Contents

• 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:

<table>
<thead>
<tr>
<th>Personae</th>
<th>Defined by interaction with online stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSUMER</td>
<td>Defined by interaction with online stores</td>
</tr>
<tr>
<td>EMPLOYEE</td>
<td>Defined by interaction with employment related systems &amp; websites</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>Defined by interaction with social media sites, email programs, text/SMS &amp; other communications services</td>
</tr>
<tr>
<td>MEDICAL</td>
<td>Defined by interaction with doctors, medical institutions, &amp; health insurers</td>
</tr>
<tr>
<td>FINANCIAL</td>
<td>Defined by interaction with banks &amp; other financial institutions</td>
</tr>
<tr>
<td>CITIZEN</td>
<td>Defined by interaction with government institutions</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>India</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Middle East</td>
<td>54</td>
</tr>
<tr>
<td>3</td>
<td>China/HK</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Mexico</td>
<td>49</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>47</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
<td>46</td>
</tr>
<tr>
<td>7</td>
<td>Russia</td>
<td>44</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>42</td>
</tr>
<tr>
<td>9</td>
<td>Japan</td>
<td>41</td>
</tr>
<tr>
<td>10</td>
<td>USA</td>
<td>41</td>
</tr>
<tr>
<td>11</td>
<td>Australia/NZ</td>
<td>39</td>
</tr>
<tr>
<td>12</td>
<td>UK</td>
<td>39</td>
</tr>
<tr>
<td>13</td>
<td>Netherlands</td>
<td>39</td>
</tr>
<tr>
<td>14</td>
<td>Canada</td>
<td>39</td>
</tr>
<tr>
<td>15</td>
<td>Germany</td>
<td>36</td>
</tr>
</tbody>
</table>
Across The Globe, Most Are Unwilling To Trade 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]

<table>
<thead>
<tr>
<th>Convenience</th>
<th>Value</th>
<th>Willing to Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier access to information and knowledge</td>
<td></td>
<td>45%</td>
</tr>
<tr>
<td>Easier ways for me to get directions and plan any sort of travel</td>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Being protected from terrorist and/or criminal activity</td>
<td></td>
<td>54%</td>
</tr>
<tr>
<td>Easier ways for me to access my bank account and financial service</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Easier access to my government records and documents</td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Easier access to my medical records for me and anyone involved in my health care</td>
<td></td>
<td>45%</td>
</tr>
<tr>
<td>Easier ways for me to connect and collaborate with people at work</td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>Receiving suggestions for people to connect with socially/personally</td>
<td></td>
<td>53%</td>
</tr>
</tbody>
</table>

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

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

- An email account was hacked.
- A mobile device, tablet or computer was lost or stolen.
- A social media account was hacked.
- A credit card was stolen or abused.
- A driver’s license, passport, government ID or other important government-issued papers were stolen.
Yet Many Consumers Do Not Take The Necessary Action Required to Protect The Privacy of Their Data & Are Mostly Passive in Their Behavior

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.”

[87% Agree]
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]

- Financial fraud and identity theft: 64%
- Businesses using, trading or selling my personal data for financial gain without my knowledge or benefit: 51%
- Lone/crazy hackers, hacker groups or anarchist types: 35%
- Incompetence on the part of those who should protect privacy and secure personal data: 35%
- Lack of government attention (laws, regulation, funding, enforcement) when it comes to the privacy of personal data: 31%
- Strangers learning things about me, including those I’d rather be kept private: 26%
- My government spying on me and learning things about me, including those I’d rather be kept private: 21%
- A person or people I know learning things about me, including those I’d rather be kept private: 15%
- Lack of personal oversight and attention from regular people like me: 11%

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.” 

<table>
<thead>
<tr>
<th>Region</th>
<th>% Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>41%</td>
</tr>
<tr>
<td>India</td>
<td>64%</td>
</tr>
<tr>
<td>Mid East</td>
<td>57%</td>
</tr>
<tr>
<td>Nthrlnds</td>
<td>54%</td>
</tr>
<tr>
<td>Aust/NZ</td>
<td>46%</td>
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<tr>
<td>Canada</td>
<td>45%</td>
</tr>
<tr>
<td>Mexico</td>
<td>44%</td>
</tr>
<tr>
<td>UK</td>
<td>41%</td>
</tr>
<tr>
<td>Italy</td>
<td>40%</td>
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<tr>
<td>Chn/HK</td>
<td>39%</td>
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<tr>
<td>Brazil</td>
<td>39%</td>
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<td>Grmny</td>
<td>39%</td>
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<tr>
<td>USA</td>
<td>37%</td>
</tr>
<tr>
<td>Russia</td>
<td>36%</td>
</tr>
<tr>
<td>Aust/NZ</td>
<td>31%</td>
</tr>
<tr>
<td>Japan</td>
<td>17%</td>
</tr>
</tbody>
</table>

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
AUSTRALIA / NZ

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%)
**Summary: Always/Most of the time**

- When I join social networks, I customize my privacy settings. **72%**
- I have password protection on my mobile device(s) - phone, tablet, etc. **55%**
- I shred all documents containing personal data before throwing them away. **55%**
- I change my passwords regularly. **33%**

**Time Spent Online**

- Less than one hour **4%**
- 1-2 hours **26%**
- 3-4 hours **36%**
- 5-6 hours **18%**
- 7-8 hours **6%**
- More than 8 hours **10%**

**Online Activities**

- Banking **88%**
- E-Retail **82%**
- Paying bills **81%**
- Using Social Media **65%**

**Likelihood to read privacy statement**

49% unlikely
Privacy Perception Dashboard: Australia/NZ

**Willingness to trade by persona**
- Overall: 28%
- Citizen: 44%
- Medical: 41%
- Financial: 30%
- Employee: 21%
- Consumer: 15%
- Social: 15%

**Confidence in skills and ethics by persona**
- Skills: Overall: 53%
- Ethics: Consumer: 44%
- Employee: 44%
- Social: 40%
- Medical: 41%
- Financial: 64%
- Citizen: 63%

**“I don’t like anyone knowing about me or my online habits.”**
- Overall: 44%
- Consumer: 56%
- Employee: 60%
- Social: 60%
- Medical: 56%
- Financial: 64%
- Citizen: 56%

**“I believe my government is working to protect my privacy.”**
- Global: 41%
- Australia/NZ: 46%

**There should be laws to prohibit buying/selling of my data without my “opt-in” consent**
- Global: 87%
- Australia/NZ: 93%

**I have less privacy now than I did a year ago.**
- Global: 59%
- Australia/NZ: 65%

**Data breach experience**
- Global: 54%
- Australia/NZ: 50%

**5-year privacy outlook**
- Global: 81%
- Australia/NZ: 89%

**Level of concern for privacy in the future by persona**
- Overall: 72%
- Social: 81%
- Consumer: 77%
- Financial: 73%
- Citizen: 73%
- Medical: 64%
- Employee: 62%

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Demographic Dashboard: Australia/NZ

**Age**

- 18 - 34: 30%
- 35 - 44: 19%
- 45 - 64: 33%
- 65+: 18%

**Gender**

- Male, 50%
- Female, 50%

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

<table>
<thead>
<tr>
<th></th>
<th>Less than one hour</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>13%</td>
<td>29%</td>
<td>25%</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Actions taken to protect privacy

**Summary: Always/Most of the time**

- When I join social networks, I customize my privacy settings. 81%
- I shred all documents containing personal data before throwing them away. 79%
- I have password protection on my mobile device(s) - phone, tablet, etc. 67%
- I change my passwords regularly. 44%

Online Activities

- Using social media: 81%
- E-Retail: 81%
- Banking: 70%
- Paying bills: 57%

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

Skills and Ethic...
Demographic Dashboard: Brazil [n=1000]

*Sample has been weighted to national representation for gender and age*
EMC Privacy Index

Canada

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]

### Likelihood to read privacy statement

<table>
<thead>
<tr>
<th>Time Spent Online</th>
<th>Less than one hour</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>20%</td>
<td>33%</td>
<td>22%</td>
<td>10%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

### Summary: Always/Most of the time

- **I shred all documents containing personal data before throwing them away.** 68%
- **When I join social networks, I customize my privacy settings.** 68%
- **I have password protection on my mobile device(s) - phone, tablet, etc.** 58%
- **I change my passwords regularly.** 31%

### Online Activities

- **Banking** 85%
- **Paying bills** 82%
- **E-Retail** 77%
- **Using social media** 68%

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Privacy Perception Dashboard: Canada

**Willingness to trade by persona**

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Citizen</th>
<th>Medical</th>
<th>Financial</th>
<th>Employee</th>
<th>Consumer</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>45%</td>
<td>40%</td>
<td>28%</td>
<td>21%</td>
<td>18%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

**Confidence in skills and ethics by persona**

- **Skills**: 59%, 51%, 47%, 48%, 66%, 75%, 64%
- **Ethics**: 48%, 35%, 43%, 27%, 46%, 58%, 46%

- **Overall**: 59% (Consumer), 51% (Employee), 47% (Social), 48% (Medical), 66% (Financial), 75% (Citizen)
- **Canada**: 84% (Global)

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

<table>
<thead>
<tr>
<th></th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>84%</td>
</tr>
<tr>
<td>Canada</td>
<td>86%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>41%</td>
</tr>
<tr>
<td>Canada</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>87%</td>
</tr>
<tr>
<td>Canada</td>
<td>92%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>59%</td>
</tr>
<tr>
<td>Canada</td>
<td>64%</td>
</tr>
</tbody>
</table>

**Data breach experience**

- **% who have experienced data breach**
  - Global: 54%
  - Canada: 56%

**5-year privacy outlook**

- **% think it will be more difficult to maintain their privacy in the next 5 years**
  - Global: 81%
  - Canada: 85%

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

- **Overall**: 72% (Consumer), 77% (Social), 77% (Citizen), 76% (Financial), 70% (Medical), 69% (Employee)
- **Canada**: 77% (Employee)
Demographic Dashboard: Canada [n=1000]

*Sample has been weighted to national representation for gender and age*
China / HK

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%)
### Time Spent Online

<table>
<thead>
<tr>
<th>Time Spent Online</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1-2 hours</td>
<td>14%</td>
</tr>
<tr>
<td>3 hours-4 hours</td>
<td>34%</td>
</tr>
<tr>
<td>5 hours-6 hours</td>
<td>28%</td>
</tr>
<tr>
<td>7 hours-8 hours</td>
<td>11%</td>
</tr>
<tr>
<td>More than 8 hours</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Actions taken to protect privacy

**Summary: Always/Most of the time**

- When I join social networks, I customize my privacy settings. **68%**
- I shred all documents containing personal data before throwing them away. **61%**
- I have password protection on my mobile device(s) - phone, tablet, etc. **58%**
- I change my passwords regularly. **33%**

### Online Activities

- **E-Retail**: 90%
- **Banking**: 78%
- **Paying bills**: 78%
- **Using social media**: 64%

### Likelihood to read privacy statement

- **15% unlikely**
Privacy Perception Dashboard: China/HK

Willingness to trade by persona

<table>
<thead>
<tr>
<th>Overall</th>
<th>Citizen</th>
<th>Medical</th>
<th>Financial</th>
<th>Employee</th>
<th>Consumer</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>61%</td>
<td>61%</td>
<td>59%</td>
<td>53%</td>
<td>45%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Confidence in skills and ethics by persona

<table>
<thead>
<tr>
<th>Overall</th>
<th>Consumer</th>
<th>Employee</th>
<th>Social</th>
<th>Medical</th>
<th>Financial</th>
<th>Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>72%</td>
<td>68%</td>
<td>67%</td>
<td>68%</td>
<td>68%</td>
<td>88%</td>
</tr>
<tr>
<td>Ethics</td>
<td>68%</td>
<td>63%</td>
<td>58%</td>
<td>77%</td>
<td>80%</td>
<td>70%</td>
</tr>
</tbody>
</table>

“I don’t like anyone knowing about me or my online habits.”

<table>
<thead>
<tr>
<th>[ % agree ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

“I believe my government is working to protect my privacy.”

<table>
<thead>
<tr>
<th>[ % agree ]</th>
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<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[ % agree ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[ % agree ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

Data breach experience

<table>
<thead>
<tr>
<th>[% who have experienced data breach ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

5-year privacy outlook

<table>
<thead>
<tr>
<th>[% think it will be more difficult to maintain their privacy in the next 5 years ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>China/HK</td>
</tr>
</tbody>
</table>

Level of concern for privacy in the future by persona

<table>
<thead>
<tr>
<th>[% agree ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>Financial</td>
</tr>
<tr>
<td>Citizen</td>
</tr>
<tr>
<td>Consumer</td>
</tr>
<tr>
<td>Medical</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Employee</td>
</tr>
</tbody>
</table>
Demographic Dashboard: China/HK [n=1000]

*Sample has been weighted to national representation for gender and age
FRANCE 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%)
I shred all documents containing personal data before throwing them away. 74%

I have password protection on my mobile device(s) - phone, tablet, etc. 64%

When I join social networks, I customize my privacy settings. 64%

I change my passwords regularly. 29%

Summary: Always/Most of the time

Behavior Dashboard: France [n=1000]

Time Spent Online

Likelihood to read privacy statement

46% unlikely

Online Activities

E-Retail 86%

Banking 86%

Using social media 52%

Paying bills 50%
Privacy Perception Dashboard: France

**Willingness to trade by persona**

<table>
<thead>
<tr>
<th>Overall</th>
<th>Medical</th>
<th>Citizen</th>
<th>Financial</th>
<th>Employee</th>
<th>Consumer</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>45%</td>
<td>43%</td>
<td>35%</td>
<td>24%</td>
<td>23%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Confidence in skills and ethics by persona**

<table>
<thead>
<tr>
<th>Skills</th>
<th>Ethics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>Consumer</td>
</tr>
<tr>
<td>49%</td>
<td>38%</td>
</tr>
<tr>
<td>62%</td>
<td>59%</td>
</tr>
</tbody>
</table>

**“I don’t like anyone knowing about me or my online habits.”**

[% agree]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>88%</td>
</tr>
</tbody>
</table>

**“I believe my government is working to protect my privacy.”**

[% agree]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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

[% agree]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>91%</td>
</tr>
</tbody>
</table>

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

[% agree]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>59%</td>
<td>42%</td>
</tr>
</tbody>
</table>

**Data breach experience**

[% who have experienced data breach]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**5-year privacy outlook**

[% think it will be more difficult to maintain their privacy in the next 5 years]

<table>
<thead>
<tr>
<th>Global</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>84%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Overall</th>
<th>Social</th>
<th>Financial</th>
<th>Citizen</th>
<th>Consumer</th>
<th>Medical</th>
<th>Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>75%</td>
<td>74%</td>
<td>74%</td>
<td>72%</td>
<td>71%</td>
<td>62%</td>
</tr>
</tbody>
</table>
Demographic Dashboard: France [n=1000]

*Sample has been weighted to national representation for gender and age*
GERMANY 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%)
When I join social networks, I customize my privacy settings. (73%)
I shred all documents containing personal data before throwing them away. (63%)
I have password protection on my mobile device(s) - phone, tablet, etc. (59%)
I change my passwords regularly. (37%)

Likelihood to read privacy statement: 21% unlikely

Behavior Dashboard: Germany [n=1000]

Time Spent Online

<table>
<thead>
<tr>
<th>Time Spent Online</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1-2</td>
<td>1%</td>
</tr>
<tr>
<td>hours</td>
<td></td>
</tr>
<tr>
<td>3-4 hours</td>
<td>32%</td>
</tr>
<tr>
<td>5-6 hours</td>
<td>38%</td>
</tr>
<tr>
<td>7-8 hours</td>
<td>16%</td>
</tr>
<tr>
<td>More than 8</td>
<td>6%</td>
</tr>
<tr>
<td>hours</td>
<td>6%</td>
</tr>
</tbody>
</table>

Actions taken to protect privacy

Summary: Always/Most of the time

- When I join social networks, I customize my privacy settings. (73%)
- I shred all documents containing personal data before throwing them away. (63%)
- I have password protection on my mobile device(s) - phone, tablet, etc. (59%)
- I change my passwords regularly. (37%)

Online Activities

- E-Retail: 80%
- Paying bills: 75%
- Banking: 70%
- Connecting via social media with people: 63%

E - Retail

Online Activities

- Paying bills: 75%
- E-Retail: 80%
- Banking: 70%
- Connecting via social media with people: 63%
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.”

Global | % agree
---|---
Germany | 89%

“I believe my government is working to protect my privacy.”

[ % agree]

Global | 41%
Germany | 39%

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

[ % agree]

Global | 87%
Germany | 92%

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

[ % agree]

Global | 50%
Germany | 59%

Data breach experience

[ % who have experienced data breach]

Global | 54%
Germany | 42%

5-year privacy outlook

[ % think it will be more difficult to maintain their privacy in the next 5 years]

Global | 81%
Germany | 88%

Level of concern for privacy in the future by persona

77% 81% 81% 80% 75% 73% 69%

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Demographic Dashboard: Germany [n=1000]

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

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>26%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>20%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>32%</td>
</tr>
<tr>
<td>65+</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
</tbody>
</table>

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EMC Privacy Index

India 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]

### Likelihood to read privacy statement

<table>
<thead>
<tr>
<th>Summary: Always/Most of the time</th>
<th>When I join social networks, I customize my privacy settings.</th>
<th>79%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I have password protection on my mobile device(s) - phone, tablet, etc.</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>I shred all documents containing personal data before throwing them away.</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>I change my passwords regularly.</td>
<td>59%</td>
</tr>
</tbody>
</table>

### Time Spent Online

<table>
<thead>
<tr>
<th>Time Spent Online</th>
<th>Less than one hour</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3%</td>
<td>11%</td>
<td>33%</td>
<td>25%</td>
<td>15%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Actions taken to protect privacy

#### Using social media
- Likely to read privacy statement: 84%

#### Online Activities
- Banking: 73%
- Paying bills: 68%
- E-Retail: 64%

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Privacy Perception Dashboard: India

**Willingness to trade by persona**
- Overall: 61%
- Citizen: 70%
- Financial: 66%
- Medical: 63%
- Employee: 57%
- Consumer: 57%
- Social: 52%

**Confidence in skills and ethics by persona**
- Overall: Skills 77%, Ethics 87%
- Consumer: Skills 73%, Ethics 84%
- Employee: Skills 69%, Ethics 79%
- Social: Skills 66%, Ethics 74%
- Medical: Skills 72%, Ethics 82%
- Financial: Skills 76%, Ethics 86%
- Citizen: Skills 72%, Ethics 81%

**"I don't like anyone knowing about me or my online habits."**
- Global: 84%
- India: 84%

**"I believe my government is working to protect my privacy."**
- Global: 41%
- India: 64%

**Data breach experience**
- Global: 54%
- India: 64%

**5-year privacy outlook**
- Global: 82%
- India: 59%

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

- Overall: 82%
- Financial: 87%
- Medical: 84%
- Social: 82%
- Citizen: 81%
- Consumer: 80%
- Employee: 79%

- I have less privacy now than I did a year ago.
- There should be laws to prohibit buying/selling of my data without my "opt-in" consent.
- I believe my government is working to protect my privacy.
Demographic Dashboard: India [n=1000]

*Sample has been weighted to national representation for gender and age
ITALY 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**
- Less than 1-2 hours: 2%
- 3-4 hours: 25%
- 5-6 hours: 38%
- 7-8 hours: 20%
- More than 8 hours: 7%

**Likelihood to read privacy statement**
- 37% unlikely

**Actions taken to protect privacy**
- I shred all documents containing personal data before throwing them away: 75%
- I have password protection on my mobile device(s) - phone, tablet, etc.: 69%
- When I join social networks, I customize my privacy settings: 67%
- I change my passwords regularly: 41%

**Online Activities**
- E-Retail: 86%
- Banking: 67%
- Using social media: 64%
- Paying bills: 49%

Summary: Always/Most of the time
Privacy Perception Dashboard: Italy

**Willingness to trade by persona**

- Overall: 43%
- Medical: 59%
- Citizen: 58%
- Financial: 41%
- Employee: 38%
- Consumer: 33%
- Social: 30%

**Confidence in skills and ethics by persona**

<table>
<thead>
<tr>
<th>Skills</th>
<th>Ethics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen</td>
<td>60%</td>
</tr>
<tr>
<td>Medical</td>
<td>55%</td>
</tr>
<tr>
<td>Financial</td>
<td>59%</td>
</tr>
<tr>
<td>Employee</td>
<td>69%</td>
</tr>
<tr>
<td>Consumer</td>
<td>65%</td>
</tr>
<tr>
<td>Social</td>
<td>77%</td>
</tr>
</tbody>
</table>

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

- [% agree]
  - Global: 84%
  - Italy: 89%

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

- [% agree]
  - Global: 41%
  - Italy: 40%

**Data breach experience**

- [% who have experienced data breach]
  - Global: 54%
  - Italy: 43%

**5-year privacy outlook**

- [% think it will be more difficult to maintain their privacy in the next 5 years]
  - Global: 81%
  - Italy: 86%

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

- [% agree]
  - Overall: 76%
  - Citizen: 81%
  - Financial: 79%
  - Medical: 79%
  - Consumer: 77%
  - Social: 73%
  - Employee: 69%

---

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Demographic Dashboard: Italy [n=1000]

*Sample has been weighted to national representation for gender and age
JAPAN 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%)
I shred all documents containing personal data before throwing them away.

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

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

I change my passwords regularly.

Summary: Always/Most of the time

Time Spent Online

Likelihood to read privacy statement

21% unlikely

Online Activities

E-Retail

Banking

Using social media

Paying bills
## Privacy Perception Dashboard: Japan

### Willingness to trade by persona

<table>
<thead>
<tr>
<th>Overall</th>
<th>Medical</th>
<th>Citizen</th>
<th>Financial</th>
<th>Consumer</th>
<th>Social</th>
<th>Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>49%</td>
<td>46%</td>
<td>35%</td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
</tr>
</tbody>
</table>

### Confidence in skills and ethics by persona

<table>
<thead>
<tr>
<th>Overall</th>
<th>Consumer</th>
<th>Employee</th>
<th>Social</th>
<th>Medical</th>
<th>Financial</th>
<th>Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>31%</td>
<td>34%</td>
<td>29%</td>
<td>25%</td>
<td>24%</td>
<td>36%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>% agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[% agree]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[% agree]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[% agree]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

### Data breach experience

<table>
<thead>
<tr>
<th>[% who have experienced data breach]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

### 5-year privacy outlook

<table>
<thead>
<tr>
<th>[% think it will be more difficult to maintain their privacy in the next 5 years]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
</tr>
<tr>
<td>Japan</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>[% agree]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>Financial</td>
</tr>
<tr>
<td>Medical</td>
</tr>
<tr>
<td>Social</td>
</tr>
<tr>
<td>Citizen</td>
</tr>
<tr>
<td>Consumer</td>
</tr>
<tr>
<td>Employee</td>
</tr>
</tbody>
</table>
## Demographic Dashboard: Japan [n=1000]

### Age Distribution

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>23%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>17%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>33%</td>
</tr>
<tr>
<td>65+</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Gender Distribution

- Male: 49%
- Female: 51%

*Sample has been weighted to national representation for gender and age.*
MEXICO 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%)
When I join social networks, I customize my privacy settings.

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

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

I change my passwords regularly.

Summary: Always/Most of the time

Using social media: 86%

E-Retail: 63%

Banking: 59%

Paying bills: 29%
Privacy Perception Dashboard: Mexico

**Willingness to trade by persona**

- Overall: 45%
- Medical: 54%
- Citizen: 49%
- Financial: 46%
- Employee: 44%
- Consumer: 39%
- Social: 39%

**Confidence in skills and ethics by persona**

- Overall: 65%
- Medical: 59%
- Citizen: 66%
- Financial: 67%
- Employee: 60%
- Social: 73%
- Medical: 69%
- Financial: 72%
- Citizen: 65%

**“I don’t like anyone knowing about me or my online habits.”**

- Global: 84%
- Mexico: 78%

**“I believe my government is working to protect my privacy.”**

- Global: 41%
- Mexico: 44%

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

- Global: 87%
- Mexico: 87%

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

- Global: 59%
- Mexico: 66%

**Data breach experience**

- [% who have experienced data breach]
  - Global: 54%
  - Mexico: 75%

**5-year privacy outlook**

- [% think it will be more difficult to maintain their privacy in the next 5 years]
  - Global: 81%
  - Mexico: 73%

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

- Overall: 79%
- Medical: 81%
- Financial: 79%
- Social: 79%
- Citizen: 79%
- Employee: 78%
- Consumer: 76%
Demographic Dashboard: Mexico  [n=1000]

<table>
<thead>
<tr>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>46%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>21%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>24%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

Willing to trade privacy for convenience:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>49%</td>
</tr>
</tbody>
</table>

(general 27% 51%)
I have password protection on my mobile device(s) - phone, tablet, etc.

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

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

I change my passwords regularly.

Summary: Always/Most of the time

Using social media
- likely

Paying bills
- likely

Banking
- likely

E-Retail
- likely

Online Activities

Time Spent Online

Summary:

- Likely

Less than 1-2 hours: 30%
- Likely

3-4 hours: 26%
- Likely

5-6 hours: 13%
- Likely

7-8 hours: 19%
- Likely

More than 8 hours: 1%
- Likely

Likelihood to read privacy statement

35% unlikely

Behavior Dashboard: Middle East [n=1000]
Privacy Perception Dashboard: Middle East

**Willingness to trade by persona**

- Overall: 50%
- Citizen: 60%
- Medical: 58%
- Financial: 51%
- Employee: 47%
- Consumer: 42%
- Social: 42%

**Confidence in skills and ethics by persona**

- Skills
  - Overall: 66%
  - Consumer: 63%
  - Employee: 59%
  - Social: 56%
  - Medical: 62%
  - Financial: 61%
  - Citizen: 68%
- Ethics
  - Overall: 63%
  - Consumer: 66%
  - Employee: 59%
  - Social: 61%
  - Medical: 68%
  - Financial: 75%
  - Citizen: 70%

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

- Global: 84%
- Middle East: 79%

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

- Global: 41%
- Middle East: 57%

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

- Global: 87%
- Middle East: 71%

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

- Global: 59%
- Middle East: 56%

**Data breach experience**

- [% who have experienced data breach]
  - Global: 54%
  - Middle East: 67%

**5-year privacy outlook**

- [% think it will be more difficult to maintain their privacy in the next 5 years]
  - Global: 81%
  - Middle East: 70%

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

- Overall: 68%
- Social: 73%
- Medical: 68%
- Citizen: 68%
- Financial: 67%
- Consumer: 67%
- Employee: 66%
Demographic Dashboard: Middle East [n=1000]

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>53%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>29%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>17%</td>
</tr>
<tr>
<td>65+</td>
<td>0%</td>
</tr>
</tbody>
</table>

Gender

- Male, 69%
- Female, 31%

*Sample has been weighted to national representation for gender and age*
Netherlands 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%)
I shred all documents containing personal data before throwing them away. 81%
I have password protection on my mobile device(s) - phone, tablet, etc. 77%
When I join social networks, I customize my privacy settings. 51%
I change my passwords regularly. 38%

Summary: Always/Most of the time

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.”

Global [% agree]

Netherlands [% agree]

“I believe my government is working to protect my privacy.”

Data breach experience

5-year privacy outlook

Global [% agree]

Netherlands [% agree]

Global [ % who have experienced data breach]

Netherlands [ % who have experienced data breach]

Level of concern for privacy in the future by persona

Global

Netherlands

Overall Citizen Consumer Financial Medical Employee

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Demographic Dashboard: Netherlands [n=1000]

*Sample has been weighted to national representation for gender and age*
RUSSIA 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%)
I shred all documents containing personal data before throwing them away.

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

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

I change my passwords regularly.

Summary: Always/Most of the time

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

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Demographic Dashboard: Russia  [n=1000]

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

- YES: 18% (GLOBAL 27%)
- NO: 55% (GLOBAL 51%)
Behavior Dashboard: UK \( [n=1000] \)

**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%

**Time Spent Online**

- Less than 1-2 hours: 1%
- 3-4 hours: 17%
- 5-6 hours: 19%
- 7-8 hours: 10%
- More than 8 hours: 11%

**Online Activities**

- **E-Retail: 89%**
- **Banking: 84%**
- **Paying bills: 78%**
- **Using social media: 60%**

**Likelihood to read privacy statement**

48% unlikely

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Privacy Perception Dashboard: UK

Willingness to trade by persona

- Overall: 28%
- Citizen: 44%
- Medical: 35%
- Financial: 24%
- Employee: 22%
- Consumer: 17%

Confidence in skills and ethics by persona

- Overall:
  - Skills: 56%
  - Ethics: 40%
- Consumer:
  - Skills: 55%
  - Ethics: 35%
- Employee:
  - Skills: 50%
  - Ethics: 40%
- Social:
  - Skills: 45%
  - Ethics: 26%
- Medical:
  - Skills: 63%
  - Ethics: 58%
- Financial:
  - Skills: 65%
  - Ethics: 45%
- Citizen:
  - Skills: 58%
  - Ethics: 38%

“I don’t like anyone knowing about me or my online habits.”

- Global: 84%
- UK: 89%

“I believe my government is working to protect my privacy.”

- Global: 41%
- UK: 41%

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

- Global: 87%
- UK: 91%

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

- Global: 59%
- UK: 59%

Data breach experience

- Global: 54%
- UK: 52%

5-year privacy outlook

- Overall:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Consumer:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Social:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Citizen:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Medical:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Financial:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%
- Employee:
  - I have less privacy now than I did a year ago: 81%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 84%

Level of concern for privacy in the future by persona

- Overall:
  - I have less privacy now than I did a year ago: 71%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 80%
- Consumer:
  - I have less privacy now than I did a year ago: 74%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 72%
- Social:
  - I have less privacy now than I did a year ago: 70%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 65%
- Citizen:
  - I have less privacy now than I did a year ago: 65%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 62%
- Medical:
  - I have less privacy now than I did a year ago: 62%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 62%
- Financial:
  - I have less privacy now than I did a year ago: 62%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 62%
- Employee:
  - I have less privacy now than I did a year ago: 62%
  - There should be laws to prohibit buying/selling of my data without my “opt-in” consent: 62%

Skills

- Global: 87%
- UK: 91%

Ethics

- Global: 87%
- UK: 91%

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Demographic Dashboard: UK  [n=1000]

*Sample has been weighted to national representation for gender and age
USA 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%)
When I join social networks, I customize my privacy settings.
I shred all documents containing personal data before throwing them away.
I have password protection on my mobile device(s) - phone, tablet, etc.
I change my passwords regularly.

Summary: Always/Most of the time

<table>
<thead>
<tr>
<th>Activity</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Retail</td>
<td>79%</td>
</tr>
<tr>
<td>Banking</td>
<td>77%</td>
</tr>
<tr>
<td>Paying bills</td>
<td>76%</td>
</tr>
<tr>
<td>Using social media</td>
<td>70%</td>
</tr>
</tbody>
</table>

Behavior Dashboard: USA [n=1000]

Time Spent Online

<table>
<thead>
<tr>
<th>Time Spent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 hour</td>
<td>1%</td>
</tr>
<tr>
<td>1-2 hours</td>
<td>12%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>31%</td>
</tr>
<tr>
<td>5-6 hours</td>
<td>26%</td>
</tr>
<tr>
<td>7-8 hours</td>
<td>13%</td>
</tr>
<tr>
<td>More than 8 hours</td>
<td>17%</td>
</tr>
</tbody>
</table>

Online Activities

Likelihood to read privacy statement

39% unlikely
Privacy Perception Dashboard: USA

**Willingness to trade by persona**
- Overall: 30%
- Citizen: 44%
- Medical: 36%
- Financial: 29%
- Consumer: 25%
- Employee: 23%
- Social: 20%

**Confidence in skills and ethics by persona**
- Skills: [59%, 56%, 54%, 68%, 64%, 56%, 36%]
- Ethics: [45%, 39%, 46%, 67%, 60%, 77%, 80%]

**“I don’t like anyone knowing about me or my online habits.”**
- Global: 81%
- USA: 85%

**“I believe my government is working to protect my privacy.”**
- Global: 41%
- USA: 37%

**There should be laws to prohibit buying/selling of my data without my “opt-in” consent**
- Global: 87%
- USA: 88%

**I have less privacy now than I did a year ago.**
- Global: 59%
- USA: 70%

**Data breach experience**
- Global: 58%
- USA: 54%

**5-year privacy outlook**
- USA: 81%
- Global: 85%

**Level of concern for privacy in the future by persona**
- Overall: 76%
- Consumer: 80%
- Social: 80%
- Citizen: 80%
- Financial: 77%
- Medical: 73%
- Employee: 65%

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### Demographic Dashboard: USA [n=1000]

#### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>30%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>18%</td>
</tr>
<tr>
<td>45 - 64</td>
<td>35%</td>
</tr>
<tr>
<td>65+</td>
<td>17%</td>
</tr>
</tbody>
</table>

#### Gender

- **Male**: 49%
- **Female**: 51%

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