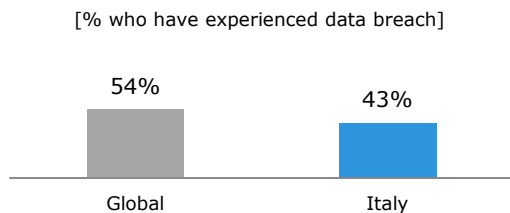
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



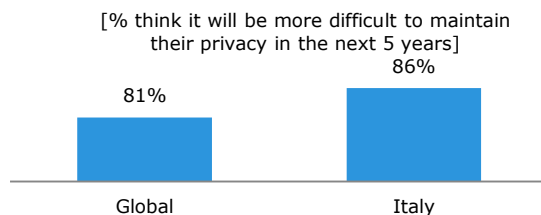
## I have less privacy now than I did a year ago.



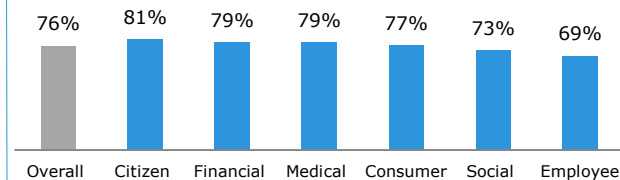
## Data breach experience



## 5-year privacy outlook



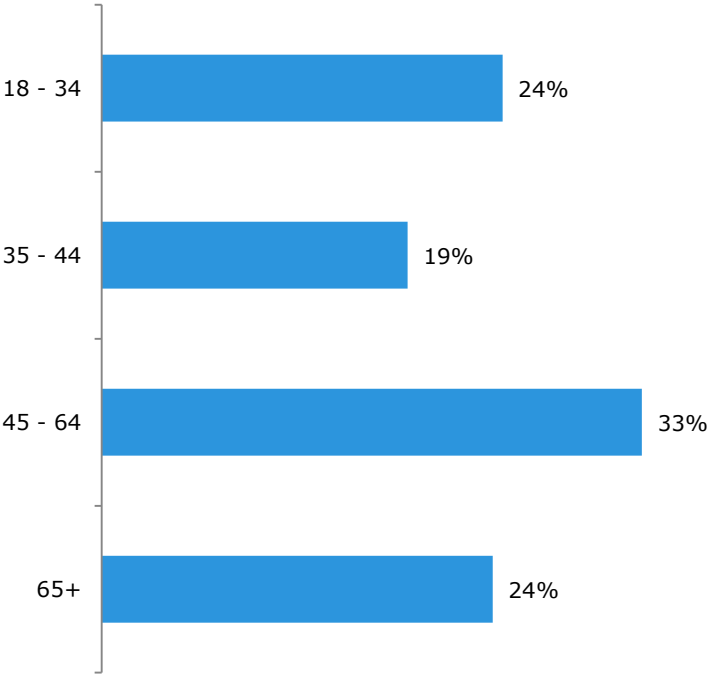
## Level of concern for privacy in the future by persona



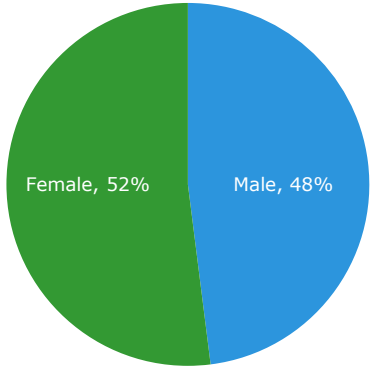


# Demographic Dashboard: Italy [n=1000]

## Age



## Gender



\*Sample has been weighted to national representation for gender and age



# EMC Privacy Index

## JAPAN

#9

is ranked 9th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**

YES  
**33%**

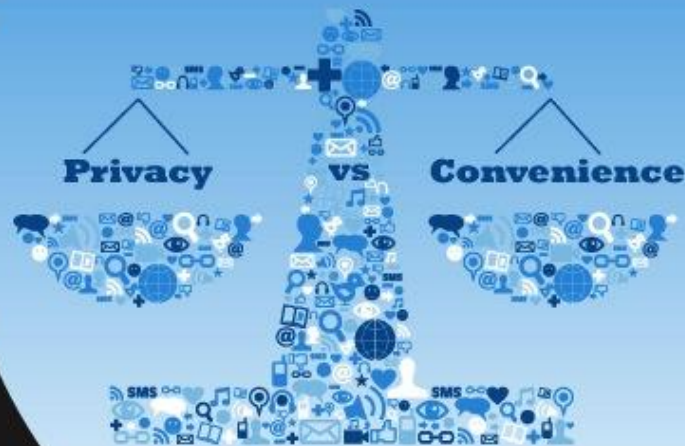


(GLOBAL 27%)

NO  
**35%**

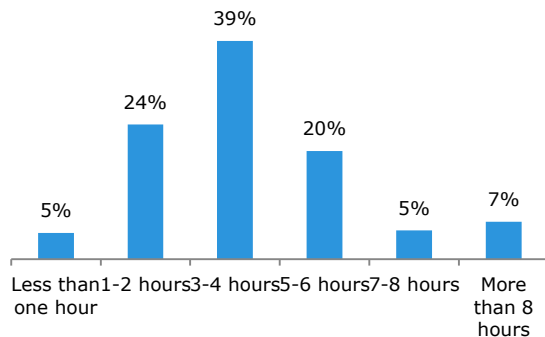


(GLOBAL 51%)



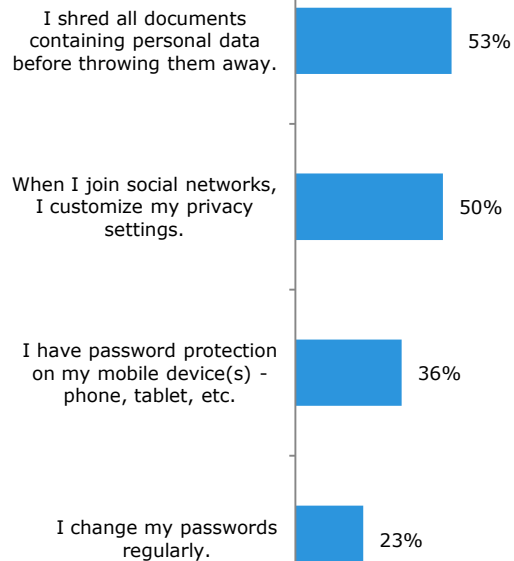
# Behavior Dashboard: Japan [n=1000]

## Time Spent Online

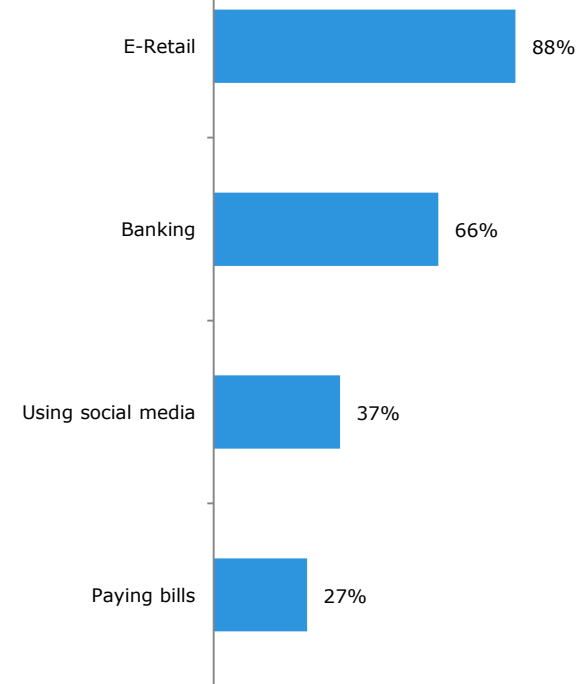


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

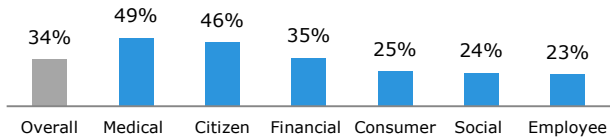


## Likelihood to read privacy statement

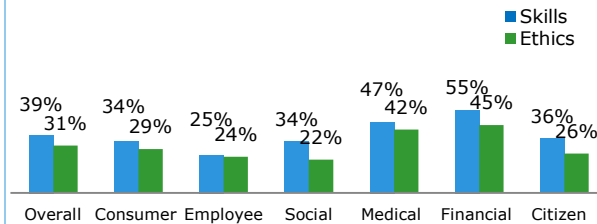
**21% unlikely**

# Privacy Perception Dashboard: Japan

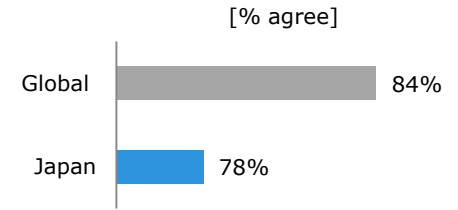
## Willingness to trade by persona



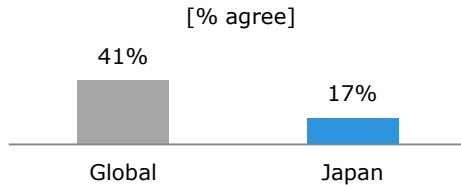
## Confidence in skills and ethics by persona



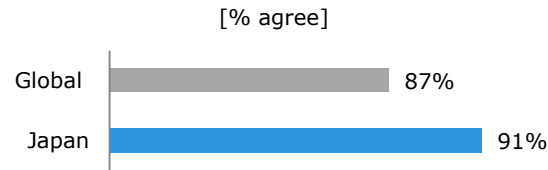
## "I don't like anyone knowing about me or my online habits."



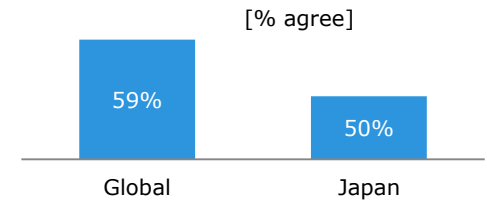
## "I believe my government is working to protect my privacy."



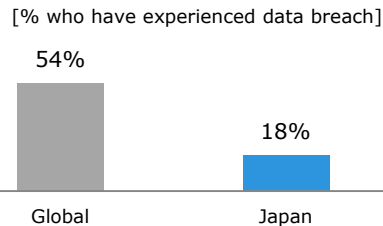
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



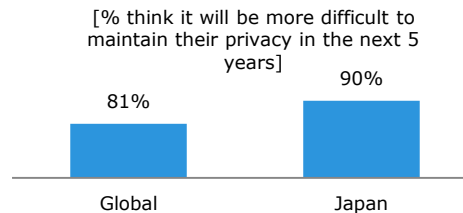
## I have less privacy now than I did a year ago.



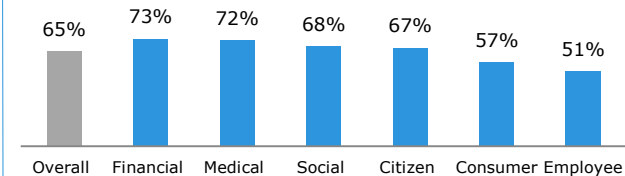
## Data breach experience



## 5-year privacy outlook

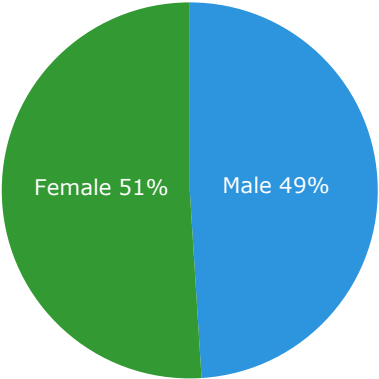
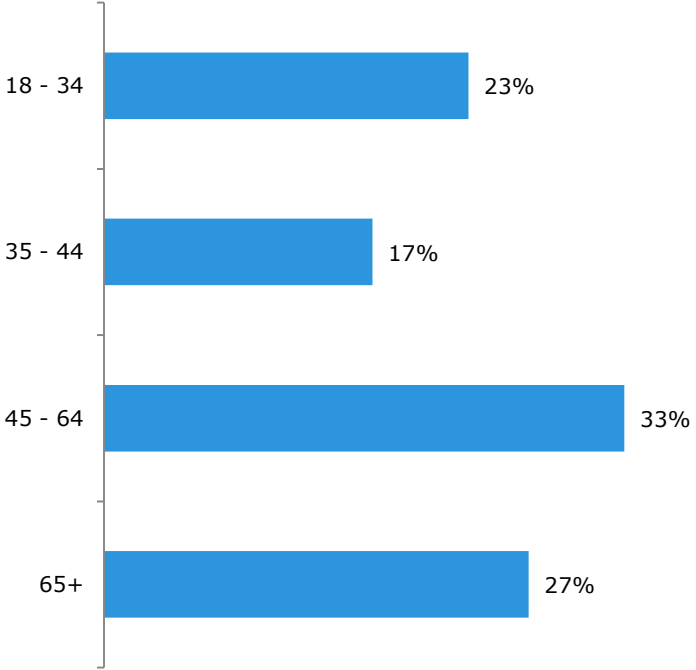


## Level of concern for privacy in the future by persona



# Demographic Dashboard: Japan [n=1000]

## Age Gender



\*Sample has been weighted to national representation for gender and age

# EMC Privacy Index

## MEXICO

#4

is ranked 4th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
43%

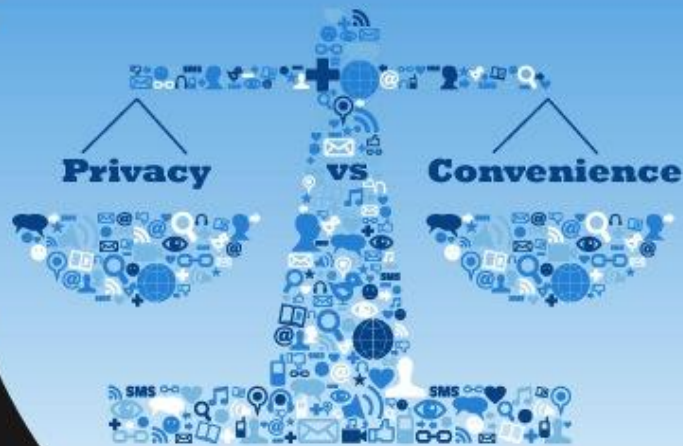


(GLOBAL 27%)

NO  
39%

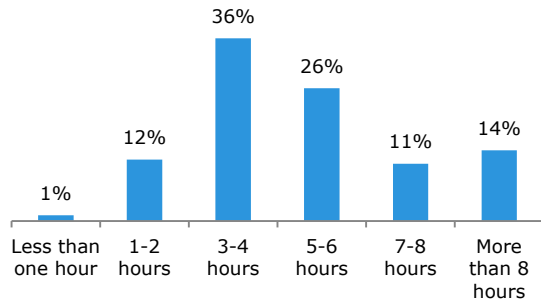


(GLOBAL 51%)



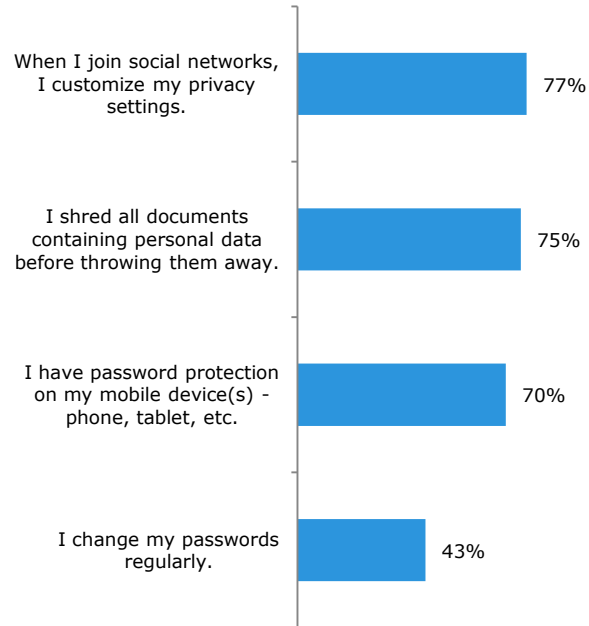
# Behavior Dashboard: Mexico [n=1000]

## Time Spent Online

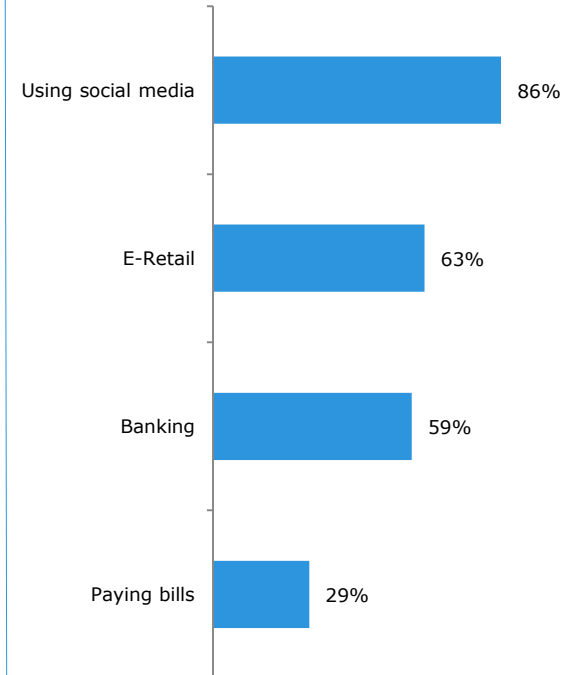


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

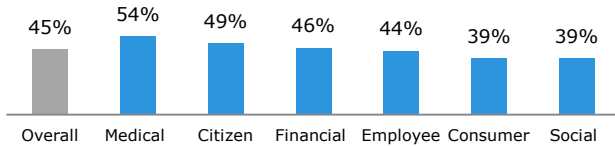


## Likelihood to read privacy statement

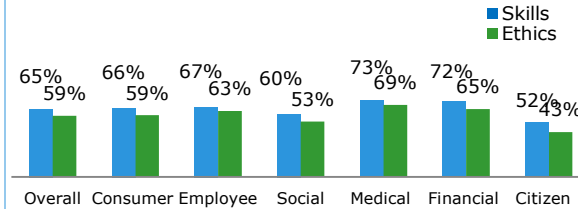
**20%  
unlikely**

# Privacy Perception Dashboard: Mexico

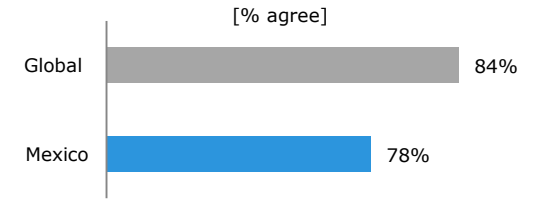
## Willingness to trade by persona



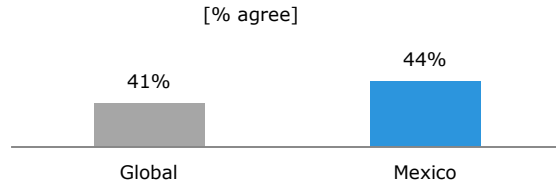
## Confidence in skills and ethics by persona



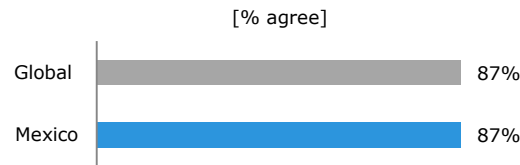
## "I don't like anyone knowing about me or my online habits."



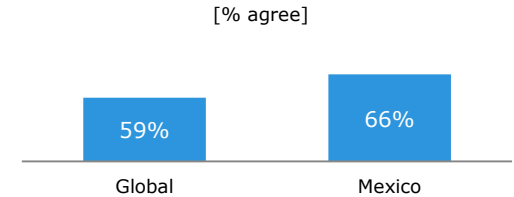
## "I believe my government is working to protect my privacy."



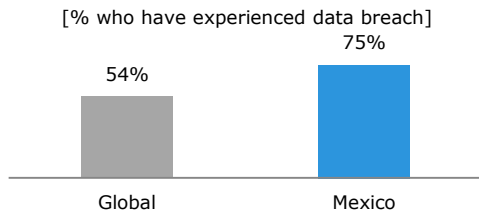
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



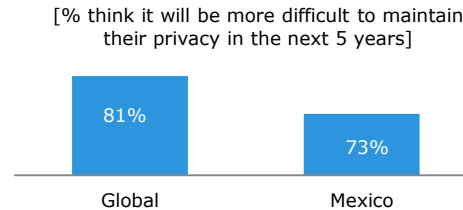
## I have less privacy now than I did a year ago.



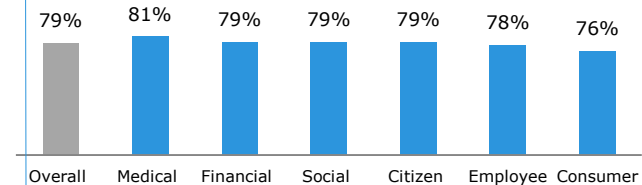
## Data breach experience



## 5-year privacy outlook



## Level of concern for privacy in the future by persona

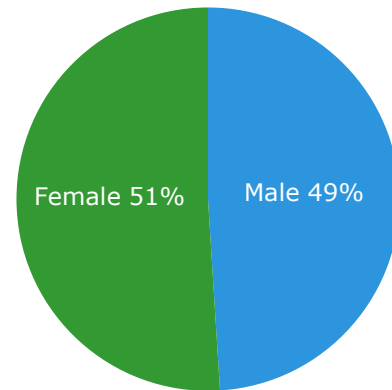
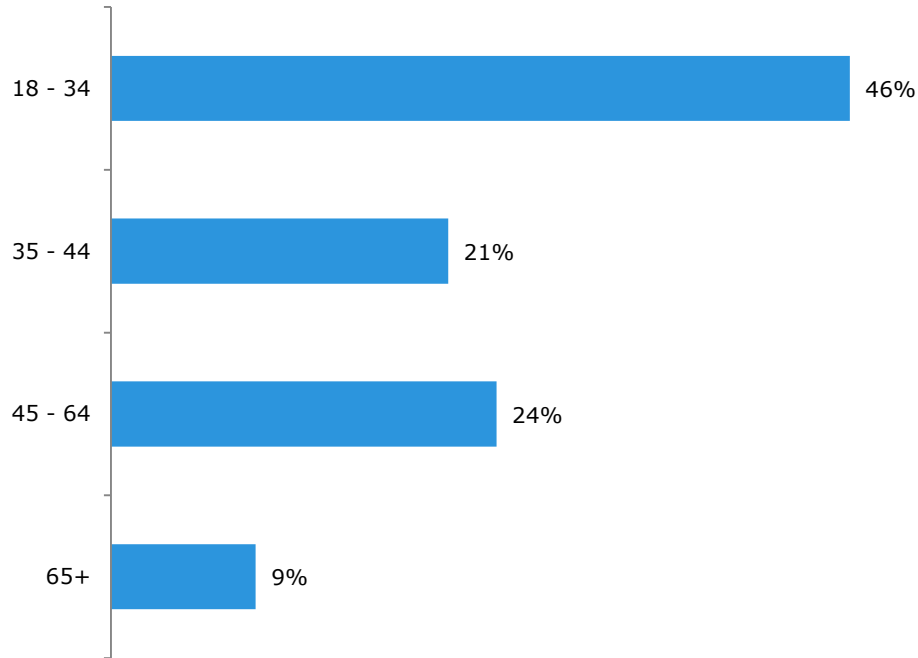




# Demographic Dashboard: Mexico [n=1000]

Age

Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## MIDDLE EAST

(UAE, Saudi Arabia and Qatar)

is ranked 2nd out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

#2

**Willing to trade privacy for convenience:**

YES  
32%

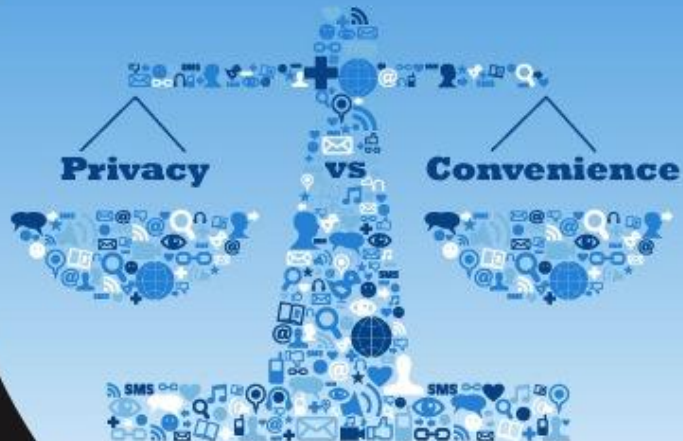


(GLOBAL 27%)

NO  
49%

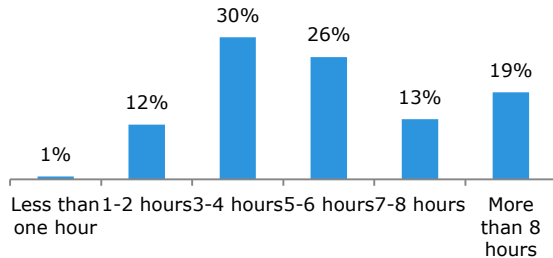


(GLOBAL 51%)



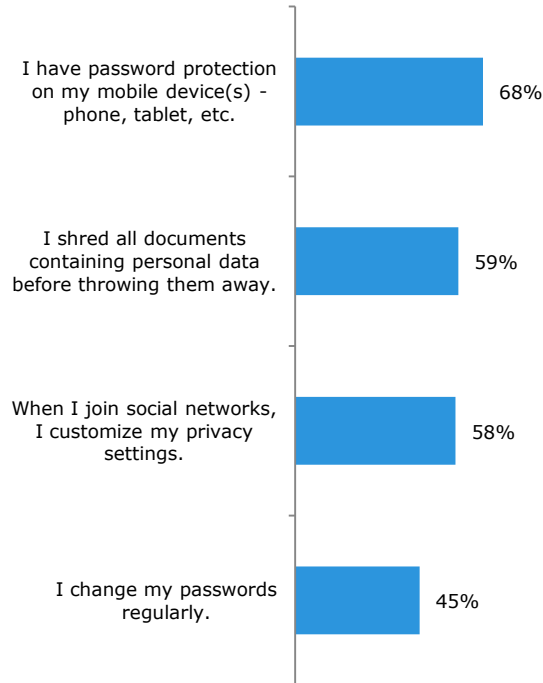
# Behavior Dashboard: Middle East [n=1000]

## Time Spent Online

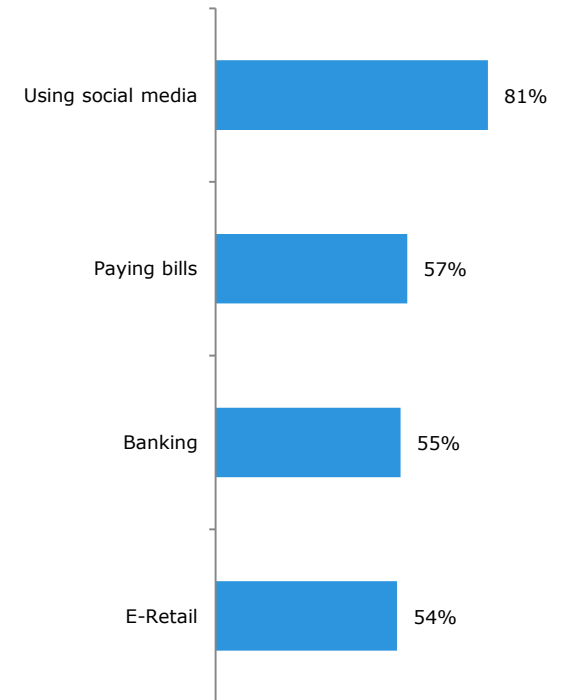


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

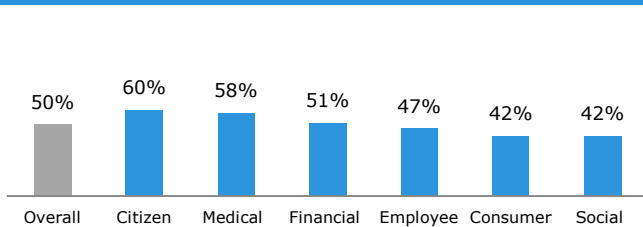


## Likelihood to read privacy statement

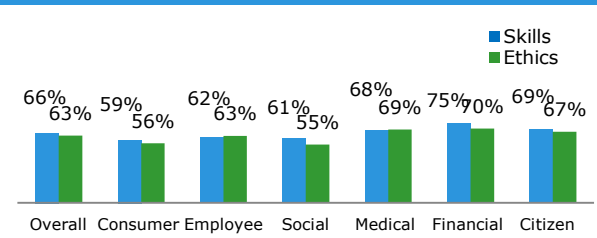
**35%  
unlikely**

# Privacy Perception Dashboard: Middle East

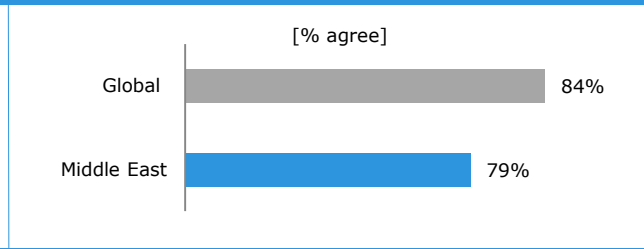
Willingness to trade by persona



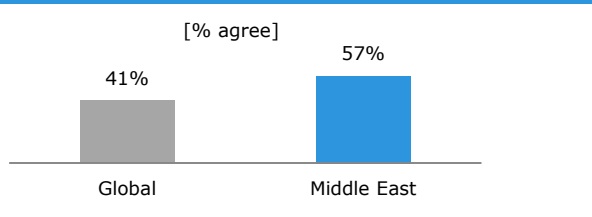
Confidence in skills and ethics by persona



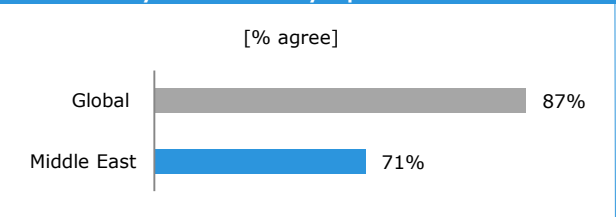
"I don't like anyone knowing about me or my online habits."



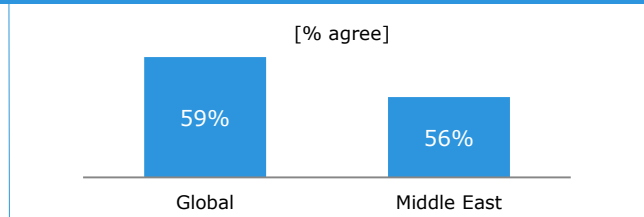
"I believe my government is working to protect my privacy."



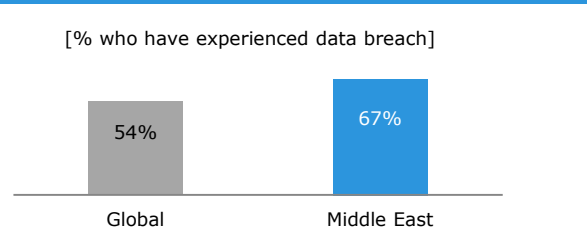
There should be laws to prohibit buying/selling of my data without my "opt-in" consent



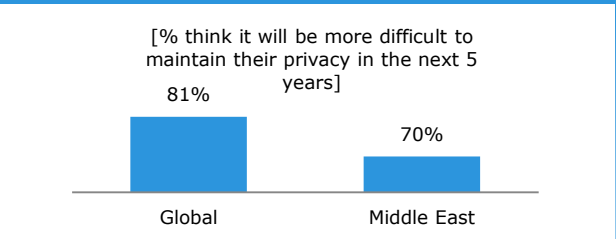
I have less privacy now than I did a year ago.



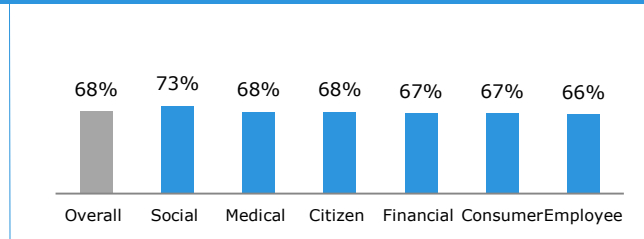
Data breach experience



5-year privacy outlook

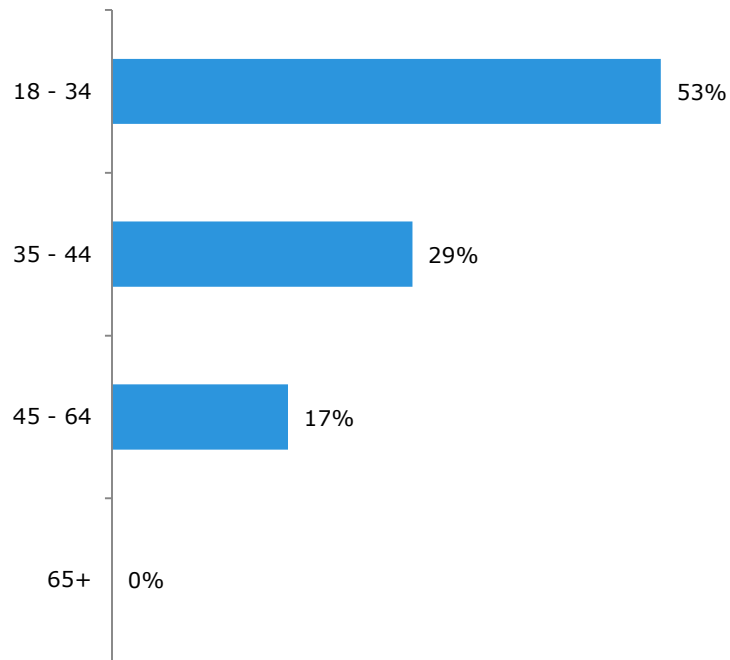


Level of concern for privacy in the future by persona

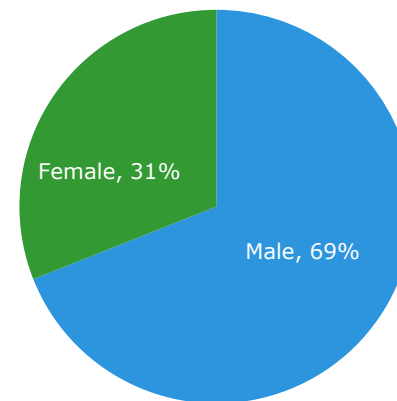


# Demographic Dashboard: Middle East [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## NETHERLANDS

#13

is ranked 13th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**

YES  
**23%**  
(GLOBAL 27%)

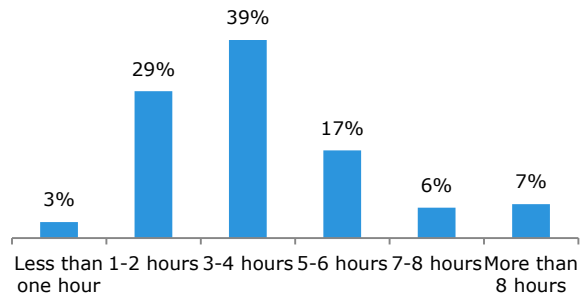


NO  
**52%**  
(GLOBAL 51%)



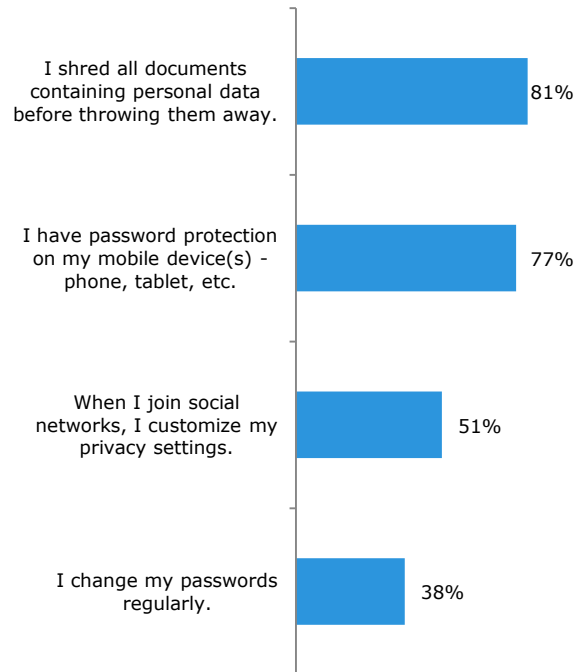
# Behavior Dashboard: Netherlands [n=1000]

## Time Spent Online

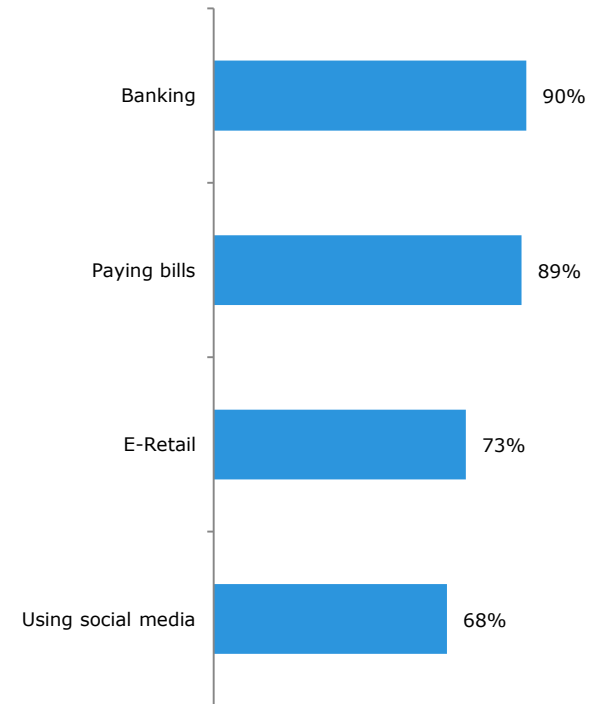


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

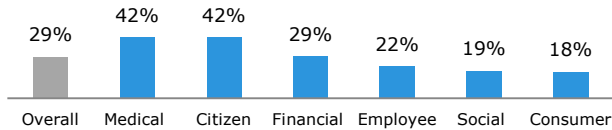


## Likelihood to read privacy statement

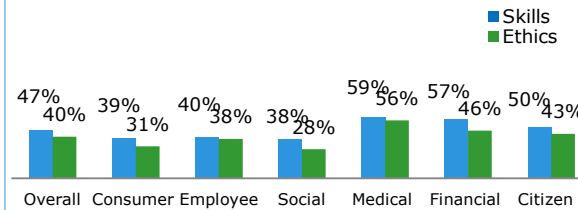
**56%  
unlikely**

# Privacy Perception Dashboard: Netherlands

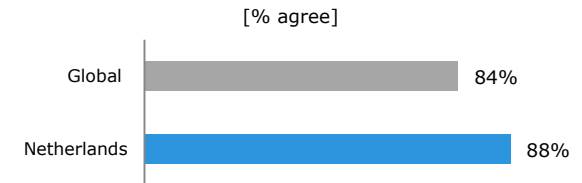
## Willingness to trade by persona



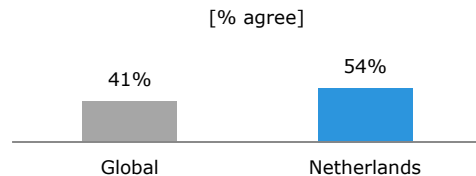
## Confidence in skills and ethics by persona



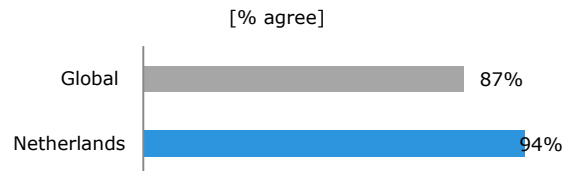
## "I don't like anyone knowing about me or my online habits."



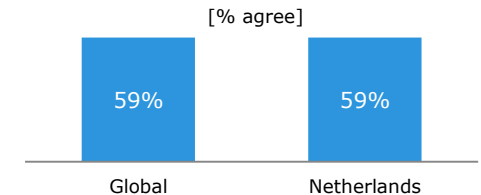
## "I believe my government is working to protect my privacy."



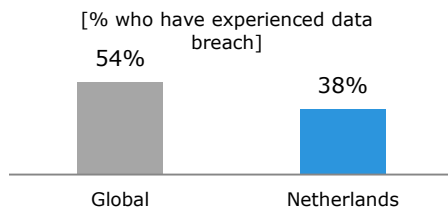
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



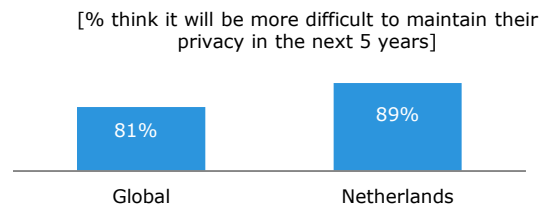
## I have less privacy now than I did a year ago.



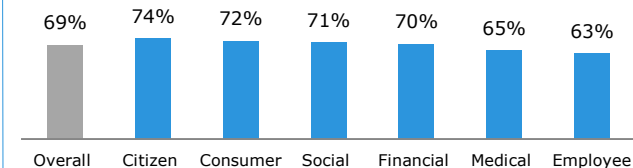
## Data breach experience



## 5-year privacy outlook



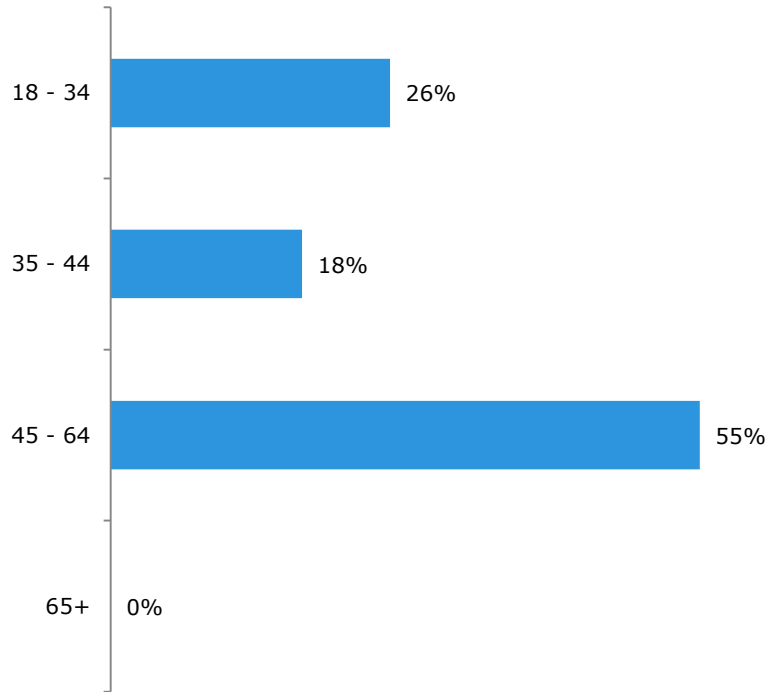
## Level of concern for privacy in the future by persona



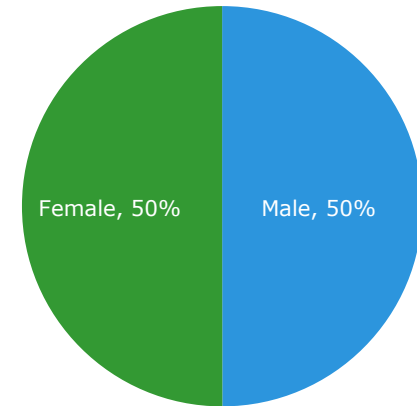


# Demographic Dashboard: Netherlands [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index

## RUSSIA

#7

is ranked 7th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy  
for convenience:**

YES  
38%



(GLOBAL 27%)

NO  
44%

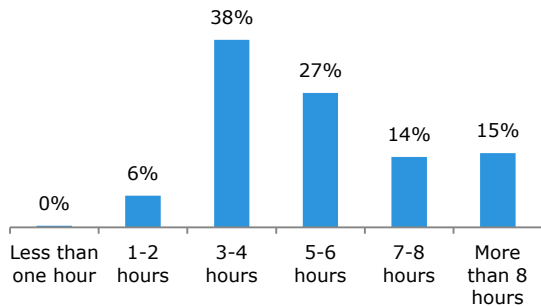


(GLOBAL 51%)



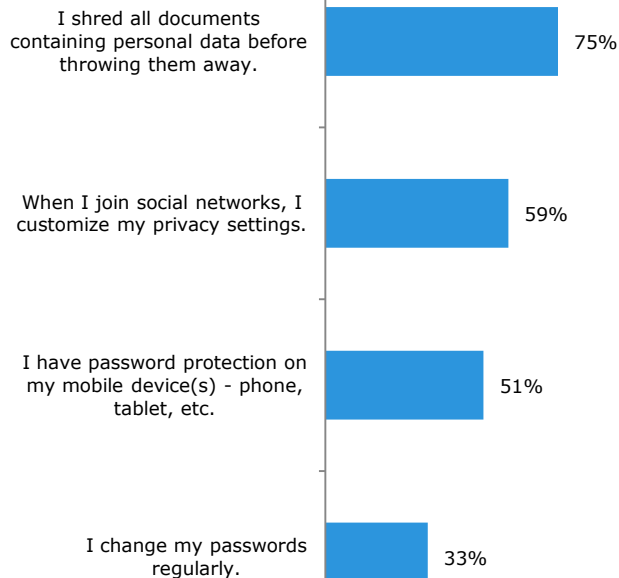
# Behavior Dashboard: Russia [n=1000]

## Time Spent Online

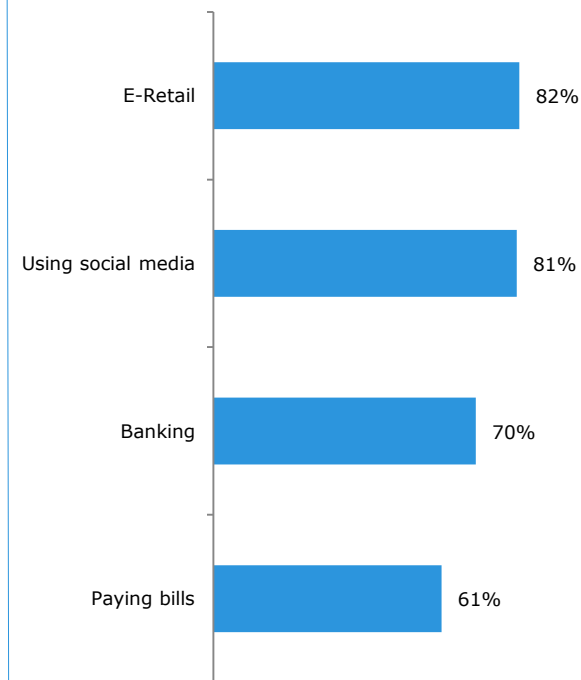


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

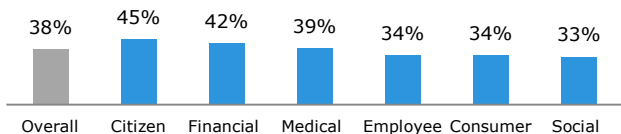


## Likelihood to read privacy statement

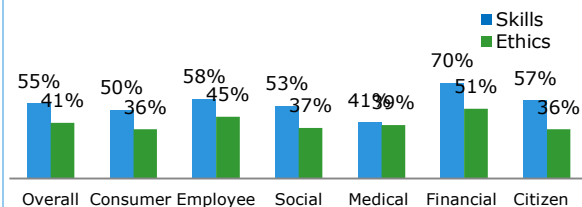
**23% unlikely**

# Privacy Perception Dashboard: Russia

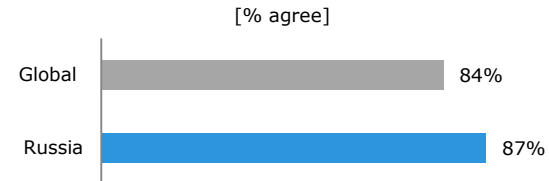
Willingness to trade by persona



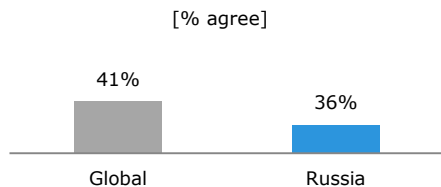
Confidence in skills and ethics by persona



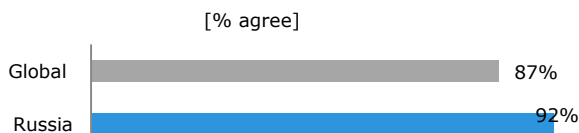
"I don't like anyone knowing about me or my online habits."



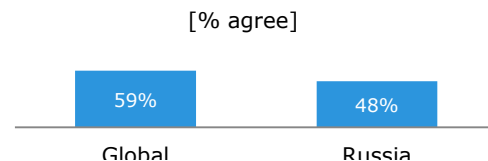
"I believe my government is working to protect my privacy."



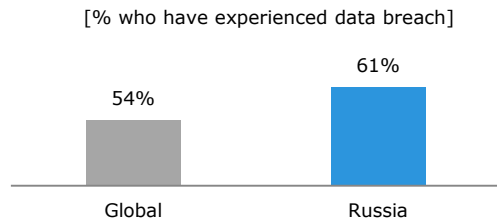
There should be laws to prohibit buying/selling of my data without my "opt-in" consent



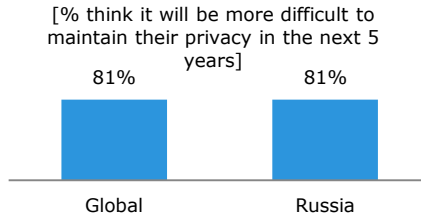
I have less privacy now than I did a year ago.



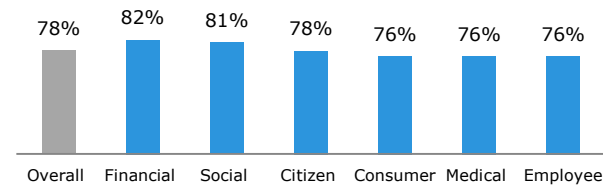
Data breach experience



5-year privacy outlook

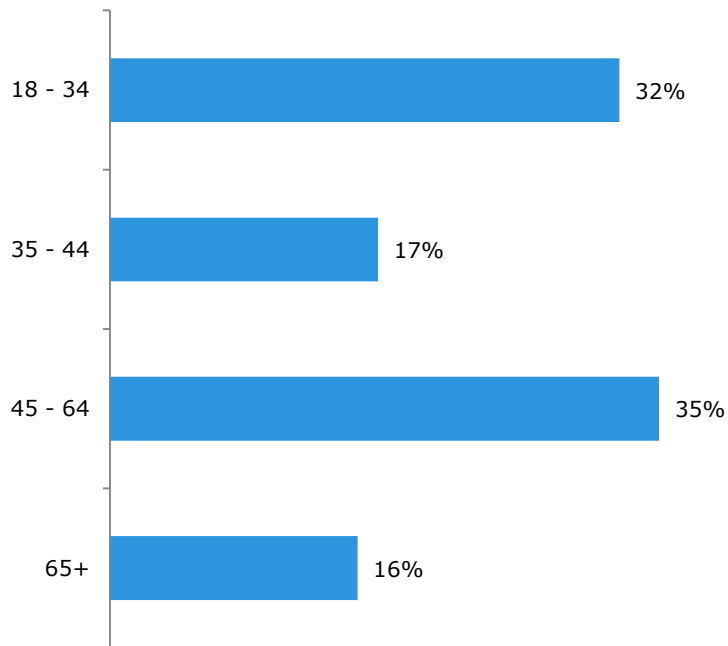


Level of concern for privacy in the future by persona

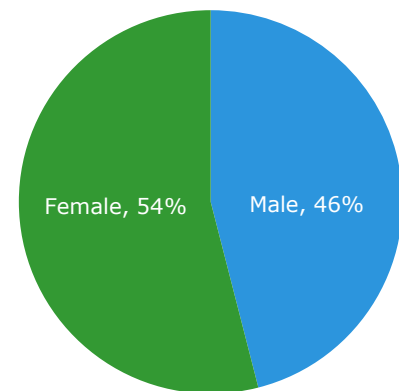


# Demographic Dashboard: Russia [n=1000]

## Age



## Gender



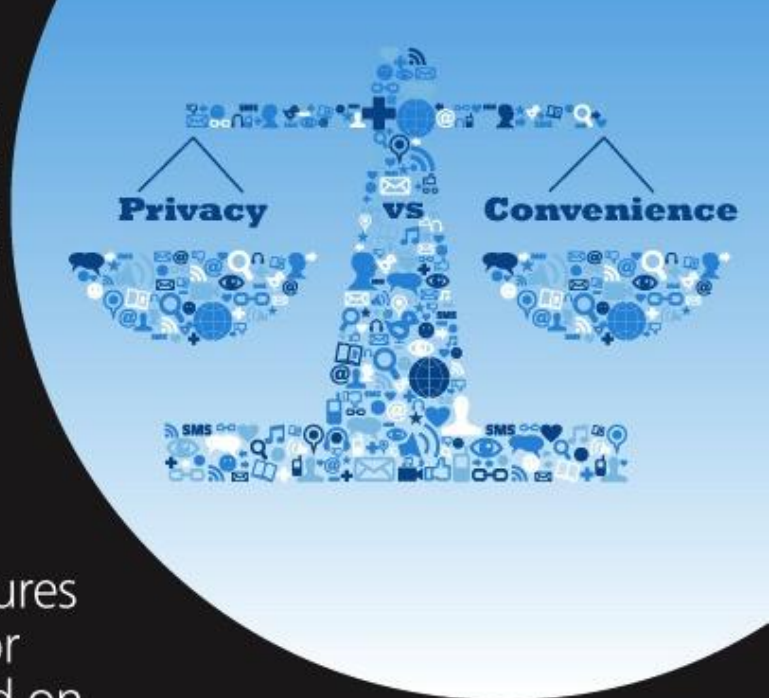
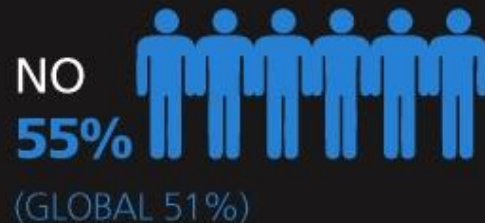
*\*Sample has been weighted to national representation for gender and age*

# EMC Privacy Index



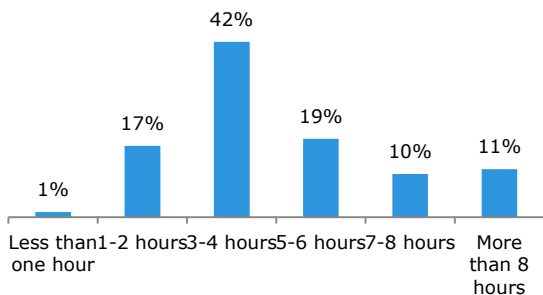
is ranked 12th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**



# Behavior Dashboard: UK [n=1000]

## Time Spent Online



## Actions taken to protect privacy

### Summary: Always/Most of the time

I shred all documents containing personal data before throwing them away. 70%

When I join social networks, I customize my privacy settings. 66%

I have password protection on my mobile device(s) - phone, tablet, etc. 57%

I change my passwords regularly. 33%

## Online Activities

E-Retail 89%

Banking 84%

Paying bills 78%

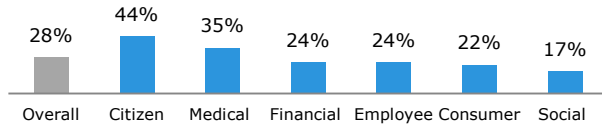
Using social media 60%

## Likelihood to read privacy statement

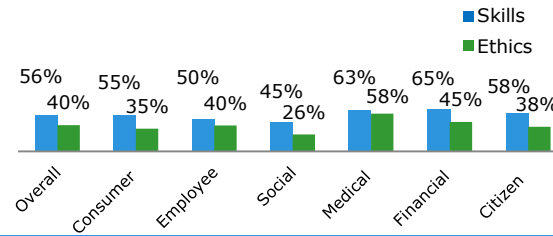
**48%  
unlikely**

# Privacy Perception Dashboard: UK

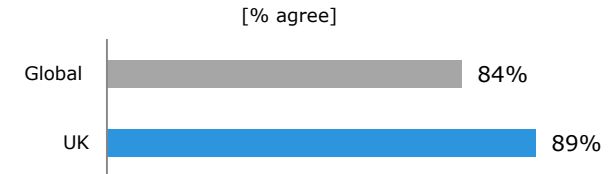
## Willingness to trade by persona



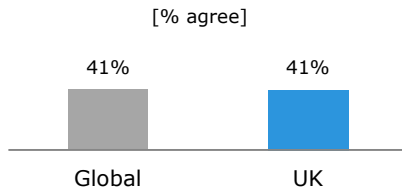
## Confidence in skills and ethics by persona



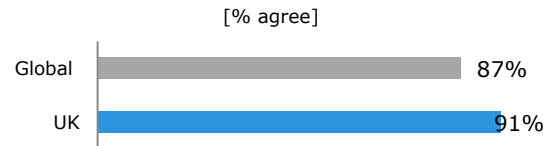
## "I don't like anyone knowing about me or my online habits."



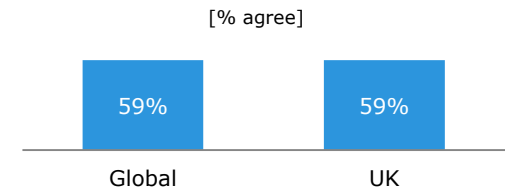
## "I believe my government is working to protect my privacy."



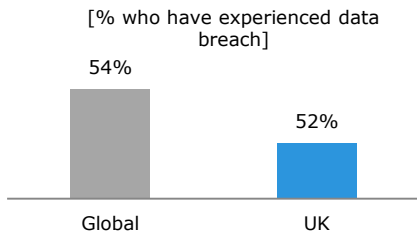
## There should be laws to prohibit buying/selling of my data without my "opt-in" consent



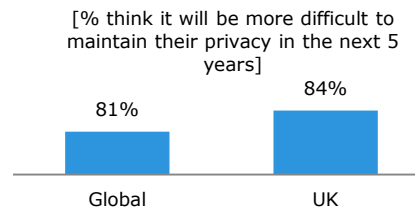
## I have less privacy now than I did a year ago.



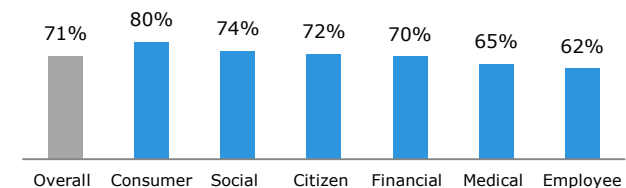
## Data breach experience



## 5-year privacy outlook



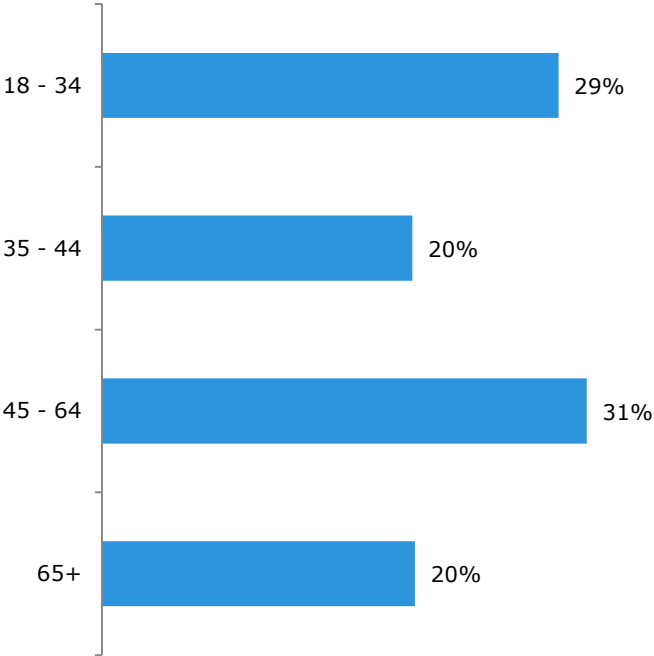
## Level of concern for privacy in the future by persona



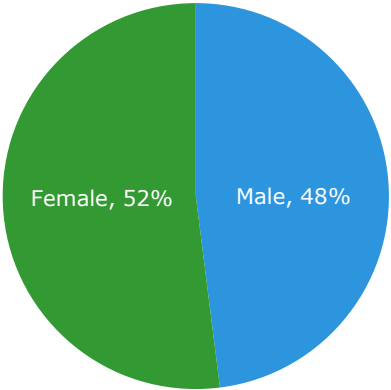


# Demographic Dashboard: UK [n=1000]

## Age



## Gender



\*Sample has been weighted to national representation for gender and age



# EMC Privacy Index

USA

#10

is ranked 10th out of 15 in the **EMC Privacy Index** which measures our willingness to trade privacy for greater convenience online, based on research in 15 countries\*

**Willing to trade privacy for convenience:**

YES

21%

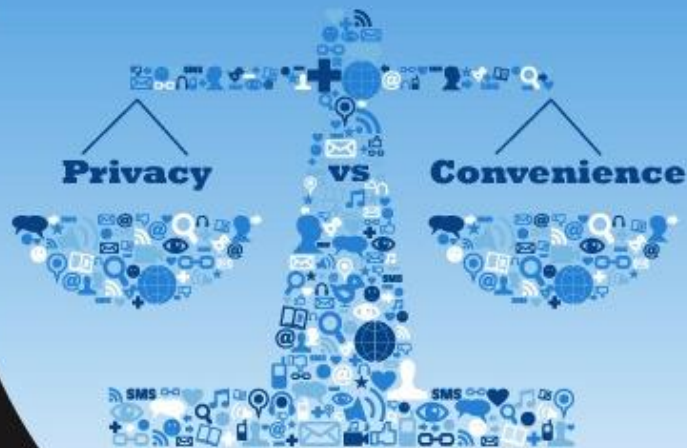
(GLOBAL 27%)



NO

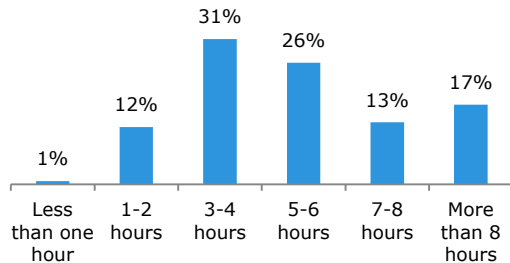
56%

(GLOBAL 51%)



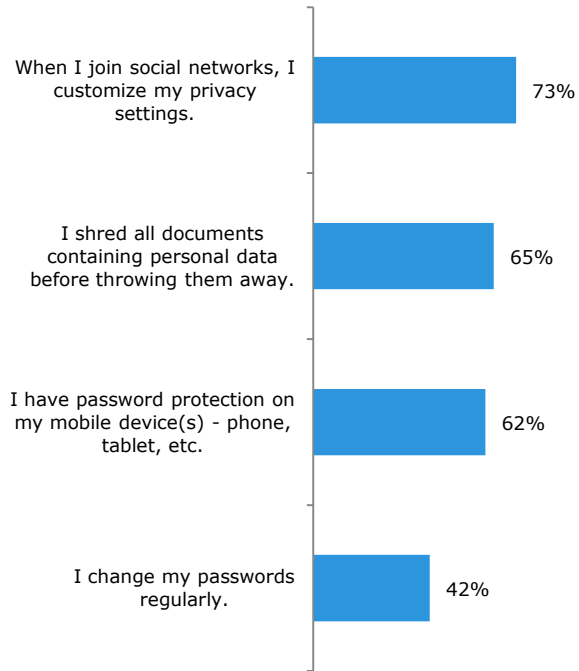
# Behavior Dashboard: USA [n=1000]

## Time Spent Online

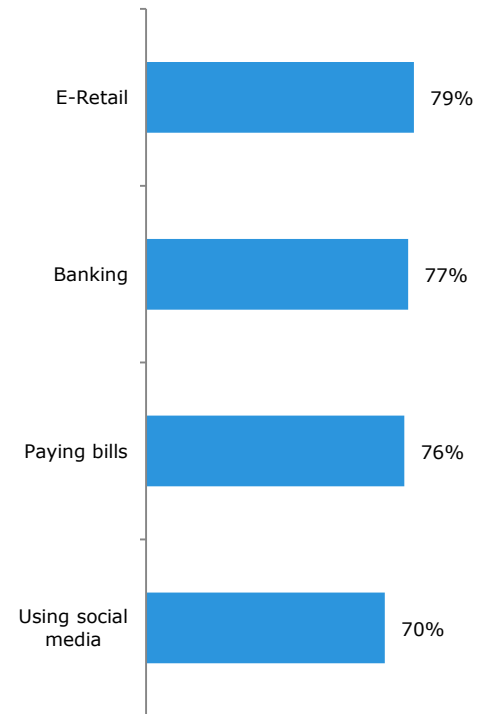


## Actions taken to protect privacy

### Summary: Always/Most of the time



## Online Activities

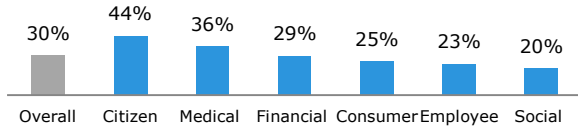


## Likelihood to read privacy statement

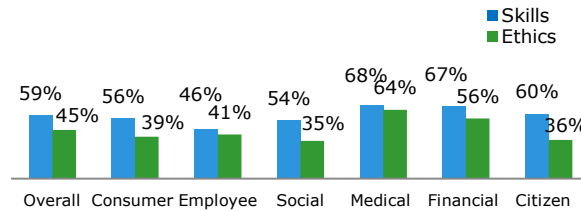
**39%**  
unlikely

# Privacy Perception Dashboard: USA

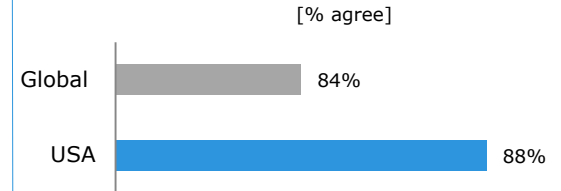
Willingness to trade by persona



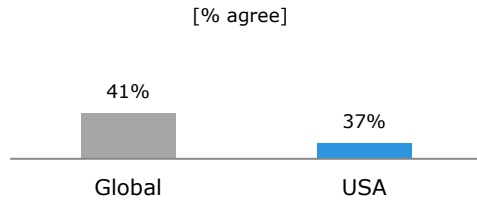
Confidence in skills and ethics by persona



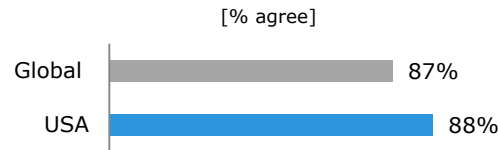
"I don't like anyone knowing about me or my online habits."



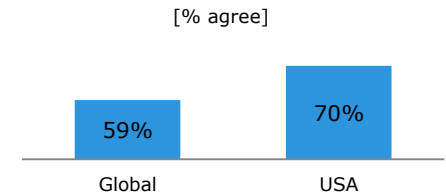
"I believe my government is working to protect my privacy."



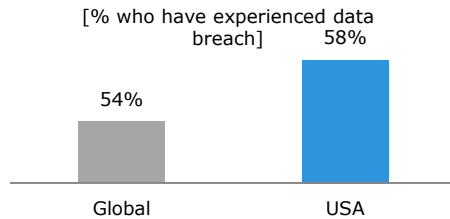
There should be laws to prohibit buying/selling of my data without my "opt-in" consent



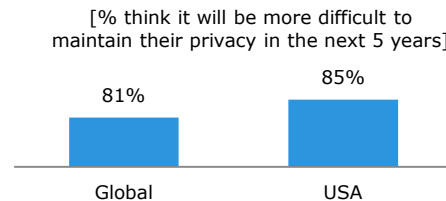
I have less privacy now than I did a year ago.



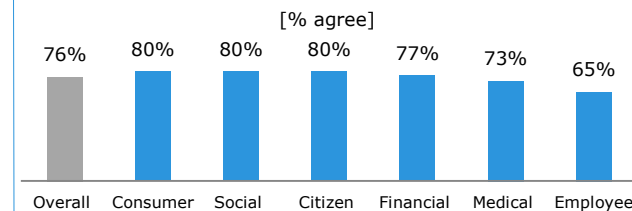
Data breach experience



5-year privacy outlook

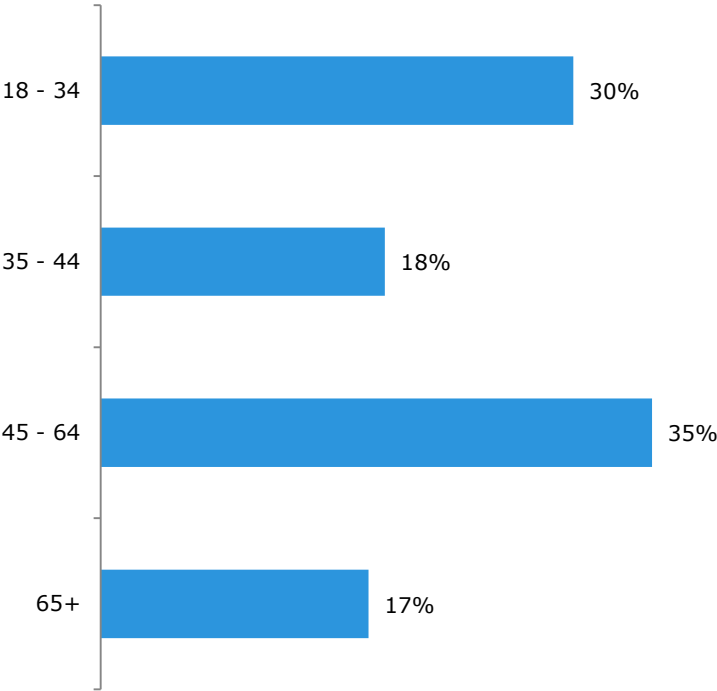


Level of concern for privacy in the future by persona

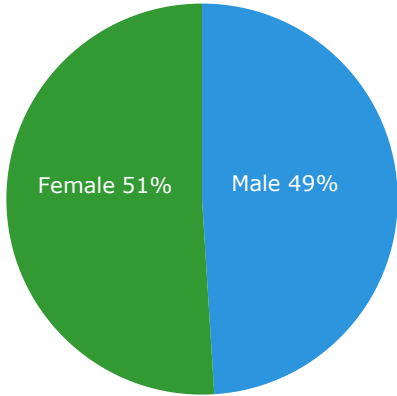


# Demographic Dashboard: USA [n=1000]

## Age



## Gender



*\*Sample has been weighted to national representation for gender and age*

EMC<sup>2</sup>®