



# Special Eurobarometer 487a

## Report

### The General Data Protection Regulation

Fieldwork  
**March 2019**  
Publication  
**June 2019**

Survey requested by the European Commission,  
Directorate-General for Justice and Consumers  
and co-ordinated by the Directorate-General for Communication

This document does not represent the point of view of the European Commission.  
The interpretations and opinions contained in it are solely those of the authors.

Special Eurobarometer 487 – Wave EB91.2 – Kantar



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## Report

### The General Data Protection Regulation

March 2019

Survey conducted by Kantar on behalf of Kantar Belgium at the request of the European Commission,  
Directorate-General for Justice and Consumers

Survey co-ordinated by the European Commission, Directorate-General for Communication  
(DG COMM "Media Monitoring and Eurobarometer" Unit)



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## INTRODUCTION

On 25<sup>th</sup> May 2018 the General Data Protection Regulation (GDPR)<sup>1</sup> entered into application in the European Union, representing one of the most important and significant changes in the data protection legal framework in the EU in twenty years. GDPR builds on previous data protection legislation and guarantees the protection of individuals' personal data irrespective of the format used (online, paper etc). GDPR applies not only to companies and organisations in the EU, but also to those based outside the EU that offer goods or services within the Member States of the European Union or monitor the behaviour of individuals in the European Union.

GDPR guarantees individuals a number of rights relating to their personal data, including:

- The right to access personal data collected by companies or organisations, and to correct or update that data;
- The transmission of personal data to another entity;
- The right to be forgotten, and have personal data deleted;
- The right to be informed of data breaches that may pose a high risk to the rights and freedoms of natural persons<sup>2</sup>.

This Special Eurobarometer survey was commissioned by European Commission Directorate-General for Justice and Consumers to explore awareness of GDPR in particular, as well as more general opinions and behaviours relating to data sharing and data protection. It covers the following topics:

- Participation in online social networks and online shopping;
- The proportion of social network users who have tried to change their detail privacy settings, how easy or difficult they found the process, as well as reasons for not changing default settings;
- The reasons respondents disclose personal data online;
- How much control respondents feel they have over the information they provide online;
- Respondents' level of concern when they do not feel they have total control over the information they post online;
- How often respondents feel informed about the conditions surrounding the collection and further use of the personal data they provide online;
- The proportion of respondents who read privacy statements online, and the reasons for not reading these fully;
- Awareness of GDPR, the rights it guarantees, and the national public authority responsible for protecting personal data rights.

Where possible, comparisons will be made with Special Eurobarometer 431 on Data Protection conducted in 2015<sup>3</sup>.

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<sup>1</sup> [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC)

<sup>2</sup> [https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens/how-my-personal-data-protected/what-happens-if-data-i-have-shared-leaked\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens/how-my-personal-data-protected/what-happens-if-data-i-have-shared-leaked_en)

<sup>3</sup> <http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/Survey/getSurveyDetail/instruments/SPECIAL/yearFrom/2013/yearTo/2015/surveyKy/2075>

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

Belgium	BE	Latvia	LV
Bulgaria	BG	Luxembourg	LU
Czechia	CZ	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Greece	EL	Poland	PL
Spain	ES	Portugal	PT
France	FR	Romania	RO
Croatia	HR	Slovenia	SI
Ireland	IE	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY *	Sweden	SE
Lithuania	LT	United Kingdom	UK

*We wish to thank the people throughout the European Union  
who have given their time to take part in this survey.*

*Without their active participation, this study would not have been possible.*



## MAIN FINDINGS

### **More than two thirds of Europeans have heard of GDPR. A clear majority have heard of most of the rights guaranteed by GDPR, and almost six in ten have heard of a national authority protecting their data**

- The majority (67%) of respondents have heard of GDPR: 36% have heard of it and know what it is, and 31% have heard of it but don't know exactly what it is.
- Overall almost three quarters (73%) have heard of at least one right guaranteed by GDPR. Three in ten respondents (31%) have heard of all the rights asked about in the survey, while just over one quarter (27%) have not heard of any of them.
- Almost two thirds (65%) have heard of the right to access their data, 61% have heard of the right to correct their data if it is wrong, 59% about the right to object to receiving direct marketing and 57% about the right to have their data deleted and forgotten.
- Half of the respondents have heard about the right to move their data from one provider to another and 41% have heard about the right to have a say when decisions are automated.
- The three most exercised rights are the right to object to receiving direct marketing (24%), the right to access personal data (18%), and the right to correct personal data if it is wrong (16%).
- A clear majority (57%) say they have heard about the existence of a public authority in their country responsible for protecting their rights regarding their personal data – an increase of 20 percentage points since 2015.
- A fifth of respondents know which public authority is responsible for protecting their data.

### **The majority of respondents feel they have at least partial control over the information they provide online**

- Almost two thirds of respondents (65%) who provide personal information online feel they have at least some control over this information: 14% feel they have complete control and 51% that they have partial control.
- In all but one country, the majority of respondents who use the Internet feel they have at least some control over the information they provide online.
- 62% of respondents who feel they have partial or no control over the information they provide say they are concerned about this. This represents a decrease of five percentage points since 2015.

### **Just over one in five say they are always informed about the conditions attached to the collection and use of their personal data online, and only a minority (13%) fully read privacy statements online**

- Amongst respondents who use the Internet, 57% say that they are at least sometimes informed about the conditions under which their data is collected and may be used further: 22% say they are always informed, while 35% say they are sometimes informed.
- Amongst respondents who use the Internet, the majority (60%) read privacy statements on the Internet – although they are more likely to do so partially (47%) than fully (13%).
- Respondents are less likely to read privacy statements than they were in 2015 (-7 percentage points).
- For respondents that only partially read privacy statement on the Internet, or who don't read them at all, by far the most common reason is that they are too long to read (66%). Almost one third (31%) say they find these statements unclear or difficult to understand, while 17% say it is enough for them to see the website has a privacy policy.

**The majority of social network users (56%) have tried to change the default privacy settings of their profile. The most common reason for not doing it are that users trust sites to set appropriate privacy settings (29%) or that they do not know how to do it**

- More than half (56%) of all social network users have tried to change the privacy settings of their personal profile from the default settings on an online social network – a decrease of four points since 2015.
- The three most common reasons social network users give for not trying to change their personal profile's default settings are that they trust the sites to set appropriate privacy settings (29%), that they do not know how to (27%), or that they are not worried about sharing their personal data (20%).

## I. DIFFERENT USES OF THE INTERNET

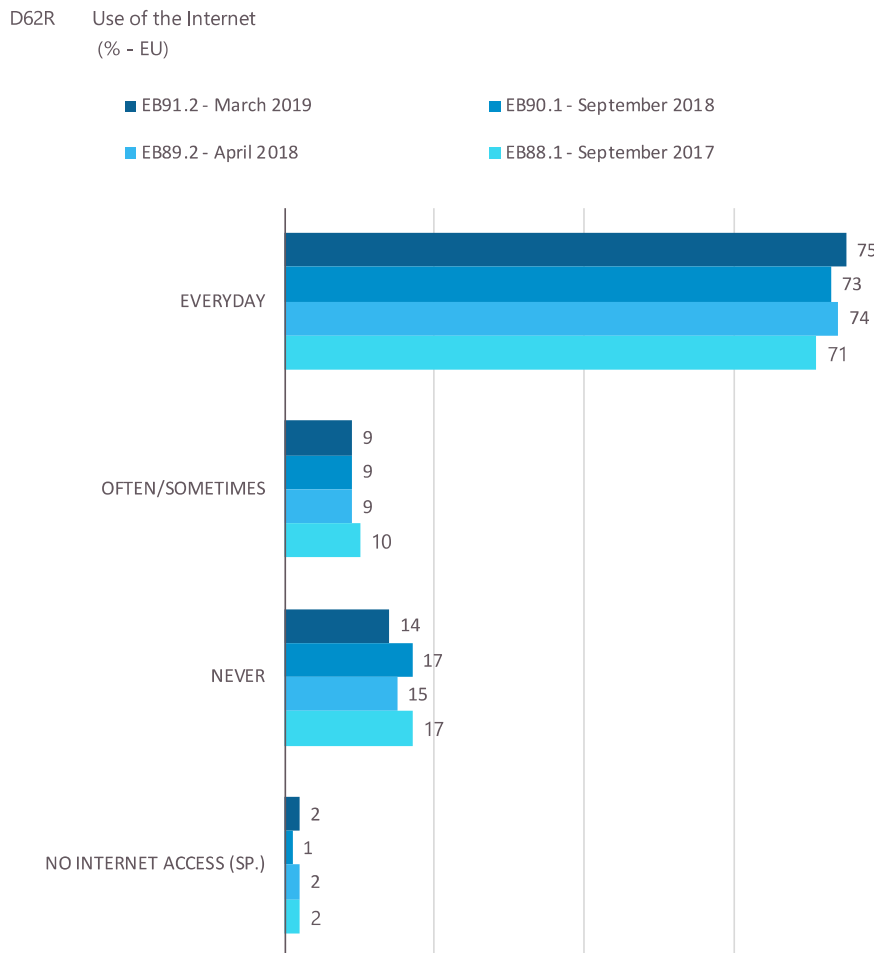
This section of the report explores the use of the Internet, online social networks, and respondents' online shopping behaviour.

### 1 Use of the Internet

#### More than eight in ten respondents use the Internet, with three quarters using it daily

Overall, 84% of respondents use the Internet. Three quarters do so daily, while 9% use it often or sometimes. Just over one in ten (14%) say they never use the Internet, while just 2% spontaneously say they have no Internet access.

Internet use has remained relatively stable since 2017.

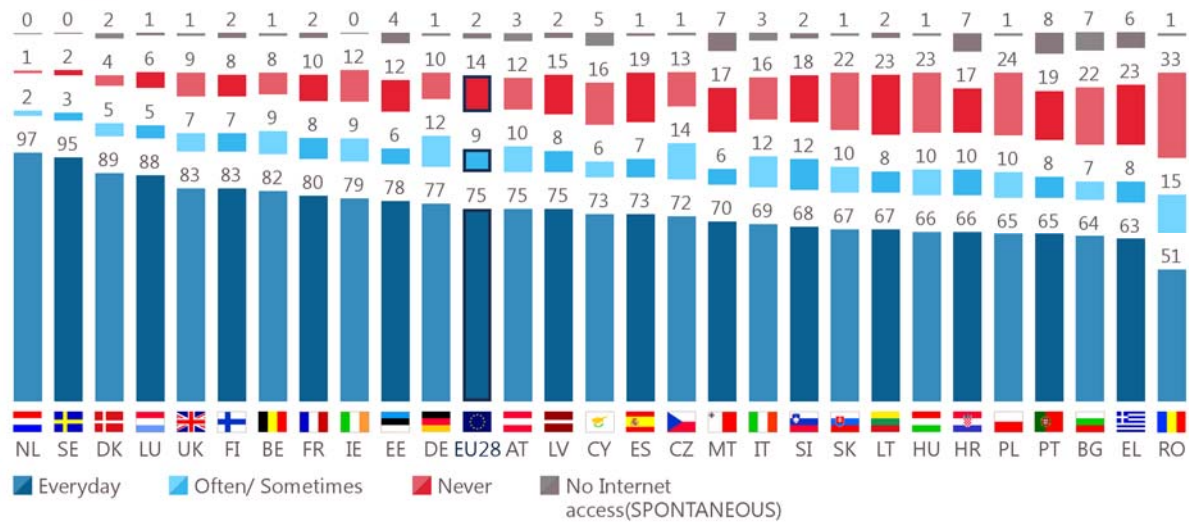


Base: all respondents (N=27,524)

The majority of respondents in each country use the Internet daily, with proportions ranging from 97% in Netherlands, 95% in Sweden and 89% in Denmark to 51% in Romania, 63% in Greece and 64% in Bulgaria.

There are seven countries where at least one in five never use the Internet: Romania (33%), Poland (24%), Greece, Hungary, Lithuania (all 23%), Slovakia and Bulgaria (both 22%).

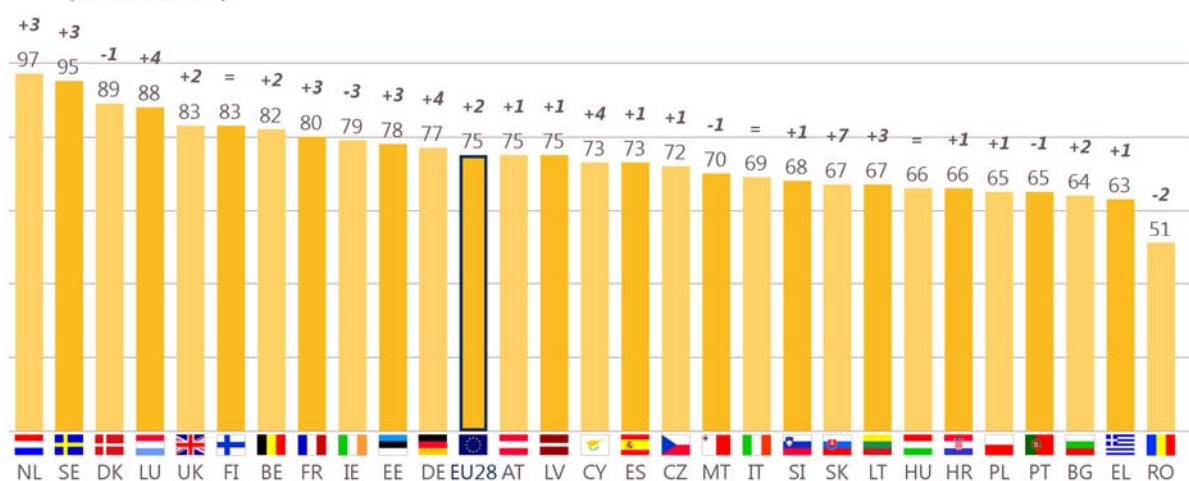
**D62R Use of the Internet (%)**



Base: all respondents (N=27,524)

In 21 countries, respondents are now more likely to use the Internet daily than they were in 2018, although in most cases the increases are small. The largest is observed amongst those in Slovakia (+7 pp), Cyprus, Germany and Luxembourg (all +4 pp).

**D62R Use of the Internet (% - EVERYDAY)**



(March 2019 - September 2018)

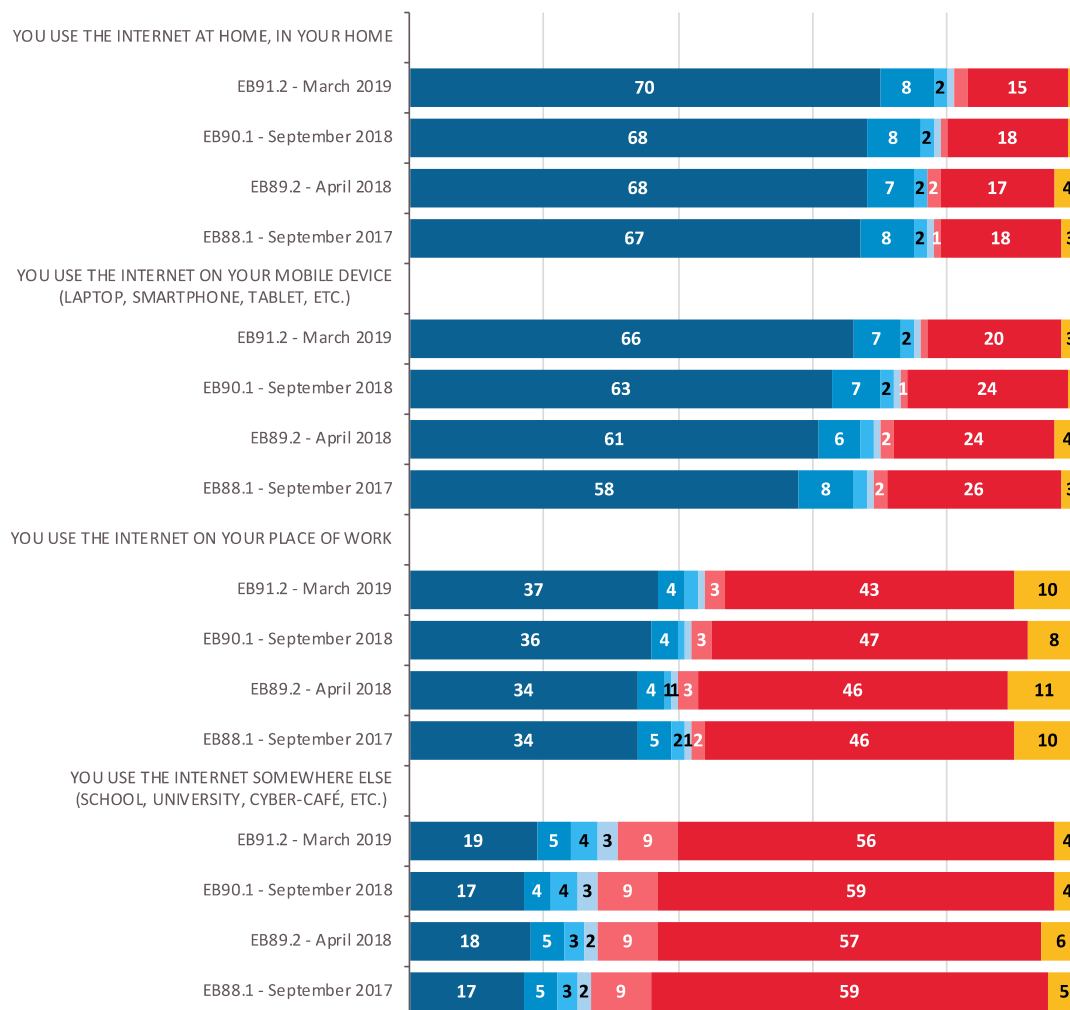
Base: all respondents (N=27,524)

Respondents are much more likely to say they use the Internet at home (83%), or on a mobile device (77%) than they are to say they use it at work (47%) or somewhere else (40%).

The trends show use of the Internet in most locations has remained relatively stable since September 2017. The exception is internet use on mobile devices, which has grown steadily from 71% in September 2017 to 77% in the current survey. This pattern is also evident in daily or almost daily use, which has increased by eight points since 2017.

D62 Could you tell me if...?  
(% - EU)

■ Every day or almost every day    
 ■ Two or three times a week    
 ■ About once a week    
 ■ Two or three times a month  
■ Less often    
 ■ Never    
 ■ No Internet access (SPONTANEOUS)









Base: all respondents (N=27,524)

The socio-demographic analysis illustrates the following:

- Men are more likely than women to use the Internet daily (77% vs 72%), while women are more likely to say they never use it (17% vs 12% of men).
- The younger the respondent, the more likely they are to use the Internet daily, and the less likely they are to never use it. For example, 98% of 15-24 year olds and 94% of 25-39 year olds use the Internet daily, compared to 49% of those aged 55 and older.
- The longer a respondent remained in education, the more likely they are to use the Internet daily, and the less likely they are to never use it. For example, 43% who completed education aged 15 or younger never use the Internet, compared to 4% of those who completed education aged 20 or older.
- Students (99%), managers (96%) and other white collar workers (93%) are the most likely to use the Internet daily, particularly compared to retired persons (42%).
- The larger the respondent's household, the more likely they are to use the Internet daily. For example, 90% of those living in households with four or more people are daily users, compared to 59% of those living in single person households.
- The more urbanised a respondent's environment, the more likely they are to use the Internet daily: 80% living in towns are daily users, compared to 76% living in small/mid-sized towns and 68% living in rural villages.

In addition, respondents who have heard of GDPR are much more likely to use the Internet daily than those who have not (83% vs 60%). Respondents who have not heard of GDPR are more likely to say they never use the Internet (26% vs 8% who have heard of GDPR).

**D62R Use of the Internet  
(% - EU)**

	Everyday	Often/ Sometimes	Never	No Internet access (SPONTANEOUS)
EU28	75	9	14	2
 <b>Gender</b>				
Man	77	10	12	1
Woman	72	9	17	2
 <b>Age</b>				
15-24	98	1	1	-
25-39	94	5	1	-
40-54	86	9	5	-
55 +	49	14	33	4
 <b>Education (End of)</b>				
15-	37	14	43	6
16-19	73	12	14	1
20+	90	6	4	-
Still studying	99	1	-	-
 <b>Socio-professional category</b>				
Self-employed	86	7	6	1
Managers	96	3	1	-
Other white collars	93	5	2	-
Manual workers	82	11	6	1
House persons	66	11	20	3
Unemployed	82	8	9	1
Retired	42	15	38	5
Students	99	1	-	-
 <b>Household composition</b>				
1	59	10	27	4
2	65	13	20	2
3	87	7	5	1
4+	90	5	5	-
 <b>Subjective urbanisation</b>				
Rural village	68	11	19	2
Small/ mid size town	76	9	13	2
Large town	80	7	11	2
<b>Heard of GDPR</b>				
Yes	83	8	8	1
No	60	11	26	3

Base: all respondents (N=27,524)

## 2 Use of online social networks

### The majority of Internet users use online social networks daily or almost daily

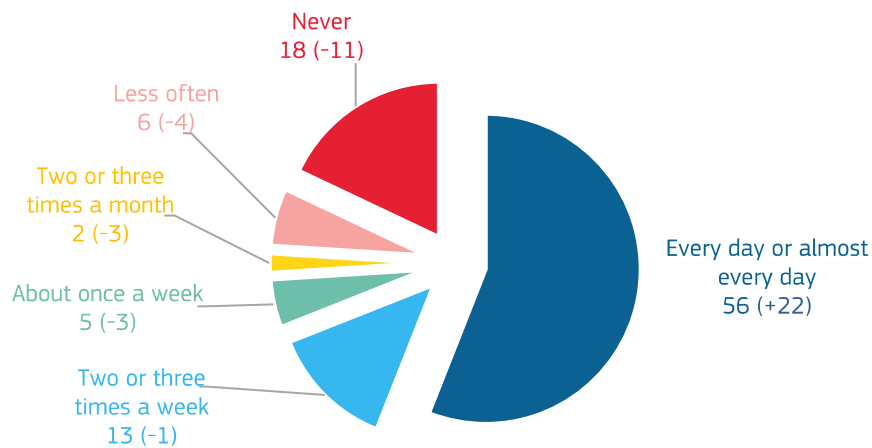
Just over eight in ten (82%) respondents who use the Internet have used an online social network, with 76% saying they use them at least two or three times a month<sup>4</sup>.

Frequent use is by far the most common: more than half (56%) use online social networks daily or almost daily. Just over one in ten (13%) use them two or three times a week, while 5% use them once a week and 2% use them two or three times a month. Just over one in twenty (6%) use them less often.

Almost one in five (18%) never use online social networks.

Comparing these results to those from 2015 shows the use of online social networks has increased considerably – and in particular daily or almost daily use. Overall there has been a 15 percentage point increase in the proportion who are users of online social networks<sup>5</sup>, but the proportion who use them daily or almost daily has increased by 22 points during this period.

**D20** How often, if at all, do you use online social networks?  
(% - EU)



(March 2019 - February/March 2015)

Base: respondents who use the Internet (N=23,106)

<sup>4</sup> D20 How often, if at all, do you use online social networks?

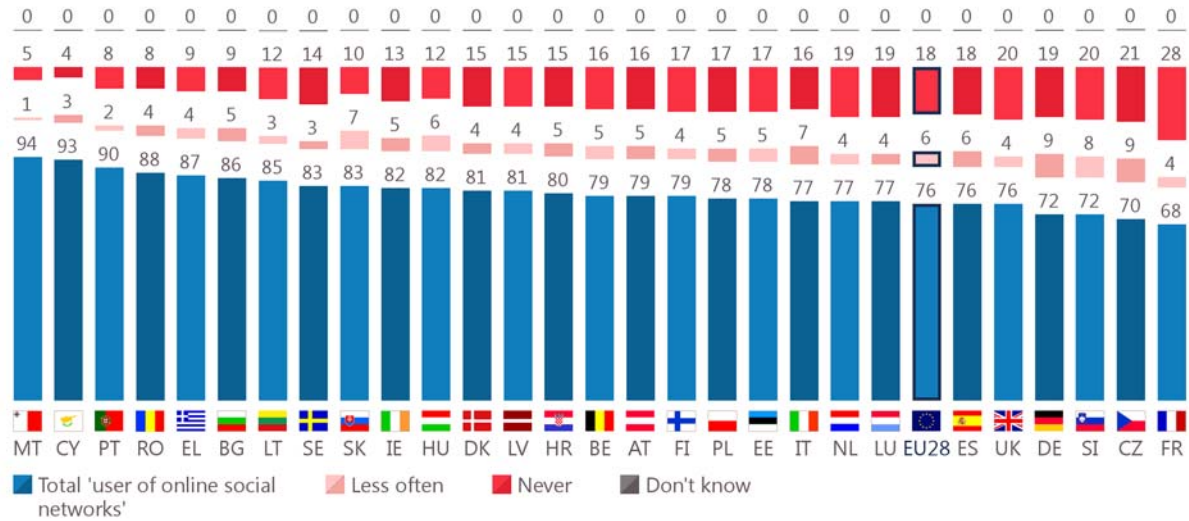
<sup>5</sup> In this report a user of online social networks is defined as someone who uses online social networks two or three times a month or more.



More than two thirds of respondents in each country are users of online social networks, ranging from 94% in Malta, 93% in Cyprus and 90% in Portugal to 68% in France, 70% in Czechia and 72% in Slovenia and Germany.

In contrast, at least one in five respondents in France (28%), Czechia (21%), Slovenia and the United Kingdom (both 20%) say they never use online social networks.

**D20** How often, if at all, do you use online social networks? (%)



Base: respondents who use the Internet (N=23,106)

In each Member State, the proportion of respondents who are users of online social networks has increased – in many cases by a considerable margin. The largest increases are seen amongst Internet users in Cyprus (+34 pp), Malta (+33 pp), Denmark (+26 pp), Ireland, Austria and Poland (all +25 pp). In fact, Slovakia, Estonia (both +4 pp) and Germany (+5 pp) are the only countries where the increase in social network users is less than ten points.

**D20** How often, if at all, do you use online social networks?  
(%)

	Total 'User of online social networks'	Diff. March 2019 - February/March 2015	Less often	Diff. March 2019 - February/March 2015	Never	Diff. March 2019 - February/March 2015
EU28 	76	▲ 15	6	▼ -3	18	▼ -11
MT 	94	▲ 33	1	▼ -7	5	▼ -26
CY 	93	▲ 34	3	▼ -10	4	▼ -24
PT 	90	▲ 13	2	▼ -6	8	▼ -7
RO 	88	▲ 25	4	▼ -5	8	▼ -20
EL 	87	▲ 23	11	▼ -4	9	▼ -16
BG 	86	▲ 4	5	▼ -1	9	▼ -3
LT 	85	▲ 17	3	▼ -3	12	▼ -13
SE 	83	▲ 14	3	▼ -5	14	▼ -9
SK 	83	▲ 24	7	▼ -8	10	▼ -16
HU 	82	▲ 14	6	▼ -7	12	▼ -7
IE 	82	▲ 11	5	▼ -1	13	▼ -10
DK 	81	▲ 14	4	▼ -7	15	▼ -7
LV 	81	▲ 17	4	▼ -6	15	▼ -10
HR 	80	▲ 9	5	▼ -5	15	▼ -4
AT 	79	▲ 10	5	▼ -3	16	▼ -6
BE 	79	▲ 17	5	▼ -	16	▼ -11
FI 	79	▲ 25	4	▼ -7	17	▼ -18
EE 	78	▲ 21	5	▼ -7	17	▼ -13
PL 	78	▲ 18	5	▼ -5	17	▼ -12
IT 	77	▲ 6	7	▼ -3	16	▼ -3
LU 	77	▲ 25	4	▼ 7	19	▼ -18
NL 	77	▲ 13	4	▼ -7	19	▼ -6
ES 	76	▲ 4	6	=	18	▼ -4
UK 	76	▲ 12	4	▼ -4	20	▼ -8
DE 	72	▲ 24	9	▼ -2	19	▼ -22
SI 	72	▲ 13	8	▼ -6	20	▼ -7
CZ 	70	▲ 14	9	▼ -6	21	▼ -8
FR 	68	▲ 17	4	▼ -5	28	▼ -12

Base: respondents who use the Internet (N=23,106)

The **socio-demographic analysis** focuses on users<sup>6</sup> of online social networks, and shows no differences based on gender or occupation, or whether or not a respondent has heard of GDPR. However, it does illustrate the following:







- The younger the respondent, the more likely they are to use online social networks: 96% of 15-24 year olds are users, compared to 55% of those aged 55 or older.
- Respondents who completed their education aged 16 or older are more likely to be users of online social networks than those who completed education aged 15 or younger.
- Respondents living in a household of at least three people are more likely to use online social networks than those living in one or two person households.
- Daily Internet users are more likely to use online social networks than those who use the Internet less often (80% vs 41%).

The analysis also indicates that respondents who feel they have at least some control over their personal information online are more likely to use social networks (84% vs 75% who feel they have no control). And finally, respondents who regularly purchase online (87%) are more likely to be online social network users than those who purchase less frequently (77%) or who never buy online (57%).

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<sup>6</sup> Defined as using them two or three times a month or more.

**D20** How often, if at all, do you use online social networks?  
(% - EU)

	Total 'user of online social networks'	Total 'has used online social networks'	Never
EU28	76	82	18
 <b>Gender</b>			
Man	74	80	20
Woman	78	83	17
 <b>Age</b>			
15-24	96	98	2
25-39	88	92	8
40-54	76	83	17
55 +	55	62	38
 <b>Education (End of)</b>			
15-	60	68	32
16-19	74	80	20
20+	77	82	18
Still studying	95	97	3
 <b>Socio-professional category</b>			
Self-employed	79	85	15
Managers	81	87	13
Other white collars	83	88	12
Manual workers	77	83	17
House persons	81	86	14
Unemployed	81	86	14
Retired	49	56	44
Students	95	97	3
 <b>Household composition</b>			
1	70	76	24
2	67	73	27
3	83	88	12
4+	84	89	11
 <b>Use of the Internet</b>			
Everyday	80	85	15
Often/ Sometimes	41	53	47
<b>Control over personal information online</b>			
At least some control	84	89	11
No control at all	75	81	19
<b>Purchase goods or services online</b>			
Regurally	87	91	9
Less than two times a month	77	83	17
Never	57	64	36
<b>Heard of GDPR</b>			
Yes	77	83	17
No	73	78	22

Base: respondents who use the Internet (N=23,106)

### 3 Purchase of goods or services online

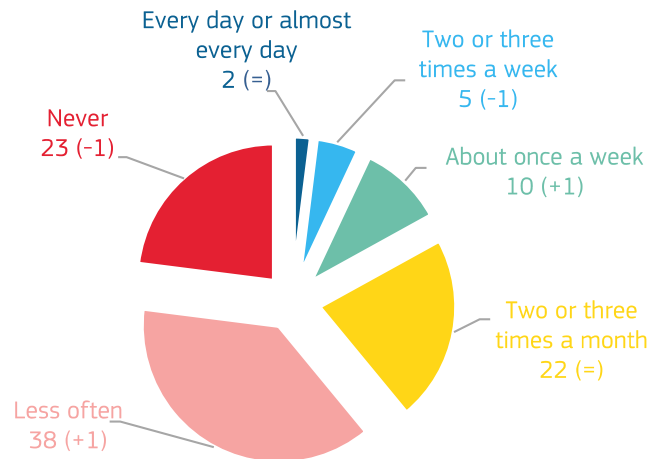
#### A large majority purchase goods or services online

More than three quarters (77%) of Internet using respondents purchase goods or services online, however for most this is not a frequent activity<sup>7</sup>. Just 2% buy online daily or almost daily, 5% do so two or three times a week and 10% about once a week. Just over one in five (22%) purchase online two or three times a month, while 38% do so less often.

Almost one quarter (23%) never purchase goods or services online.

The proportion who buy online regularly<sup>8</sup> is 39% - the same proportion as in 2015.

**QB7** How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?  
(% - EU)



(March 2019 - February/March 2015)

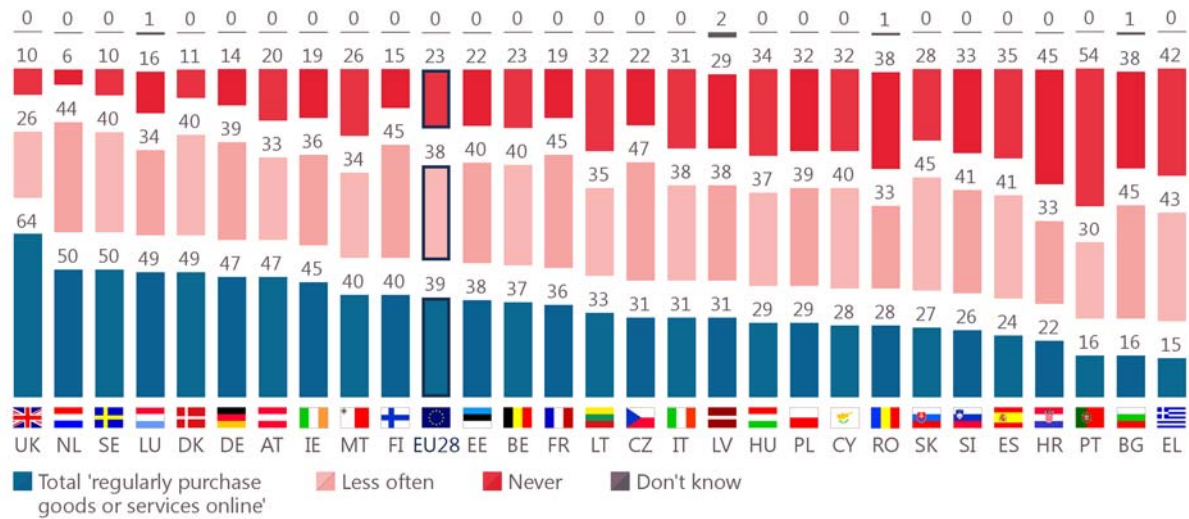
Base: respondents who use the Internet (N=23,106)

<sup>7</sup> QB7 How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?

<sup>8</sup> Regular online shoppers are defined in this report as those who buy online at least two or three times a month.

There are only three countries where at least half of all Internet using respondents regularly buy online: the United Kingdom (64%), the Netherlands and Sweden (both 50%). At the other end of the scale 15% in Greece and 16% of those in Portugal and Bulgaria regularly purchase goods or services online. In fact, more than half of these respondents in Portugal (54%) say they never buy online, and this is also the most common response in Croatia (45%) and Romania (38%).

**QB7** How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)? (%)





Base: respondents who use the Internet (N=23,106)

In 15 countries, the proportion of Internet using respondents who regularly purchase goods or services online has increased since 2015, with the largest one seen amongst those in Luxembourg (+10 pp), Estonia (+9 pp) and Cyprus (+8 pp). In contrast, respondents in Poland (-12 pp) and Hungary (-6 pp) are now less likely to regularly buy online. There has been no change in Greece, Portugal or Slovakia.

The proportion of respondents who never shop online has increased notably in Poland (+10 pp), but declined in Romania (-10 pp), Spain and the Netherlands (both -6 pp).

**QB7** How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?  
(%)

	Total 'regularly purchase goods or services online'	Diff. March 2019 - February/March 2015	Less often	Diff. March 2019 - February/March 2015	Never	Diff. March 2019 - February/March 2015
EU28 	39	=	38	▲ 1	23	▼ -1
AT 	47	▲ 5	33	▼ -7	20	▲ 2
IE 	45	▼ -4	36	▼ -1	19	▲ 5
RO 	28	▲ 5	33	▲ 4	38	▼ -10
EL 	15	=	43	▼ -1	42	▲ 1
HR 	22	▼ -2	33	▼ -3	45	▲ 5
IT 	31	▲ 4	38	▼ -2	31	▼ -2
CY 	28	▲ 8	40	▼ -7	32	▼ -1
HU 	29	▼ -6	37	▲ 7	34	▼ -1
PT 	16	=	30	▲ 1	54	▼ -1
UK 	64	▼ -3	26	▲ 5	10	▼ -2
BE 	37	▲ 6	40	▼ -2	23	▼ -4
DK 	49	▼ -1	40	▲ 1	11	=
EE 	38	▲ 9	40	▼ -6	22	▼ -3
LV 	31	▲ 5	38	▼ -3	29	▼ -3
LU 	49	▲ 10	34	▼ -7	16	▼ -4
MT 	40	▲ 1	34	▼ -1	26	▲ 1
BG 	16	▲ 3	45	▲ 4	38	▼ -1
CZ 	31	▲ 1	47	▼ -4	22	▲ 3
DE 	47	▲ 5	39	▼ -3	14	▼ -2
ES 	24	▲ 3	41	▲ 3	35	▼ -6
FR 	36	▼ -2	45	▲ 5	19	▼ -3
LT 	33	▲ 2	35	▲ 3	32	▼ -4
NL 	50	▲ 5	44	▲ 1	6	▼ -6
PL 	29	▼ -12	39	▲ 2	32	▲ 10
SI 	26	▼ -3	41	▲ 6	33	▼ -2
SK 	27	=	45	=	28	=
FI 	40	▼ -3	45	▲ 4	15	▼ -1
SE 	50	▼ -1	40	▲ 3	10	▼ -2

Base: respondents who use the Internet (N=23,106)

The **socio-demographic analysis** illustrates no differences based on gender, but does show the following:

- Respondents aged 15-39 are the most likely to have purchased goods or services online – more than eight in ten have done so (86%), compared to 62% of those aged 55 or older.
- The longer a respondent remained in education, the more likely they are to have bought online: 86% who completed education aged 20 or older have done so, compared to 52% of those who completed education aged 15 or younger.
- Managers (92%), students (86%), other white-collar workers (85%) and the self-employed are the occupation groups most likely to have bought online, particularly compared to retired persons (59%).
- Respondents living in a household of at least three people are the most likely to regularly buy online.
- The less financial difficulties a respondent experiences, the more likely they are to have bought online: 80% of those who experience the least difficulties paying bills have done so, compared to 67% of those who experience the most difficulties.
- Respondents who consider themselves to be part of the upper middle class (91%) are the most likely to purchase online, particularly compared to those who consider themselves in the working class (68%).

Not surprisingly, respondents who use the Internet daily are more likely to have bought online than those who use it less frequently (81% vs 44%). The analysis also shows that those who have changed the privacy settings of their social network page<sup>9</sup> (91% vs 73% who have not), and those who have heard of GDPR<sup>10</sup> (81% vs 68% who have not) are more likely to buy online.









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<sup>9</sup> See section II for full details of these results.

<sup>10</sup> See section V for full details of these results.



**QB7** How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?  
(% - EU)

	Total 'regularly purchase goods or services online'	Total 'Purchase goods or services online'	Never
EU28	39	77	23
 <b>Gender</b>			
Man	40	78	22
Woman	38	76	24
 <b>Age</b>			
15-24	47	86	13
25-39	50	87	13
40-54	40	79	21
55 +	24	62	38
 <b>Education (End of)</b>			
15-	23	52	48
16-19	35	73	27
20+	46	86	14
Still studying	45	86	13
 <b>Socio-professional category</b>			
Self-employed	47	82	18
Managers	58	92	8
Other white collars	43	85	15
Manual workers	35	75	25
House persons	39	72	27
Unemployed	34	73	27
Retired	23	59	41
Students	45	86	13
 <b>Household composition</b>			
1	34	72	28
2	35	74	26
3	42	80	20
4+	44	81	18
 <b>Difficulties paying bills</b>			
Most of the time	30	67	33
From time to time	35	73	27
Almost never/ Never	42	80	20
 <b>Consider belonging to</b>			
The working class	32	68	32
The lower middle class	35	74	26
The middle class	41	80	20
The upper middle class	57	91	9
The upper class	51	84	16
 <b>Use of the Internet</b>			
Everyday	42	81	19
Often/ Sometimes	16	44	56
<b>Changed the privacy settings on social networks</b>			
Yes	54	91	9
No	34	73	27
<b>Heard of GDPR</b>			
Yes	42	81	19
No	32	68	32

Base: respondents who use the Internet (N=23,106)

## II. KNOWLEDGE OF THE GENERAL DATA PROTECTION REGULATION

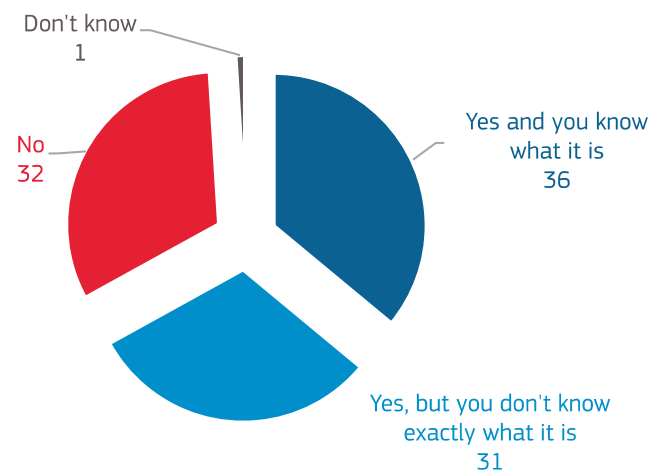
This section of the report probes respondents' awareness of the national public authority responsible for protecting their personal data rights, as well as awareness of the General Data Protection Regulation (GDPR) and the rights it guarantees.

### 1 Awareness of General Data Protection Regulation

#### More than two thirds have heard of GDPR

The majority (67%) of respondents have heard of GDPR, although there is a fairly even split between those who have heard of it and know what it is (36%) and those who have heard of it but don't know exactly what it is (31%)<sup>11</sup>. Almost one third (32%) have not heard of it.

**QB17** Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018? (% - EU)



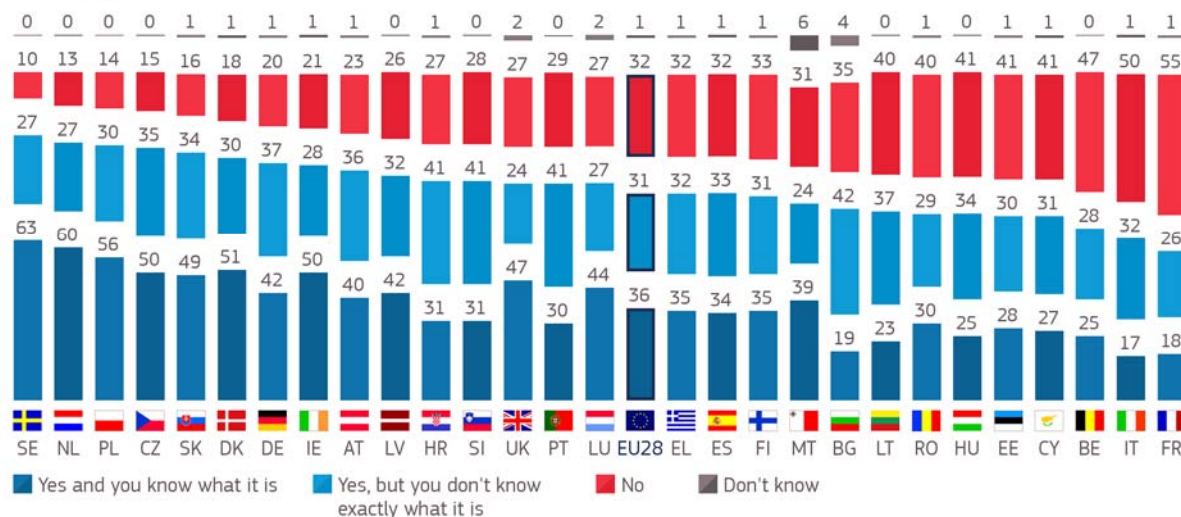
Base: all respondents (N=27,524)

<sup>11</sup> QB17 Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018?

The majority of respondents in all but two countries have at least heard of the GDPR, although proportions range from 90% in Sweden, 87% in the Netherlands and 86% in Poland to 53% in Belgium, and 58% in Cyprus and Estonia. The exceptions are France (44%) and Italy (49%).

There are six countries where at least half of all respondents have heard of GDPR and know what it is: Sweden (63%), the Netherlands (60%), Poland (56%), Denmark (51%), Ireland and Czechia (both 50%).

**QB17** Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018? (%)



Base: all respondents (N=27,524)

The **socio-demographic analysis** shows no difference based on gender, but does illustrate the following:






- Respondents aged 25-54 (75%) are the most likely to have heard of GDPR – and particularly to have heard of it and know what it is – compared to younger (66%) and older respondents (58%).
- Managers (86%) are the most likely to have heard of GDPR, particularly compared to retired persons (55%).
- The less financial difficulties a respondent experiences, the more likely they are to have heard of GDPR (and in particular to know what it is). For example, 71% of those who experience the least difficulties paying bills have heard of GDPR, compared to 49% of those who experience the most difficulties.

Daily Internet users (75%) are more likely to have heard of GDPR than those who use it less frequently (60%) or who never use it (39%). In a similar vein, respondents who regularly shop online (79%) are more likely to have heard of GDPR than those who do so less frequently (74%) or never (61%).

The analysis also highlights that respondents who have changed the privacy settings on their social network profile(s) are more likely to have heard of GDPR than those who have not (80% vs 65%). Perhaps not surprisingly, those who say they always (84%) feel informed about the conditions under which their data is collected and used are more likely to have heard of GDPR than those who say this only applies sometimes (77%), rarely (70%) or never (56%).

**QB17** Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018?

(% - EU)

	Yes and you know what it is	Yes, but you don't know exactly what it is	Total 'Yes, have heard of it'	No
EU28	36	31	67	32
 <b>Gender</b>				
Man	38	30	68	31
Woman	34	32	66	33
 <b>Age</b>				
15-24	35	31	66	34
25-39	45	30	75	25
40-54	43	32	75	25
55 +	26	32	58	40
 <b>Socio-professional category</b>				
Self-employed	49	32	81	18
Managers	63	23	86	14
Other white collars	47	32	79	21
Manual workers	34	32	66	33
House persons	26	32	58	40
Unemployed	27	35	62	38
Retired	23	32	55	43
Students	34	33	67	33
 <b>Difficulties paying bills</b>				
Most of the time	20	29	49	49
From time to time	27	33	60	39
Almost never/ Never	41	30	71	28
 <b>Use of the Internet</b>				
Everyday	43	32	75	25
Often/ Sometimes	24	36	60	39
Never	12	27	39	58
<b>Changed the privacy settings on social networks</b>				
Yes	52	28	80	20
No	31	34	65	34
<b>Informed about data collection and uses</b>				
Always	62	22	84	16
Sometimes	43	34	77	23
Rarely	32	38	70	29
Never	24	32	56	43
<b>Purchase goods or services online</b>				
Regulary	50	29	79	21
Less than two times a month	40	34	74	26
Never	26	35	61	38

Base: all respondents (N=27,524)

## 2 Awareness of rights guaranteed by General Data Protection Regulation

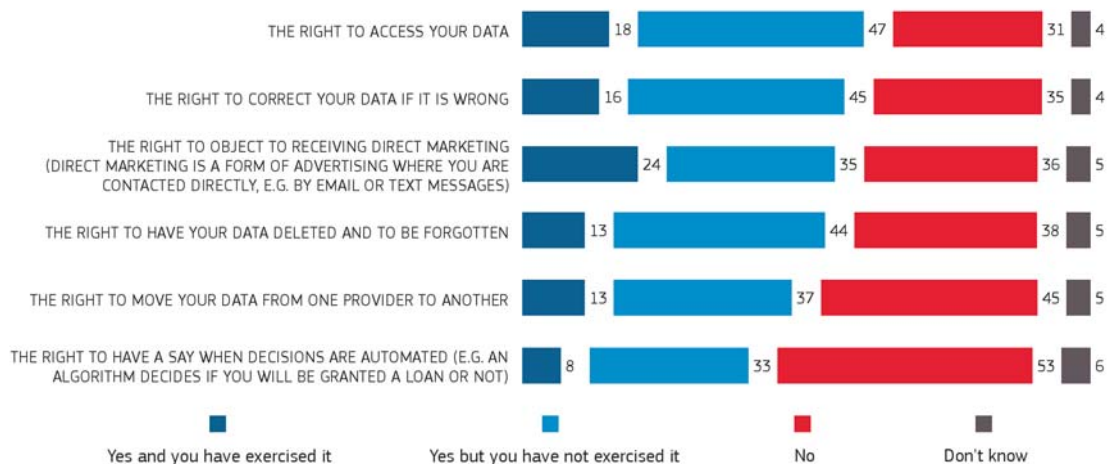
### A majority of respondents have heard of most of the rights guaranteed by GDPR, and some have already exercised these rights

All respondents were asked whether they have heard of a number of rights guaranteed by GDPR<sup>12</sup>. Almost two thirds (65%) have heard of the right to access their data, while 61% have heard of the right to correct their data if it is wrong.

At least half of all respondents have heard about the right to object to receiving direct marketing (59%), the right to have their data deleted and forgotten (57%) and the right to move their data from one provider to another (50%). Just over four in ten (41%) have heard about the right to have a say when decisions are automated.

In most cases more than one in ten respondents have already exercised these rights. Almost one quarter (24%) have exercised their right to object to receiving direct marketing. Almost one in five (18%) have exercised their right to access their data, while 16% have exercised their right to correct their data if it is wrong. Just over one in ten (13%) have exercised their right to have their data deleted and to be forgotten, and the same proportion (13%) have exercised their right to move data from one provider to another. Finally, 8% have exercised their right to have a say when decisions are automated.

**QB18** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights? (% - EU)

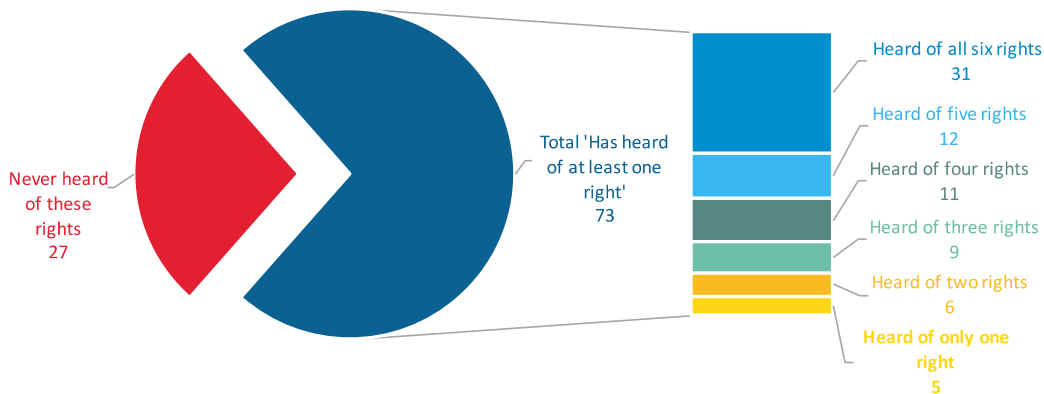


Base: all respondents (N=27,524)

<sup>12</sup> QB18 The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights? 18.1 The right to access your data; 18.2 The right to object to receiving direct marketing; 18.3 The right to correct your data if it is wrong; 18.4 The right to have your data deleted and to be forgotten; 18.5 The right to have a say when decisions are automated (e.g. an algorithm decides if you will be granted a loan or not); 18.6 The right to move your data from one provider to another.

A broader view of these results shows that over three in ten respondents (31%) have heard of all the rights asked about in the survey, while over one quarter (27%) have not heard of any of them. Overall almost three quarters (73%) have heard of at least one right guaranteed by GDPR.

QB18T The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
(% - EU)

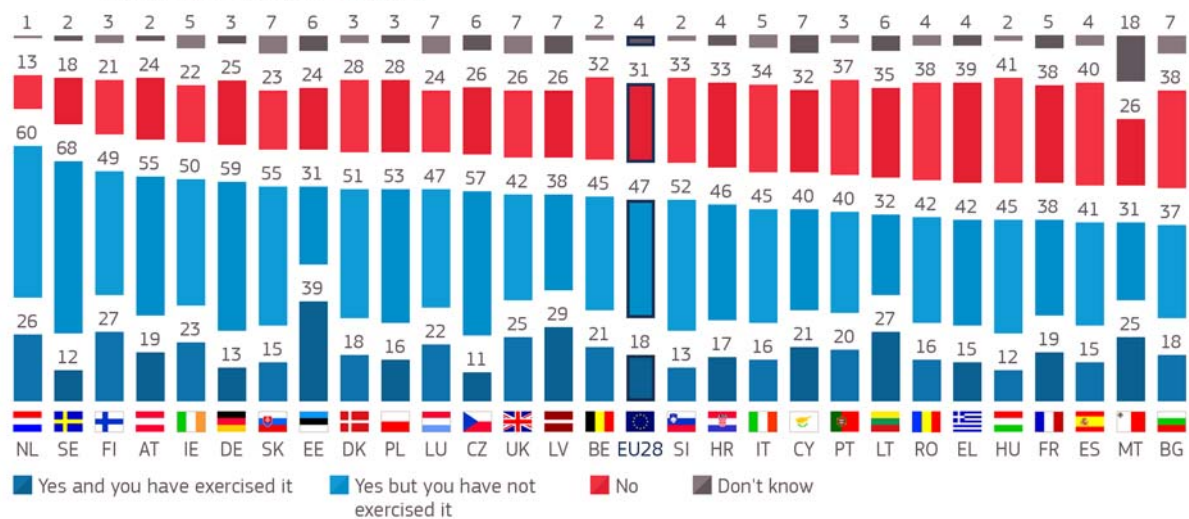


Base: all respondents (N=27,524)

The majority of respondents in each country have heard of the right to access their data, with proportions ranging from 86% in the Netherlands, 80% in Sweden and 76% in Finland to 55% in Bulgaria and 56% in Malta and Spain.

In 20 countries at least one in five have exercised this right, with those in Estonia (39%), Latvia (29%), Finland and Lithuania (both 27%) the most likely to have done so. This compares to 11% in Czechia and 12% in Hungary and Sweden.

QB18.1 The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to access your data (%)**

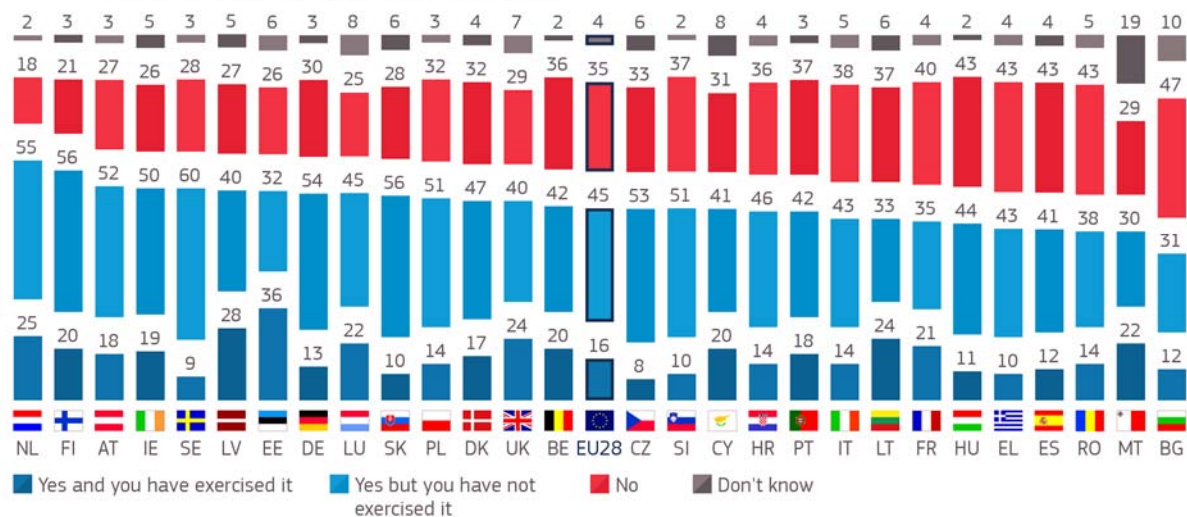


Base: all respondents (N=27,524)

In all but one country, the majority have heard of the right to correct their data if it is wrong. Awareness is highest in the Netherlands (80%), Finland (76%) and Austria (70%), and lowest in Bulgaria (43%), Romania and Malta (both 52%).

In 11 countries at least one in five have exercised this right, with respondents in Estonia (36%), Latvia (28%) and the Netherlands (25%) the most likely to have done so. This compares to 8% in Czechia, 9% in Sweden and 10% in Greece, Slovenia and Slovakia.

**QB18.3** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to correct your data if it is wrong (%)**

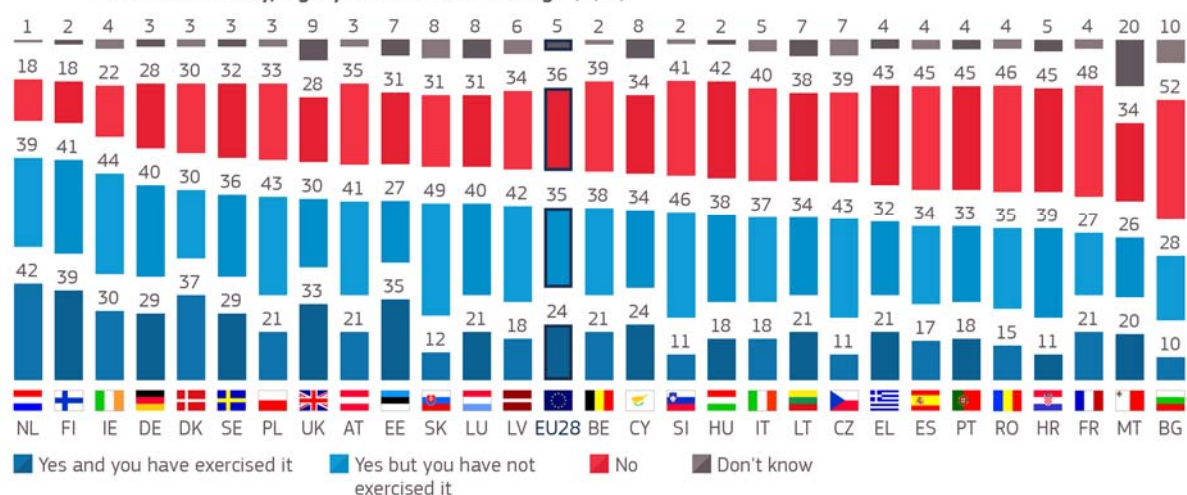


Base: all respondents (N=27,524)

In all but three countries, at least half of all respondents have heard of the right to object to receiving direct marketing, with the highest proportions seen amongst those in the Netherlands (81%), Finland (80%) and Ireland (74%) and the lowest in Bulgaria (38%), Malta (46%) and France (48%).

There are 17 countries where at least one in five have exercised the right to object to receive direct marketing, with respondents in the Netherlands (42%), Finland (39%) and Denmark (37%) the most likely to have done so. This compares to 10% in Bulgaria and 11% in Croatia, Czechia and Slovenia.

**QB18.2** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to object to receiving direct marketing (Direct marketing is a form of advertising where you are contacted directly, e.g. by email or text messages) (%)**

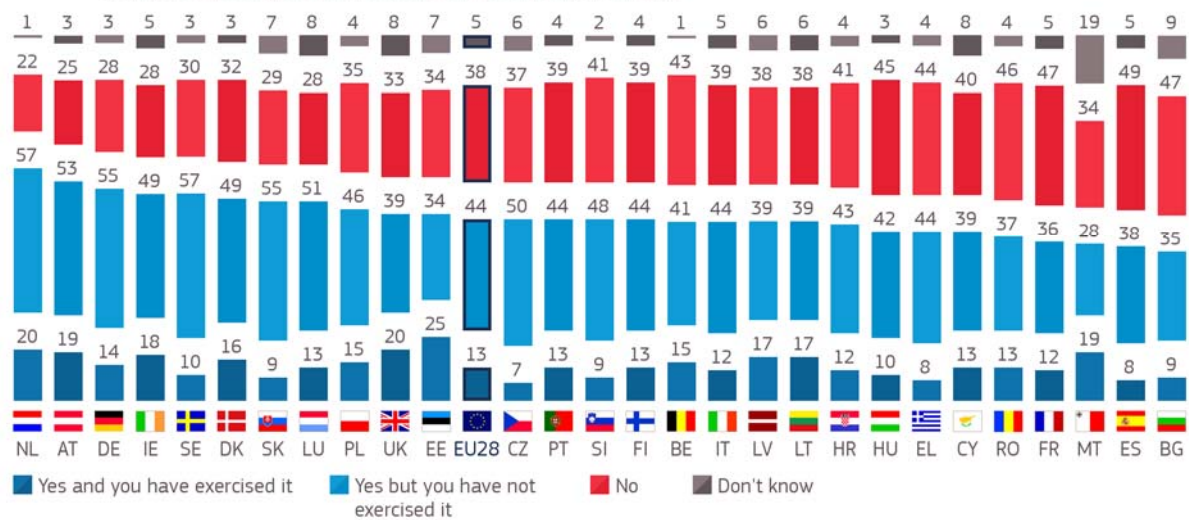


Base: all respondents (N=27,524)

In 24 countries, at least half of all respondents have heard of the right to have their data deleted and forgotten, with those in the Netherlands (77%), Austria (72%) and Germany (69%) the most likely to have done so. At the other end of the scale, 44% in Bulgaria, 46% in Spain, 47% in Malta and 48% in France have also heard of this right.

There are only three countries where at least one in five respondents have exercised the right to have their data deleted and forgotten: Estonia (25%), the Netherlands and the United Kingdom (both 20%). This compares to 7% in Czechia and 8% in Spain and Greece.

**QB18.4** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to have your data deleted and to be forgotten (%)**

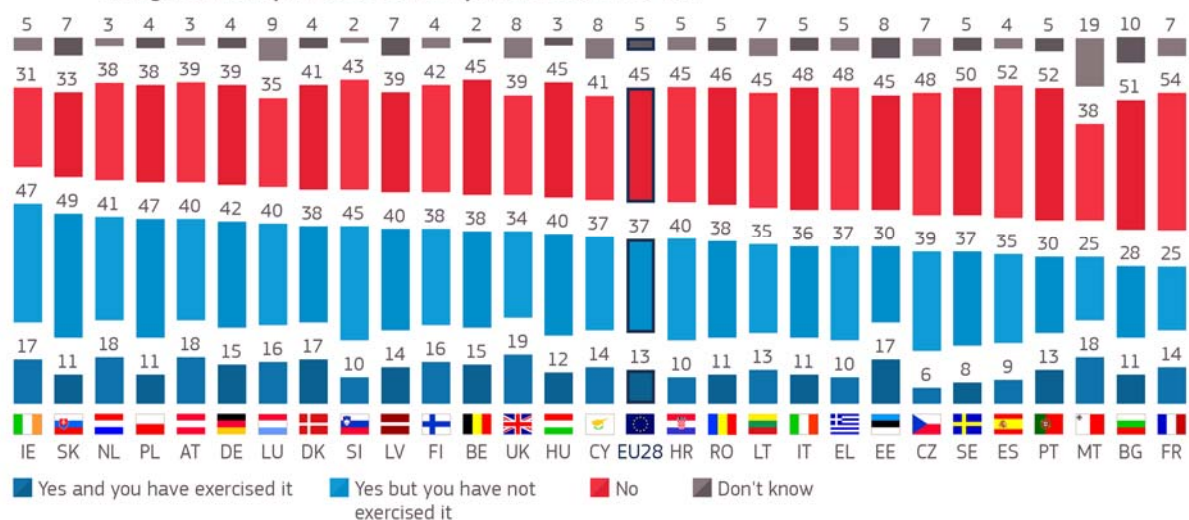


Base: all respondents (N=27,524)

The right to move data from one provider to another has lower awareness in each country, although proportions differ considerably, from 64% in Ireland, 60% in Slovakia and 59% in the Netherlands to 39% in France and Bulgaria and 43% in Portugal and Malta.

Fewer than one in five in each country have exercised this right, with those in the United Kingdom (19%), the Netherlands, Austria and Malta (all 18%) the most likely to have done so.

**QB18.6** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to move your data from one provider to another (%)**



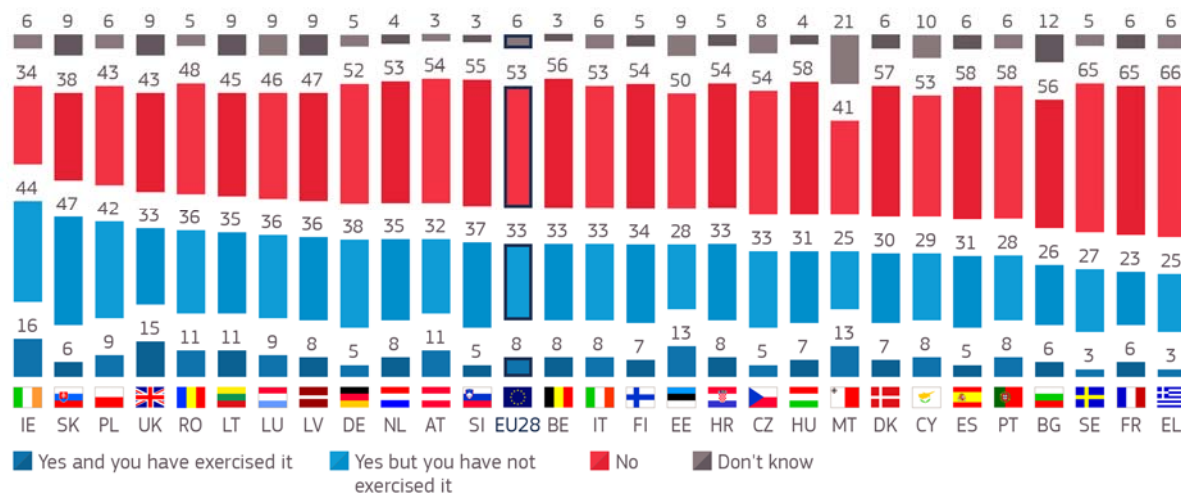
Base: all respondents (N=27,524)



Ireland (60%), Slovakia (53%) and Poland (51%) are the only countries where at least half have heard of their right to have a say when decisions are automated. In contrast 28% in Greece, 29% in France and 30% in Sweden have heard of this right.

Respondents in Ireland (16%), the United Kingdom (15%), Estonia and Malta (both 13%) are the most likely to have exercised this right.

**QB18.5** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
**The right to have a say when decisions are automated (e.g. an algorithm decides if you will be granted a loan or not) (%)**



Base: all respondents (N=27,524)

A broad overview of these results shows respondents in Ireland (51%), Slovakia (46%), Poland (43%) and the United Kingdom (40%) are the most likely to have heard of all of these rights, compared to 16% in Sweden and 18% in France. In contrast, at least one in ten respondents in 27 countries have not heard of any of these rights, and there are seven countries where at least one third have not heard of any: Malta (42%), Bulgaria (38%), Spain (37%), Romania (36%), Lithuania (35%), Greece and France (both 33%).

Respondents in Estonia, the Netherlands, the United Kingdom are consistently amongst the most likely to have exercised each of these rights, and those in Malta are amongst the most likely to have exercised each right except the right to direct marketing. In contrast, respondents in Czechia and Slovenia are consistently amongst the least likely to have exercised each of these rights.

**Awareness of GDPR and its specific rights**

Comparing the results of the last two questions shows that just because respondents in a country have a high level of awareness of GDPR and what it is does, it does not automatically follow they have heard of all the rights GDPR guarantees. For example, Ireland, Slovakia and Poland have some of the highest proportions of respondents who have heard of GDPR and know what it is, and the highest proportions of respondents who have heard of all the rights asked about in this survey. However, in Sweden and Czechia, although awareness of GDPR and what it does is high, the proportion of respondents in each country that have heard of all the rights is low – and in fact Sweden has the lowest level of any Member State. Similarly, the awareness of GDPR and what it does is high in Denmark and the Netherlands, but the proportions who have heard of all the rights is only average.







The **socio-demographic analysis** reveals the following:

- Men are more likely to be aware of each of these rights, compared to women, and this is particularly the case for the right to have **data deleted and forgotten** (61% vs 55%) and the right to **have a say when decisions are automated** (43% vs 38%).
- Respondents aged 15-54 are more likely than those aged 55 or older to be aware of each of these rights. For example, more than 70% of those aged 15-54 are aware of their right to **access their data**, compared to 52% of those aged 55 or older. Amongst those under 55, those aged 25-39 are generally the most likely to be aware of each right provided by GDPR.
- The longer a respondent remained in education, the more likely they are to be aware of each of these rights. For example, 49% of those who completed education aged 20 or older are aware of their right to **have a say when decisions are automated**, compared to 22% who completed education aged 15 or younger.
- Managers are more likely to be aware of each of these rights than other occupation groups.
- The fewer financial difficulties a respondent experiences, the more likely they are to be aware of each of these rights. For instance, 63% of those who experience the least financial difficulties are aware of the right to object to receiving direct marketing, compared to 42% of those who experience difficulties most of the time.
- Respondents who use the Internet daily are more likely to be aware of each of these rights than those who use it less frequently, or who never use the Internet. For instance, 67% of daily Internet users are aware of the right to have their data deleted and forgotten, compared to 23% of those who never use the Internet.

The analysis also shows that those who have changed the default privacy settings on their online social network profile, those who shop online, and those who feel they have at least some control over the information they provide online are more likely to have heard of each of these rights.

Not surprisingly, those who have heard of GDPR are more likely to be aware of each of the rights this legislation provides, compared to those who have not heard of it. Interestingly, though, the analysis shows that amongst those who have heard of GDPR, awareness of each of the rights varies. For example, 80% of those who have heard of GDPR are aware of the right to access their data, but fewer (62%) are aware of their right to move data from one provider to another, while 51% are aware of the right to have a say when decisions are automated.

**QB18T** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights? (% - EU)

	The right to access your data	The right to correct your data if it is wrong	The right to object to receiving direct marketing	The right to have your data deleted and to be forgotten	The right to move your data from one provider to another	The right to have a say when decisions are automated (e.g. an algorithm decides if you will be granted a loan or not)
EU28	65	61	59	57	50	41
 Gender						
Man	67	63	61	61	52	43
Woman	63	59	57	55	48	38
 Age						
15-24	72	68	60	65	56	44
25-39	75	71	68	68	62	50
40-54	71	68	68	64	56	46
55 +	52	48	48	45	38	31
 Education (End of)						
15-	37	35	34	33	26	22
16-19	64	59	58	56	49	41
20+	78	74	73	71	61	49
Still studying	75	70	62	68	58	45
 Socio-professional category						
Self-employed	76	72	69	68	61	49
Managers	86	83	81	79	69	57
Other white collars	81	75	74	74	64	54
Manual workers	65	61	60	57	50	41
House persons	51	51	47	48	42	33
Unemployed	60	56	52	52	42	33
Retired	48	44	43	41	35	28
Students	75	70	62	68	58	45
 Difficulties paying bills						
Most of the time	52	48	42	44	39	27
From time to time	60	56	54	54	47	39
Almost never/ Never	68	64	63	61	53	43
 Use of the Internet						
Everyday	74	70	68	67	58	47
Often/ Sometimes	53	49	51	47	43	35
Never	29	25	23	23	20	16
Changed the privacy settings on social networks						
Yes	83	80	75	75	66	53
No	66	60	59	58	49	40
Heard of GDPR						
Yes	80	75	74	72	62	51
No	36	33	30	30	26	20

Base: all respondents (N=27,524)

### 3 Awareness of national public authorities in charge of data protection

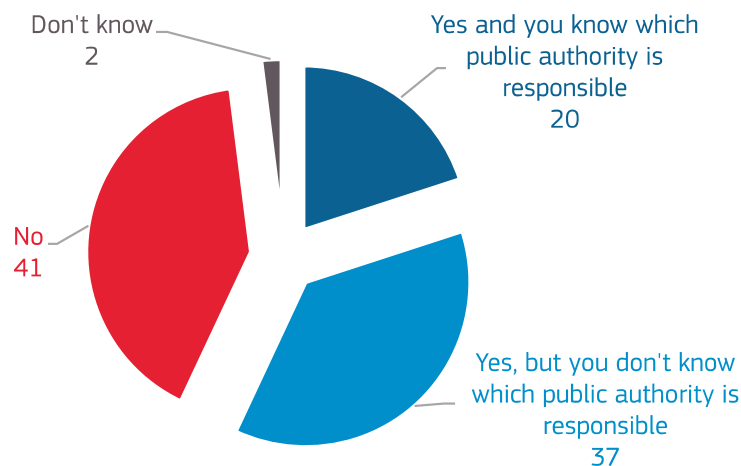
#### The majority have heard about a public authority in their country responsible for protecting their personal data rights

Almost six in ten (57%) say they have heard about the existence of a public authority in their country responsible for protecting their rights regarding their personal data<sup>13</sup>. One in five have heard of this and know which public authority is responsible, while 37% have heard of it but don't know which authority is responsible.

Just over four in ten (41%) have not heard of such an authority.

Awareness of the public authority in their country responsible for protecting their rights regarding their personal data has increased considerably since 2015 (+20 pp)<sup>14</sup>.

**QB16** Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data? (% - EU)



Total 'Yes'	No	Don't Know
57% (+20)	41% (-20)	2% (=)

(March 2019 – February/March 2015)

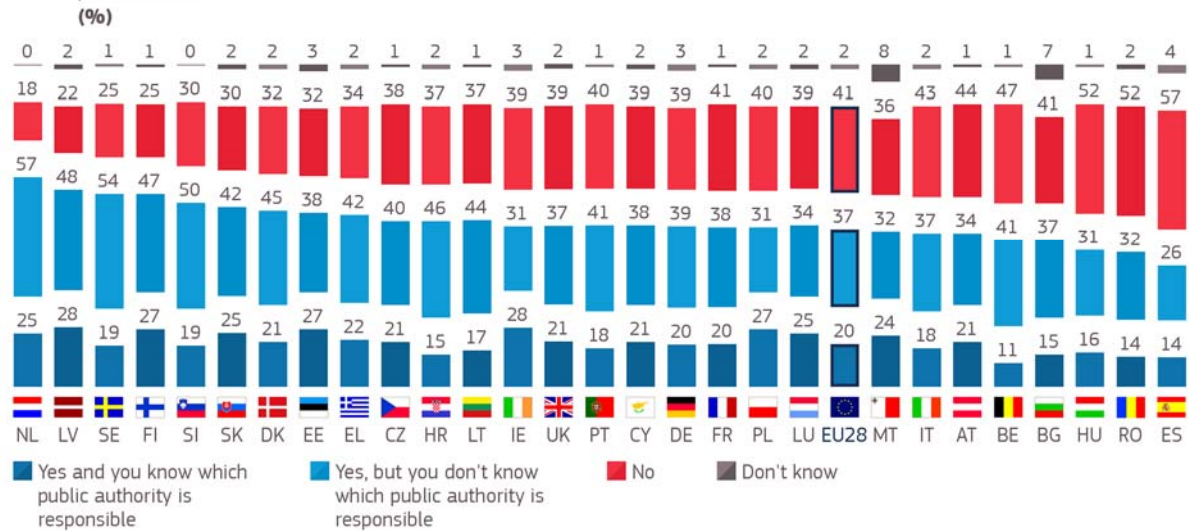
<sup>13</sup> QB16 Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

<sup>14</sup> In 2015 the question just had yes/no options, so the trends compare the total yes from the current survey with the results from 2015.

The proportion of respondents who have heard about the public authority in their country responsible for protecting their personal data rights varies widely across the EU. Respondents in the Netherlands (82%), Latvia (76%) Finland and Sweden (both 74%) are the most likely to have at least heard of such an authority, while those in Spain (40%), Romania (46%) and Hungary (47%) are the least likely to have done so.

In 17 countries at least one in five respondents know which public authority is responsible, with the highest proportions observed amongst those in Latvia, Ireland (both 28%), Finland, Estonia, and Poland (all 27%).

**QB16** Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

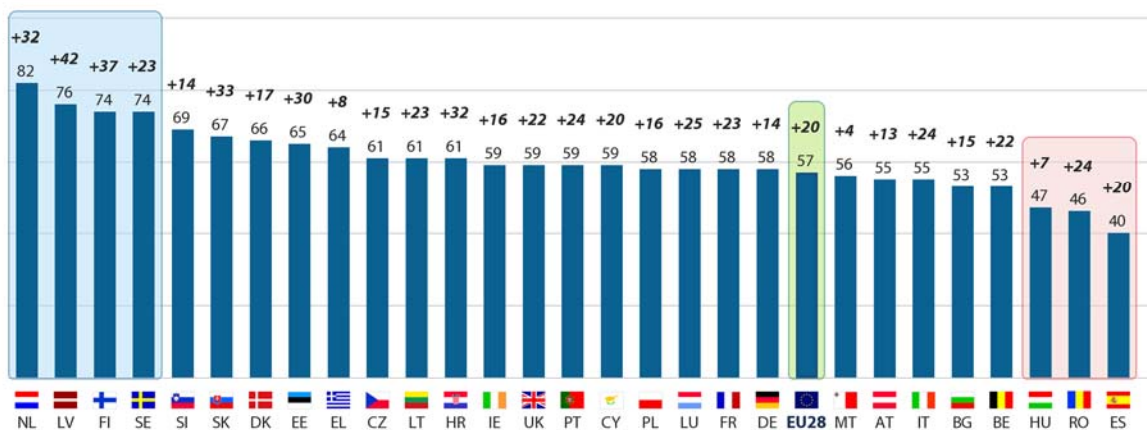


Base: all respondents (N=27,524)

In every country, respondents are now more likely to have heard about the existence of the public authority responsible for protecting their personal data rights than they were in 2015. In fact, in 17 countries the increase is at least 20 percentage points, with the highest increases seen in Latvia (+42 pp), Slovakia (+33 pp), Slovenia (+33 pp) and the Netherlands (+32 pp).

Malta (+4 pp), Hungary (+7 pp) and Greece (+8 pp) are the only countries where the increase is less than ten points.

**QB16** Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?  
(% - Total 'Yes')



(March 2019 - February/March 2015)







Base: all respondents (N=27,524)

The **socio-demographic analysis** shows that:

- Men are more likely to have heard about the public authority in their country responsible for protecting their personal data rights (61% vs 53% of women) – and in particular to be aware of it and know which authority is responsible (23% vs 17%).
- Respondents aged 25-54 are the age group most likely to be aware of this authority (64%), particularly compared to those aged 55 or older (48%).
- The longer a respondent remained in education, the more likely they are to be aware of this authority: 71% who completed education aged 20 or older say this, compared to 33% who completed aged 15 or younger.
- Managers are the most likely to be aware of this authority, particularly compared to housepersons (43%) and retired persons (45%).
- The fewer financial difficulties a respondent experiences, the more likely they are to be aware of this authority.
- The more frequently a respondent uses the Internet, the more likely they are to be aware of this authority: 65% of daily users are aware, compared to 24% who never use the Internet.

The analysis also shows that those who have changed the default privacy settings on their profile(s) are much more likely to be aware of this authority than those who have not (73% vs 54%). Finally, respondents who have heard of GDPR (72% vs 26% who have not), or who feel they have at least some control of the information they post online (72% vs 58% who do not) are more likely to be aware of this authority.

**QB16** Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?  
(% - EU)

	Yes and you know which public authority is responsible	Yes, but you don't know which public authority is responsible	Total 'Yes'	No	Don't Know
EU28	20	37	57	41	2
 <b>Gender</b>					
Man	23	38	61	37	2
Woman	17	37	53	44	2
 <b>Age</b>					
15-24	19	40	59	40	1
25-39	23	41	64	35	1
40-54	24	40	64	35	2
55 +	15	33	48	49	3
 <b>Education (End of)</b>					
15-	7	26	33	62	5
16-19	17	38	55	43	2
20+	29	42	71	28	1
Still studying	19	43	62	37	1
 <b>Socio-professional category</b>					
Self-employed	28	41	70	29	1
Managers	36	42	78	21	1
Other white collars	24	44	69	30	1
Manual workers	16	38	54	44	2
House persons	13	30	43	53	4
Unemployed	18	34	52	47	1
Retired	13	31	45	52	3
Students	19	43	62	37	1
 <b>Difficulties paying bills</b>					
Most of the time	12	33	45	52	3
From time to time	16	37	53	45	2
Almost never/ Never	22	38	60	38	2
 <b>Use of the Internet</b>					
Everyday	24	41	65	34	1
Often/ Sometimes	13	36	49	48	3
Never	5	19	24	71	6
<b>Changed the privacy setting on social networks</b>					
Yes	30	43	73	26	1
No	15	39	54	45	1
<b>Heard of GDPR</b>					
Yes	27	46	72	26	1
No	5	21	26	72	2
<b>Control over personal information online</b>					
At least some control	27	45	72	28	1
No control at all	19	39	58	40	1

Base: all respondents (N=27,524)

### III. CONTROL OVER PERSONAL DATA

This section of the report explores issues that may arise as a result of providing personal data online. Firstly, the main reasons why respondents give personal information online are discussed. The level of control respondents feel they have over the personal data they provide online is considered, as well as how concerned respondents feel that they do not have total control over the information they provide online.

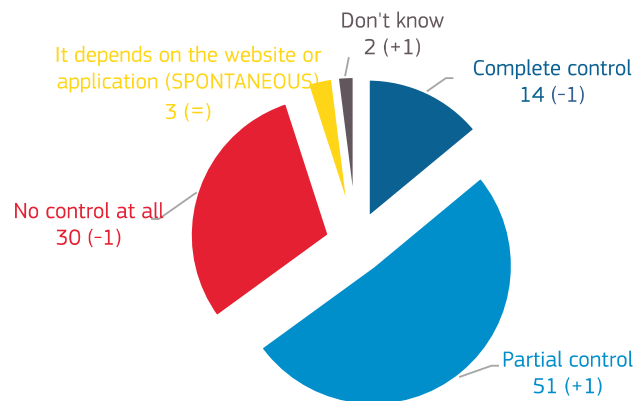
## 1 Perceived control over personal data

### The majority of respondents feel they have at least partial control over the information they provide online

Almost two thirds of respondents (65%) who provide personal information online feel they have at least some control over this information<sup>15</sup>, however just 14% feel they have complete control. Just over half (51%) feel they have partial control over this information, while 30% feel they have no control at all. A small proportion (3%) say it depends on the website or application, while 2% say they don't know.

These results are stable compared to 2015.

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information? (% - EU)



(March 2019 - February/March 2015)

Base: respondents who have provided personal information online (N=18,975)

<sup>15</sup> QB9 How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?



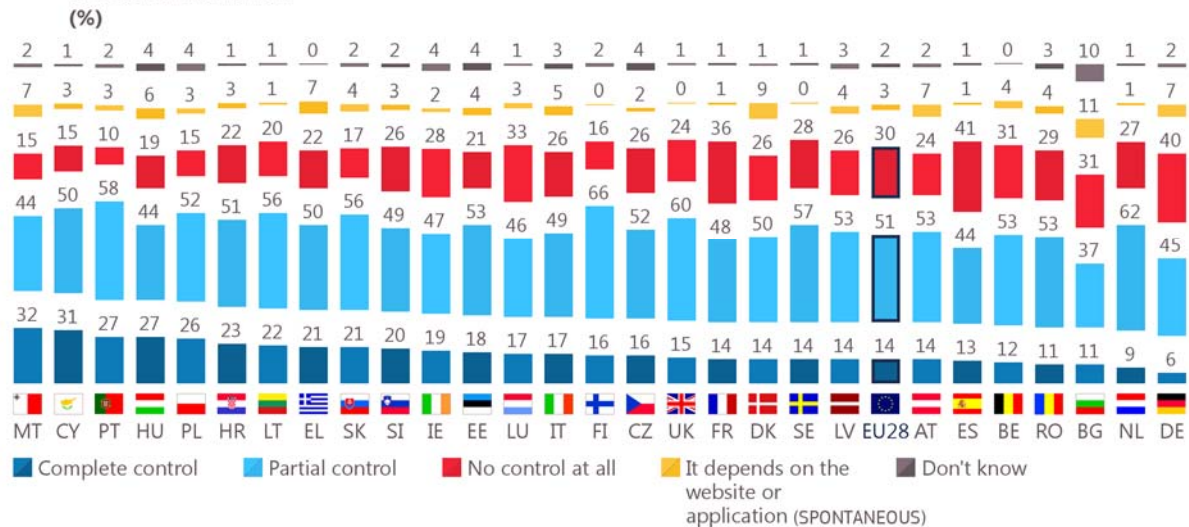
In all but one country, the majority of respondents who use the Internet feel they have at least some control over the information they provide online, with the highest proportions seen amongst those in Portugal (85%), Finland (82%) and Cyprus (81%). At the other end of the scale 48% in Bulgaria, 51% in Germany and 57% in Spain say the same. These three countries are the only ones where fewer than six in ten feel they have at least some control.

There are five countries where at least one quarter of respondents feel they have complete control over the information they provide online: Malta (32%), Cyprus (31%), Portugal, Hungary (both 27%) and Poland (26%).

In every country, the most common answer is that respondents feel they have partial control, with proportions ranging from 66% in Finland, 62% in the Netherlands and 60% in the United Kingdom to 37% in Bulgaria, and 44% in Malta, Hungary and Spain.

It is interesting to note that at a country level there is no consistent relationship between awareness of GDPR and the level of control respondents feel they have over the personal information they post online. For example, Malta and Cyprus have the highest level of respondents who say feel they have complete control, but only average or below average proportions who have heard of GDPR and know what it is. The Netherlands, on the other hand, has one of the highest proportions of respondents who have heard of GDPR and know what it is (60%), but the second lowest proportion of respondents who feel they have complete control over the information they provide online.

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information? (%)

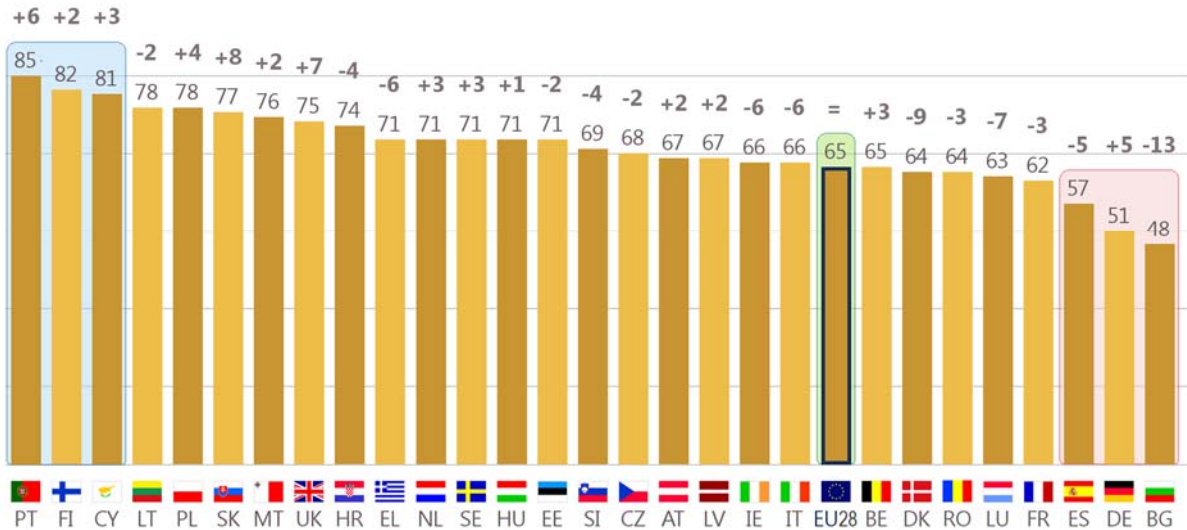


Base: respondents who have provided personal information online (N=18,975)

The country trends since 2015 are mixed. In five countries respondents are now more likely to feel they have at least partial control, and this is particularly the case in Slovakia (+8 pp), the United Kingdom (+7 pp) and Portugal (+6 pp). In nine countries, respondents are now less likely to feel they have at least some control, with the largest declines seen in Bulgaria (-13 pp), Denmark (-9 pp) and Luxembourg (-7 pp). In 14 countries results are stable compared to 2015.

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?

**Total 'At least some control'**



Base: respondents who have provided personal information online (N=18,975)





The **socio-demographic analysis** shows no differences based on gender or occupation, but it does illustrate the following:

- Respondents aged 15-54 are more likely than those aged 55 and older to feel they have at least some control over this information.
- Those who completed education aged at least 16 (64%-67%) are more likely to feel they have at least some control, compared to those who finished education aged 15 or younger (53%).

The analysis also shows that those who regularly shop online (70%) are more likely to feel they have at least some control, compared to those who shop online less than twice a month (63%) or those who never shop online (49%). Similarly, regular online social network users (68%) are more likely to feel they have at least some control, compared to infrequent users (60%) and those who never use social networks (52%).

Finally, respondents who feel they have at least sometimes been informed about the collection and use of their personal data, as well as those who have heard of GDPR (68% vs 57% who have not) are more likely to feel they have at least some control over the information they provide online.

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?

	Total 'At least some control'	No control at all	It depends on the website or application (SPONTANEOUS)	Don't Know
EU28	65	30	3	2
 <b>Gender</b>				
Man	66	30	3	1
Woman	65	30	3	2
 <b>Age</b>				
15-24	70	25	3	2
25-39	68	27	3	2
40-54	65	30	3	2
55 +	57	36	4	3
 <b>Education (End of)</b>				
15-	53	42	2	3
16-19	64	29	4	3
20+	67	29	3	1
Still studying	69	26	4	1
 <b>Socio-professional category</b>				
Self-employed	65	30	4	1
Managers	68	28	3	1
Other white collars	69	26	3	2
Manual workers	65	30	3	2
House persons	59	34	3	4
Unemployed	62	32	4	2
Retired	58	35	3	4
Students	69	26	4	1
<b>Informed about data collection and uses</b>				
Always	77	20	2	1
Sometimes	73	23	3	1
Rarely	56	39	3	2
Never	35	58	4	3
<b>Heard of GDPR</b>				
Yes	68	27	3	2
No	57	37	3	3
<b>Use of online social network</b>				
User	68	27	3	2
Less than two times a month	60	33	4	3
Never	52	42	3	3
<b>Purchase goods or services online</b>				
Regularly	70	26	3	1
Less than two times a month	63	30	4	3
Never	49	43	4	4

Base: respondents who have provided personal information online (N=18,975)

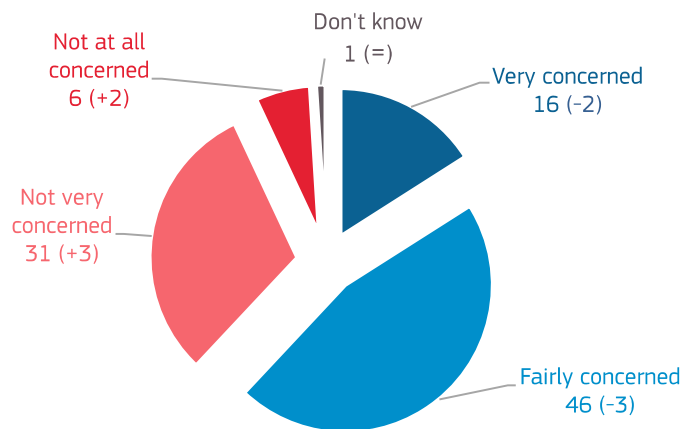
## 2 Concerns about not having complete control

### More than six in ten are concerned about not having complete control over the information they provide online

Respondents who feel they have partial or no control over the information they provide online were asked how concerned they were about this<sup>16</sup>. Overall 62% say they are concerned, with 16% 'very concerned'. Almost four in ten (37%) say they are not concerned, with 6% saying they are 'not at all concerned'.

Respondents are now less likely to say they are concerned than they were in 2015 (-5 pp).

**QB10** How concerned are you about not having complete control over the information you provide online? Would you say you are...? (% - EU)



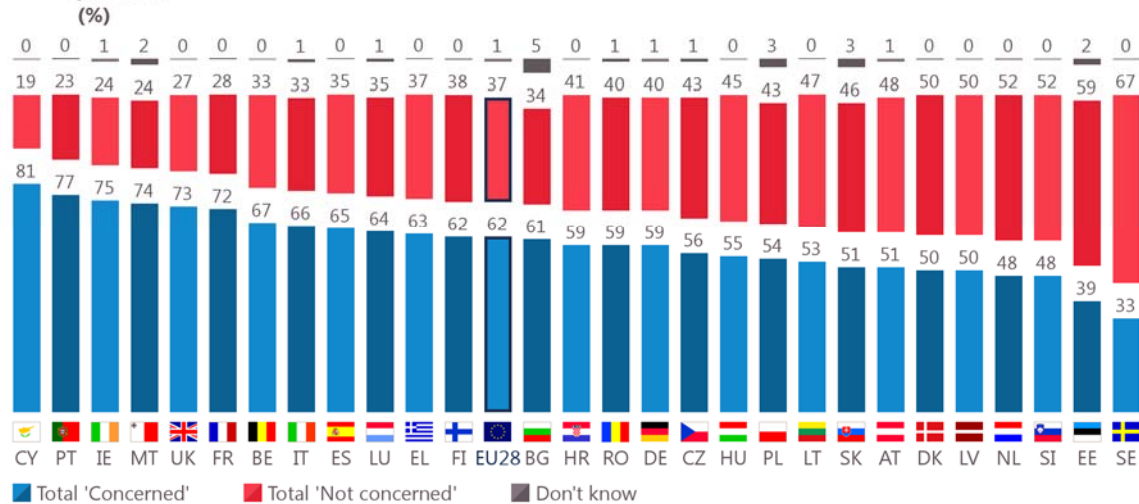
(March 2019 - February/March 2015)

Base: respondents who feel to have only partial or no control over the information provided online (N=15,915)

<sup>16</sup> QB10 How concerned are you about not having complete control over the information you provide online? Would you say you are...?

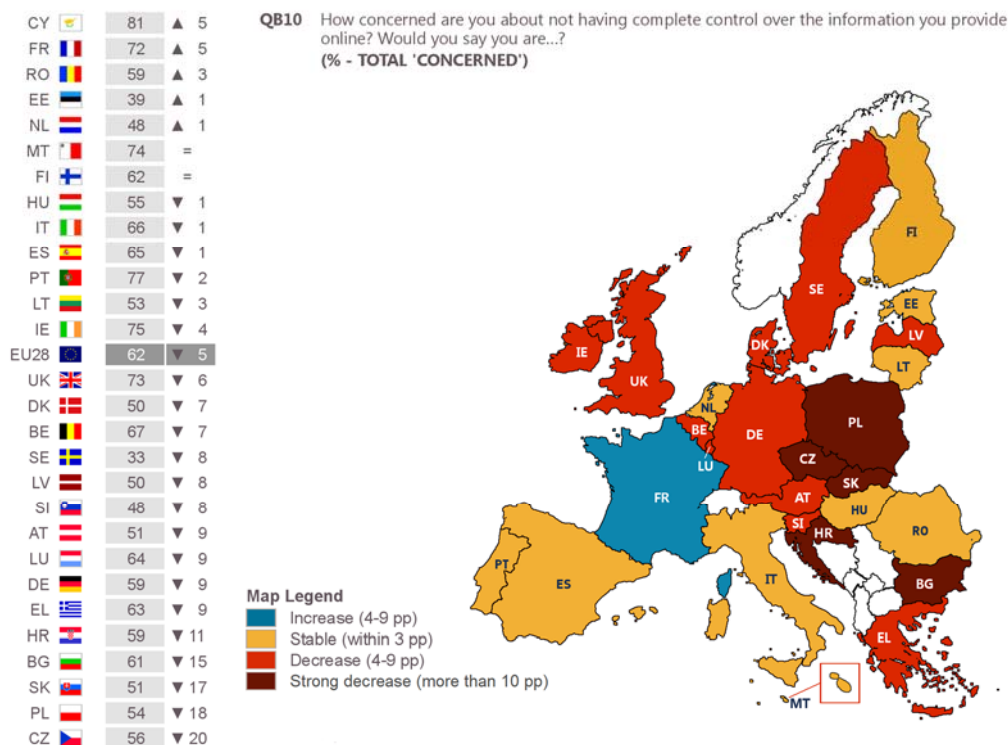
In all but four countries, at least half of all respondents are concerned about not having complete control over the information they provide online, although proportions vary from 81% in Cyprus, 77% in Portugal and 75% in Ireland to 50% in Denmark and Latvia. The exceptions are Sweden (33%), Estonia (39%), the Netherlands and Slovenia (both 48%).

**QB10** How concerned are you about not having complete control over the information you provide online? Would you say you are...?



Base: respondents who feel to have only partial or no control over the information provided online (N=15,915)

In 16 countries, there has been a decline of more than three points in the proportion who are concerned about not having complete control over the information they provide online, with the largest decreases seen in Czechia (-20 pp), Poland (-18 pp), Slovakia (-17 pp) and Bulgaria (-15 pp). In contrast, the largest increases are observed amongst those in Cyprus and France (both +5 pp).






Base: respondents who feel to have only partial or no control over the information provided online (N=15,915)

The **socio-demographic analysis** reveals few differences. Respondents aged 25 and older are more likely to feel concerned about having partial or no control over the information they provide online than those aged 15-24. The unemployed (72%) are more likely than other occupation groups to be concerned – particularly compared to students (55%).

Respondents who never use online social networks (69%) are more likely to be concerned than those who use them (60%). And finally, for respondents that do use social networks, those who have changed the privacy settings on their social network profile(s) are more likely to be concerned than those who have not done this (65% vs 56%).

There are no differences based on gender or awareness of GDPR.

**QB10** How concerned are you about not having complete control over the information you provide online? Would you say you are...? (% - EU)

	Total 'Concerned'	Total 'Not concerned'
EU28	62	37
 <b>Gender</b>		
Man	61	39
Woman	64	35
 <b>Age</b>		
15-24	55	45
25-39	62	37
40-54	64	35
55 +	67	32
 <b>Socio-professional category</b>		
Self-employed	63	36
Managers	65	35
Other white collars	59	40
Manual workers	60	39
House persons	64	35
Unemployed	72	28
Retired	68	31
Students	55	44
<b>Changed the privacy settings on social networks</b>		
Yes	65	35
No	56	43
<b>Heard of GDPR</b>		
Yes	63	36
No	62	38
<b>Use of online social network</b>		
User	61	38
Less than two times a month	60	39
Never	69	30

*Base: respondents who feel to have only partial or no control over the information provided online (N=15,915)*

## IV. DATA COLLECTION AND PRIVACY POLICIES

This section of the report discusses the awareness respondents have about the conditions applied to the collection and use of the information they provide online. It also considers the level to which respondents read privacy statements on the Internet, as well as the reasons given for not reading them.

### 1 Knowledge of the conditions of data collection and use

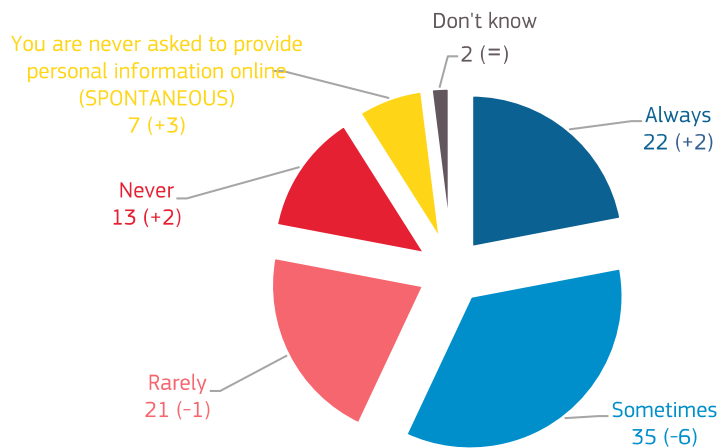
#### **Just over one in five say they are always informed about the conditions attached to the collections and use of their personal data online**

Amongst respondents who use the Internet, the majority (57%) say that they are at least sometimes informed about the conditions under which their data is collected and may be used further<sup>17</sup>. Just over one in five (22%) say they are always informed, while 35% say they are sometimes informed. A further 21% say they are rarely informed, while 13% say they are never informed.

More than one in twenty (7%) say they are never asked to provide personal information online.

Compared to 2015, respondents are now slightly less likely to say they are at least sometimes informed of the conditions of the data collection and the further uses of their data (-4 pp).

**QB13** In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data? (% - EU)



(March 2019 - February/March 2015)

Base: respondents who use the Internet (N=23,106)

<sup>17</sup> QB13 In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data?



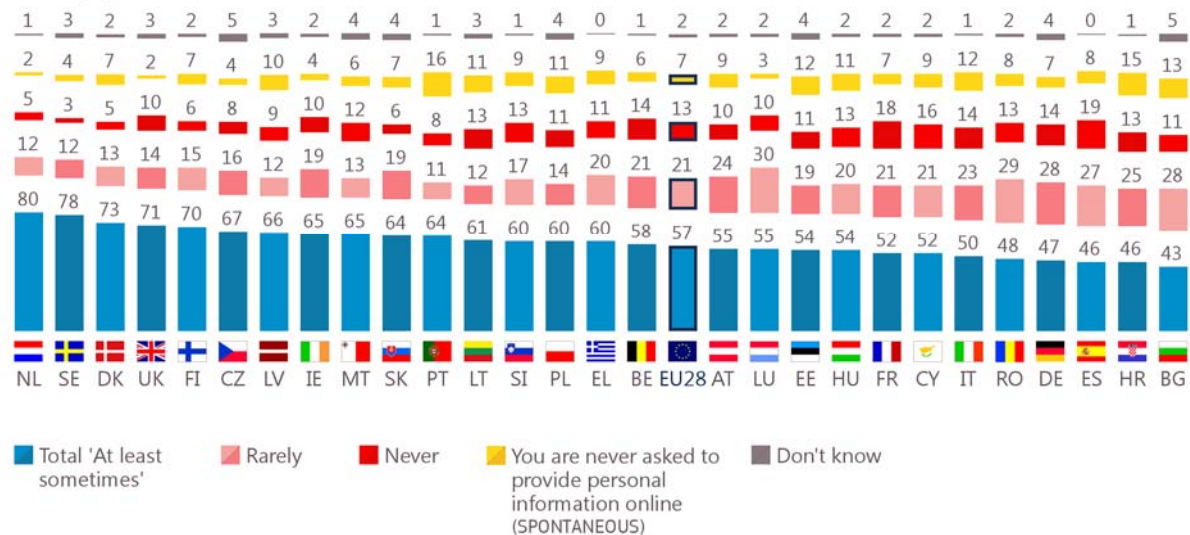
In all but five countries, the majority of respondents who use the Internet say they are at least sometimes informed about the conditions and use of the personal data they provide online, with those in the Netherlands (80%), Sweden (78%) and Denmark (73%) the most likely to say this. The exceptions are respondents in Bulgaria (43%), Croatia, Spain (both 46%), Germany (47%) and Romania (48%).

Respondents in Luxembourg (30%), Romania (29%) and Germany (28%) are the most likely to say they are rarely informed about the conditions and use of the personal data they provide online, and in 13 countries overall at least one in five say this.

In 20 countries at least one in ten say they are never informed about the collection and uses of their data online, with those in Spain (19%), France (18%) and Cyprus (16%) the most likely to say this.

Respondents in Portugal (16%), Croatia (15%) and Bulgaria (13%) are the most likely to say they are never asked to provide personal information online.

**QB13** In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data? (%)



Base: respondents who use the Internet (N=23,106)

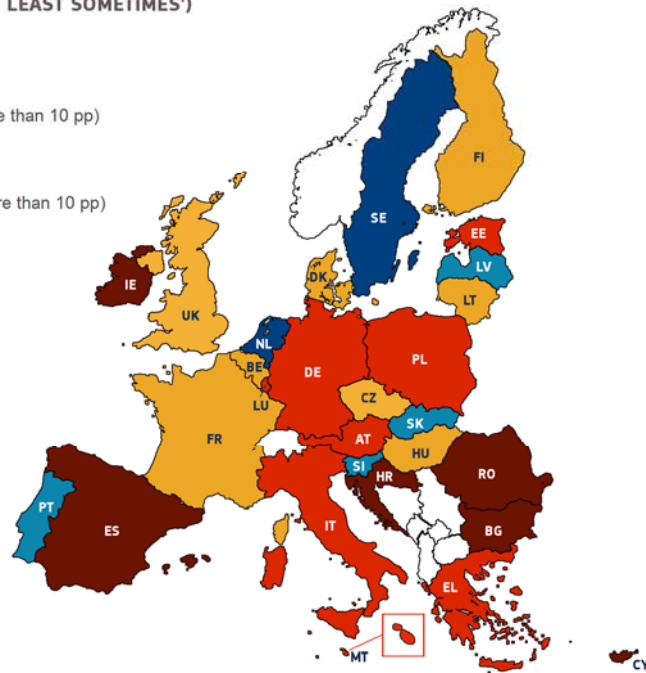
In many countries there have been considerable changes in awareness about the conditions of collection and use of personal data provided online compared to 2015, with declines in awareness more common than increases. For example, respondents in Bulgaria (-22 pp), Croatia (-19 pp) and Romania (-18 pp) are all much less likely to be aware of the conditions of data collection and further use, and in 14 countries in total there have been declines of at least four points. Awareness has increased in six countries, most notably in the Netherlands (+18 pp) and Sweden (+11 pp).

NL		80	▲ 18
SE		78	▲ 11
LV		66	▲ 5
PT		64	▲ 5
SK		64	▲ 4
SI		60	▲ 4
LT		61	=
HU		54	=
FR		52	=
BE		58	=
DK		73	=
FI		70	=
UK		71	▼ 3
CZ		67	▼ 3
EE		54	▼ 4
EU28		57	▼ 4
LU		55	▼ 5
MT		65	▼ 6
EL		60	▼ 6
DE		47	▼ 7
AT		55	▼ 7
IT		50	▼ 8
PL		60	▼ 8
IE		65	▼ 10
ES		46	▼ 10
CY		52	▼ 11
RO		48	▼ 18
HR		46	▼ 19
BG		43	▼ 22

**QB13** In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data?  
(% - TOTAL 'AT LEAST SOMETIMES')

**Map Legend**

- Strong increase (more than 10 pp)
- Increase (4-9 pp)
- Stable (within 3 pp)
- Decrease (4-9 pp)
- Strong decrease (more than 10 pp)



(March 2019 - February/March 2015)






Base: respondents who use the Internet (N=23,106)

The **socio-demographic analysis** shows no differences based on gender, but it does show that:

- Respondents aged 15-39 (64%) are the most likely to say they are at least sometimes informed, followed by 40-54 year olds (58%) and those aged 55 or older (45%).
- The longer a respondent remained in education, the more likely they are to say they are at least sometimes informed: 64% who completed education aged 20 or older say this, compared to 35% who completed aged 15 or younger.
- Managers are the most likely to say they are at least sometimes informed, particularly compared to retired persons (72% vs 42%).

The analysis also shows that daily Internet users are more likely to say they feel informed at least sometimes, compared to those who use the Internet less often (59% vs 29%). Respondents who have heard of GDPR are more likely to say they are informed at least sometimes, compared to those who have not (62% vs 42%). Finally, respondents who feel that they have at least some control over the personal information they provide online are more likely to say they feel informed at least sometimes, compared to those who think they have no control (73% vs 48%).

**QB13** In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data?  
(% - EU)

	Total 'At least sometimes'	Rarely	Never	You are never asked to provide personal information online (SPONTANEOUS)	Don't know
EU28	57	21	13	7	2
 <b>Gender</b>					
Man	58	20	13	7	2
Woman	55	22	12	8	3
 <b>Age</b>					
15-24	64	22	8	4	2
25-39	64	20	10	4	2
40-54	58	21	13	6	2
55 +	45	20	18	13	4
 <b>Education (End of)</b>					
15-	35	21	25	15	4
16-19	53	22	13	9	3
20+	64	19	10	5	2
Still studying	64	22	8	5	1
 <b>Socio-professional category</b>					
Self-employed	60	21	12	6	1
Managers	72	17	6	3	2
Other white collars	62	21	10	5	2
Manual workers	53	23	14	7	3
House persons	51	24	15	7	3
Unemployed	55	19	15	9	2
Retired	42	19	20	15	4
Students	64	22	8	5	1
 <b>Use of the Internet</b>					
Everyday	59	21	12	6	2
Often/ Sometimes	29	23	22	22	4
<b>Heard of GDPR</b>					
Yes	62	20	10	6	2
No	42	23	20	12	3
<b>Control over personal information online</b>					
At least some control	73	20	5	1	1
No control at all	48	30	19	1	2

Base: respondents who use the Internet (N=23,106)

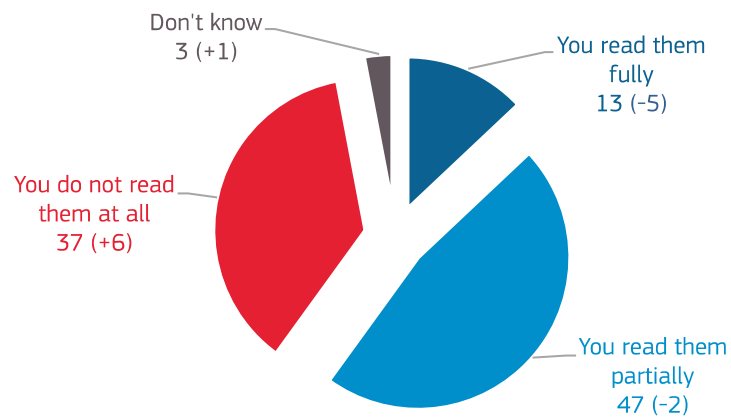
## 2 Attitudes towards privacy statements

### Six in ten read privacy statements on the Internet, although only a small proportion fully read them

Amongst respondents who use the Internet, the majority (60%) read privacy statements on the Internet – although they are more likely to do so partially (47%) than fully (13%)<sup>18</sup>. More than one third (37%) do not read these statements at all.

Respondents are less likely to at least partially read privacy statements than they were in 2015 (-7 pp), and in particular to read them fully (-5 pp).

**QB14** Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do? (% - EU)



(March 2019 - February/March 2015)

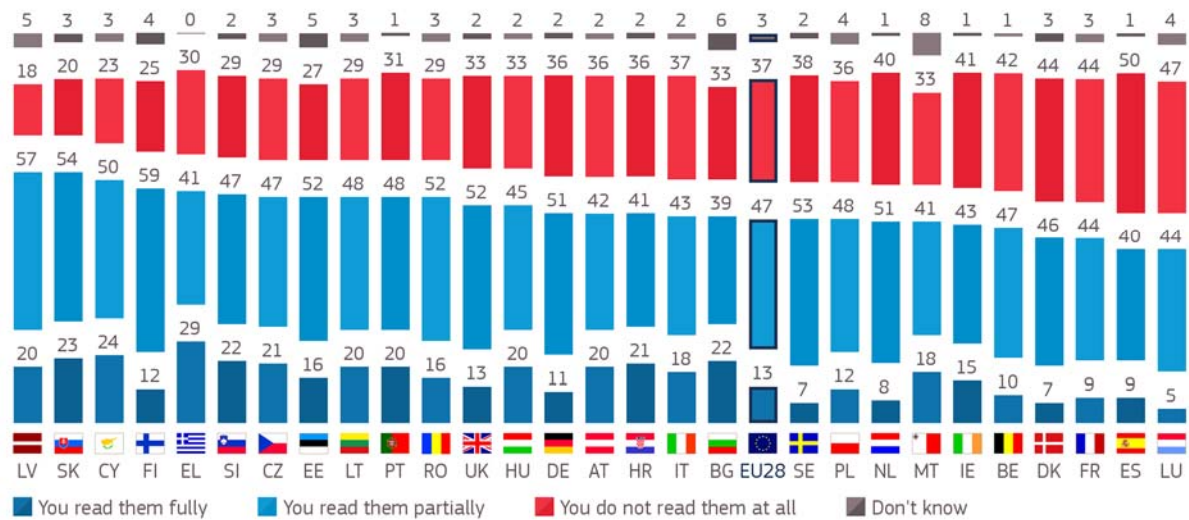
Base: respondents who use the Internet (N=23,106)

<sup>18</sup> QB14 Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do?

In all but two countries, more than half of all respondents who use the Internet say they at least partially read privacy statements on the Internet, with those in Latvia and Slovakia (both 77%), Cyprus (74%), Finland (71%) and Greece (70%) the most likely to say this. The exceptions are Luxembourg and Spain, but even here almost half (49%) say they at least partially read these statements.

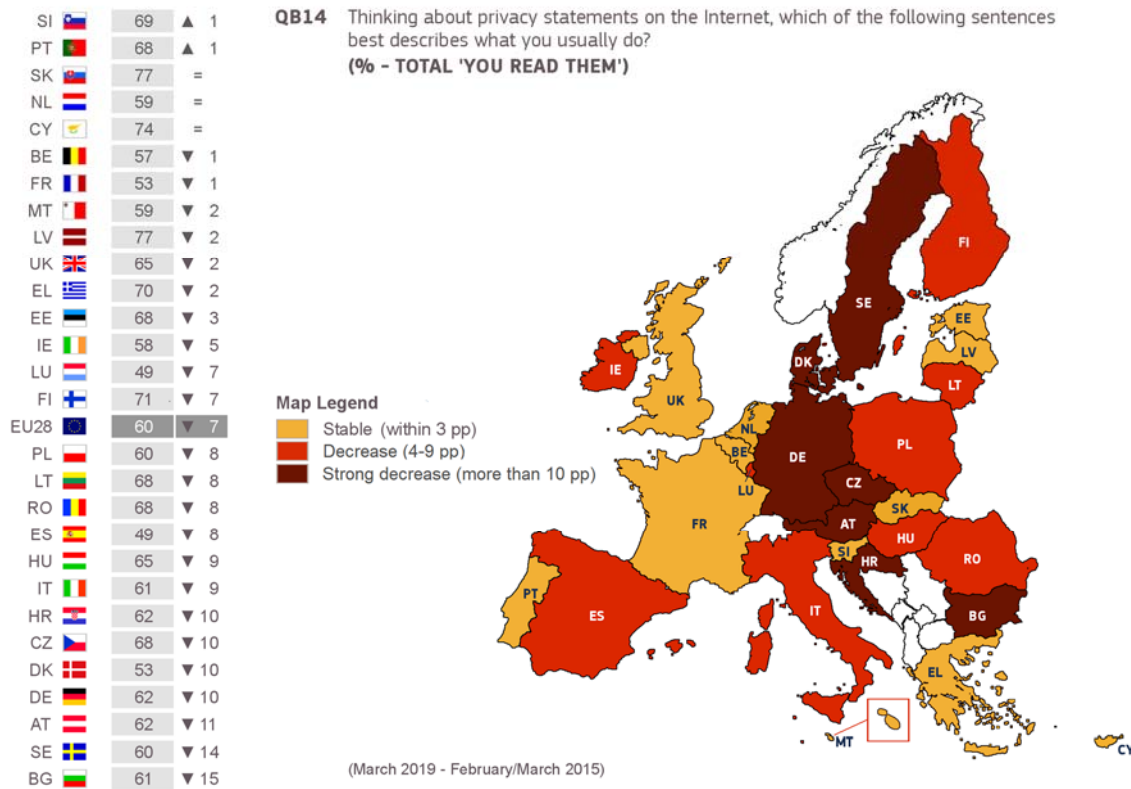
There are 12 countries where at least one in five say they read privacy statements fully, with the highest proportions seen amongst those in Greece (29%), Cyprus (24%) and Slovakia (23%).

**QB14** Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do? (%)



Base: respondents who use the Internet (N=23,106)

In 16 countries, the share of those who read the privacy statements has dropped by more than three points compared to the previous study in 2015. In fact, in seven of these countries the proportion has declined by at least ten points, with the largest decreases seen in Bulgaria (-15 pp), Sweden (-14 pp) and Austria (-11 pp).



Base: respondents who use the Internet (N=23,106)







The **socio-demographic analysis** shows no notable differences based on gender or age, but it does highlight the following:

- Respondents who completed their education aged 16 or older (61%-64%) are more likely to read privacy statements than those who completed education aged 15 or younger (49%).
- Managers and the self-employed (both 66%) are the most likely to read privacy statements.
- Respondents who experience fewer financial difficulties are more likely to read privacy statements than those who have difficulties most of the time.

The analysis also shows respondents who use the Internet every day are more likely to read privacy statements than those who use the Internet less often (61% vs 50%). Respondents who have changed the privacy settings on their online social network (70% vs 55% who have not) and those who have heard of GDPR (66% vs 46% who have not) are also more likely to have read privacy statements on the Internet.

The results highlight that respondents who are concerned about the personal information they provide online are more likely to read privacy statements than those who are not (67% vs 55%). Finally, those who feel they have at least some control of the information they provide online are more likely to have read privacy statements than those who feel they have no control (72% vs 50%).

**QB14** Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do? (% - EU)

	You read them fully	You read them partially	Total 'You read them'	You do not read them at all	Don't Know
EU28	13	47	60	37	3
 <b>Gender</b>					
Man	13	47	60	38	2
Woman	14	47	61	37	2
 <b>Age</b>					
15-24	10	45	55	44	1
25-39	14	50	64	35	1
40-54	15	47	62	37	1
55 +	14	45	59	36	5
 <b>Education (End of)</b>					
15-	12	37	49	46	5
16-19	15	46	61	36	3
20+	13	51	64	34	2
Still studying	9	44	53	45	2
 <b>Socio-professional category</b>					
Self-employed	18	48	66	32	2
Managers	13	53	66	33	1
Other white collars	14	48	62	37	1
Manual workers	12	49	61	37	2
House persons	12	47	59	39	2
Unemployed	16	43	59	40	1
Retired	15	44	59	36	5
Students	9	44	53	45	2
 <b>Difficulties paying bills</b>					
Most of the time	13	37	50	48	2
From time to time	14	49	63	35	2
Almost never/ Never	13	48	61	37	2
 <b>Use of the Internet</b>					
Everyday	13	48	61	37	2
Often/ Sometimes	13	37	50	43	7
<b>Changed the privacy settings on social networks</b>					
Yes	16	54	70	30	-
No	11	44	55	43	2
<b>Heard of GDPR</b>					
Yes	15	51	66	32	2
No	8	38	46	50	4
<b>Control over personal information online</b>					
At least some control	16	56	72	28	-
No control at all	7	43	50	49	1
<b>Concerned about personal information online</b>					
Concerned	11	56	67	33	-
Not concerned	7	48	55	44	1

Base: respondents who use the Internet (N=23,106)



### 3 Reasons for not reading privacy statements

#### The length of privacy statements is the main reason respondents do not fully read them

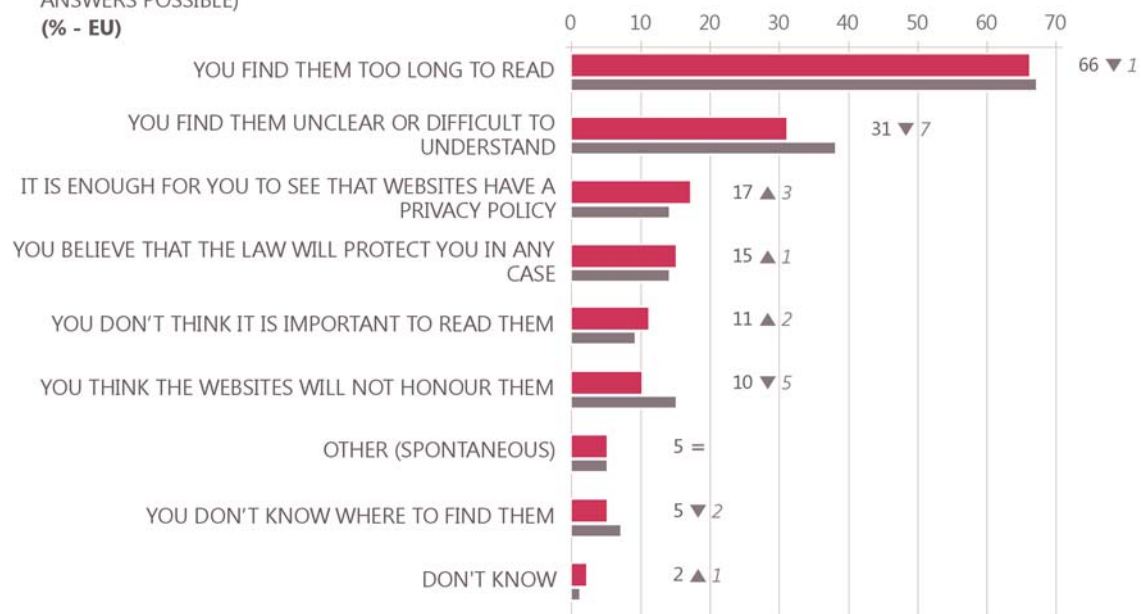
Respondents that only partially read privacy statements on the Internet, or who don't read them at all, were asked why this was the case<sup>19</sup>. By far the most common reason is that they are too long to read (66%). This is the only reason mentioned by more than one third.

Almost one third (31%) say they find these statements unclear or difficult to understand, while 17% say it is enough for them to see the website has a privacy policy and 15% believe the law will protect them in any case.

At least one in ten don't think it is important to read these statements (11%), while 10% don't think the websites will honour them. One in twenty (5%) say they don't know where to find these statements.

Compared to 2015, respondents are now less likely to say they find these statements unclear or difficult to understand (-7 pp), or that they think websites will not honour them (-5 pp).

**QB15** What are the reasons why you do not usually read privacy statements, or only read them partially? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)



Base: respondents who do not read privacy statement or only partially (N=19,516)

<sup>19</sup> QB15 What are the reasons why you do not usually read privacy statements, or only read them partially?

In all EU Member States, the most common reason respondents do not fully read privacy statements is that they are **too long**, with respondents in Luxembourg and the Netherlands (both 81%) and Sweden (80%) the most likely to say this. In fact, there are only four countries where fewer than half give this reason: Romania (42%), Bulgaria (45%), Poland and Croatia (both 49%).

Respondents in Portugal (44%), France (39%), Luxembourg, Spain and Austria (all 38%) are the most likely to say they find these statements **unclear or difficult to understand**, while those in Latvia (15%), Croatia and the United Kingdom (both 19%) are the least likely to give this reason for not fully reading privacy statements. This is one of the three most mentioned reasons in 25 countries.






























The fact that it is enough that **they can see websites have a privacy policy** is most often given as a reason by respondents in Finland (35%), Czechia (31%) and Denmark (29%), and least mentioned by those in Cyprus, Spain and France (all 9%). This is one of the three most mentioned reasons in 21 countries.

Respondents in Denmark (26%), Slovakia (23%) and Finland (22%) are the most likely to say they **believe the law will protect them in any case**, while those in France (7%), Cyprus (8%) and Luxembourg (9%) are the least likely to give this reason.

At least one quarter of respondents in Croatia, Cyprus (both 27%) and Romania (25%) say they **don't think it is important to read privacy statements**, compared to 6% in the United Kingdom and 8% in France and the Netherlands.

Finally, the belief that **websites will not honour these statements** is most often given as a reason by respondents in Greece (20%), Bulgaria (18%) and Cyprus (17%), and least mentioned by those in Malta (4%), the United Kingdom, Sweden and Germany (all 6%).

**QB15** What are the reasons why you do not usually read privacy statements, or only read them partially? (MULTIPLE ANSWERS POSSIBLE)  
(%)

		You find them too long to read	You find them unclear or difficult to understand (M)	It is enough for you to see that websites have a privacy policy (M)	You believe that the law will protect you in any case	You don't think it is important to read them	You think the websites will not honour them (M)	You don't know where to find them	Other (SPONTANEOUS)	Don't Know
EU28		66	31	17	15	11	10	5	5	2
BE		68	32	17	13	12	12	8	4	0
BG		45	30	25	18	19	18	4	1	5
CZ		60	25	31	17	17	16	5	5	1
DK		74	30	29	26	14	16	5	5	2
DE		70	35	18	20	9	6	3	3	1
EE		52	31	24	18	13	9	3	7	4
IE		62	24	16	16	10	12	8	1	2
EL		59	34	24	12	21	20	10	6	1
ES		63	38	9	11	11	11	3	6	4
FR		79	39	9	7	8	11	4	7	2
HR		49	19	22	19	27	16	7	3	3
IT		52	32	18	18	13	14	10	2	2
CY		54	28	9	8	27	17	13	5	2
LV		58	15	22	20	17	8	2	10	2
LT		54	22	28	21	24	8	5	7	2
LU		81	38	10	9	9	10	2	5	2
HU		56	26	21	19	20	14	8	3	2
MT		73	23	11	12	16	4	2	8	6
NL		81	32	22	19	8	14	2	8	0
AT		59	38	26	21	17	11	9	10	2
PL		49	27	21	17	15	12	7	8	3
PT		65	44	13	14	12	12	3	6	1
RO		42	26	19	16	25	13	14	3	3
SI		62	22	24	16	15	13	4	7	1
SK		52	23	22	23	14	14	8	4	2
FI		67	33	35	22	10	9	2	3	1
SE		80	28	27	18	9	6	2	5	2
UK		75	19	12	12	6	6	5	3	2
		1st MOST FREQUENTLY MENTIONED ITEM								
		2nd MOST FREQUENTLY MENTIONED ITEM								
		3rd MOST FREQUENTLY MENTIONED ITEM								






Base: respondents who do not read privacy statement or only partially (N=19,516)

The **socio-demographic analysis** shows no difference based on gender, but does highlights the following:

- The younger the respondent, the more likely they are to say they find privacy statements **too long to read**: 71% of 15-24 year olds say this, compared to 61% of those aged 55 or older.
- Respondents who completed their education aged 16 or older are more likely to say it is **enough for them to see that websites have a privacy policy**, compared to those who completed aged 15 or younger.
- Students (73%) and managers (72%) are the most likely to say they find these statements **too long to read**, particularly compared to housepersons (58%).
- Respondents who use the Internet every day are more likely to say these statements are **too long to read**, compared to those who use the Internet less often (68% vs 46%).

Finally, respondents who have heard of GDPR are more likely to say they find these statements **too long to read**, compared to those who have not heard of it (69% vs 59%).

**QB15** What are the reasons why you do not usually read privacy statements, or only read them partially?  
(MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

	You find them too long to read	You find them unclear or difficult to understand	It is enough for you to see that websites have a privacy policy	You believe that the law will protect you in any case	You don't think it is important to read them	You think the websites will not honour them	You don't know where to find them	Other (SPONTANEOUS)	Don't Know
EU28	66	31	17	15	11	10	5	5	2
 <b>Gender</b>									
Man	66	31	18	16	12	12	5	5	2
Woman	66	32	16	14	11	9	6	5	2
 <b>Age</b>									
15-24	71	31	16	17	15	10	4	4	2
25-39	68	28	18	16	12	11	5	4	1
40-54	66	33	17	16	10	10	5	5	1
55 +	61	33	16	13	10	10	7	6	3
 <b>Education (End of)</b>									
15-	55	32	10	12	15	8	9	6	4
16-19	61	31	17	15	12	10	6	5	2
20+	72	32	19	15	9	11	5	4	1
Still studying	73	32	16	17	14	11	4	4	1
 <b>Socio-professional category</b>									
Self-employed	65	31	18	18	10	11	6	6	2
Managers	72	27	19	16	7	9	5	3	1
Other white collars	65	33	19	17	12	13	5	3	2
Manual workers	65	32	17	15	12	9	5	5	2
House persons	58	30	14	17	11	8	9	3	3
Unemployed	65	34	15	12	14	12	5	6	1
Retired	61	32	15	12	10	11	7	6	4
Students	73	32	16	17	14	11	4	4	1
 <b>Use of the Internet</b>									
Everyday	68	31	17	15	11	11	5	4	2
Often/ Sometimes	46	31	16	14	15	10	10	7	5
<b>Heard of GDPR</b>									
Yes	69	32	19	16	10	11	4	4	1
No	59	30	12	13	14	9	8	6	3

Base: respondents who do not read privacy statement or only partially (N=19,516)

## V. SOCIAL NETWORK PRIVACY SETTINGS

This section of the report focuses on social network users: those respondents who use online social networks at least two or three times a month. It reviews whether respondents have ever tried to change the default privacy settings of their personal profile, how easy or difficult they found the process, as well as the reasons for not changing the default privacy settings.

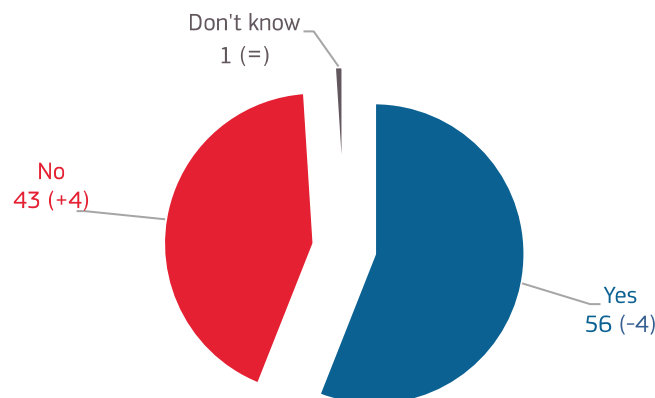
### 1 Changing the social network privacy settings

#### The majority of social network users have tried to change the default privacy settings of their profile

More than half (56%) of all social network users have tried to change the privacy settings of their personal profile from the default settings on an online social network<sup>20</sup>. Just over four in ten (43%) have not.

Compared to 2015, the proportion who have tried to change these default settings has decreased by four points.

**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network? (% - EU)



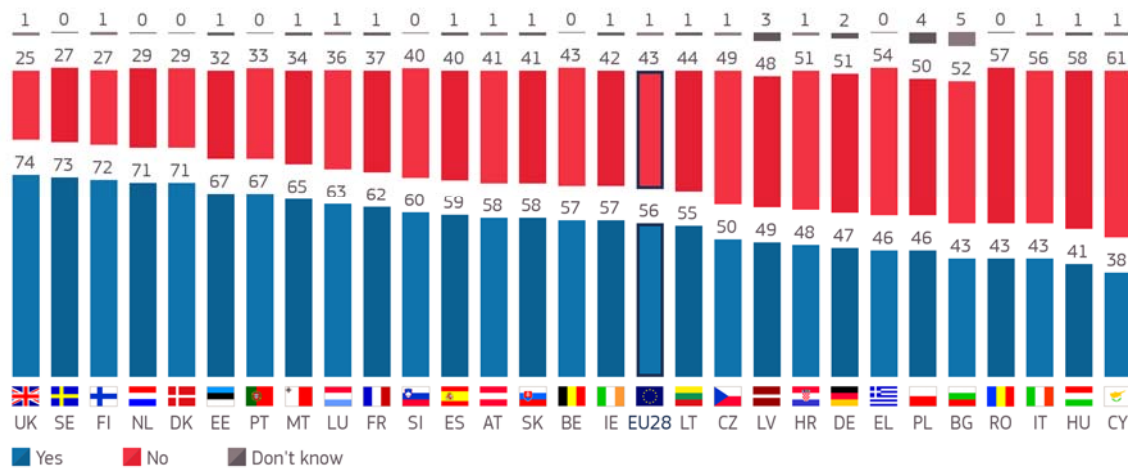
(March 2019 - February/March 2015)

Base: online social network users (N=17,537)

<sup>20</sup> QB11 Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network?

In 18 countries at least half of all online social network users have tried to change the default privacy settings of their personal profile, with respondents in the United Kingdom (74%), Sweden (73%), Finland (72%), the Netherlands and Denmark (both 71%) the most likely to have tried to do this. In contrast, 38% in Cyprus, 41% in Hungary and 43% in Italy, Romania and Bulgaria have tried to do the same.

**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network? (%)



Base: online social network users (N=17,537)

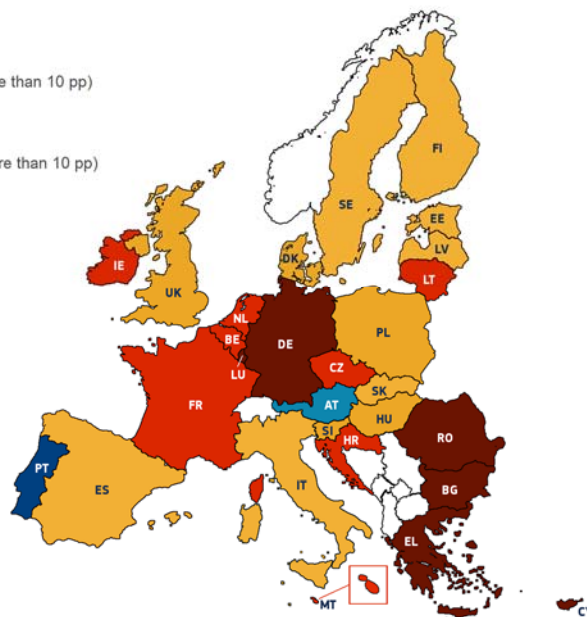
In most countries, respondents are now less likely to say they have tried to change the privacy settings of their social network profile than they were in 2015, with the largest declines seen amongst those in Cyprus (-20 pp), Greece (-14 pp), Romania and Germany (both -11 pp). Portugal (+14 pp) is the only country where there has been a considerable increase in the proportion who have tried to change their default privacy settings.

PT	67	▲ 14
AT	58	▲ 4
FI	72	▲ 3
IT	43	▲ 1
UK	74	=
PL	46	=
HU	41	=
DK	71	=
SI	60	=
ES	59	▼ 1
SE	73	▼ 1
LV	49	▼ 1
EE	67	▼ 1
SK	58	▼ 1
LT	55	▼ 4
EU28	56	▼ 4
NL	71	▼ 5
HR	48	▼ 6
IE	57	▼ 6
CZ	50	▼ 7
BE	57	▼ 9
FR	62	▼ 9
MT	65	▼ 9
BG	43	▼ 10
LU	63	▼ 10
RO	43	▼ 11
DE	47	▼ 11
EL	46	▼ 14
CY	38	▼ 20

**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network? (% - YES)

Map Legend

- Strong increase (more than 10 pp)
- Increase (4-9 pp)
- Stable (within 3 pp)
- Decrease (4-9 pp)
- Strong decrease (more than 10 pp)



(March 2019 - February/March 2015)

Base: online social network users (N=17,537)

The **socio-demographic analysis** shows no difference based on gender, but does illustrate the following:






- Respondents aged 15-24 (66%) and 25-39 (64%) are the most likely to have tried to change the default privacy settings on their profile, compared to 54% of 40-54 year olds and 38% of those aged 55 or older.
- The longer a respondent remained in education, the more likely they are to have tried to change these settings: 64% who completed education aged 20 or older have tried to do so, compared to 38% of those who completed aged 15 or younger.
- Managers (68%) and students (67%) are the most likely to have tried to do this, particularly compared to house persons (45%).
- Those who place themselves in the upper class (83%) are more likely to have tried to change these settings than those who position themselves lower on the social scale.

The analysis also shows that respondents who are concerned about personal information online (62% vs 54% who are not concerned), those who feel they have at least some control over the information they put online (66% vs 51% who feel they have no control), and those who feel they are at least sometimes informed about the collection and use of their personal data are more likely to have tried to change these settings.

Finally, respondents who have heard of GDPR are much more likely to have tried to change these settings than those who have not (61% vs 42%).



**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network? (% - EU)

	Yes	No
EU28	56	43
 <b>Gender</b>		
Man	58	41
Woman	55	44
 <b>Age</b>		
15-24	66	33
25-39	64	35
40-54	54	45
55 +	38	61
 <b>Education (End of)</b>		
15-	38	60
16-19	48	51
20+	64	35
Still studying	67	31
 <b>Socio-professional category</b>		
Self-employed	58	41
Managers	68	31
Other white collars	57	42
Manual workers	53	46
House persons	45	53
Unemployed	61	39
Retired	36	62
Students	67	31
 <b>Consider belonging to</b>		
The working class	52	47
The lower middle class	55	44
The middle class	56	43
The upper middle class	68	32
The upper class	83	17
<b>Informed about data collection and uses</b>		
Always	74	26
Sometimes	65	34
Rarely	46	52
Never	29	70
<b>Heard of GDPR</b>		
Yes	61	38
No	42	57
<b>Control over personal information online</b>		
At least some control	66	33
No control at all	51	48
<b>Concerned about personal information online</b>		
Concerned	62	37
Not concerned	54	46

Base: online social network users (N=17,537)

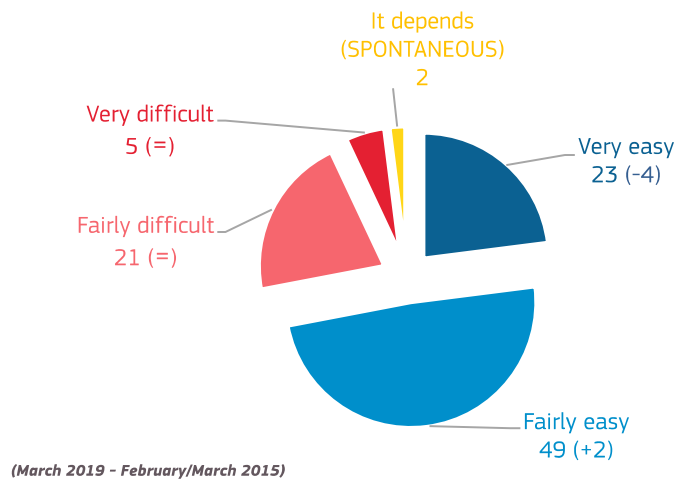
## 2 The ease of changing default settings

### The majority found it easy to change the privacy settings of their personal profile(s)

The majority (72%) of respondents who have tried to change the default privacy settings on their social network profile(s) say they found it easy to do<sup>21</sup>, with 23% saying it was 'very easy'. Just over one quarter (26%) say it was difficult, with 5% saying it was 'very difficult'.

The proportion who say they find it easy change settings has remained stable since 2015 (-2 pp).

**QB12a** In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)? (% - EU)

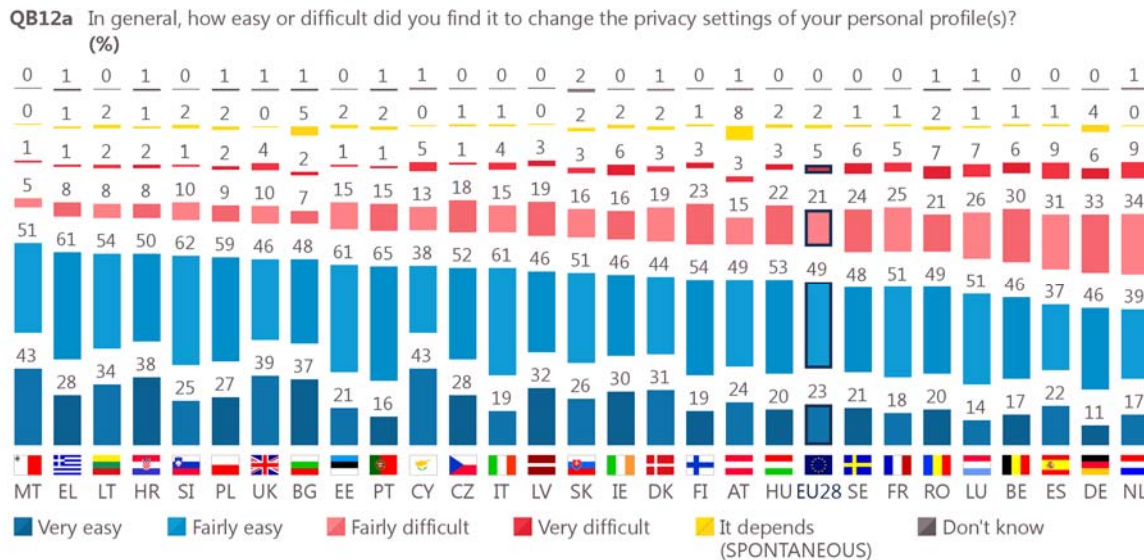


Base: respondents who tried to change the privacy settings of their personal profile on social network (N=9,826)

<sup>21</sup> QB12a In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)?

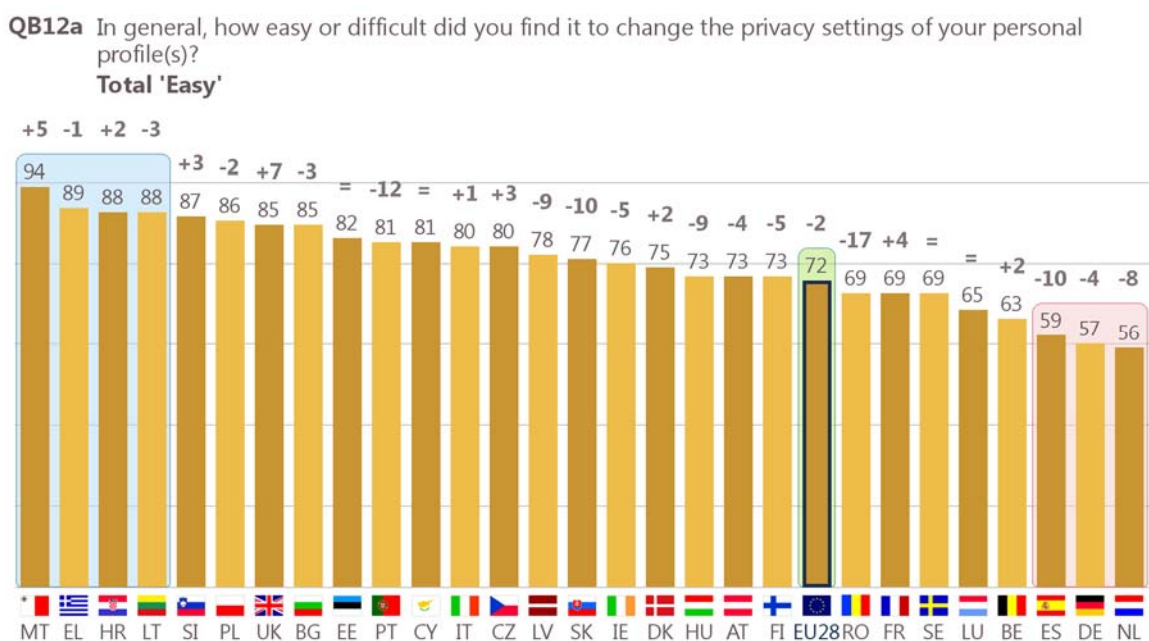
In every Member State, the majority of respondents who tried to change the default privacy settings of their profile(s) say it was easy. Proportions range from 94% in Malta, 89% in Greece and 88% in Croatia and Lithuania to 56% in the Netherlands, 57% in Germany and 59% in Spain.

In 20 countries at least one in five say it was very easy to change these settings, with respondents in Malta and Cyprus (both 43%) and the United Kingdom (39%) the most likely to say this.



Base: respondents who tried to change the privacy settings of their personal profile on social network (N=9,826)

At a country level there have been some large changes in opinion since 2015. For example, respondents in Romania (-17 pp), Portugal (-12 pp) Spain and Slovakia (both -10 pp) are now much less likely to say they found it easy to change the privacy settings of their personal profile(s). The largest increases in the proportion who say this was easy are found in the United Kingdom (+7 pp) and Malta (+5 pp).






Base: respondents who tried to change the privacy settings of their personal profile on social network (N=9,826)

The **socio-demographic analysis** shows no notable differences based on gender, education, occupation or awareness of GDPR. However, it does highlight that the younger the respondent, the more likely they are to say it was easy to change the default privacy settings on their profile(s). For instance, 83% of those aged 15-24 say it was easy, compared to 58% of those aged 55 and older. In addition, daily Internet users are more likely to say this was easy compared to those who use the Internet less often (73% vs 52%).

Furthermore, respondents who feel they have at least some control over their personal information online are more likely to say it was easy than those who feel they have no control (78% vs 56%). Finally, respondents who are not concerned about their personal information online are more likely to say it was easy than those who are concerned (78% vs 65%).

**QB12a** In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)?  
(% - EU)

	Total 'Easy'	Total 'Difficult'	It depends (SPONTANEOUS)
EU28	72	26	2
 <b>Gender</b>			
Man	74	25	1
Woman	71	27	1
 <b>Age</b>			
15-24	83	16	1
25-39	75	22	2
40-54	69	30	1
55 +	58	39	2
 <b>Use of the Internet</b>			
Everyday	73	25	1
Often/ Sometimes	52	43	3
<b>Heard of GDPR</b>			
Yes	72	26	2
No	73	25	1
<b>Control over personal information online</b>			
At least some control	78	21	1
No control at all	56	41	2
<b>Concerned about personal information online</b>			
Concerned	65	33	2
Not concerned	78	21	1

*Base: respondents who tried to change the privacy settings of their personal profile on social network (N=9,826)*

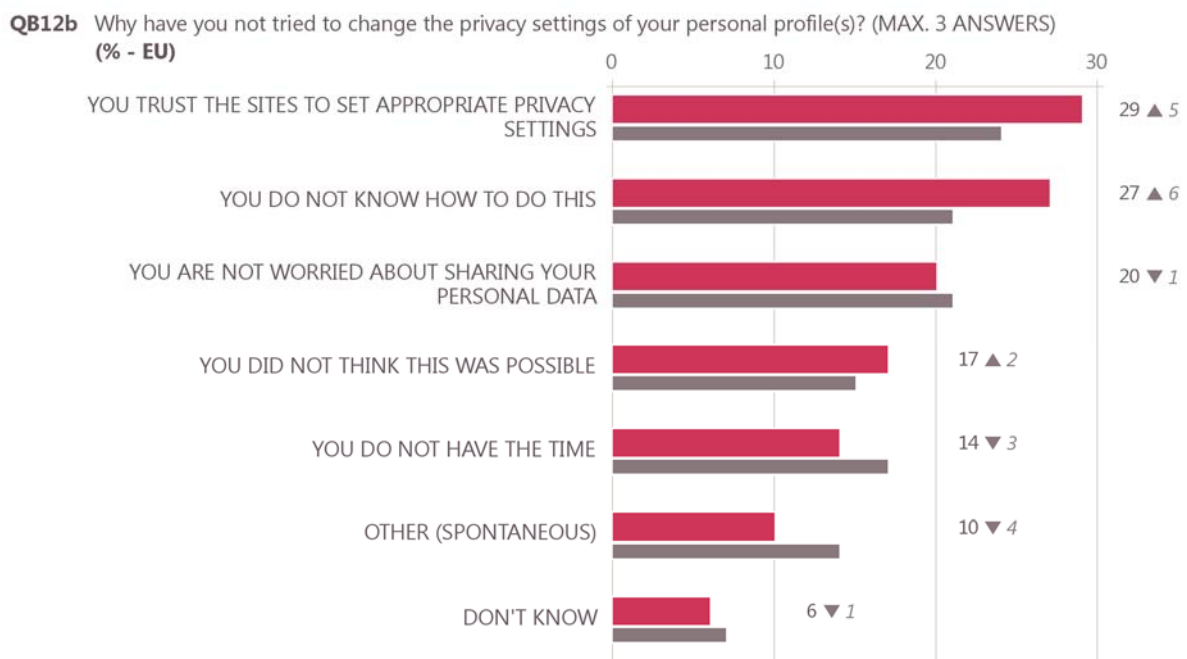
### 3 Reasons for not changing the default settings

#### **Trust in social network sites, and a lack of knowledge are the main reasons respondents have not tried to change default privacy settings**

The most common reasons social network users give for not trying to change their personal profile's default settings<sup>22</sup> are that they trust the sites to set appropriate privacy settings (29%) or that they do not know how to do this (27%). One in five say they are not worried about sharing their personal data.

More than one in ten say they did not think it was possible to change these settings (17%) or that they did not have the time (14%).

Compared to 2015, respondents are now more likely to say they don't know how to do this (+6 pp) or that they trust sites to set appropriate privacy settings (+5 pp).

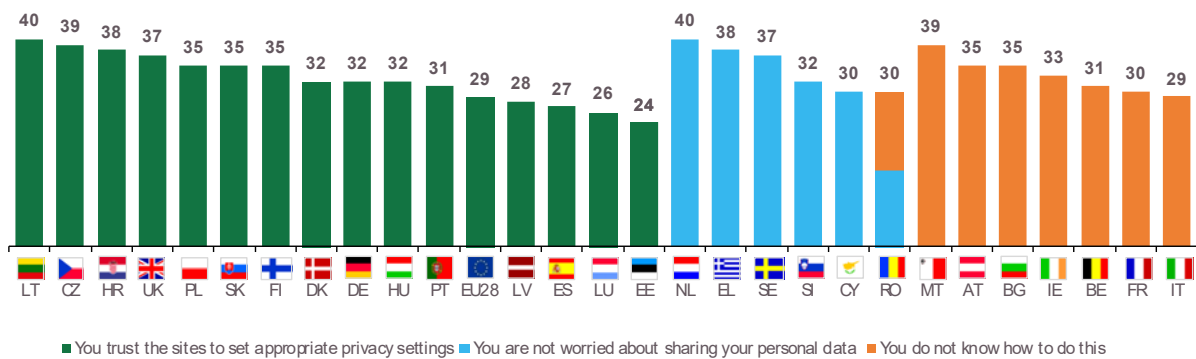


*Base: respondents who did not try to change the privacy settings of their personal profile on social network (N=7,495)*

<sup>22</sup> QB12b Why have you not tried to change the privacy settings of your personal profile(s)?

In 15 countries, respondents who have not tried to change their privacy settings are most likely to say this is because they trust the sites to set appropriate privacy settings. In seven countries respondents most often say they don't know how to do this, while in five countries the most common response is that they are not worried about sharing data. In Romania respondents are equally likely to say they are not worried, or that they don't know how to change the settings.

QB12b In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)?  
(MAX 3 ANSWERS) (% - THE MOST MENTIONED ANSWER BY COUNTRY)



Base: respondents who did not try to change the privacy settings of their personal profile on social network (N=7,495)

Across the EU, this group of respondents in Lithuania (40%), Czechia (39%) and Croatia (38%) are the most likely to say they **trust sites to set appropriate privacy settings**, while those in Malta (11%), Cyprus and Romania (both 13%) are the least likely to do so.

**Not knowing how to change these settings** is most often mentioned by respondents in Malta (39%), Austria and Bulgaria (both 35%), and least mentioned by those in Slovenia (14%), Latvia (15%) and Estonia (16%).

More than one in ten of these respondents in each country say they are **not worried about sharing their personal data**, with proportions ranging from 40% in the Netherlands, 38% in Greece and 37% in Sweden to 12% in Lithuania and 14% in Poland, France and Ireland.

There are six countries where at least one in five say they **did not think it was possible** to change these settings: Italy (26%), Ireland (22%), Romania and Belgium (both 21%), Bulgaria and Lithuania (both 20%). At the other end of the scale 6% in Finland and 7% in Latvia, Portugal and the United Kingdom say the same.

Finally, a **lack of time** is most often mentioned by those in Slovakia (23%), Czechia and Latvia (both 21%), France and the United Kingdom (both 20%), and least mentioned by those in Finland, Spain and the Netherlands (all 5%).

It is worth noting that the proportion in Malta who say they **don't know** is high (20%).

Comparing the current results to those from 2015 highlights a number of differences.

In 16 countries there have been increases of more than three points in the proportion of respondents who say they **trust these sites to set appropriate privacy settings**, with the highest increases seen in the United Kingdom (+23 pp), Luxembourg, Croatia (both +16 pp) and Finland (+15 pp). The largest decline in mentions of this reason is seen amongst those in Ireland (-5 pp).

In 16 countries there have been increases of more than three points in the proportion of respondents who say they **do not know how to change these settings**, with the largest seen in Cyprus (+18 pp), Greece (+16 pp) and Romania (+14 pp). In contrast, respondents in Luxembourg are now much less likely to say this (-21 pp).

Respondents in Sweden (+13 pp), the Netherlands and Greece (both +12 pp) are now more likely to say they are **not worried about sharing their personal data**, and overall there are 17 countries where respondents are now more likely to give this reason. In contrast those in Austria (-13 pp), Italy (10 pp), Portugal and France (both -8 pp) are now less likely to mention this.

In 12 countries there have been increases of more than three points in the proportion of respondents who say they **didn't think this was possible**, with the largest increases seen in Italy (+10 pp), Lithuania, Romania and Belgium (all +8 pp). In contrast those in Finland (-9 pp), Czechia and Latvia (both -8 pp) are now less likely to mention this reason.

QB12b Why have you not tried to change the privacy settings of your personal profile(s)? (MAX. 3 ANSWERS) (%)

	You trust the sites to set appropriate privacy settings	Diff. March 2019 - February/March 2015	You do not know how to do this	Diff. March 2019 - February/March 2015	You are not worried about sharing your personal data	Diff. March 2019 - February/March 2015	You did not think this was possible	Diff. March 2019 - February/March 2015	You do not have the time	Diff. March 2019 - February/March 2015	Other (SPONTANEOUS)	Diff. March 2019 - February/March 2015	Don't know
EU28	29	▲ 5	27	▲ 6	20	▼ -1	17	▲ 2	14	▼ -3	10	▼ -4	6
LT	40	▲ 12	24	▲ 9	12	▼ -5	20	▲ 8	16	=	12	▼ -1	8
CZ	39	▲ 10	28	▲ 4	24	▲ 4	13	▼ -8	21	▼ -1	4	▼ -1	4
HR	38	▲ 16	18	▼ -5	31	▲ 7	15	▲ 5	17	▼ -3	5	▼ -10	7
UK	37	▲ 23	26	▲ 7	16	▲ 6	7	▼ -7	20	=	11	▼ -11	4
NL	35	▲ 9	31	▲ 10	40	▲ 12	14	=	5	▼ -3	11	▼ -13	1
PL	35	▼ -2	21	▲ 4	14	▼ -3	14	▲ 1	17	▼ -2	8	▲ 1	4
SK	35	▼ -2	23	=	21	▲ 7	19	▲ 4	23	▲ 4	4	=	5
FI	35	▲ 15	19	▲ 1	19	▼ -8	6	▼ -9	5	▼ -3	18	▼ -8	7
SE	35	▲ 14	34	▲ 11	37	▲ 13	11	▼ -5	10	▼ -4	6	▼ -15	3
DK	32	▲ 6	26	▲ 11	19	▼ -3	18	▲ 4	8	▼ -9	18	▼ -7	8
DE	32	▲ 6	27	▲ 3	18	▼ -1	18	▼ -6	9	▼ -3	13	▼ -4	7
HU	32	▲ 3	19	▼ -4	26	▼ -4	17	▲ 6	16	▼ -4	6	▼ -6	5
AT	31	▼ -4	35	▲ 1	19	▼ -13	17	▲ 1	16	▼ -8	7	▼ -2	3
PT	31	▼ -3	20	▲ 9	15	▼ -8	7	▼ -4	9	▼ -11	22	▲ 13	9
BE	30	▲ 6	31	▼ -5	19	▼ -5	21	▲ 8	16	▲ 1	8	▼ -4	1
SI	30	▼ -2	14	▲ 3	32	▲ 1	11	▲ 4	15	▲ 3	18	▼ -14	4
LV	28	▲ 8	15	▼ -6	27	▲ 7	7	▼ -8	21	▼ -6	13	▲ 3	8
ES	27	▲ 4	24	▲ 8	19	=	13	▲ 2	5	▼ -11	17	▲ 3	10
LU	26	▲ 16	19	▼ -21	15	▲ 2	9	▲ 5	18	▼ -5	21	▲ 6	7
FR	25	▲ 6	30	▲ 15	14	▼ -8	17	▲ 7	20	▲ 2	10	▼ -13	8
IT	25	▲ 5	29	▲ 3	17	▼ -10	26	▲ 10	16	▼ -2	5	▼ -4	4
EE	24	▲ 5	16	▲ 3	24	▲ 2	9	▼ -5	9	▼ -1	15	▼ -6	14
IE	24	▼ -5	33	▲ 10	14	=	22	▲ 7	16	▼ -3	8	▼ -3	5
EL	24	▲ 3	33	▲ 16	38	▲ 12	10	▼ -1	10	▼ -12	15	▼ -8	1
BG	20	▲ 3	35	▲ 7	21	▲ 2	20	▲ 2	13	▼ -7	4	▲ 1	10
CY	13	=	27	▲ 18	30	▲ 5	18	▲ 3	17	▼ -2	12	▼ -11	5
RO	13	▼ -4	30	▲ 14	30	▲ 5	21	▲ 8	17	▼ -10	4	▼ -2	6
MT	11	▲ 3	39	▲ 5	16	▲ 10	11	▼ -3	8	▼ -4	16	▼ -2	20

Base: respondents who did not try to change the privacy settings of their personal profile on social network (N=7,495)

The **socio-demographic analysis** shows no notable differences based on occupation, but does highlight the following:





- Women are more likely than men to say they **did not know how** to change the default privacy settings (31% vs 23% of men), but less likely to say they are **not worried about sharing their personal data** (17% vs 23%).
- Respondents aged 15-54 are more likely than those aged 55 or older to say they **trust sites to set appropriate privacy settings**, while those aged 55 or older are more likely than younger age groups to say they **don't know how to do this**. The younger the respondent, the more likely they are to say they are not worried about sharing their personal data, or that they do not have time. For example, 25% of those aged 15-24 are not worried about sharing their personal data, compared to 16% of those aged 55 or older.
- The longer a respondent remained in education, the more likely they are to say they are **not worried about sharing their private data**, and the less likely they are to say they **don't know how** to change the default settings. Respondents who completed education aged 16 or older are the most likely to say they **trust sites to set appropriate privacy settings**.

The analysis also shows that respondents who use the Internet every day are more likely than less frequent users to say they trust sites to set appropriate privacy settings (30% vs 20%), or that they are not worried about sharing personal data (20% vs 15%), and they are less likely to say they don't know how (26% vs 36%). It also highlights that those who shop online are more likely to say they trust sites to set appropriate privacy settings or that they are not worried about sharing personal data, compared to those who never shop online. Moreover, they are less likely to say they don't know how than those who never shop online.

The more often a respondent feels informed about the data collection and uses made of their personal data, the more likely they are to say they trust sites to set appropriate privacy settings or that they are not worried about sharing data, and the less likely they are to say they don't know how to change these settings. Finally, respondents who have heard of GDPR are more likely to say they trust sites to set appropriate settings (32% vs 24% who have not heard of GDPR), and less likely to say they did not think this was possible (15% vs 20%).



**QB12b** Why have you not tried to change the privacy settings of your personal profile(s)? (MAX. 3 ANSWERS)  
(% - EU)

	You trust the sites to set appropriate privacy settings	You do not know how to do this	You are not worried about sharing your personal data	You did not think this was possible	You do not have the time	Other (SPONTANEOUS)	Don't know
EU28	29	27	20	17	14	10	6
 <b>Gender</b>							
Man	29	23	23	16	15	11	6
Woman	30	31	17	17	12	9	6
 <b>Age</b>							
15-24	31	20	25	17	21	9	6
25-39	33	22	22	16	16	8	4
40-54	31	27	19	17	13	9	6
55 +	23	35	16	17	9	13	6
 <b>Education (End of)</b>							
15-	22	32	15	16	10	13	9
16-19	30	29	19	17	14	8	6
20+	31	24	22	15	13	13	4
Still studying	30	20	24	16	18	9	8
 <b>Use of the Internet</b>							
Everyday	30	26	20	16	14	10	5
Often/ Sometimes	20	36	15	20	11	10	11
<b>Informed about data collection and uses</b>							
Always	41	22	31	12	9	7	3
Sometimes	38	24	19	19	15	7	3
Rarely	26	29	19	16	17	10	4
Never	15	32	17	19	14	14	8
<b>Heard of GDPR</b>							
Yes	32	26	20	15	13	10	5
No	24	29	18	20	15	10	7

Base: respondents who did not try to change the privacy settings of their personal profile on social network (N=7,495)

## CONCLUSIONS

The results of this Special Eurobarometer show a widespread general awareness of the General Data Protection Regulation (67%), although only slightly more than one third (36%) have heard of GDPR and know what it is. The level of general awareness of GDPR varies across the EU, ranging from nine in ten respondents in Sweden to just over four in ten in France (44%).

The majority of respondents have also heard about the rights guaranteed by GDPR, with the exception of the right to have a say when decisions are automated (41%). In addition, respondents have already started to exercise their rights under GDPR, most frequently citing the right to object to receiving direct marketing (24%). Moreover, the majority of respondents (57%) are aware of the existence of a public authority in their country responsible for protecting their personal data rights, and this awareness has increased considerably since 2015 (+20 pp).

Although most respondents who provide information online feel they have control over this information (65%), only a small minority think they have complete control (14%). Furthermore, more than six in ten (16%) of those who do not feel they have complete control over this information are concerned about this. Part of this concern may stem from the fact that only around one in five (22%) respondents that use the Internet say they always feel informed about the conditions under which the personal data they provide online is collected and used. It may also be linked to the fact that although six in ten say they read privacy statements online, only around one in ten (13%) read them fully. By far the main reason respondents do not fully read online privacy statements is because they are too long.

Since 2015 there has been a slight decrease (-4 pp) in the proportion of social network users who have tried to change the default privacy settings of their social network personal profile(s). In the current survey just over half (56%) of those who use social networks have tried to change settings. For respondents who have not tried to change their settings, trust in sites to set appropriate settings is the main reason (29%), closely followed by respondents saying they do not know how to make these changes (27%).

The GDPR regulation is now more important than ever - almost all respondents use the Internet (84%), with three quarters doing so daily. Internet use is relatively stable since 2017. Although there has been no change since 2015 in the proportion who shop online, social network use has increased considerably - both overall, and in terms of daily or almost daily use. Since 2015 there has been a significant increase (+15 pp) in the proportion of respondents who use online social networks

The socio-demographic analyses reveal some consistent patterns across the results. Perhaps not surprisingly, daily Internet users are the most likely to have updated the default privacy settings on their social network profile(s), to feel they have control of personal data provided online, to be aware of GDPR and its provisions, to read privacy policies and feel informed about the collection and use of their personal data online. The longer a respondent remained in education, the more likely they are to be aware of GDPR and to be more proactive about online privacy. The same is true for those under 55 years of age.

## TECHNICAL SPECIFICATIONS

Between the 15<sup>th</sup> and 29<sup>th</sup> of March 2019, Kantar carried out the wave 91.2 of the EUROBAROMETER survey, at the request of the European Commission, Directorate-General for Communication, “Media monitoring and Eurobarometer” Unit.

The wave 91.2 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over.

	COUNTRIES	INSTITUTES	N° INTERVIEWS	DATES		POPULATION 15+	PROPORTION EU28
				FIELDWORK			
BE	Belgium	Kantar Belgium (Kantar TNS)	1,041	15/03/2019	26/03/2019	9,693,779	2.25%
BG	Bulgaria	Kantar TNS BBSS	1,026	15/03/2019	25/03/2019	6,537,535	1.52%
CZ	Czechia	Kantar CZ	1,068	15/03/2019	26/03/2019	9,238,431	2.14%
DK	Denmark	Kantar Gallup	1,017	15/03/2019	26/03/2019	4,838,729	1.12%
DE	Germany	Kantar Deutschland	1,507	15/03/2019	29/03/2019	70,160,634	16.26%
EE	Estonia	Kantar Emor	1,005	15/03/2019	26/03/2019	1,160,064	0.27%
IE	Ireland	Behaviour & Attitudes	1,078	15/03/2019	26/03/2019	3,592,162	0.83%
EL	Greece	Taylor Nelson Sofres Market Research	1,014	15/03/2019	24/03/2019	9,937,810	2.30%
ES	Spain	TNS Investigación de Mercados y Opinión	1,014	15/03/2019	25/03/2019	39,445,245	9.14%
FR	France	Kantar Public France	1,013	15/03/2019	25/03/2019	54,097,255	12.54%
HR	Croatia	Hendal	1,010	15/03/2019	25/03/2019	3,796,476	0.88%
IT	Italy	Kantar Italia	1,021	15/03/2019	25/03/2019	52,334,536	12.13%
CY	Rep. Of Cyprus	CYMAR Market Research	505	25/03/2019	26/03/2019	741,308	0.17%
LV	Latvia	Kantar TNS Latvia	1,012	15/03/2019	26/03/2019	1,707,082	0.40%
LT	Lithuania	TNS LT	1,004	15/03/2019	25/03/2019	2,513,384	0.58%
LU	Luxembourg	ILReS	512	15/03/2019	26/03/2019	457,127	0.11%
HU	Hungary	Kantar Hoffmann	1,030	15/03/2019	26/03/2019	8,781,161	2.04%
MT	Malta	MISCO International	497	15/03/2019	27/03/2019	364,171	0.08%
NL	Netherlands	TNS NIPO	1,017	15/03/2019	26/03/2019	13,979,215	3.24%
AT	Austria	Das Österreichische Gallup Institut	1,006	15/03/2019	25/03/2019	7,554,711	1.75%
PL	Poland	Kantar Polska	1,011	15/03/2019	26/03/2019	33,444,171	7.75%
PT	Portugal	Marktest – Marketing, Organização e Formação	1,013	15/03/2019	25/03/2019	8,480,126	1.97%
RO	Romania	Centrul Pentru Studierea Opiniei si Pietei (CSOP)	1,025	15/03/2019	25/03/2019	16,852,701	3.91%
SI	Slovenia	Mediana DOO	1,016	15/03/2019	24/03/2019	1,760,032	0.41%
SK	Slovakia	Kantar Slovakia	1,020	15/03/2019	26/03/2019	4,586,024	1.06%
FI	Finland	Kantar TNS Oy	1,000	15/03/2019	26/03/2019	4,747,810	1.10%
SE	Sweden	Kantar Sifo	1,021	15/03/2019	26/03/2019	7,998,763	1.85%
UK	United Kingdom	Kantar UK Limited	1,021	15/03/2019	26/03/2019	52,651,777	12.20%
TOTAL EU28			27,524	15/03/2019	29/03/2019	431,452,219	100%*

The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas.

In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), Kantar Public applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed here.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process  
(at the 95% level of confidence)

various sample sizes are in rows

various observed results are in columns

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9	N=50
N=500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4	N=500
<b>N=1000</b>	<b>1.4</b>	<b>1.9</b>	<b>2.2</b>	<b>2.5</b>	<b>2.7</b>	<b>2.8</b>	<b>3.0</b>	<b>3.0</b>	<b>3.1</b>	<b>3.1</b>	<b>N=1000</b>
N=1500	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5	N=1500
N=2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.1	2.2	2.2	N=2000
N=3000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8	N=3000
N=4000	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5	N=4000
N=5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4	N=5000
N=6000	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3	N=6000
N=7000	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.2	1.2	N=7000
N=7500	0.5	0.7	0.8	0.9	1.0	1.0	1.1	1.1	1.1	1.1	N=7500
N=8000	0.5	0.7	0.8	0.9	0.9	1.0	1.0	1.1	1.1	1.1	N=8000
N=9000	0.5	0.6	0.7	0.8	0.9	0.9	1.0	1.0	1.0	1.0	N=9000
N=10000	0.4	0.6	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.0	N=10000
N=11000	0.4	0.6	0.7	0.7	0.8	0.9	0.9	0.9	0.9	0.9	N=11000
N=12000	0.4	0.5	0.6	0.7	0.8	0.8	0.9	0.9	0.9	0.9	N=12000
N=13000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.9	0.9	N=13000
N=14000	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	N=14000
N=15000	0.3	0.5	0.6	0.6	0.7	0.7	0.8	0.8	0.8	0.8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

**ASK ALL****D62: DISPLAY '95' INSTEAD OF 'NO INTERNET ACCESS'****D62 Could you tell me if...?***(SHOW SCREEN - READ OUT - ONE ANSWER PER LINE)*

		Every day or almost every day	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No Internet access (SPONTANEOUS)
1	You use the Internet at home, in your home	1	2	3	4	5	6	7
2	You use the Internet on your place of work	1	2	3	4	5	6	7
3	You use the Internet on your mobile device (laptop, smartphone, tablet, etc.)	1	2	3	4	5	6	7
4	You use the Internet somewhere else (school, university, cyber-café, etc.)	1	2	3	4	5	6	7

EB90.4 D62

**ASK D20 IF CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4 (USE THE INTERNET)****D20 How often, if at all, do you use online social networks?***(READ OUT - ONE ANSWER ONLY)*

Every day or almost every day	1
Two or three times a week	2
About once a week	3
Two or three times a month	4
Less often	5
Never	6
DK	7

EB83.1 QB1 MODIFIED

**ASK QB7 IF CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4 (USE THE INTERNET)****QB7 How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?***(READ OUT - ONE ANSWER ONLY)*

Every day or almost every day	1
Two or three times a week	2
About once a week	3
Two or three times a month	4
Less often	5
Never	6
DK	7

EB83.1 QB1.2 MODIFIED

**ASK ALL****QB8: ROTATE ANSWERS 1 TO 9****QB8: CODE 11 AND 12 ARE EXCLUSIVE****QB8 When online (using online social networks or mobile applications, making online purchases, etc.), you are sometimes asked to provide personal information. What are the main reasons why you provide personal information online?***(SHOW SCREEN - READ OUT - MAX. 3 ANSWERS)*

To make a payment (M)	1,
To have your purchases delivered (M)	2,
To access services (M)	3,
To communicate with others (M)	4,
To obtain a service adapted to your needs	5,
To get a service for free	6,
To save time at the next visit	7,
To receive money or price reductions	8,
To benefit from personalised commercial offers	9,
Other (SPONTANEOUS)	10,
You never provide personal information online (SPONTANEOUS)	11,
DK	12,

EB83.1 QB3 MODIFIED

**ASK QB9 IF CODE 1 TO 10 IN QB8 (PROVIDE PERSONAL INFORMATION ONLINE)**

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?

*(READ OUT - ONE ANSWER ONLY)*

Complete control	1
Partial control	2
No control at all	3
It depends on the website or application (SPONTANEOUS)	4
DK	5

EB83.1 QB4

**ASK QB10 IF CODE 2,3 OR 4 IN QB9 (FEELS THAT HAS PARTIAL OR NO CONTROL OVER THE INFORMATION PROVIDED ONLINE)**

**QB10** How concerned are you about not having complete control over the information you provide online? Would you say you are...?

*(READ OUT - ONE ANSWER ONLY)*

Very concerned	1
Fairly concerned	2
Not very concerned	3
Not at all concerned	4
DK	5

EB83.1 QB5

**ASK QB11 CODE 1 TO 4 IN D20 (ONLINE SOCIAL NETWORKS USER)**

**(READ OUT)** Now let's turn to **PRIVACY SETTINGS**. Privacy settings are controls available on online social networks and other websites that allow users to decide who can see their information.

**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network?

*(ONE ANSWER ONLY)*

Yes	1
No	2
DK	3

EB83.1 QB9

**ASK QB12a IF CODE 1 IN QB11 (ANSWER IS 'YES')****QB12a In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)? (M)***(READ OUT - ONE ANSWER ONLY)*

Very easy	1
Fairly easy	2
Fairly difficult	3
Very difficult	4
It depends (SPONTANEOUS) (N)	5
DK	6

EB83.1 QB10a MODIFIED

**ASK QB12b IF CODE 2 IN QB11 (ANSWER IS 'NO')****QB12b: ROTATE ANSWERS 1 TO 5****QB12b Why have you not tried to change the privacy settings of your personal profile(s)? (M)***(SHOW SCREEN - READ OUT - MAX. 3 ANSWERS)*

You did not think this was possible (M)	1,
You do not know how to do this (M)	2,
You trust the sites to set appropriate privacy settings	3,
You are not worried about sharing your personal data (M)	4,
You do not have the time (M)	5,
Other (SPONTANEOUS)	6,
DK	7,

EB83.1 QB10b

**ASK QB13 IF CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4 (USE THE INTERNET)****QB13 In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data? (M)***(READ OUT - ONE ANSWER ONLY)*

Always	1
Sometimes	2
Rarely	3
Never	4
You are never asked to provide personal information online (SPONTANEOUS)	5
DK	6

EB83.1 QB13



**ASK QB14 IF CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4 (USE THE INTERNET)**

**(READ OUT) Now let's turn to PRIVACY STATEMENTS. On the Internet, privacy statements explain how the personal information users provide will be used and accessed.**

**QB14 Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do?**

*(READ OUT - ONE ANSWER ONLY)*

- |                             |   |
|-----------------------------|---|
| You read them fully         | 1 |
| You read them partially     | 2 |
| You do not read them at all | 3 |
| DK                          | 4 |

EB83.1 QB14

**ASK QB15 IF CODE 2 OR 3 IN QB14 (DO NOT READ THEM OR ONLY PARTIALLY)**

**QB15: ROTATE ANSWERS 1 TO 7**

**QB15 What are the reasons why you do not usually read privacy statements, or only read them partially? (M)**

*(SHOW SCREEN - READ OUT - MULTIPLE ANSWERS POSSIBLE)*

- |   |    |
|---|----|
| You think the websites will not honour them (M)                     | 1, |
| You believe that the law will protect you in any case               | 2, |
| You don't know where to find them                                   | 3, |
| You don't think it is important to read them                        | 4, |
| You find them too long to read                                      | 5, |
| You find them unclear or difficult to understand (M)                | 6, |
| It is enough for you to see that websites have a privacy policy (M) | 7, |
| Other (SPONTANEOUS)   | 8, |
| DK  | 9, |

EB83.1 QB15

**ASK ALL**

**QB16 Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data? (M)**

*(READ OUT - ONE ANSWER ONLY)*

- |   |   |
|---|---|
| Yes and you know which public authority is responsible (N)        | 1 |
| Yes, but you don't know which public authority is responsible (N) | 2 |
| No  | 3 |
| DK  | 4 |

EB83.1 QB25 MODIFIED

- QB17 Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018?**  
*(READ OUT - ONE ANSWER ONLY)*
- Yes and you know what it is 1
  - Yes, but you don't know exactly what it is 2
  - No 3
  - DK 4
- NEW*

**(READ OUT) THE GENERAL DATA PROTECTION REGULATION (GDPR) provides a single set of rules across the EU to help individuals control the collection and processing of their personal information. The GDPR has been applicable since May 2018.**

**QB18: ROTATE STATEMENTS 1 TO 6**

- QB18 The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?**  
*(READ OUT - ONE ANSWER PER LINE)*

		Yes and you have exercised it	Yes but you have not exercised it	No	DK
1	The right to access your data	1	2	3	4
2	The right to object to receiving direct marketing (INTERVIEWER: Direct marketing is a form of advertising where you are contacted directly, e.g. by email or text messages)	1	2	3	4
3	The right to correct your data if it is wrong	1	2	3	4
4	The right to have your data deleted and to be forgotten	1	2	3	4
5	The right to have a say when decisions are automated (e.g. an algorithm decides if you will be granted a loan or not)	1	2	3	4
6	The right to move your data from one provider to another	1	2	3	4

*NEW*

**D20** How often, if at all, do you use online social networks?

(%)

(IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)

		Every day or almost every day		Two or three times a week		About once a week		Two or three times a month		Less often		Never		Don't know	Total 'user of online social networks'		Total 'Has used online social networks'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		56	22	13	-1	5	-3	2	-3	6	-4	18	-11	0	76	15	82	11
BE		57	24	14	0	5	-4	3	-3	5	-6	16	-11	0	79	17	84	11
BG		64	28	15	-11	5	-9	2	-4	5	-1	9	-3	0	86	4	91	3
CZ		46	23	13	-2	9	-2	2	-5	9	-6	21	-8	0	70	14	79	8
DK		67	23	9	-3	3	-2	2	-4	4	-7	15	-7	0	81	14	85	7
DE		52	23	13	0	5	1	2	0	9	-2	19	-22	0	72	24	81	22
EE		60	24	11	1	5	-1	2	-3	5	-7	17	-13	0	78	21	83	14
IE		62	17	13	-2	5	-1	2	-3	5	-1	13	-10	0	82	11	87	10
EL		65	36	16	-2	5	-6	1	-5	4	-7	9	-16	0	87	23	91	16
ES		58	14	12	-7	4	-2	2	-1	6	0	18	-4	0	76	4	82	4
FR		53	25	9	-2	3	-4	3	-2	4	-5	28	-12	0	68	17	72	12
HR		61	22	12	-4	6	-5	1	-4	5	-5	15	-4	0	80	9	85	4
IT		49	17	16	-4	8	-3	4	-4	7	-3	16	-3	0	77	6	84	3
CY		83	49	8	-6	1	-8	1	-1	3	-10	4	-24	0	93	34	96	24
LV		66	29	9	-5	4	-6	2	-1	4	-6	15	-10	0	81	17	85	11
LT		68	25	12	-2	4	-4	1	-2	3	-3	12	-13	0	85	17	88	14
LU		59	27	11	3	5	-1	2	-4	4	-7	19	-18	0	77	25	81	18
HU		54	25	16	0	10	-2	2	-9	6	-7	12	-7	0	82	14	88	7
MT		79	41	11	0	3	-6	1	-2	1	-7	5	-26	0	94	33	95	26
NL		62	23	8	-4	4	-5	3	-1	4	-7	19	-6	0	77	13	81	6
AT		52	17	16	-5	7	-1	4	-1	5	-3	16	-6	0	79	10	84	7
PL		49	27	18	-1	9	-3	2	-5	5	-5	17	-12	0	78	18	83	13
PT		72	31	13	-9	3	-7	2	-2	2	-6	8	-7	0	90	13	92	7
RO		63	25	13	0	7	-1	5	1	4	-5	8	-20	0	88	25	92	20
SI		48	15	13	-2	8	0	3	0	8	-6	20	-7	0	72	13	80	7
SK		54	24	17	3	10	2	2	-5	7	-8	10	-16	0	83	24	90	16
FI		67	42	7	-4	3	-6	2	-7	4	-7	17	-18	0	79	25	83	18
SE		68	17	9	-1	4	-1	2	-1	3	-5	14	-9	0	83	14	86	9
UK		59	13	11	1	4	-1	2	-1	4	-4	20	-8	0	76	12	80	8





























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Tables

**QB7** How often, if at all, do you purchase goods or services online (e.g. clothes, books, tickets or food)?

(%)

(IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)





























		Every day or almost every day		Two or three times a week		About once a week		Two or three times a month		Less often		Never		Don't know		Total 'Regularly purchase goods or services online'		Total 'Purchase goods or services online'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		2	0	5	-1	10	1	22	0	38	1	23	-1	0	39	0	77	1	
BE		2	1	5	2	8	2	22	1	40	-2	23	-4	0	37	6	77	4	
BG		1	-1	1	-2	3	0	11	0	45	4	38	-1	1	16	-3	61	1	
CZ		1	-1	2	0	7	1	21	1	47	-4	22	3	0	31	1	78	-3	
DK		2	-1	5	1	12	1	30	-2	40	1	11	0	0	49	-1	89	0	
DE		1	0	5	1	14	5	27	-1	39	-3	14	-2	0	47	5	86	2	
EE		2	1	4	2	7	2	25	4	40	-6	22	-3	0	38	9	78	3	
IE		4	-1	7	-1	12	2	22	-4	36	-1	19	5	0	45	-4	81	-5	
EL		3	2	1	-1	2	0	9	-1	43	-1	42	1	0	15	0	58	-1	
ES		1	-1	1	-2	4	0	18	6	41	3	35	-6	0	24	3	65	6	
FR		1	0	5	1	6	-1	24	-2	45	5	19	-3	0	36	-2	81	3	
HR		3	0	3	-1	4	1	12	-2	33	-3	45	5	0	22	-2	55	-5	
IT		3	0	5	0	8	2	15	2	38	-2	31	-2	0	31	4	69	2	
CY		3	1	1	-2	4	4	20	5	40	-7	32	-1	0	28	8	68	1	
LV		2	1	4	1	4	-1	21	4	38	-3	29	-3	2	31	5	69	2	
LT		1	-2	4	1	7	0	21	3	35	3	32	-4	0	33	2	68	5	
LU		2	0	7	2	10	1	30	7	34	-7	16	-4	1	49	10	83	3	
HU		3	-5	4	-4	8	0	14	3	37	7	34	-1	0	29	-6	66	1	
MT		2	-2	4	0	6	-3	28	6	34	-1	26	1	0	40	1	74	0	
NL		1	0	5	1	9	-1	35	5	44	1	6	-6	0	50	5	94	6	
AT		6	-2	5	-3	12	5	24	5	33	-7	20	2	0	47	5	80	-2	
PL		1	0	4	-3	7	-5	17	-4	39	2	32	10	0	29	-12	68	-10	
PT		3	1	2	0	2	-2	9	1	30	1	54	-1	0	16	0	46	1	
RO		4	0	3	0	8	5	13	0	33	4	38	-10	1	28	5	61	9	
SI		1	-3	3	0	6	1	16	-1	41	6	33	-2	0	26	-3	67	3	
SK		1	-2	2	0	7	4	17	-2	45	0	28	0	0	27	0	72	0	
FI		1	0	4	1	9	1	26	-5	45	4	15	-1	0	40	-3	85	1	
SE		1	0	3	-1	10	1	36	-1	40	3	10	-2	0	50	-1	90	2	
UK		3	-3	13	-1	20	-1	28	2	26	5	10	-2	0	64	-3	90	2	

**QB8** When online (using online social networks or mobile applications, making online purchases, etc.), you are sometimes asked to provide personal information. What are the main reasons why you provide personal information online?

(MAX. 3 ANSWERS)

(%)





























(IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)

		To make a payment		To have your purchases delivered		To access services		To communicate with others		To obtain a service adapted to your needs		To get a service for free	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		51	5	44	0	27	-9	13	-5	12	-3	8	-6
BE		52	1	51	5	28	-7	13	-6	13	1	10	-2
BG		22	7	26	2	34	-16	22	-2	13	-10	7	-9
CZ		36	0	46	1	28	-13	12	-5	11	-4	7	-7
DK		72	0	60	3	20	-15	7	-3	12	-6	6	-2
DE		57	15	54	0	22	-4	15	-7	15	-5	10	-11
EE		61	-7	38	1	39	-5	9	-11	12	1	6	-3
IE		53	-4	43	-2	31	-6	16	-2	11	0	9	-2
EL		35	14	31	1	32	-8	22	-7	12	-10	16	-6
ES		37	5	27	1	29	-8	17	-7	11	-1	9	-10
FR		66	6	53	-2	23	-11	8	-3	11	-3	5	-2
HR		31	6	28	6	19	-11	16	-8	10	-6	8	-11
IT		35	3	30	6	33	-19	11	-7	15	-10	10	-6
CY		40	11	36	-2	26	-5	18	-3	6	-7	8	-4
LV		55	-7	33	-7	26	-14	12	-4	14	-2	5	-3
LT		54	-5	39	0	29	-1	16	0	8	-7	5	-3
LU		58	1	48	-7	39	3	13	-7	8	-12	5	-4
HU		16	0	29	-2	30	0	11	-11	13	-5	11	-3
MT		49	6	42	-6	28	-5	26	2	12	-5	4	-4
NL		69	4	72	9	42	-5	10	-6	9	-4	2	-5
AT		45	2	45	-2	24	-9	21	-6	14	-1	14	-15
PL		37	-5	33	-6	23	-8	14	-5	11	-2	5	-7
PT		29	14	24	8	36	-1	21	-2	12	-3	4	-17
RO		25	4	21	0	16	-15	15	-15	13	-4	9	-6
SI		45	10	45	9	29	-6	16	-9	9	-10	5	-8
SK		38	3	41	0	21	-7	10	-12	13	-5	9	-3
FI		71	-8	24	7	51	-3	9	-4	12	-6	3	-4
SE		78	8	60	3	34	-10	9	-1	10	-3	3	0
UK		67	3	55	0	26	-8	10	-3	6	2	5	-7

**QB8** When online (using online social networks or mobile applications, making online purchases, etc.), you are sometimes asked to provide personal information. What are the main reasons why you provide personal information online? (MAX. 3 ANSWERS)

(%)






























(IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)

		To save time at the next visit		To receive money or price reductions		To benefit from personalised commercial offers		Other (SPONTANEOUS)		You never provide personal information online (SPONTANEOUS)		Don't know
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	
EU28		11	-1	6	-1	6	-1	2	0	17	8	1
BE		14	0	9	-2	8	-3	3	2	9	1	0
BG		6	-5	6	-1	6	0	4	3	21	10	5
CZ		13	-1	9	-2	6	-3	7	5	11	5	2
DK		15	0	11	5	4	2	2	0	10	5	1
DE		8	-2	7	-1	3	-1	3	1	14	3	1
EE		9	-3	4	-2	2	-1	2	1	17	8	1
IE		15	-6	8	0	9	4	3	2	9	5	2
EL		6	-1	9	-3	10	-2	1	-4	28	14	0
ES		9	0	4	1	7	0	2	-1	23	9	0
FR		13	4	3	-1	6	-3	1	-2	16	10	1
HR		10	-4	5	-3	5	-2	4	0	28	18	1
IT		9	-1	9	0	11	-3	3	1	20	13	2
CY		10	-3	5	-1	2	-1	1	-5	29	10	1
LV		10	3	9	-2	3	-2	1	-1	20	12	3
LT		11	-1	7	1	5	0	3	-2	17	9	2
LU		12	0	2	0	4	0	3	-1	9	5	2
HU		15	3	12	-5	11	4	2	-1	26	9	1
MT		9	-6	6	0	5	-4	2	1	11	5	10
NL		17	1	8	0	3	1	2	0	5	1	1
AT		15	5	16	7	8	1	3	-1	17	9	0
PL		8	-2	7	-1	5	-2	4	2	21	11	4
PT		7	-4	2	-3	5	-2	2	-1	36	12	1
RO		10	0	8	0	8	0	5	0	23	13	3
SI		7	-2	4	-1	2	-4	4	-7	21	10	0
SK		16	2	10	-2	8	3	5	2	13	6	3
FI		11	-2	5	-4	4	-7	2	-1	12	8	1
SE		16	-2	4	1	3	1	1	-1	8	0	1
UK		17	-3	5	-1	5	1	1	-1	10	5	1

**QB9** How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?

(%)

(IF 'PROVIDE PERSONAL INFORMATION ONLINE', CODE 1 TO 10 IN QB8)

		Complete control		Partial control		No control at all		It depends on the website or application (SPONTANEOUS)		Don't know		Total 'At least some control'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		14	-1	51	1	30	-1	3	0	2	65	0	
BE		12	-1	53	4	31	-2	4	0	0	65	3	
BG		11	-7	37	-6	31	6	11	4	10	48	-13	
CZ		16	0	52	-2	26	1	2	1	4	68	-2	
DK		14	-2	50	-7	26	0	9	9	1	64	-9	
DE		6	2	45	3	40	-5	7	-1	2	51	5	
EE		18	1	53	-3	21	0	4	2	4	71	-2	
IE		19	-1	47	-5	28	2	2	1	4	66	-6	
EL		21	-10	50	4	22	0	7	6	0	71	-6	
ES		13	0	44	-5	41	5	1	0	1	57	-5	
FR		14	-2	48	-1	36	2	1	1	1	62	-3	
HR		23	-1	51	-3	22	3	3	1	1	74	-4	
IT		17	-2	49	-4	26	3	5	3	3	66	-6	
CY		31	4	50	-1	15	-4	3	1	1	81	3	
LV		14	2	53	0	26	-5	4	3	3	67	2	
LT		22	0	56	-2	20	3	1	0	1	78	-2	
LU		17	-5	46	-2	33	7	3	2	1	63	-7	
HU		27	2	44	-1	19	-7	6	4	4	71	1	
MT		32	8	44	-6	15	-8	7	6	2	76	2	
NL		9	0	62	3	27	-3	1	0	1	71	3	
AT		14	2	53	0	24	-7	7	4	2	67	2	
PL		26	3	52	1	15	-6	3	1	4	78	4	
PT		27	2	58	4	10	-8	3	1	2	85	6	
RO		11	-3	53	0	29	-1	4	3	3	64	-3	
SI		20	-6	49	2	26	1	3	2	2	69	-4	
SK		21	0	56	8	17	-10	4	1	2	77	8	
FI		16	0	66	2	16	0	0	-1	2	82	2	
SE		14	1	57	2	28	-3	0	0	1	71	3	
UK		15	-3	60	10	24	-2	0	-5	1	75	7	

**QB10** How concerned are you about not having complete control over the information you provide online? Would you say you are...?

(%)

(IF 'FEELS THAT HAS PARTIAL OR NO CONTROL OVER THE INFORMATION PROVIDED ONLINE', CODE 2,3 OR 4 IN QB9)

		Very concerned		Fairly concerned		Not very concerned		Not at all concerned		Don't know	Total 'Concerned'		Total 'Not concerned'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		16	-2	46	-3	31	3	6	2	1	62	-5	37	5
BE		13	-5	54	-2	28	6	5	1	0	67	-7	33	7
BG		10	-7	51	-8	27	10	7	1	5	61	-15	34	11
CZ		15	-11	41	-9	31	10	12	10	1	56	-20	43	20
DK		16	2	34	-9	41	2	9	5	0	50	-7	50	7
DE		17	-2	42	-7	34	4	6	5	1	59	-9	40	9
EE		5	0	34	1	53	0	6	-1	2	39	1	59	-1
IE		29	1	46	-5	21	3	3	0	1	75	-4	24	3
EL		11	-14	52	5	34	10	3	-1	0	63	-9	37	9
ES		22	0	43	-1	30	1	5	0	0	65	-1	35	1
FR		24	10	48	-5	23	-2	5	-3	0	72	5	28	-5
HR		11	-3	48	-8	32	9	9	3	0	59	-11	41	12
IT		12	0	54	-1	28	-2	5	3	1	66	-1	33	1
CY		36	-3	45	8	16	-3	3	-1	0	81	5	19	-4
LV		15	2	35	-10	42	6	8	3	0	50	-8	50	9
LT		13	3	40	-6	36	-1	11	4	0	53	-3	47	3
LU		12	-5	52	-4	29	7	6	2	1	64	-9	35	9
HU		7	-5	48	4	36	4	9	-1	0	55	-1	45	3
MT		20	4	54	-4	21	3	3	-4	2	74	0	24	-1
NL		10	2	38	-1	44	-1	8	0	0	48	1	52	-1
AT		10	-3	41	-6	41	8	7	1	1	51	-9	48	9
PL		12	-2	42	-16	34	11	9	7	3	54	-18	43	18
PT		12	-10	65	8	19	0	4	2	0	77	-2	23	2
RO		10	-3	49	6	33	-3	7	-1	1	59	3	40	-4
SI		12	-3	36	-5	41	1	11	7	0	48	-8	52	8
SK		5	-8	46	-9	36	7	10	8	3	51	-17	46	15
FI		14	6	48	-6	34	1	4	-1	0	62	0	38	0
SE		5	-2	28	-6	59	5	8	3	0	33	-8	67	8
UK		21	-8	52	2	23	3	4	3	0	73	-6	27	6






























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Tables

**QB11** Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network?

(%)






























(IF 'ONLINE SOCIAL NETWORKS USER', CODE 1 TO 4 IN D20)

		Yes		No		Don't know
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2
EU28		56	-4	43	4	1
BE		57	-9	43	10	0
BG		43	-10	52	7	5
CZ		50	-7	49	6	1
DK		71	0	29	0	0
DE		47	-11	51	12	2
EE		67	-1	32	1	1
IE		57	-6	42	6	1
EL		46	-14	54	14	0
ES		59	-1	40	0	1
FR		62	-9	37	8	1
HR		48	-6	51	6	1
IT		43	1	56	-1	1
CY		38	-20	61	19	1
LV		49	-1	48	-1	3
LT		55	-4	44	4	1
LU		63	-10	36	10	1
HU		41	0	58	0	1
MT		65	-9	34	8	1
NL		71	-5	29	5	0
AT		58	4	41	-5	1
PL		46	0	50	-2	4
PT		67	14	33	-14	0
RO		43	-11	57	11	0
SI		60	0	40	0	0
SK		58	-1	41	0	1
FI		72	3	27	-4	1
SE		73	-1	27	1	0
UK		74	0	25	0	1

**QB12a** In general, how easy or difficult did you find it to change the privacy settings of your personal profile(s)?  
 (%)  
 (IF 'YES', CODE 1 IN QB11)

		Very easy		Fairly easy		Fairly difficult		Very difficult		It depends (SPONTANEOUS)		Don't know	Total 'Easy'		Total 'Difficult'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		23	-4	49	2	21	0	5	0	2	N.A.	0	72	-2	26	0
BE		17	2	46	0	30	-3	6	1	1	N.A.	0	63	2	36	-2
BG		37	-3	48	0	7	-1	2	-2	5	N.A.	1	85	-3	9	-3
CZ		28	-1	52	4	18	-2	1	-2	1	N.A.	0	80	3	19	-4
DK		31	4	44	-2	19	-3	3	-2	2	N.A.	1	75	2	22	-5
DE		11	-6	46	2	33	0	6	1	4	N.A.	0	57	-4	39	1
EE		21	-5	61	5	15	0	1	-1	2	N.A.	0	82	0	16	-1
IE		30	-3	46	-2	16	2	6	2	2	N.A.	0	76	-5	22	4
EL		28	-12	61	11	8	-1	1	0	1	N.A.	1	89	-1	9	-1
ES		22	-3	37	-7	31	8	9	1	1	N.A.	0	59	-10	40	9
FR		18	-5	51	9	25	-4	5	0	1	N.A.	0	69	4	30	-4
HR		38	5	50	-3	8	-2	2	-1	1	N.A.	1	88	2	10	-3
IT		19	-3	61	4	15	-2	4	0	1	N.A.	0	80	1	19	-2
CY		43	6	38	-6	13	-4	5	3	0	N.A.	1	81	0	18	-1
LV		32	-4	46	-5	19	6	3	3	0	N.A.	0	78	-9	22	9
LT		34	0	54	-3	8	1	2	0	2	N.A.	0	88	-3	10	1
LU		14	-4	51	4	26	-2	7	0	1	N.A.	1	65	0	33	-2
HU		20	-10	53	1	22	6	3	1	2	N.A.	0	73	-9	25	7
MT		43	-1	51	6	5	-5	1	0	0	N.A.	0	94	5	6	-5
NL		17	-2	39	-6	34	6	9	1	0	N.A.	1	56	-8	43	7
AT		24	-4	49	0	15	-3	3	-2	8	N.A.	1	73	-4	18	-5
PL		27	-7	59	5	9	0	2	0	2	N.A.	1	86	-2	11	0
PT		16	-29	65	17	15	8	1	1	2	N.A.	1	81	-12	16	9
RO		20	-11	49	-6	21	8	7	6	2	N.A.	1	69	-17	28	14
SI		25	-12	62	15	10	-4	1	-1	2	N.A.	0	87	3	11	-5
SK		26	1	51	-11	16	6	3	0	2	N.A.	2	77	-10	19	6
FI		19	-10	54	5	23	4	3	0	1	N.A.	0	73	-5	26	4
SE		21	4	48	-4	24	-2	6	1	1	N.A.	0	69	0	30	-1
UK		39	2	46	5	10	-6	4	-2	0	N.A.	1	85	7	14	-8






























**QB12b** Why have you not tried to change the privacy settings of your personal profile(s)? (MAX. 3 ANSWERS)  
 (%)  
 (IF 'NO', CODE 2 IN QB11)

		You did not think this was possible		You do not know how to do this		You trust the sites to set appropriate privacy settings		You are not worried about sharing your personal data		You do not have the time		Other (SPONTANEOUS)		Don't know
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	
EU28		17	2	27	6	29	5	20	-1	14	-3	10	-4	6
BE		21	8	31	-5	30	6	19	-5	16	1	8	-4	1
BG		20	2	35	7	20	3	21	2	13	-7	4	1	10
CZ		13	-8	28	4	39	10	24	4	21	-1	4	-1	4
DK		18	4	26	11	32	6	19	-3	8	-9	18	-7	8
DE		18	-6	27	3	32	6	18	-1	9	-3	13	-4	7
EE		9	-5	16	3	24	5	24	2	9	-1	15	-6	14
IE		22	7	33	10	24	-5	14	0	16	-3	8	-3	5
EL		10	-1	33	16	24	3	38	12	10	-12	15	-8	1
ES		13	2	24	8	27	4	19	0	5	-11	17	3	10
FR		17	7	30	15	25	6	14	-8	20	2	10	-13	8
HR		15	5	18	-5	38	16	31	7	17	-3	5	-10	7
IT		26	10	29	3	25	5	17	-10	16	-2	5	-4	4
CY		18	3	27	18	13	0	30	5	17	-2	12	-11	5
LV		7	-8	15	-6	28	8	27	7	21	-6	13	3	8
LT		20	8	24	9	40	12	12	-5	16	0	12	-1	8
LU		9	5	19	-21	26	16	15	2	18	-5	21	6	7
HU		17	6	19	-4	32	3	26	-4	16	-4	6	-6	5
MT		11	-3	39	5	11	3	16	10	8	-4	16	-2	20
NL		14	0	31	10	35	9	40	12	5	-3	11	-13	1
AT		17	1	35	1	31	-4	19	-13	16	-8	7	-2	3
PL		14	1	21	4	35	-2	14	-3	17	-2	8	1	4
PT		7	-4	20	9	31	-3	15	-8	9	-11	22	13	9
RO		21	8	30	14	13	-4	30	5	17	-10	4	-2	6
SI		11	4	14	3	30	-2	32	1	15	3	18	-14	4
SK		19	4	23	0	35	-2	21	7	23	4	4	0	5
FI		6	-9	19	1	35	15	19	-8	5	-3	18	-8	7
SE		11	-5	34	11	35	14	37	13	10	-4	6	-15	3
UK		7	-7	26	7	37	23	16	6	20	0	11	-11	4

**QB13** In general, when you are asked to provide personal information online, how often would you say that you are informed about the conditions of the collection and further uses of your data?

(%)

(IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)

		Always		Sometimes		Rarely		Never		You are never asked to provide personal information online (SPONTANEOUS)		Don't know		Total 'At least sometimes'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1
EU28		22	2	35	-6	21	-1	13	2	7	3	2	57	-4	
BE		22	4	36	-4	21	-4	14	1	6	3	1	58	0	
BG		15	-10	28	-12	28	11	11	2	13	8	5	43	-22	
CZ		31	4	36	-7	16	1	8	1	4	0	5	67	-3	
DK		40	10	33	-10	13	-2	5	-2	7	4	2	73	0	
DE		15	-1	32	-6	28	-1	14	2	7	4	4	47	-7	
EE		23	2	31	-6	19	1	11	-1	12	3	4	54	-4	
IE		23	-2	42	-8	19	5	10	3	4	2	2	65	-10	
EL		21	-8	39	2	20	2	11	2	9	2	0	60	-6	
ES		14	-3	32	-7	27	6	19	0	8	5	0	46	-10	
FR		22	4	30	-4	21	-5	18	2	7	4	2	52	0	
HR		13	0	33	-19	25	5	13	6	15	9	1	46	-19	
IT		10	-7	40	-1	23	-3	14	3	12	8	1	50	-8	
CY		21	-6	31	-5	21	5	16	9	9	-5	2	52	-11	
LV		36	10	30	-5	12	-3	9	-4	10	3	3	66	5	
LT		24	5	37	-5	12	-3	13	-3	11	6	3	61	0	
LU		20	-6	35	1	30	6	10	-2	3	1	2	55	-5	
HU		25	3	29	-3	20	-3	13	-1	11	4	2	54	0	
MT		26	-1	39	-5	13	1	12	2	6	1	4	65	-6	
NL		48	27	32	-9	12	-12	5	-7	2	1	1	80	18	
AT		15	0	40	-7	24	1	10	-1	9	6	2	55	-7	
PL		29	7	31	-15	14	0	11	4	11	3	4	60	-8	
PT		18	-2	46	7	11	-6	8	-3	16	4	1	64	5	
RO		11	-11	37	-7	29	12	13	0	8	5	2	48	-18	
SI		27	6	33	-2	17	-6	13	2	9	2	1	60	4	
SK		28	6	36	-2	19	-6	6	-3	7	3	4	64	4	
FI		36	5	34	-5	15	-3	6	-1	7	3	2	70	0	
SE		49	28	29	-17	12	-8	3	-6	4	1	3	78	11	
UK		29	2	42	-5	14	1	10	2	2	0	3	71	-3	

**QB14** Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do? (%)  
 (IF 'USE THE INTERNET', CODE 1 TO 5 IN D62.1 OR D62.2 OR D62.3 OR D62.4)

		You read them fully		You read them partially		You do not read them at all		Don't know		Total 'You read them'	
		EB91.2	Diff: EB91.2 - EB83.1	EB91.2	Diff: EB91.2 - EB83.1	EB91.2	Diff: EB91.2 - EB83.1	EB91.2	EB91.2	Diff: EB91.2 - EB83.1	
EU28		13	-5	47	-2	37	6	3	60	-7	
BE		10	-5	47	4	42	1	1	57	-1	
BG		22	-16	39	1	33	11	6	61	-15	
CZ		21	-13	47	3	29	9	3	68	-10	
DK		7	-4	46	-6	44	9	3	53	-10	
DE		11	-6	51	-4	36	10	2	62	-10	
EE		16	-4	52	1	27	4	5	68	-3	
IE		15	0	43	-5	41	6	1	58	-5	
EL		29	-8	41	6	30	3	0	70	-2	
ES		9	-7	40	-1	50	8	1	49	-8	
FR		9	-3	44	2	44	-1	3	53	-1	
HR		21	-2	41	-8	36	10	2	62	-10	
IT		18	-4	43	-5	37	8	2	61	-9	
CY		24	-5	50	5	23	-1	3	74	0	
LV		20	-8	57	6	18	0	5	77	-2	
LT		20	-3	48	-5	29	8	3	68	-8	
LU		5	-7	44	0	47	7	4	49	-7	
HU		20	-9	45	0	33	9	2	65	-9	
MT		18	6	41	-8	33	-2	8	59	-2	
NL		8	-2	51	2	40	0	1	59	0	
AT		20	-8	42	-3	36	10	2	62	-11	
PL		12	-7	48	-1	36	9	4	60	-8	
PT		20	-3	48	4	31	0	1	68	1	
RO		16	-10	52	2	29	6	3	68	-8	
SI		22	-4	47	5	29	0	2	69	1	
SK		23	-7	54	7	20	0	3	77	0	
FI		12	-6	59	-1	25	6	4	71	-7	
SE		7	-8	53	-6	38	15	2	60	-14	
UK		13	0	52	-2	33	3	2	65	-2	

**QB15** What are the reasons why you do not usually read privacy statements, or only read them partially?






























(MULTIPLE ANSWERS POSSIBLE)

(%)






























(IF 'DO NOT READ THEM OR ONLY PARTIALLY', CODE 2 OR 3 IN QB14)

		You think the websites will not honour them		You believe that the law will protect you in any case		You don't know where to find them		You don't think it is important to read them		You find them too long to read		You find them unclear or difficult to understand		It is enough for you to see that websites have a privacy policy		Other (SPONTANEOUS)		Don't know
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2
EU28		10	-5	15	1	5	-2	11	2	66	-1	31	-7	17	3	5	0	2
BE		12	-2	13	1	8	0	12	3	68	-5	32	-8	17	7	4	0	0
BG		18	-4	18	6	4	-2	19	1	45	-6	30	-2	25	6	1	-1	5
CZ		16	-7	17	4	5	-2	17	6	60	1	25	-7	31	7	5	1	1
DK		16	6	26	5	5	3	14	5	74	-1	30	-8	29	7	5	1	2
DE		6	-12	20	-1	3	-2	9	-1	70	0	35	-8	18	5	3	-3	1
EE		9	-3	18	4	3	-4	13	-1	52	-3	31	-8	24	5	7	0	4
IE		12	1	16	3	8	-7	10	4	62	-4	24	-8	16	4	1	-4	2
EL		20	1	12	3	10	-1	21	2	59	4	34	6	24	3	6	2	1
ES		11	-4	11	0	3	-2	11	3	63	0	38	-8	9	-1	6	-1	4
FR		11	-3	7	0	4	-2	8	4	79	2	39	-8	9	-4	7	0	2
HR		16	-1	19	0	7	-8	27	9	49	5	19	-8	22	10	3	-4	3
IT		14	-4	18	3	10	-4	13	1	52	-8	32	-8	18	4	2	0	2
CY		17	0	8	-2	13	6	27	11	54	-3	28	8	9	-8	5	-8	2
LV		8	-6	20	7	2	-4	17	-5	58	11	15	-8	22	8	10	6	2
LT		8	-5	21	8	5	-2	24	6	54	5	22	-6	28	11	7	1	2
LU		10	-2	9	3	2	-2	9	6	81	3	38	-14	10	-7	5	-3	2
HU		14	5	19	1	8	-4	20	3	56	6	26	-1	21	2	3	-7	2
MT		4	-4	12	7	2	-2	16	8	73	-5	23	-7	11	2	8	2	6
NL		14	3	19	2	2	-2	8	-2	81	0	32	-8	22	1	8	0	0
AT		11	-4	21	-3	9	-3	17	-2	59	-8	38	-5	26	11	10	5	2
PL		12	-9	17	4	7	-6	15	1	49	1	27	0	21	6	8	4	3
PT		12	-7	14	0	3	-4	12	-2	65	16	44	24	13	-8	6	2	1
RO		13	-1	16	4	14	5	25	8	42	-8	26	-6	19	-3	3	-1	3
SI		13	-3	16	2	4	0	15	-6	62	9	22	-1	24	0	7	-5	1
SK		14	-13	23	8	8	1	14	6	52	-7	23	-5	22	1	4	2	2
FI		9	-3	22	5	2	-2	10	1	67	5	33	-4	35	10	3	-2	1
SE		6	-3	18	3	2	-2	9	2	80	6	28	-14	27	10	5	-2	2
UK		6	-4	12	0	5	0	6	1	75	-2	19	-13	12	3	3	-1	2

**QB16** Have you heard about the existence of a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?  
(%)

		Yes and you know which public authority is responsible		Yes, but you don't know which public authority is responsible		No		Don't know		Total 'Yes'	
		EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	Diff. EB91.2 - EB83.1	EB91.2	EB91.2	Diff. EB91.2 - EB83.1	
EU28		20	N.A	37	N.A	41	-20	2	57	20	
BE		11	N.A	41	N.A	47	-21	1	53	22	
BG		15	N.A	37	N.A	41	-16	7	53	15	
CZ		21	N.A	40	N.A	38	-14	1	61	15	
DK		21	N.A	45	N.A	32	-17	2	66	17	
DE		20	N.A	39	N.A	39	-13	3	58	14	
EE		27	N.A	38	N.A	32	-30	3	65	30	
IE		28	N.A	31	N.A	39	-17	3	59	16	
EL		22	N.A	42	N.A	34	-10	2	64	8	
ES		14	N.A	26	N.A	57	-22	4	40	20	
FR		20	N.A	38	N.A	41	-23	1	58	23	
HR		15	N.A	46	N.A	37	-32	2	61	32	
IT		18	N.A	37	N.A	43	-24	2	55	24	
CY		21	N.A	38	N.A	39	-21	2	59	20	
LV		28	N.A	48	N.A	22	-43	2	76	42	
LT		17	N.A	44	N.A	37	-23	1	61	23	
LU		25	N.A	34	N.A	39	-26	2	58	25	
HU		16	N.A	31	N.A	52	-6	1	47	7	
MT		24	N.A	32	N.A	36	-11	8	56	4	
NL		25	N.A	57	N.A	18	-31	0	82	32	
AT		21	N.A	34	N.A	44	-11	1	55	13	
PL		27	N.A	31	N.A	40	-16	2	58	16	
PT		18	N.A	41	N.A	40	-24	1	59	24	
RO		14	N.A	32	N.A	52	-25	2	46	24	
SI		19	N.A	50	N.A	30	-14	0	69	14	
SK		25	N.A	42	N.A	30	-35	2	67	33	
FI		27	N.A	47	N.A	25	-37	1	74	37	
SE		19	N.A	54	N.A	25	-22	1	74	23	
UK		21	N.A	37	N.A	39	-21	2	59	22	






























**QB17** Have you heard of the General Data Protection Regulation (GDPR), which came into force in 2018? (%)

		Yes and you know what it is	Yes, but you don't know exactly what it is	No	Don't know	Total 'Yes, have heard of it'
EU28		36	31	32	1	67
BE		25	28	47	0	53
BG		19	42	35	4	61
CZ		50	35	15	0	85
DK		51	30	18	1	81
DE		42	37	20	1	79
EE		28	30	41	1	58
IE		50	28	21	1	78
EL		35	32	32	1	67
ES		34	33	32	1	67
FR		18	26	55	1	44
HR		31	41	27	1	72
IT		17	32	50	1	49
CY		27	31	41	1	58
LV		42	32	26	0	74
LT		23	37	40	0	60
LU		44	27	27	2	71
HU		25	34	41	0	59
MT		39	24	31	6	63
NL		60	27	13	0	87
AT		40	36	23	1	76
PL		56	30	14	0	86
PT		30	41	29	0	71
RO		30	29	40	1	59
SI		31	41	28	0	72
SK		49	34	16	1	83
FI		35	31	33	1	66
SE		63	27	10	0	90
UK		47	24	27	2	71
































**QB18.1** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to access your data (%)**

		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		18	47	31	4	65
BE		21	45	32	2	66
BG		18	37	38	7	55
CZ		11	57	26	6	68
DK		18	51	28	3	69
DE		13	59	25	3	72
EE		39	31	24	6	70
IE		23	50	22	5	73
EL		15	42	39	4	57
ES		15	41	40	4	56
FR		19	38	38	5	57
HR		17	46	33	4	63
IT		16	45	34	5	61
CY		21	40	32	7	61
LV		29	38	26	7	67
LT		27	32	35	6	59
LU		22	47	24	7	69
HU		12	45	41	2	57
MT		25	31	26	18	56
NL		26	60	13	1	86
AT		19	55	24	2	74
PL		16	53	28	3	69
PT		20	40	37	3	60
RO		16	42	38	4	58
SI		13	52	33	2	65
SK		15	55	23	7	70
FI		27	49	21	3	76
SE		12	68	18	2	80
UK		25	42	26	7	67






























**QB18.2** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to object to receiving direct marketing (%)**

		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		24	35	36	5	59
BE		21	38	39	2	59
BG		10	28	52	10	38
CZ		11	43	39	7	54
DK		37	30	30	3	67
DE		29	40	28	3	69
EE		35	27	31	7	62
IE		30	44	22	4	74
EL		21	32	43	4	53
ES		17	34	45	4	51
FR		21	27	48	4	48
HR		11	39	45	5	50
IT		18	37	40	5	55
CY		24	34	34	8	58
LV		18	42	34	6	60
LT		21	34	38	7	55
LU		21	40	31	8	61
HU		18	38	42	2	56
MT		20	26	34	20	46
NL		42	39	18	1	81
AT		21	41	35	3	62
PL		21	43	33	3	64
PT		18	33	45	4	51
RO		15	35	46	4	50
SI		11	46	41	2	57
SK		12	49	31	8	61
FI		39	41	18	2	80
SE		29	36	32	3	65
UK		33	30	28	9	63






























**QB18.3** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to correct your data if it is wrong (%)**

		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		16	45	35	4	61
BE		20	42	36	2	62
BG		12	31	47	10	43
CZ		8	53	33	6	61
DK		17	47	32	4	64
DE		13	54	30	3	67
EE		36	32	26	6	68
IE		19	50	26	5	69
EL		10	43	43	4	53
ES		12	41	43	4	53
FR		21	35	40	4	56
HR		14	46	36	4	60
IT		14	43	38	5	57
CY		20	41	31	8	61
LV		28	40	27	5	68
LT		24	33	37	6	57
LU		22	45	25	8	67
HU		11	44	43	2	55
MT		22	30	29	19	52
NL		25	55	18	2	80
AT		18	52	27	3	70
PL		14	51	32	3	65
PT		18	42	37	3	60
RO		14	38	43	5	52
SI		10	51	37	2	61
SK		10	56	28	6	66
FI		20	56	21	3	76
SE		9	60	28	3	69
UK		24	40	29	7	64






























**QB18.4** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to have your data deleted and to be forgotten (%)**

		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		13	44	38	5	57
BE		15	41	43	1	56
BG		9	35	47	9	44
CZ		7	50	37	6	57
DK		16	49	32	3	65
DE		14	55	28	3	69
EE		25	34	34	7	59
IE		18	49	28	5	67
EL		8	44	44	4	52
ES		8	38	49	5	46
FR		12	36	47	5	48
HR		12	43	41	4	55
IT		12	44	39	5	56
CY		13	39	40	8	52
LV		17	39	38	6	56
LT		17	39	38	6	56
LU		13	51	28	8	64
HU		10	42	45	3	52
MT		19	28	34	19	47
NL		20	57	22	1	77
AT		19	53	25	3	72
PL		15	46	35	4	61
PT		13	44	39	4	57
RO		13	37	46	4	50
SI		9	48	41	2	57
SK		9	55	29	7	64
FI		13	44	39	4	57
SE		10	57	30	3	67
UK		20	39	33	8	59






























**QB18.5** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to have a say when decisions are automated (e.g. an algorithm decides if you will be granted a loan or not) (%)**






























		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		8	33	53	6	41
BE		8	33	56	3	41
BG		6	26	56	12	32
CZ		5	33	54	8	38
DK		7	30	57	6	37
DE		5	38	52	5	43
EE		13	28	50	9	41
IE		16	44	34	6	60
EL		3	25	66	6	28
ES		5	31	58	6	36
FR		6	23	65	6	29
HR		8	33	54	5	41
IT		8	33	53	6	41
CY		8	29	53	10	37
LV		8	36	47	9	44
LT		11	35	45	9	46
LU		9	36	46	9	45
HU		7	31	58	4	38
MT		13	25	41	21	38
NL		8	35	53	4	43
AT		11	32	54	3	43
PL		9	42	43	6	51
PT		8	28	58	6	36
RO		11	36	48	5	47
SI		5	37	55	3	42
SK		6	47	38	9	53
FI		7	34	54	5	41
SE		3	27	65	5	30
UK		15	33	43	9	48

**QB18.6** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?

**The right to move your data from one provider to another (%)**

		Yes and you have exercised it	Yes but you have not exercised it	No	Don't know	Total 'Yes, have heard of it'
EU28		13	37	45	5	50
BE		15	38	45	2	53
BG		11	28	51	10	39
CZ		6	39	48	7	45
DK		17	38	41	4	55
DE		15	42	39	4	57
EE		17	30	45	8	47
IE		17	47	31	5	64
EL		10	37	48	5	47
ES		9	35	52	4	44
FR		14	25	54	7	39
HR		10	40	45	5	50
IT		11	36	48	5	47
CY		14	37	41	8	51
LV		14	40	39	7	54
LT		13	35	45	7	48
LU		16	40	35	9	56
HU		12	40	45	3	52
MT		18	25	38	19	43
NL		18	41	38	3	59
AT		18	40	39	3	58
PL		11	47	38	4	58
PT		13	30	52	5	43
RO		11	38	46	5	49
SI		10	45	43	2	55
SK		11	49	33	7	60
FI		16	38	42	4	54
SE		8	37	50	5	45
UK		19	34	39	8	53

**QB18T** The General Data Protection Regulation (GDPR) guarantees a number of rights. Have you heard of each of the following rights?  
(%)

		Heard of all rights	Heard of 5 rights	Heard of 4 rights	Heard of 3 rights	Heard of 2 rights	Heard of only 1 right	Never heard of these rights	Total 'Has heard of at least one right'
EU28		31	12	11	9	6	5	27	73
BE		28	15	13	9	7	4	25	75
BG		24	5	7	8	9	8	38	62
CZ		26	12	13	10	10	7	22	78
DK		29	17	11	10	8	5	19	81
DE		34	15	14	10	6	4	18	82
EE		32	14	12	8	6	4	25	75
IE		51	8	8	5	5	5	19	81
EL		24	12	9	10	7	5	33	67
ES		29	8	8	10	5	5	37	63
FR		18	12	14	9	7	6	33	67
HR		32	9	10	9	7	4	29	71
IT		32	10	9	7	8	4	31	69
CY		27	16	10	7	6	5	29	71
LV		33	14	10	8	5	5	24	76
LT		35	12	6	4	5	3	35	65
LU		33	13	13	9	6	5	20	80
HU		29	11	11	8	6	6	30	70
MT		31	7	9	5	4	2	42	58
NL		30	22	22	9	5	6	5	95
AT		29	19	13	11	9	6	13	87
PL		43	11	6	6	4	4	26	74
PT		32	8	6	13	5	5	32	68
RO		37	6	7	5	4	5	36	64
SI		35	14	6	6	6	5	29	71
SK		46	8	7	6	4	3	26	74
FI		28	19	18	10	7	5	13	87
SE		16	21	22	14	10	6	11	89
UK		40	9	9	8	2	5	26	74

