

## The use of digital services

Total level report

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**1**

**Conducting the survey, purpose and content**

# Conducting the survey



- 18-65 year old respondents in Finland, Germany, Netherlands and France
- The data is representative of the 18-65 population in these countries

**8 004**

- 8 004 respondents, Finland 2 000, Germany 2 004, Netherlands 2 000, France 2 000
- They survey was conducted online via Kantar TNS's online panels
- Confidence interval on total level country data is +- 2,2 % percentage points and on data representing all surveyed countries +- 1,1 %-percentage points (at 50% result level)



- Data collection was carried out November – December 2018
- Survey length was 12 minutes
- The data has been weighted on country level according to gender, age and area



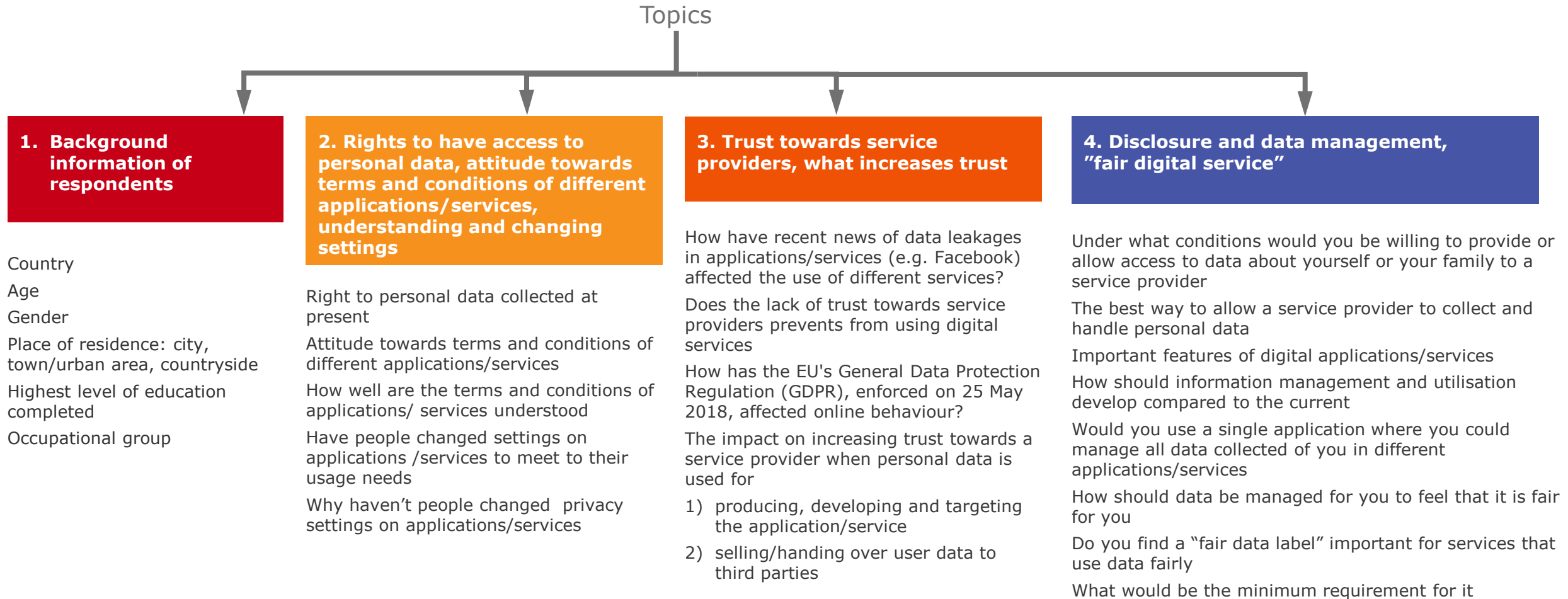
- Survey questions and socio-demographic backgrounds of respondents
- Open questions delivered in original language and translated into English
- Questionnaire designed by Sitra together with Kantar TNS.



- Power Point report of results, Master report (1) containing country comparisons and total results, country specific reports in addition (4).
- Open answers in Excel format, possibility to sort by main backgrounds

# Purpose and content of the survey

The survey explored the use of digital services and private individuals' attitudes to collecting information from them during use. The purpose was to find out how people feel about the potential use of their personal data, concerning data protection and privacy.



# Data structure

	%	Total n=8004	Finland n=2000	Germany n=2004	Nether- lands N=2000	France n=2000
<b>Gender</b>						
Male		49	50	50	46	50
Female		50	49	50	50	50
Other		1	1	0	2	0
Do not wish to say		1	0	0	2	0
<b>Age</b>						
18-24 y		9	11	7	10	7
25-34 y		24	24	24	24	27
35-44 y		20	20	19	19	21
45-54 y		18	16	21	19	18
55-65 y		28	29	29	28	27
<b>Region type</b>						
City		40	42	37	38	43
Town/Urban area		34	42	41	32	22
Countryside		22	14	21	20	32

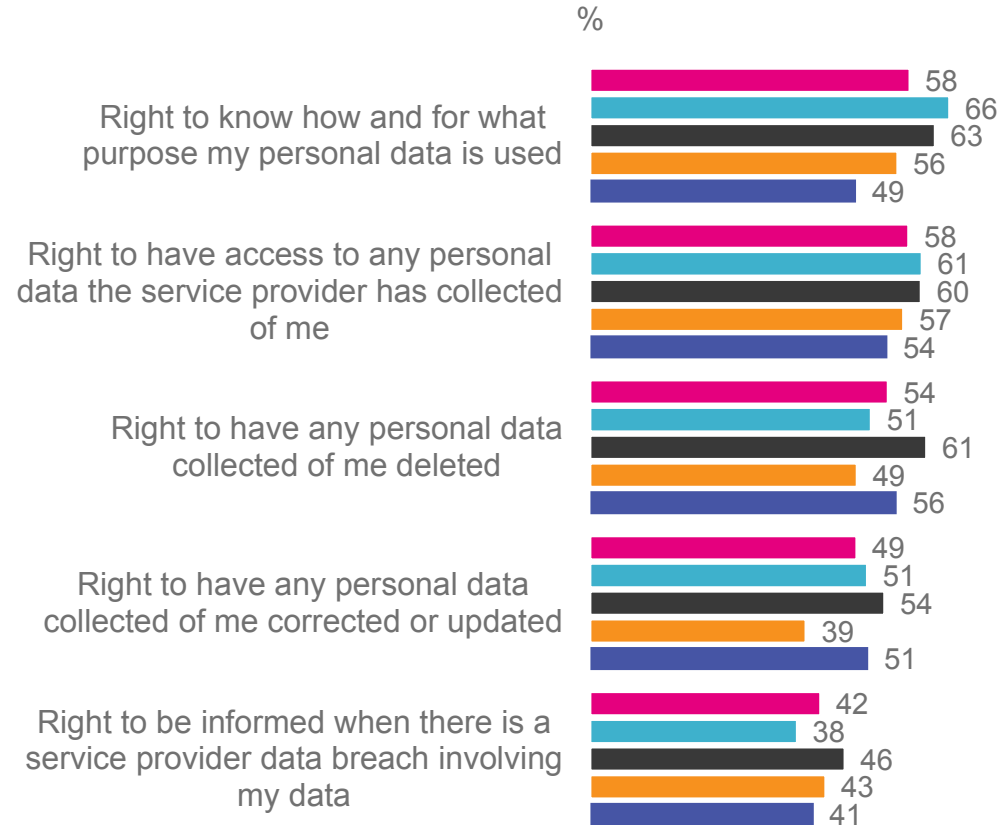
	%	Total n=8004	Finland n=2000	Germany n=2004	Nether- lands N=2000	France n=2000
<b>Education</b>						
Compulsory/Vocational education		25	31	25	21	22
Other education		41	26	49	45	45
Advanced higher education level		16	25	7	16	16
Masters degree or higher		14	16	18	8	16
<b>Occupational group</b>						
Managerial position / Senior white collar		17	15	23	21	11
Junior white collar		11	12	20	5	8
Worker		27	30	14	20	42
Self-employed or sole trader		6	6	7	8	5
At school or student		6	9	7	6	4
Pensioner		12	15	14	4	13
Other		18	13	14	28	16

**2**

**Rights to have access to personal data, attitude towards terms and conditions of different applications/services, understanding and changing privacy settings**

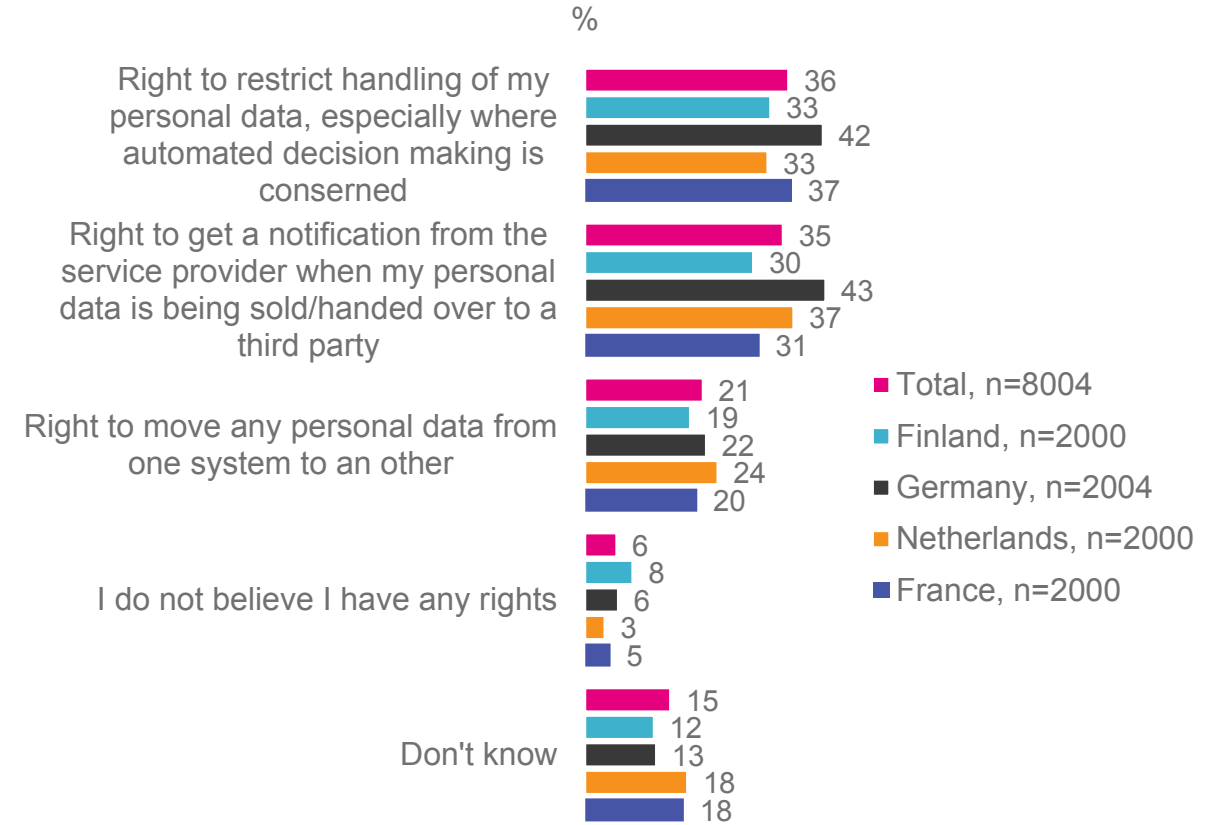
# Rights to have access to personal data

What rights do you believe you have concerning the personal data the service provider has gathered of you?



On total level more than half (58%) think that they have the right know how and to what purpose personal data is used, have the right to access (58%) and delete personal data collected (54%).

The least believed point is the right to move any personal data from one system to an other (21%).





# Rights to have access to personal data

Statistically significant difference at 95% confidence level



What rights do you believe you have concerning the personal data the service provider has gathered of you?	%	Total, n=8004	Country				Gender		Age					Region type		
			Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724	Country-side, n=1763
Right to know how and for what purpose my personal data is used	58	66	63	56	49	56	62	58	56	55	59	62	63	60	56	
Right to have access to any personal data the service provider has collected of me	58	61	60	57	54	59	58	56	58	55	59	60	64	59	55	
Right to have any personal data collected of me deleted	54	51	61	49	56	55	55	50	53	53	57	57	59	54	55	
Right to have any personal data collected of me corrected or updated	49	51	54	39	51	50	48	45	47	47	50	52	54	49	46	
Right to be informed when there is a service provider data breach involving my data	42	38	46	43	41	41	44	41	38	39	44	47	46	42	41	
Right to restrict handling of my personal data, especially where automated decision making is concerned	36	33	42	33	37	36	37	34	33	34	38	40	40	36	35	
Right to get a notification from the service provider when my personal data is being sold/handed over to a third party	35	30	43	37	31	34	37	34	36	31	35	38	39	36	33	
Right to move any personal data from one system to another	21	19	22	24	20	23	19	21	22	20	21	20	24	21	19	
I do not believe I have any rights	6	8	6	3	5	6	5	4	5	6	5	7	5	7	5	
Don't know	15	12	13	18	18	14	15	13	14	17	17	15	12	13	16	

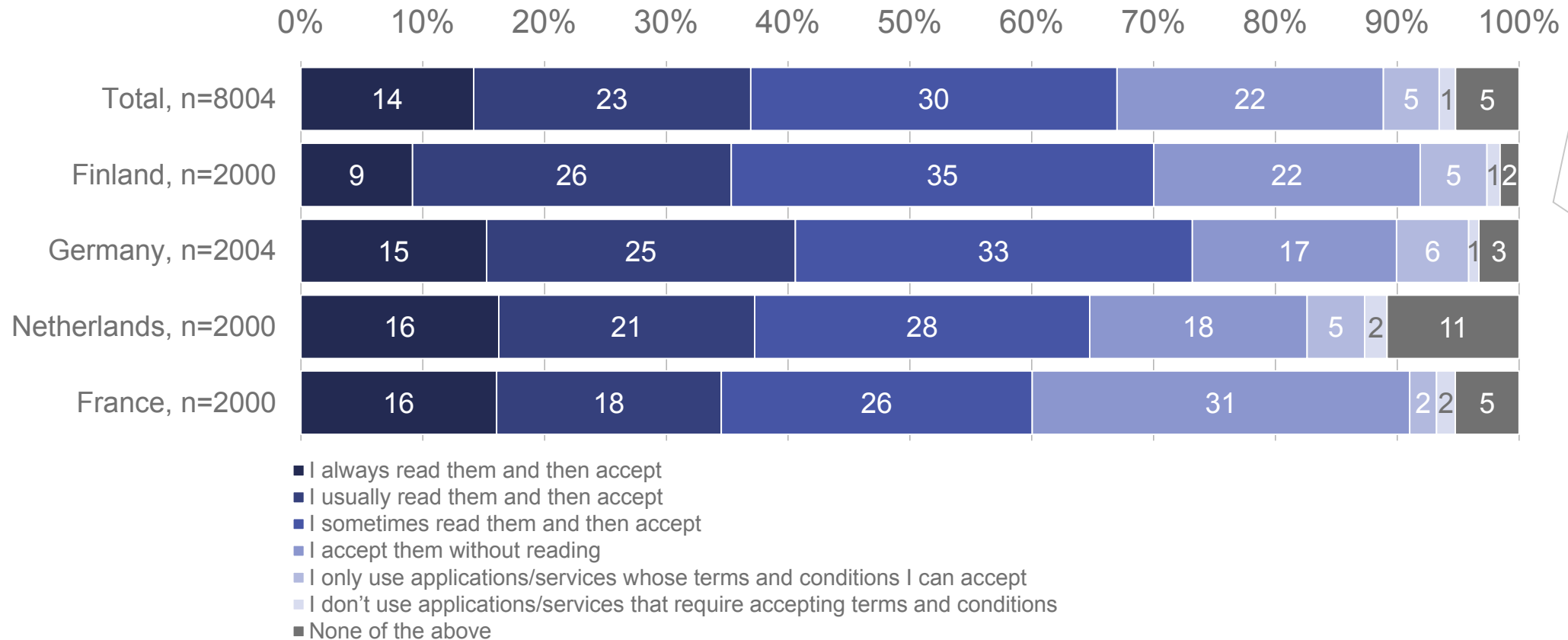
# Rights to have access to personal data

Statistically significant difference at 95% confidence level



What rights do you believe you have concerning the personal data the service provider has gathered of you?	%	Country				Education				Occupational group						
		Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936	Other, n=1413
Right to know how and for what purpose my personal data is used	58	66	63	56	49	53	60	64	68	66	63	55	58	66	61	55
Right to have access to any personal data the service provider has collected of me	58	61	60	57	54	51	60	63	68	69	62	57	59	61	58	53
Right to have any personal data collected of me deleted	54	51	61	49	56	47	56	60	66	65	60	51	56	57	55	50
Right to have any personal data collected of me corrected or updated	49	51	54	39	51	41	50	54	62	59	57	43	53	48	52	43
Right to be informed when there is a service provider data breach involving my data	42	38	46	43	41	37	44	47	49	50	44	39	44	46	45	39
Right to restrict handling of my personal data, especially where automated decision making is concerned	36	33	42	33	37	32	38	38	44	43	41	33	39	35	39	33
Right to get a notification from the service provider when my personal data is being sold/handed over to a third party	35	30	43	37	31	33	36	37	41	42	38	32	37	37	35	34
Right to move any personal data from one system to another	21	19	22	24	20	18	21	24	26	29	22	19	25	20	19	18
I do not believe I have any rights	6	8	6	3	5	8	5	5	4	3	6	6	5	5	7	6
Don't know	15	12	13	18	18	18	13	11	8	7	10	16	11	10	15	21

# How do you feel about the terms and conditions of different applications/services?

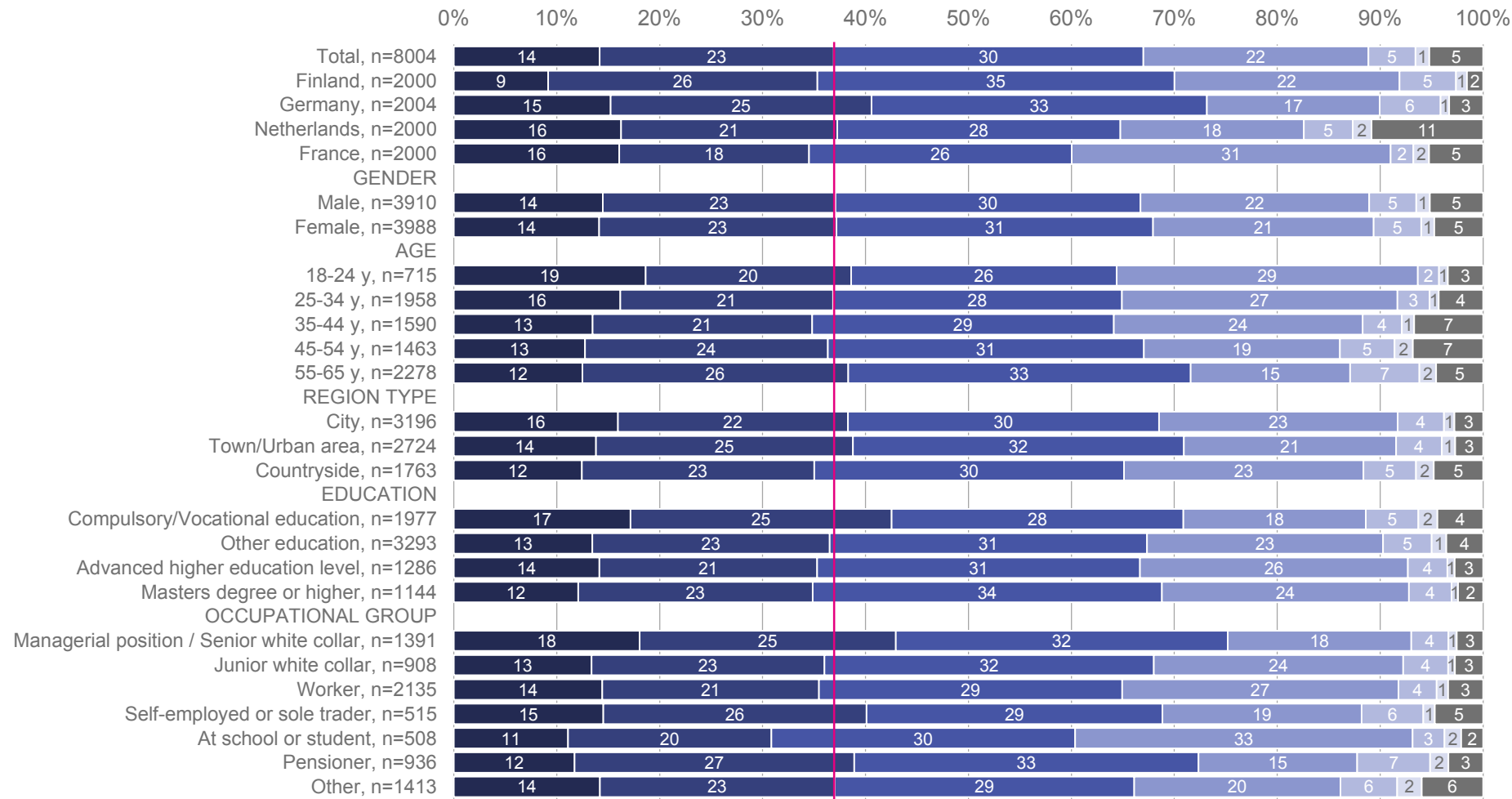


Overall, 37% say they read terms and conditions of different applications/services at least usually and then accept.

The share is clearly the highest in Germany (40%) and the lowest in France (34%).

Nearly one third (31%) of the French accept terms without reading. The share is clearly lower among the Germans (17%) and the Dutch (18%).

# How do you feel about the terms and conditions of different applications/services?

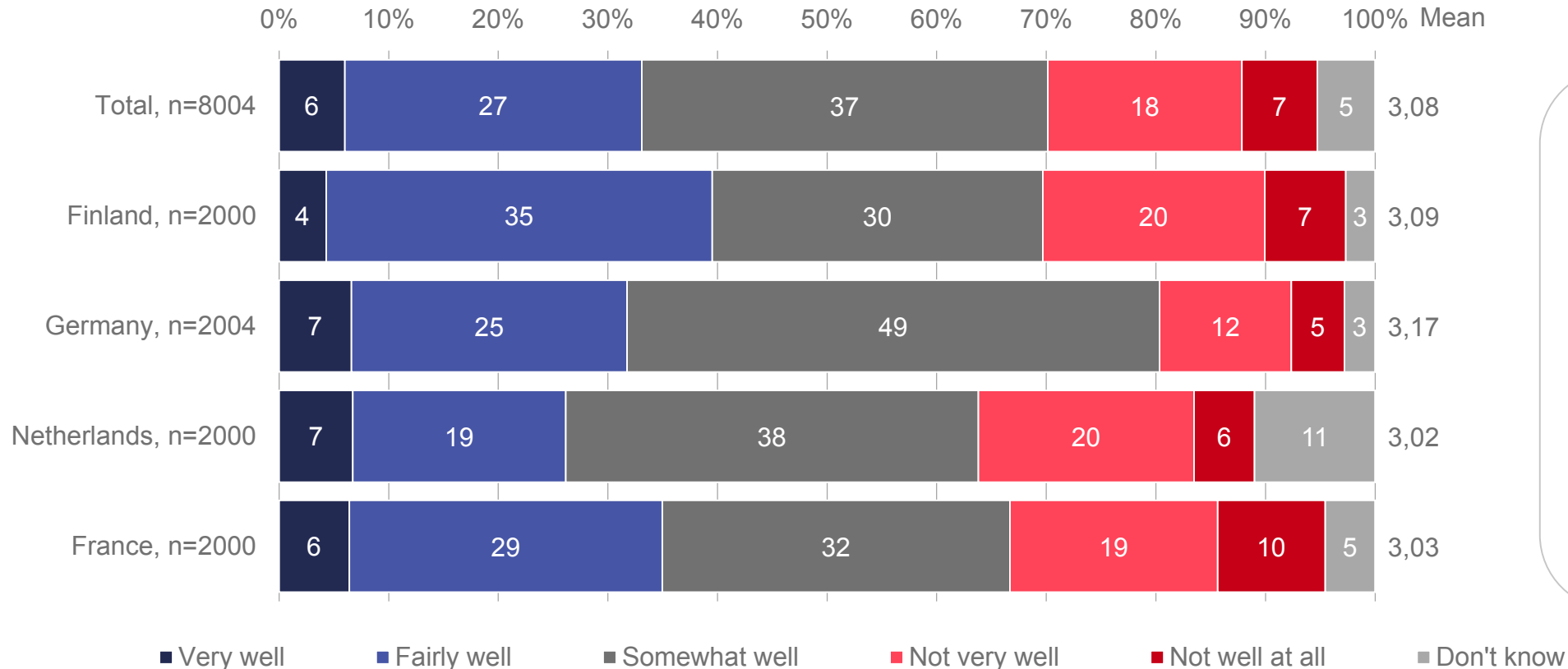


42% of compulsory/vocational school graduates say that they read terms and conditions of different applications and services at least usually and then accept.

The corresponding figure is 35% with those who have masters degree or higher, with students only 31%.

- I always read them and then accept
- I usually read them and then accept
- I sometimes read them and then accept
- I accept them without reading
- I only use applications/services whose terms and conditions I can accept
- I don't use applications/services that require accepting terms and conditions
- None of the above

# How well do you think you understand the terms and conditions of different applications/services?



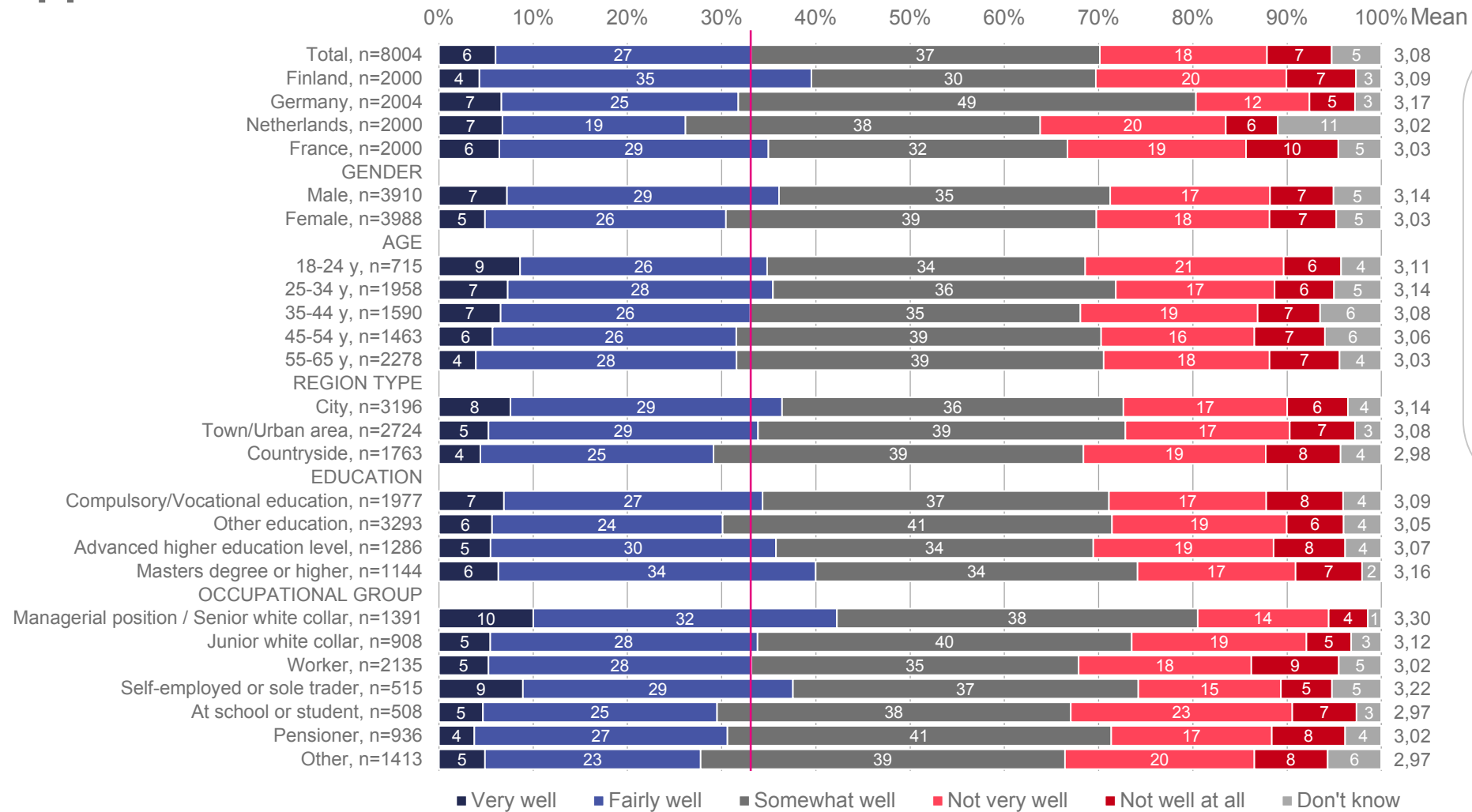
Terms and conditions of applications/services are only moderately understood.

Overall, 25% feel that they don't understand terms and conditions very well or not well at all.

39% of the Finns think that they understand terms and conditions fairly well. The corresponding figure with the Dutch is only 26%.

The share of those who feel that they have a poor understanding of terms and conditions is lowest in Germany (17%). In the Netherlands and in Finland the share is substantially higher.

# How well do you think you understand the terms and conditions of different applications/services?

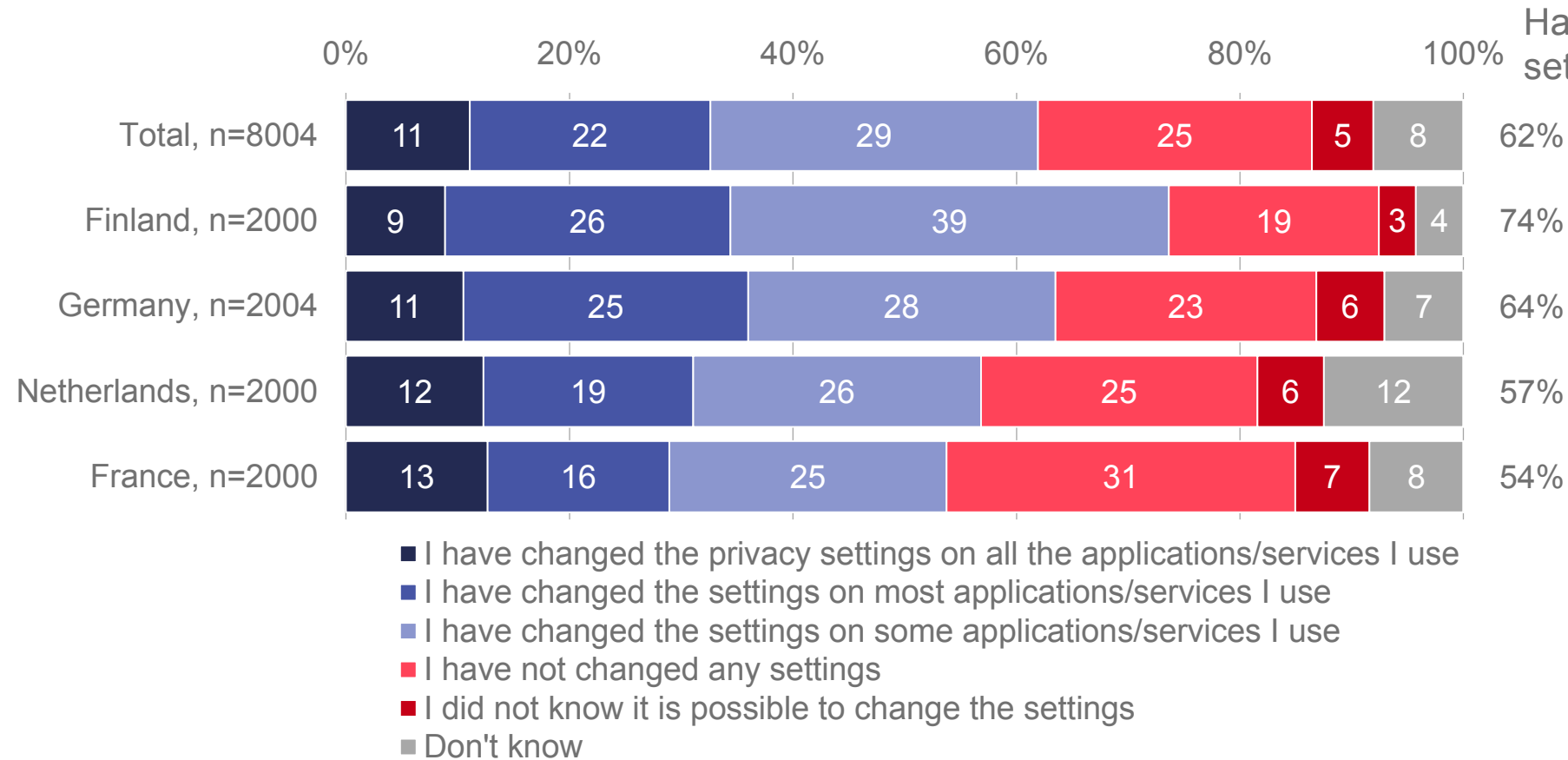


Men think that they understand terms and conditions better than what women do.

Personal assessment of one's understanding of terms and conditions varies more by place of residence than by age.

Both students and pensioners feel that their understanding of terms and conditions is poor, more so than other occupational groups do. Managers and senior white collar workers think that their understanding is good, more so than others.

# Have you changed the settings for different applications / services to meet your usage needs?



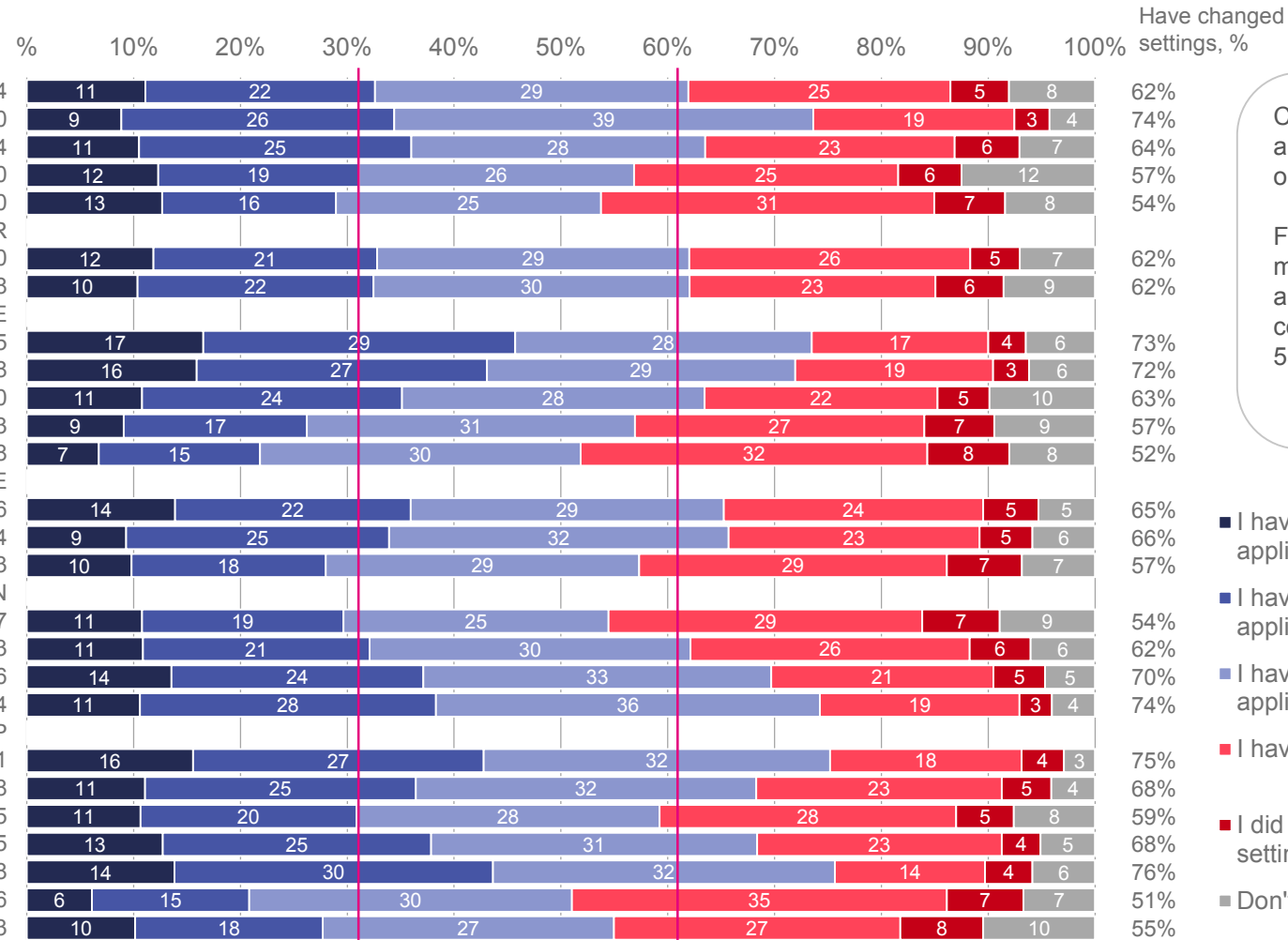
Have changed settings, %

33% have changed the settings (on all or most applications/services used) to meet the personal usage needs.

The French have changed settings the least (29%) and the Germans the most (36%).

30% have not changed the settings or did not know it is possible to change settings.

# Have you changed the settings for different applications / services to meet your usage needs?



Changing the settings of various applications/services depends heavily on the age of the user.

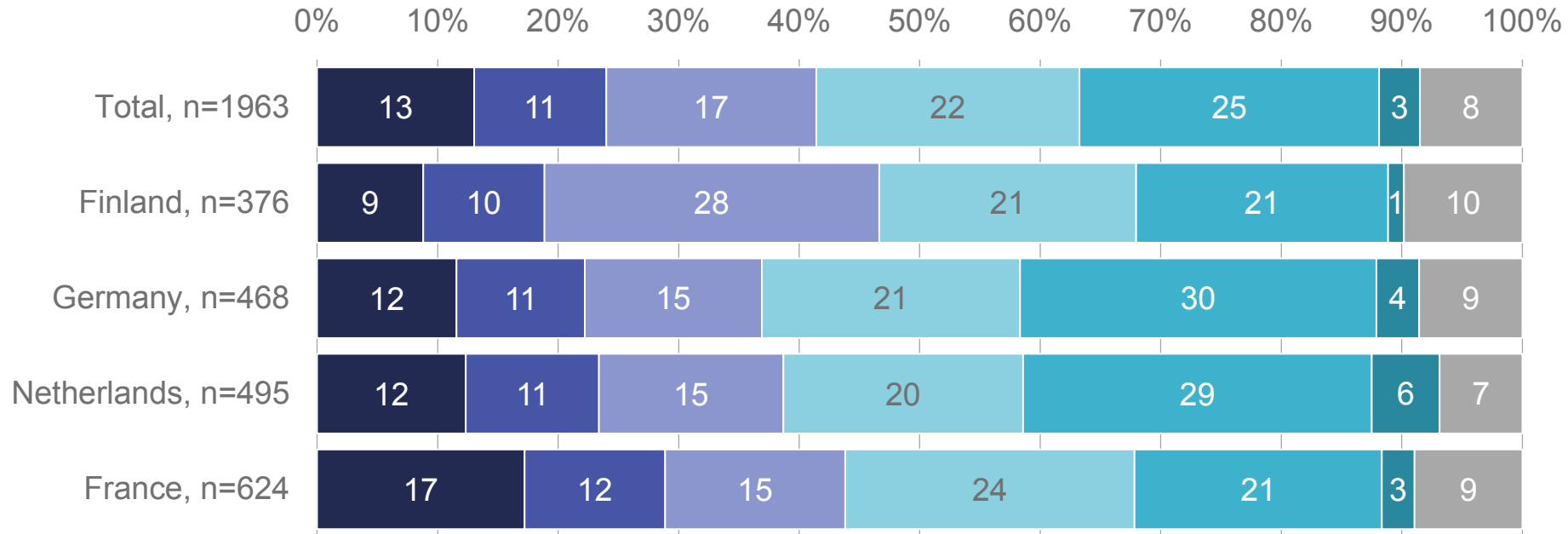
From 18 to 24-year-olds, 46% have made changes to all or most of the applications/services used, while the corresponding figure is only 22% for 55-65-year-olds.

- I have changed the privacy settings on all the applications/services I use
- I have changed the settings on most applications/services I use
- I have changed the settings on some applications/services I use
- I have not changed any settings
- I did not know it is possible to change the settings
- Don't know



# Why haven't you changed privacy settings on applications/services?

Have not changed / Did not know it is possible to change the settings, n=1963



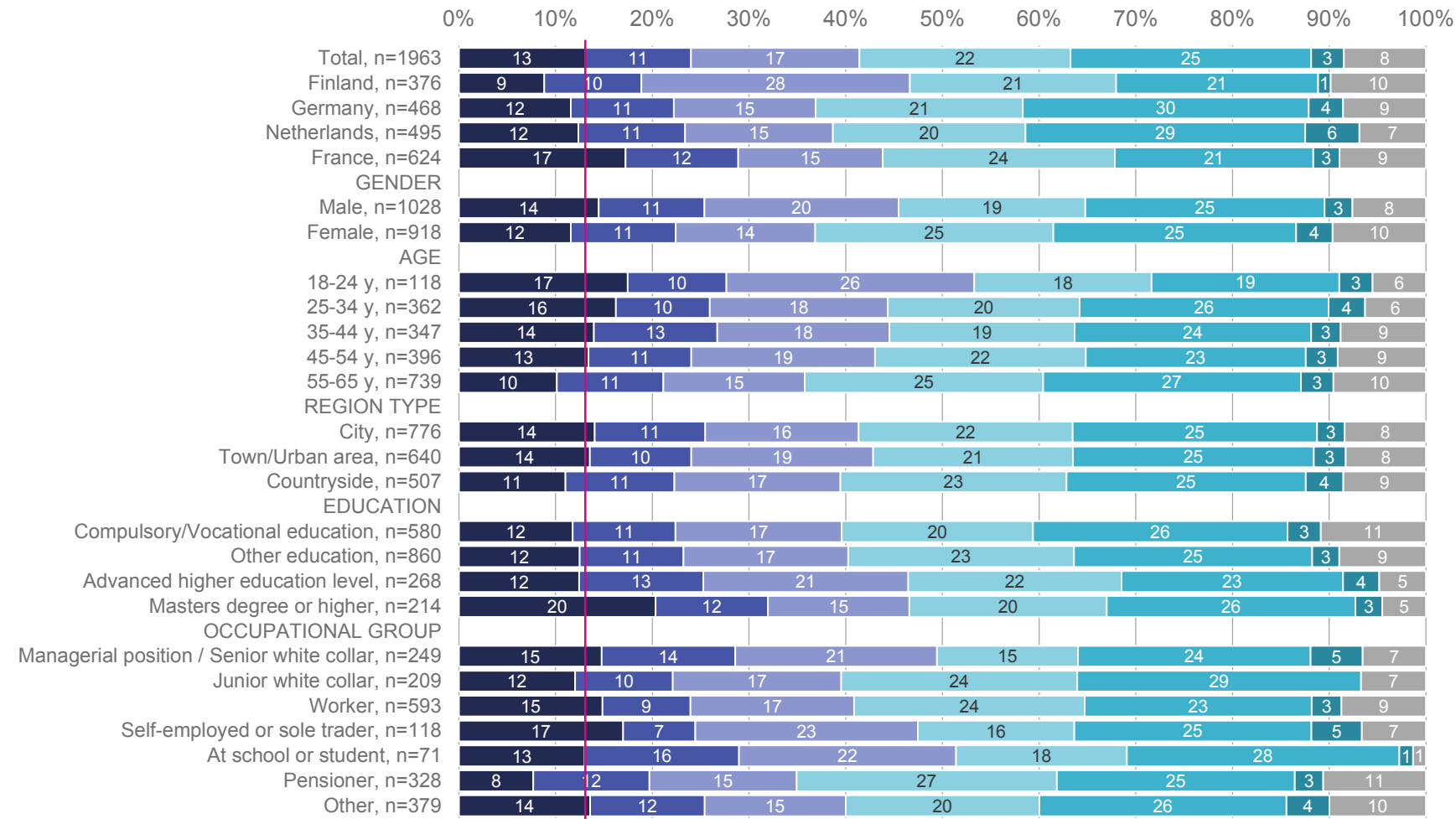
The most common reason for not changing the privacy settings for applications/services is that people do not believe it has any impact. Overall, (25%) think so, in Germany (30%) and in the Netherlands (29%).

In Finland the most often mentioned reason is that it is not thought to be important (28%).

- I do not want to spend time on it
- It is difficult to change the settings
- I do not think it is important
- I do not know how to change the settings
- I do not believe it has any effect
- Some other reason
- Don't know

# Why haven't you changed privacy settings on applications/services?

Have not changed / Did not know it is possible to change the settings, n=1963



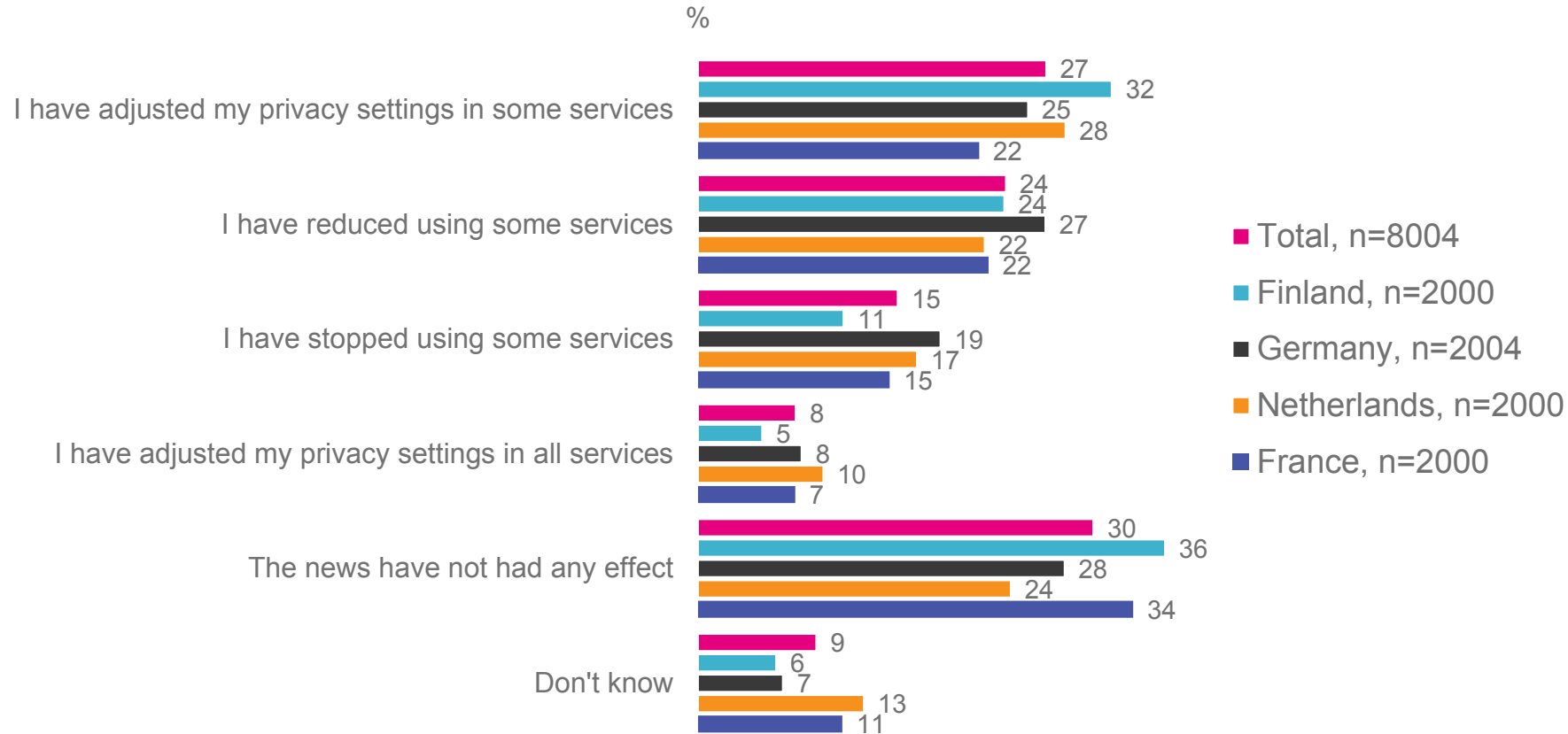
18-24-year-olds, those with masters degree or higher and entrepreneurs mention more often than others the reluctance to spend time as a reason why they have not changed privacy settings for applications/services.

- I do not want to spend time on it
- It is difficult to change the settings
- I do not think it is important
- I do not know how to change the settings
- I do not believe it has any effect
- Some other reason
- Don't know

**3**

**Trust towards service providers, what increases trust**

# How have recent news of data leakages in applications/services affected your use of different services?



Overall, 27% of the respondents report that they have adjusted their privacy settings in some services as a result of information / services leaks. On the other hand, 30% of respondents say that this news has not affected them.

24% of all respondents have reduced the use of some services. The share is highest in Germany (27%) and lowest in the Netherlands and in France (22%).

The share of people who stopped using some services is highest in Germany (19%) and lowest in Finland (11%).

# How have recent news of data leakages in applications/services affected your use of different services?

Statistically significant difference at 95% confidence level



How have recent news of data leakages in applications/services (e.g. Facebook) affected your use of different services?	%	Country				Gender		Age					Region type		
		Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724	Country-side, n=1763
I have adjusted my privacy settings in some services	27	32	25	28	22	25	29	32	32	26	25	22	28	30	24
I have reduced using some services	24	24	27	22	22	26	22	29	28	23	21	20	25	25	23
I have stopped using some services	15	11	19	17	15	18	13	16	17	14	14	16	18	15	13
I have adjusted my privacy settings in all services	8	5	8	10	7	7	8	10	10	8	6	5	8	7	8
The news have not had any effect	30	36	28	24	34	30	31	25	25	30	32	35	31	31	34
Don't know	9	6	7	13	11	8	9	5	7	10	11	10	6	6	8

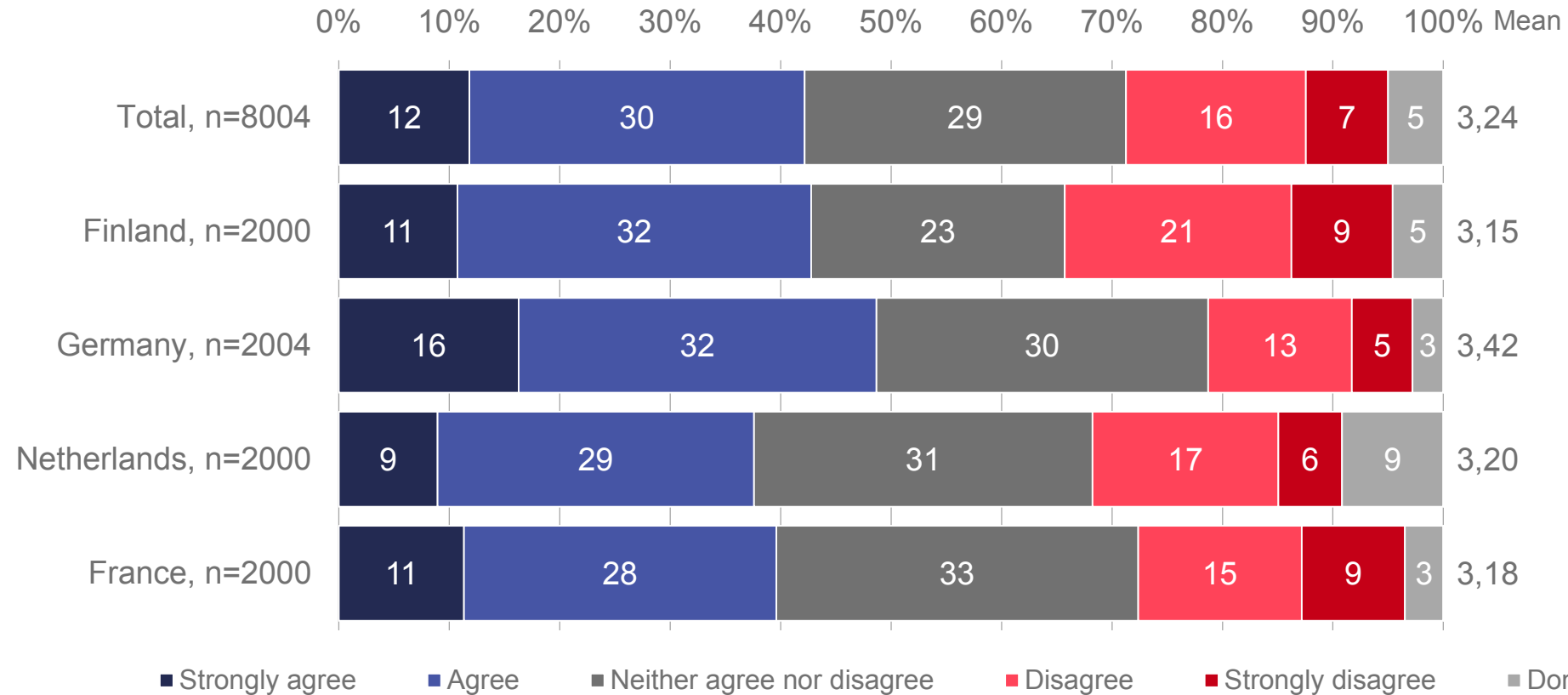
# How have recent news of data leakages in applications/services affected your use of different services?

Statistically significant difference at 95% confidence level



How have recent news of data leakages in applications/services (e.g. Facebook) affected your use of different services?	%	Country				Education				Occupational group						
		Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936	Other, n=1413
I have adjusted my privacy settings in some services	27	32	25	28	22	21	27	33	32	32	30	25	29	34	20	26
I have reduced using some services	24	24	27	22	22	22	23	25	30	31	26	23	25	28	20	19
I have stopped using some services	15	11	19	17	15	16	15	16	16	21	14	13	21	15	16	12
I have adjusted my privacy settings in all services	8	5	8	10	7	7	8	9	8	9	9	7	9	8	5	7
The news have not had any effect	30	36	28	24	34	33	32	28	27	23	31	33	28	26	38	34
Don't know	9	6	7	13	11	11	7	5	4	4	4	9	6	5	9	11

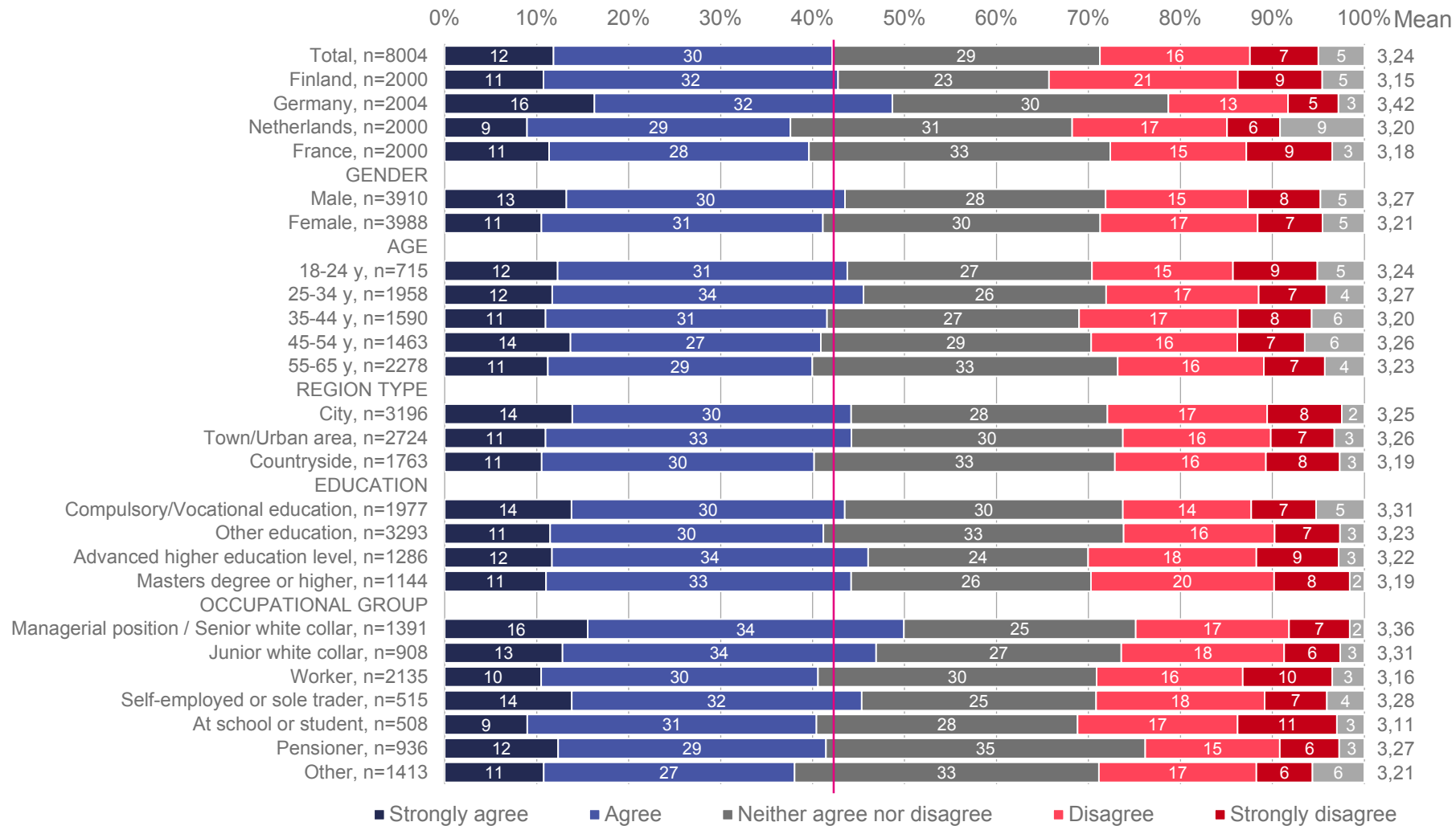
# Lack of trust towards service providers prevents me from using digital services



Overall, 42% of respondents agree or strongly agree that lack of trust in service providers prevents them from using digital services.

The greatest distrust is in Germany (48%) and the lowest in the Netherlands (38%).

# Lack of trust towards service providers prevents me from using digital services



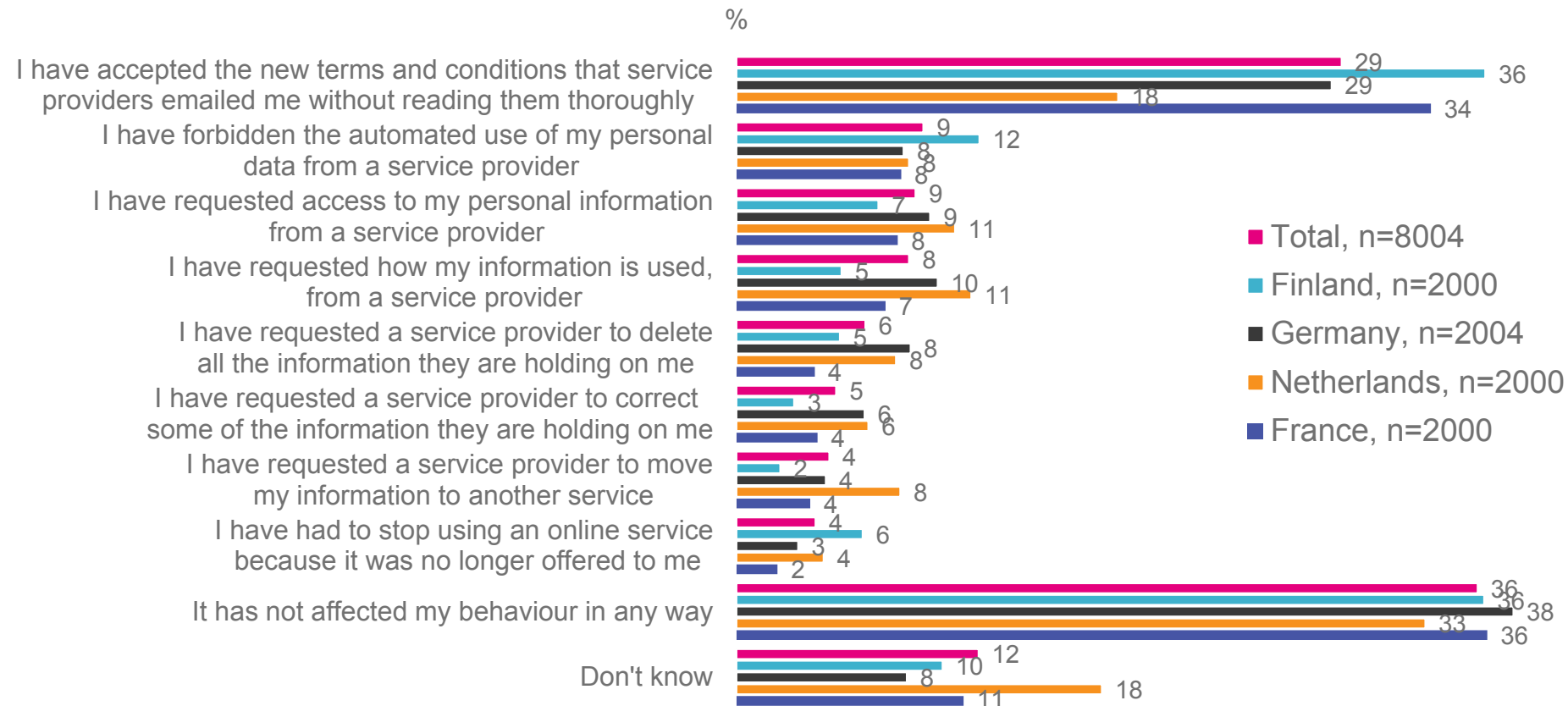
The barrier to the use of digital services due to the lack of trust is quite the same in different respondent groups.

The lack of trust is greatest with senior and senior staff, lower salaried employees, entrepreneurs and respondents aged 25-34.



# Impact of the EU's General Data Protection Regulation (GDPR) on online behaviour

How has the EU's General Data Protection Regulation (GDPR), enforced on 25 May 2018, affected your online behaviour?



Overall, more than one third of the respondents (36%) report that the enforcement of GDPR has had no effect on their behavior.

Similarly, 29% report that they have accepted the new terms and conditions without reading them thoroughly after service providers had emailed those to them.

The share is clearly the highest in Finland (36%) and the lowest in the Netherlands (18%), where the share of those who don't know/can't say is in turn the highest (18%).

# Impact of the EU's General Data Protection Regulation (GDPR) on online behaviour

Statistically significant difference at 95% confidence level



How has the EU's General Data Protection Regulation (GDPR), enforced on 25 May 2018, affected your online behaviour?	%	Total, n=8004	Country				Gender		Age					Region type		
			Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724	Country-side, n=1763
I have accepted the new terms and conditions that service providers emailed me without reading them thoroughly	29		36	29	18	34	30	29	31	29	29	28	29	33	29	28
I have forbidden the automated use of my personal data from a service provider	9		12	8	8	8	9	9	11	9	10	9	8	10	9	9
I have requested access to my personal information from a service provider	9		7	9	11	8	10	7	14	14	9	6	4	10	9	7
I have requested how my information is used, from a service provider	8		5	10	11	7	10	7	13	12	9	6	4	9	9	6
I have requested a service provider to delete all the information they are holding on me	6		5	8	8	4	7	6	8	8	6	5	5	7	6	6
I have requested a service provider to correct some of the information they are holding on me	5		3	6	6	4	6	3	7	7	5	4	3	5	5	4
I have requested a service provider to move my information to another service	4		2	4	8	4	5	3	9	8	5	2	1	5	5	4
I have had to stop using an online service because it was no longer offered to me	4		6	3	4	2	5	3	4	4	4	3	3	4	4	4
It has not affected my behaviour in any way	36		36	38	33	36	35	37	29	31	33	39	42	36	38	38
Don't know	12		10	8	18	11	10	13	12	10	13	12	12	9	9	10

# Impact of the EU's General Data Protection Regulation (GDPR) on online behaviour

Statistically significant difference at 95% confidence level

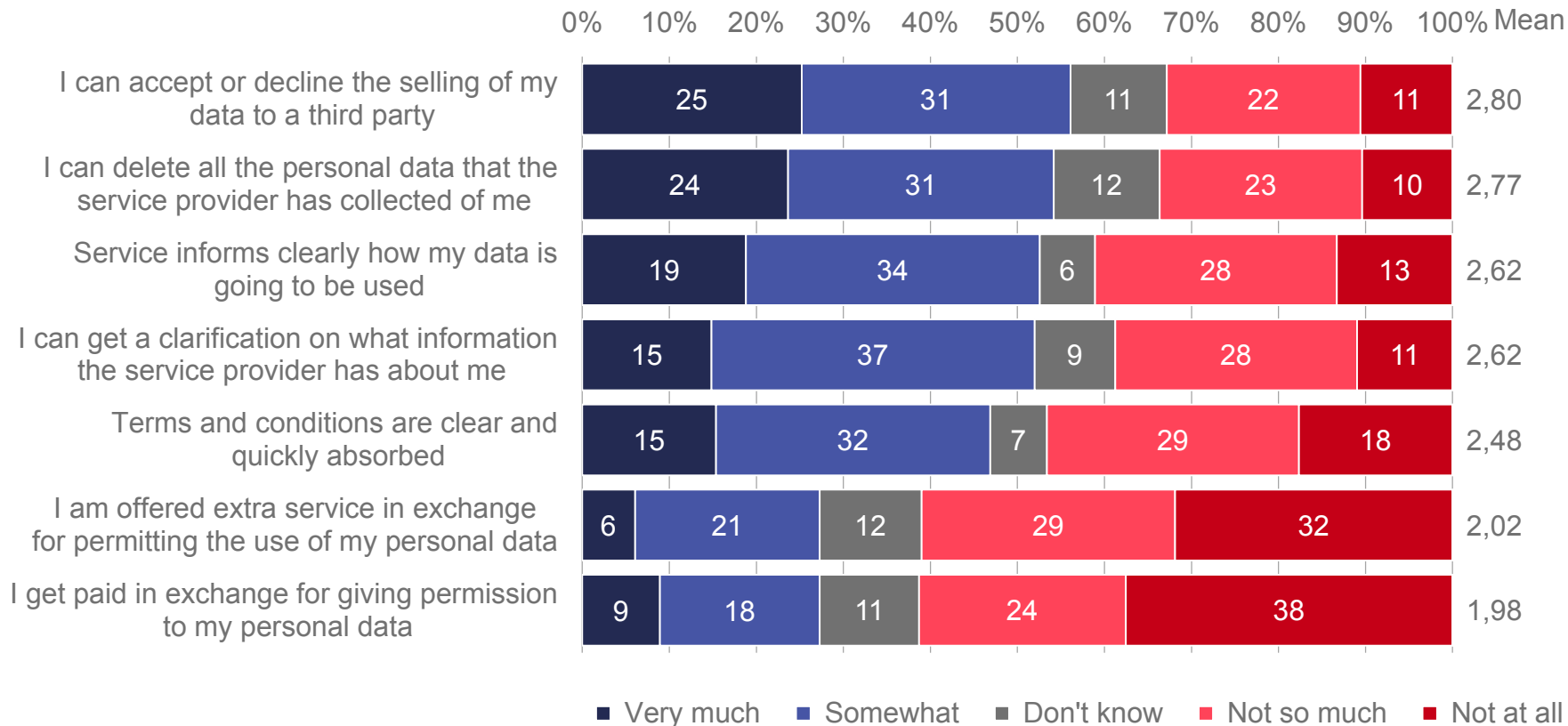


How has the EU's General Data Protection Regulation (GDPR), enforced on 25 May 2018, affected your online behaviour?

	%	Total, n=8004	Country				Education				Occupational group					
			Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936
I have accepted the new terms and conditions that service providers emailed me without reading them thoroughly	29	36	29	18	34	26	30	31	36	31	33	30	28	34	31	24
I have forbidden the automated use of my personal data from a service provider	9	12	8	8	8	7	8	12	13	14	9	7	13	11	7	7
I have requested access to my personal information from a service provider	9	7	9	11	8	8	8	11	11	15	12	8	11	9	3	5
I have requested how my information is used, from a service provider	8	5	10	11	7	6	8	10	11	14	8	8	12	9	5	5
I have requested a service provider to delete all the information they are holding on me	6	5	8	8	4	4	6	7	10	10	7	4	10	7	4	5
I have requested a service provider to correct some of the information they are holding on me	5	3	6	6	4	4	5	6	6	8	5	4	9	4	3	4
I have requested a service provider to move my information to another service	4	2	4	8	4	4	4	6	5	9	6	3	6	4	1	3
I have had to stop using an online service because it was no longer offered to me	4	6	3	4	2	3	3	6	5	6	5	2	7	5	4	3
It has not affected my behaviour in any way	36	36	38	33	36	40	37	35	32	31	35	39	30	30	44	39
Don't know	12	10	8	18	11	14	10	7	6	5	7	11	7	10	10	17

# Statements impacting trust, 1/2

How much do the following increase your trust towards a service provider when your personal data is used for producing, developing and targeting the application/service you use? Total, n=8004

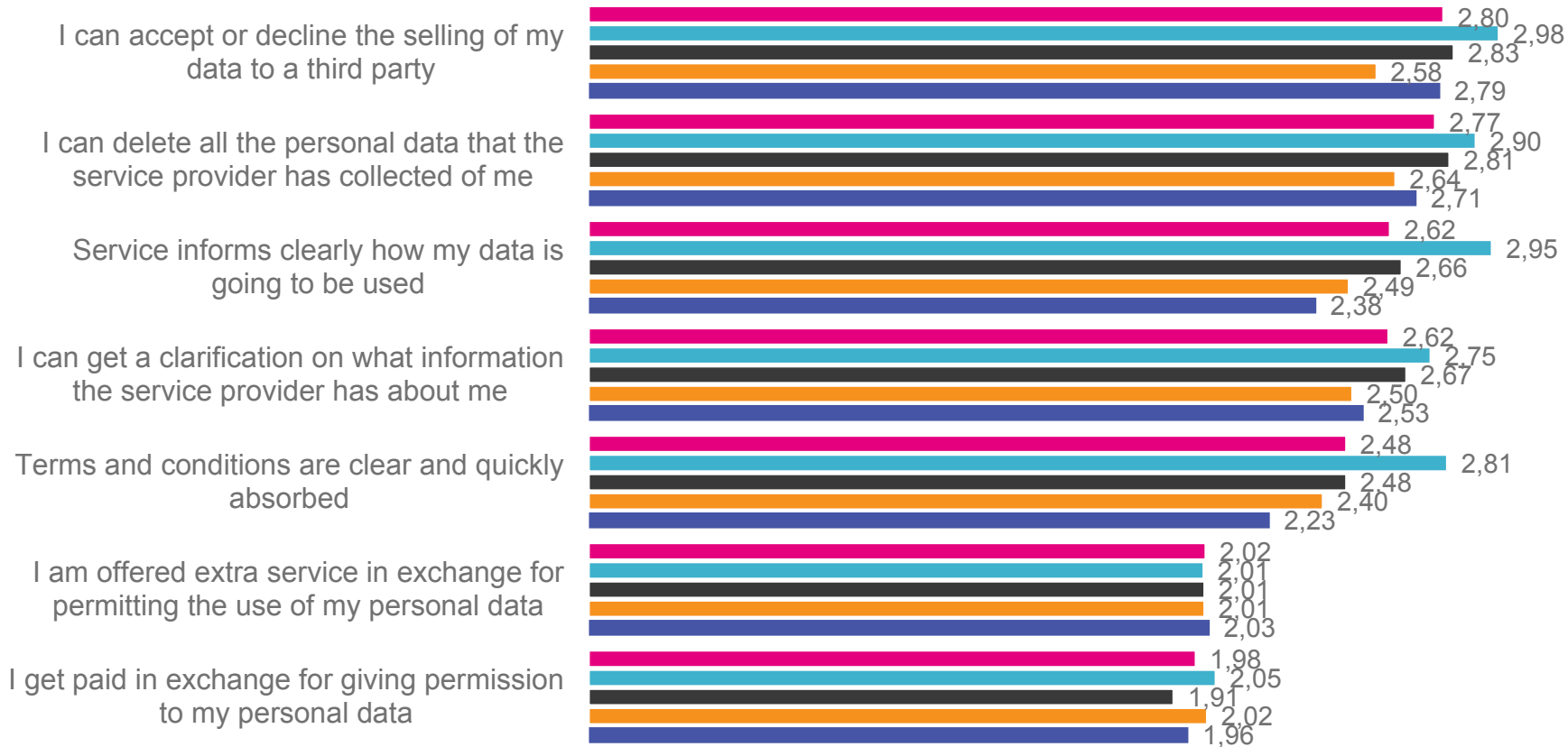


The impact of the things that increase trust in the service provider divides opinions strongly.

The biggest impact on increasing trust is the possibility to accept or decline the selling of personal data to a third party or delete all the personal data that the service provider has collected. Yet the share of those who think these types of measures have not so much or not at all impact is one third (33%).

# Statements impacting trust, 1/2

How much do the following increase your trust towards a service provider when your personal data is used for producing, developing and targeting the application/service you use. **Mean Score** (rating: Very much, Somewhat, Not so much, Not at all, Don't know)



The impact on increasing trust of different aspects is assessed to be the highest in Finland and the lowest in the Netherlands and France.

- Total, n=8004
- Finland, n=2000
- Germany, n=2004
- Netherlands, n=2000
- France, n=2000

# Statements impacting trust, 1/2

(rating: Very much, Somewhat, Not so much, Not at all, Don't know)

Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

How much do the following increase your trust towards a service provider when your personal data is used for producing, developing and targeting the application/service you use?	Mean	Country				Gender		Age					Region type		
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724
I can accept or decline the selling of my data to a third party	2,80	2,98	2,83	2,58	2,79	2,73	2,87	2,73	2,81	2,81	2,81	2,79	2,86	2,80	2,72
I can delete all the personal data that the service provider has collected of me	2,77	2,90	2,81	2,64	2,71	2,72	2,83	2,72	2,80	2,77	2,78	2,74	2,85	2,77	2,68
Service informs clearly how my data is going to be used	2,62	2,95	2,66	2,49	2,38	2,55	2,70	2,65	2,69	2,66	2,59	2,54	2,71	2,64	2,47
I can get a clarification on what information the service provider has about me	2,62	2,75	2,67	2,50	2,53	2,57	2,67	2,65	2,70	2,63	2,59	2,54	2,70	2,62	2,50
Terms and conditions are clear and quickly absorbed	2,48	2,81	2,48	2,40	2,23	2,40	2,56	2,60	2,60	2,51	2,42	2,35	2,55	2,51	2,32
I am offered extra service in exchange for permitting the use of my personal data	2,02	2,01	2,01	2,01	2,03	2,05	1,98	2,19	2,17	2,11	1,92	1,82	2,07	2,00	1,93
I get paid in exchange for giving permission to my personal data	1,98	2,05	1,91	2,02	1,96	2,02	1,95	2,21	2,17	2,11	1,87	1,74	2,05	1,99	1,85

# Statements impacting trust, 1/2

(rating: Very much, Somewhat, Not so much, Not at all, Don't know)

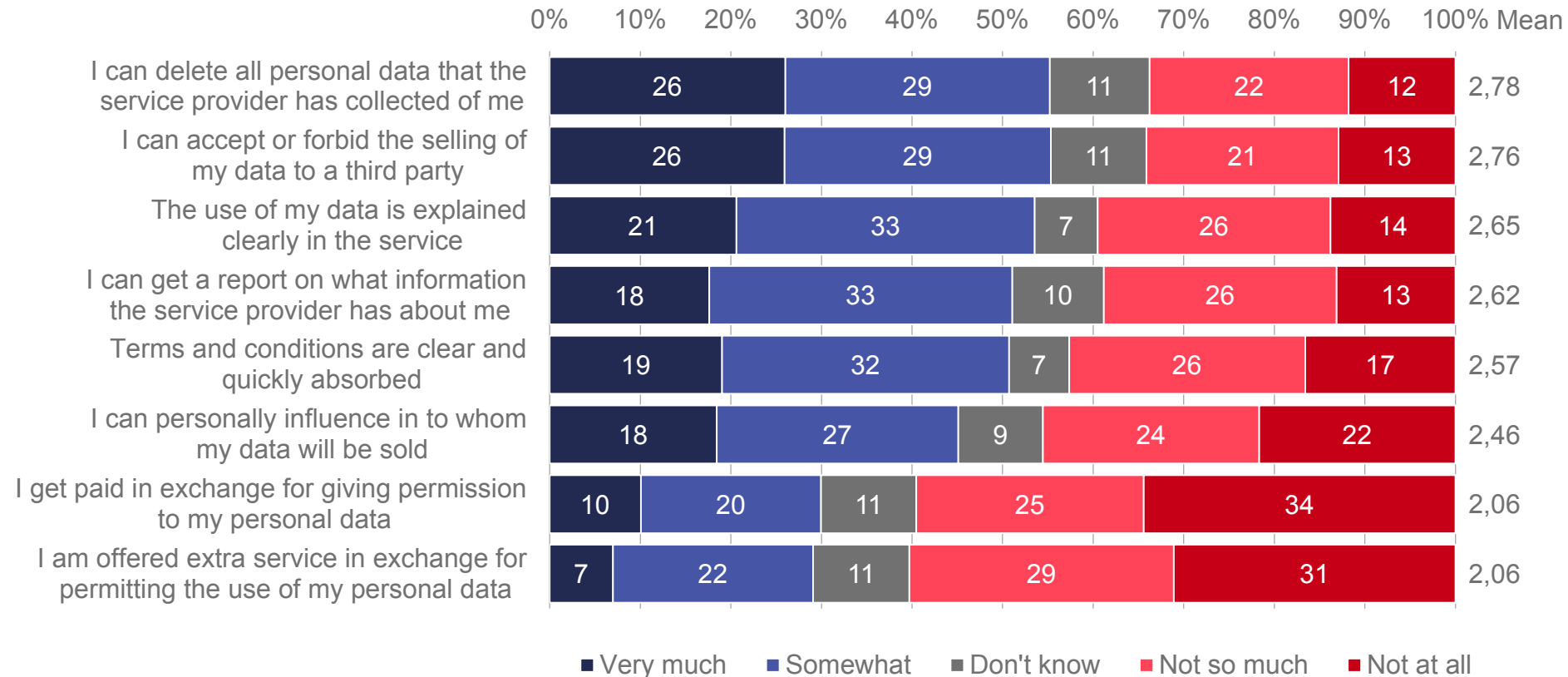
Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

How much do the following increase your trust towards a service provider when your personal data is used for producing, developing and targeting the application/service you use?	Mean	Country				Education				Occupational group						
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936
I can accept or decline the selling of my data to a third party	2,80	2,98	2,83	2,58	2,79	2,76	2,78	2,86	2,89	2,83	2,86	2,80	2,76	2,79	2,79	2,78
I can delete all the personal data that the service provider has collected of me	2,77	2,90	2,81	2,64	2,71	2,70	2,77	2,82	2,88	2,88	2,82	2,73	2,78	2,79	2,74	2,73
Service informs clearly how my data is going to be used	2,62	2,95	2,66	2,49	2,38	2,58	2,58	2,71	2,76	2,72	2,74	2,57	2,61	2,74	2,50	2,60
I can get a clarification on what information the service provider has about me	2,62	2,75	2,67	2,50	2,53	2,55	2,62	2,65	2,74	2,67	2,71	2,58	2,62	2,73	2,54	2,59
Terms and conditions are clear and quickly absorbed	2,48	2,81	2,48	2,40	2,23	2,44	2,44	2,58	2,58	2,56	2,55	2,43	2,52	2,63	2,31	2,48
I am offered extra service in exchange for permitting the use of my personal data	2,02	2,01	2,01	2,01	2,03	1,99	2,00	2,05	2,08	2,13	2,06	2,04	2,02	2,09	1,79	1,95
I get paid in exchange for giving permission to my personal data	1,98	2,05	1,91	2,02	1,96	1,94	1,94	2,04	2,11	2,11	2,02	1,97	2,01	2,14	1,70	1,97

# Statements impacting trust, 2/2

How much do the following features increase your trust towards a service provider selling your personal data to third parties (e.g. advertising companies)? Total, n=8004



The impact of the things that increase trust in the service provider divides opinions strongly even when evaluating the selling of one's personal data to third parties.

Trust is estimated to increase the most, if the user is able to delete all personal data that the service provider has collected, can accept or forbid the selling of personal data to a third party or if the service informs clearly how the data is going to be used

Financial benefit or extra service in exchange for giving permission to personal data has the least impact on increasing trust.



# Statements impacting trust, 2/2

How much do the following features increase your trust towards a service provider selling your personal data to third parties (e.g. advertising companies)?

Mean Score (rating: Very much, Somewhat, Not so much, Not at all, Don't know)



The impact of the listed things that are increase trust in the service provider is perceived to be the highest in Finland and the lowest in the Netherlands and in France.

- Total, n=8004
- Finland, n=2000
- Germany, n=2004
- Netherlands, n=2000
- France, n=2000

# Statements impacting trust, 2/2

(rating: Very much, Somewhat, Not so much, Not at all, Don't know)

Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

How much do the following features increase your trust towards a service provider selling your personal data to third parties (e.g. advertising companies)?	Mean	Country				Gender		Age					Region type		
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724
I can delete all personal data that the service provider has collected of me	2,78	2,95	2,83	2,61	2,72	2,73	2,84	2,81	2,83	2,78	2,80	2,71	2,87	2,77	2,70
I can accept or forbid the selling of my data to a third party	2,76	2,93	2,79	2,57	2,75	2,70	2,84	2,83	2,81	2,80	2,78	2,67	2,85	2,75	2,70
The use of my data is explained clearly in the service	2,65	2,98	2,68	2,49	2,45	2,58	2,73	2,74	2,76	2,68	2,64	2,51	2,73	2,68	2,50
I can get a report on what information the service provider has about me	2,62	2,85	2,67	2,44	2,49	2,56	2,68	2,72	2,72	2,65	2,59	2,49	2,72	2,61	2,50
Terms and conditions are clear and quickly absorbed	2,57	2,91	2,58	2,42	2,37	2,50	2,64	2,69	2,69	2,59	2,53	2,44	2,64	2,60	2,43
I can personally influence in to whom my data will be sold	2,46	2,71	2,33	2,34	2,47	2,41	2,52	2,63	2,58	2,51	2,44	2,28	2,54	2,46	2,37
I get paid in exchange for giving permission to my personal data	2,06	2,14	2,00	2,05	2,06	2,09	2,03	2,33	2,28	2,15	1,98	1,79	2,12	2,05	1,97
I am offered extra service in exchange for permitting the use of my personal data	2,06	2,04	2,03	2,06	2,09	2,09	2,02	2,31	2,24	2,15	1,99	1,79	2,10	2,03	1,99

# Statements impacting trust, 2/2

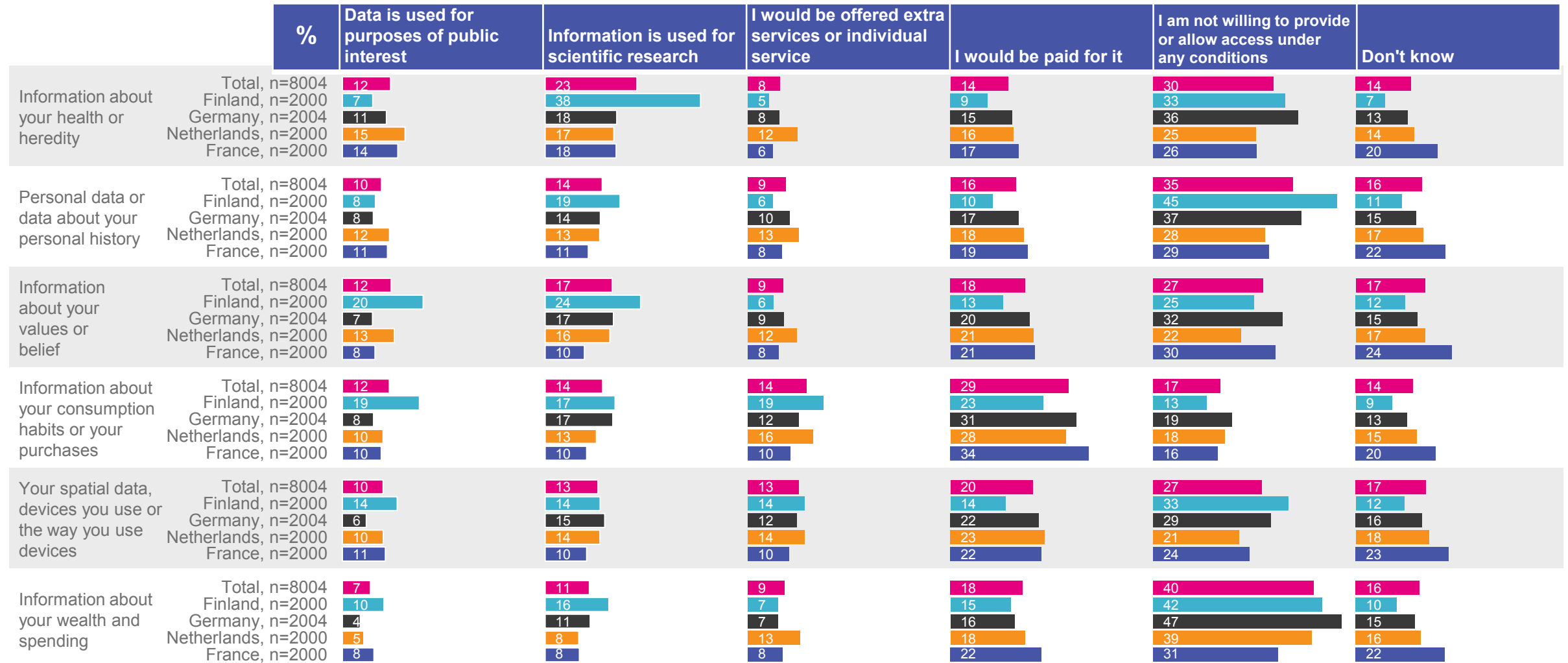
(rating: Very much, Somewhat, Not so much, Not at all, Don't know)

Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

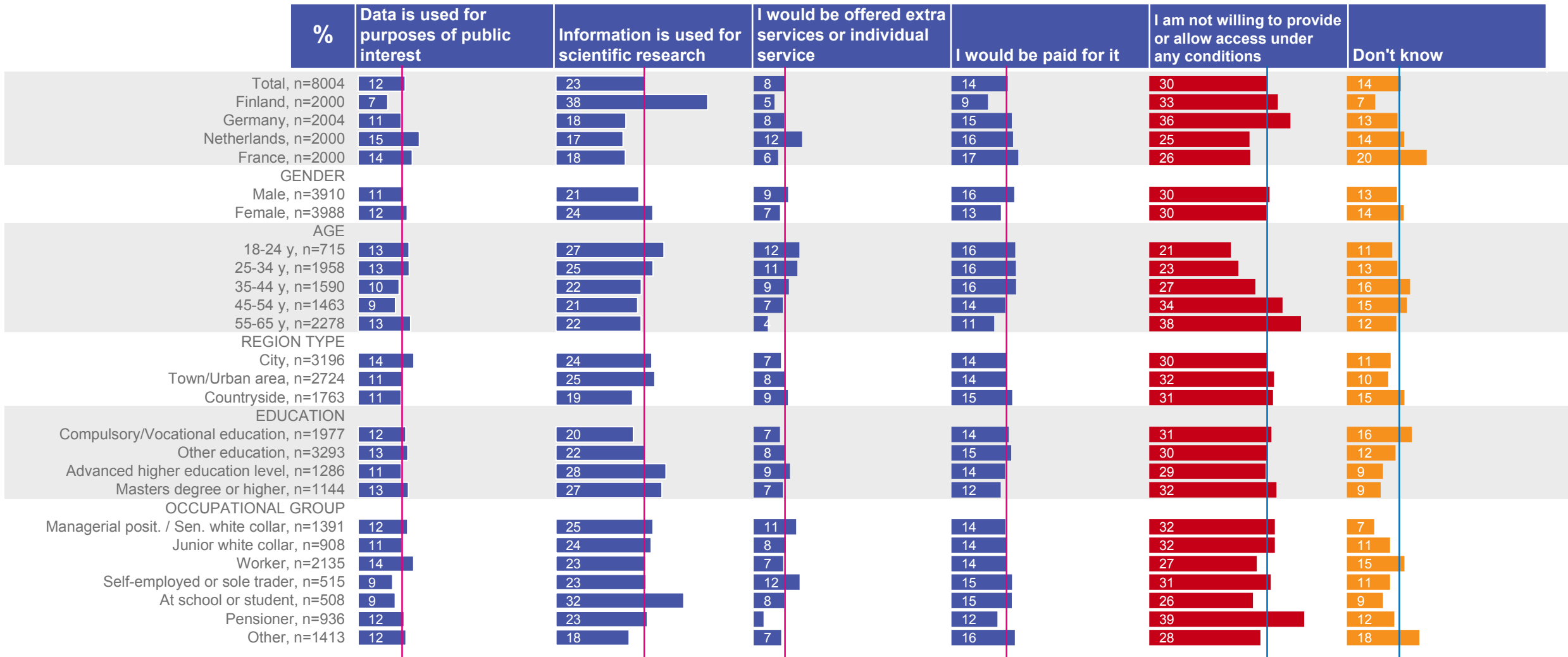
How much do the following features increase your trust towards a service provider selling your personal data to third parties (e.g. advertising companies)?	Mean	Country				Education				Occupational group						
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936
I can delete all personal data that the service provider has collected of me	2,78	2,95	2,83	2,61	2,72	2,70	2,77	2,87	2,93	2,89	2,84	2,75	2,76	2,86	2,70	2,75
I can accept or forbid the selling of my data to a third party	2,76	2,93	2,79	2,57	2,75	2,70	2,76	2,86	2,85	2,83	2,82	2,77	2,77	2,88	2,67	2,73
The use of my data is explained clearly in the service	2,65	2,98	2,68	2,49	2,45	2,59	2,62	2,75	2,78	2,73	2,71	2,64	2,66	2,80	2,49	2,64
I can get a report on what information the service provider has about me	2,62	2,85	2,67	2,44	2,49	2,54	2,61	2,71	2,75	2,71	2,70	2,60	2,66	2,74	2,46	2,57
Terms and conditions are clear and quickly absorbed	2,57	2,91	2,58	2,42	2,37	2,54	2,54	2,66	2,67	2,65	2,62	2,56	2,60	2,68	2,40	2,57
I can personally influence in to whom my data will be sold	2,46	2,71	2,33	2,34	2,47	2,40	2,44	2,56	2,57	2,53	2,48	2,49	2,49	2,63	2,24	2,44
I get paid in exchange for giving permission to my personal data	2,06	2,14	2,00	2,05	2,06	2,01	2,04	2,12	2,15	2,17	2,06	2,08	2,10	2,26	1,76	2,04
I am offered extra service in exchange for permitting the use of my personal data	2,06	2,04	2,03	2,06	2,09	2,04	2,02	2,10	2,12	2,16	2,10	2,09	2,07	2,20	1,77	2,00

# Under what conditions would you be willing to provide or allow access to the following data about yourself or your family to a service provider?



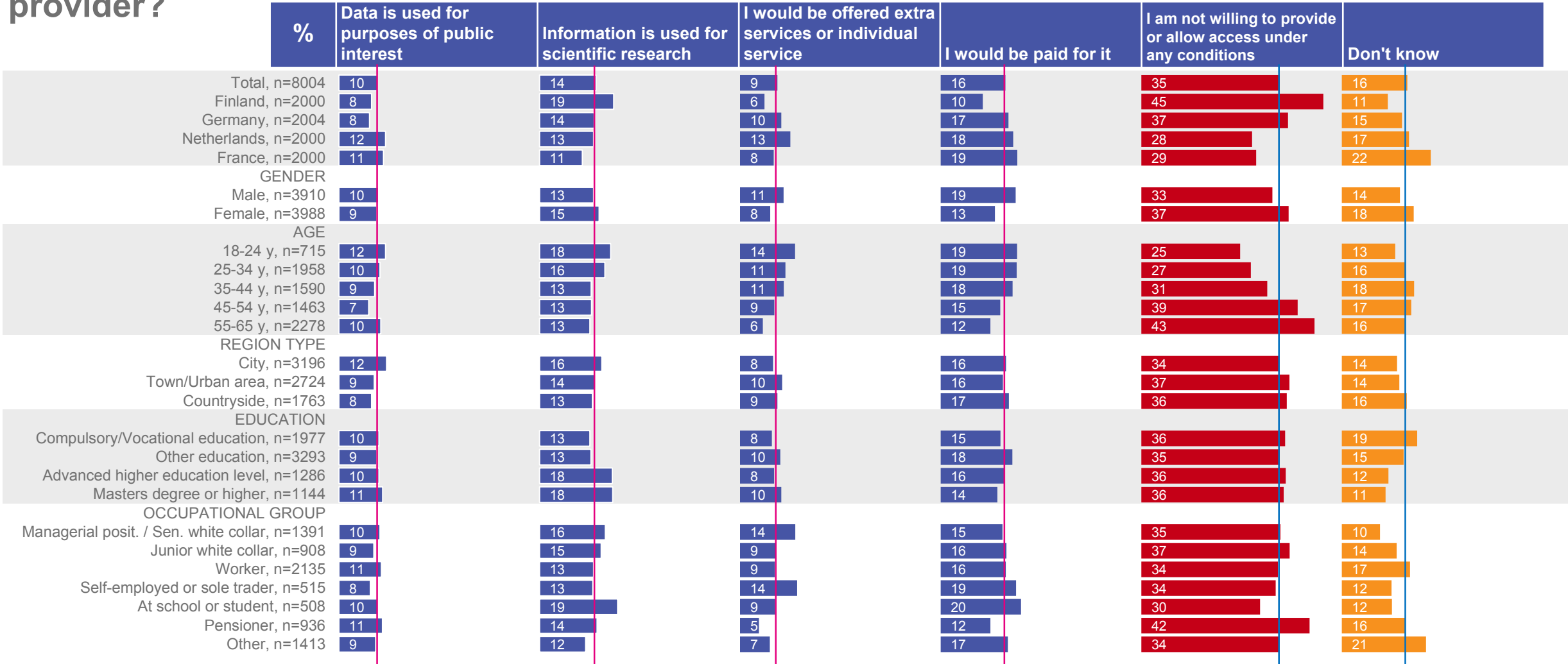
On country level data significant difference is +- 3,1 % -percent points.

# Under what conditions would you be willing to provide or allow access to the information about your or your family's health or heredity to a service provider?



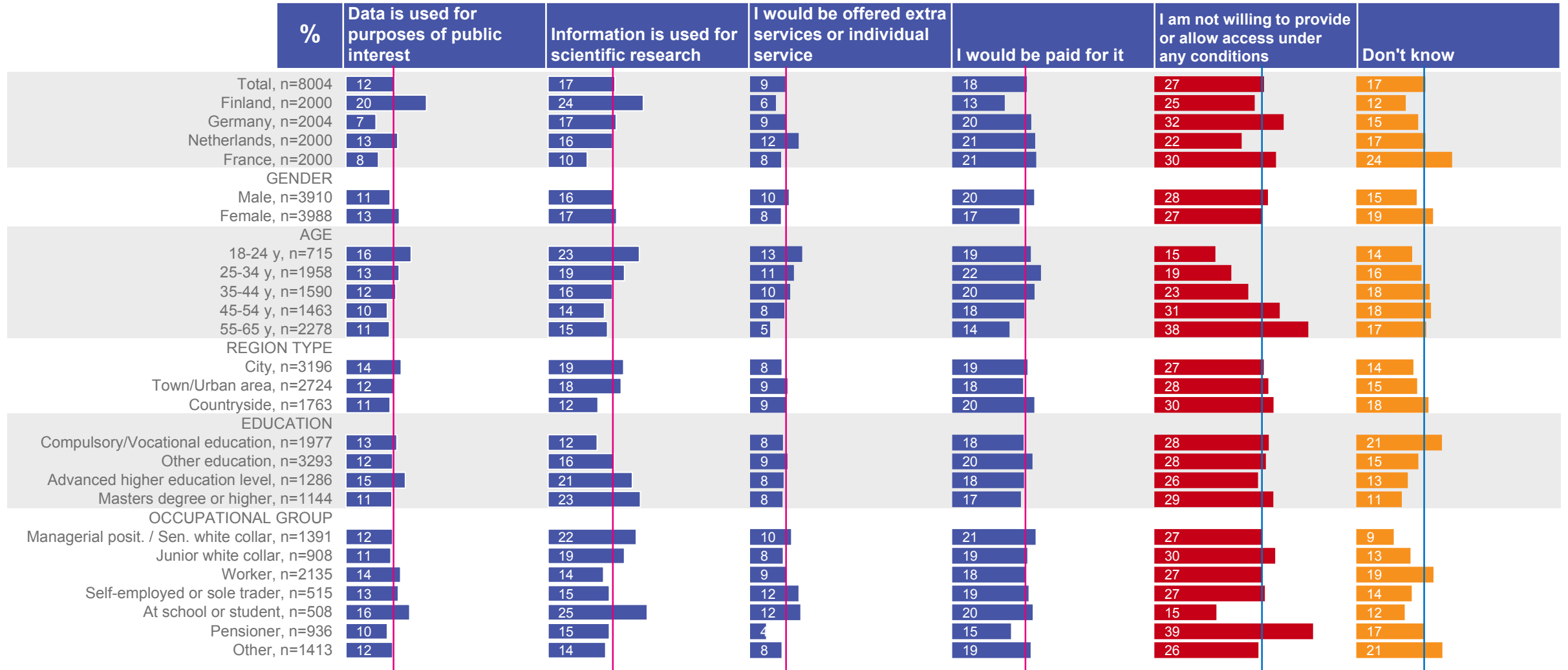
On country level data significant difference is +- 3,1 % -percent points.

# Under what conditions would you be willing to provide or allow access to the information about you or your family concerning personal data or data about personal history to a service provider?



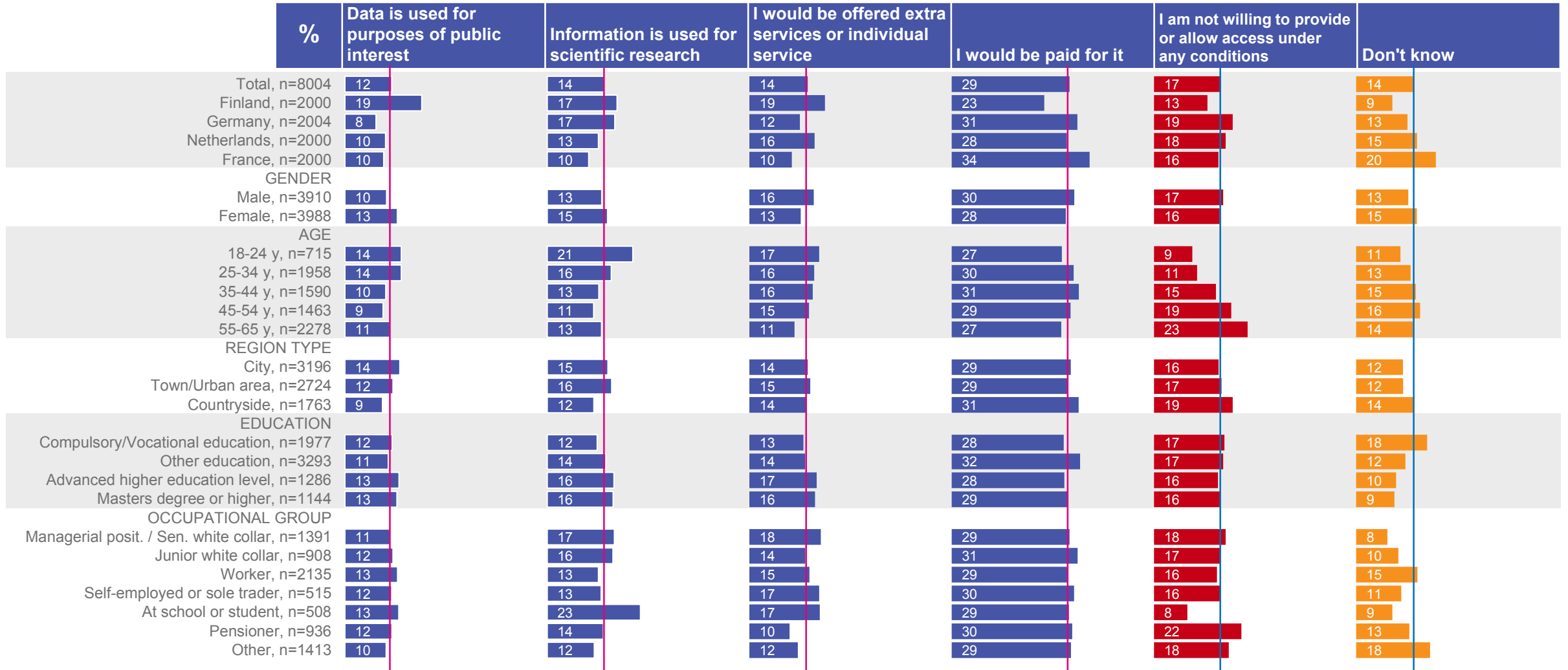
On country level data significant difference is +- 3,1 % -percent points.

# Under what conditions would you be willing to provide or allow access to the information about your or your families values or beliefs to a service provider?



On country level data significant difference is +- 3,1 % -percent points.

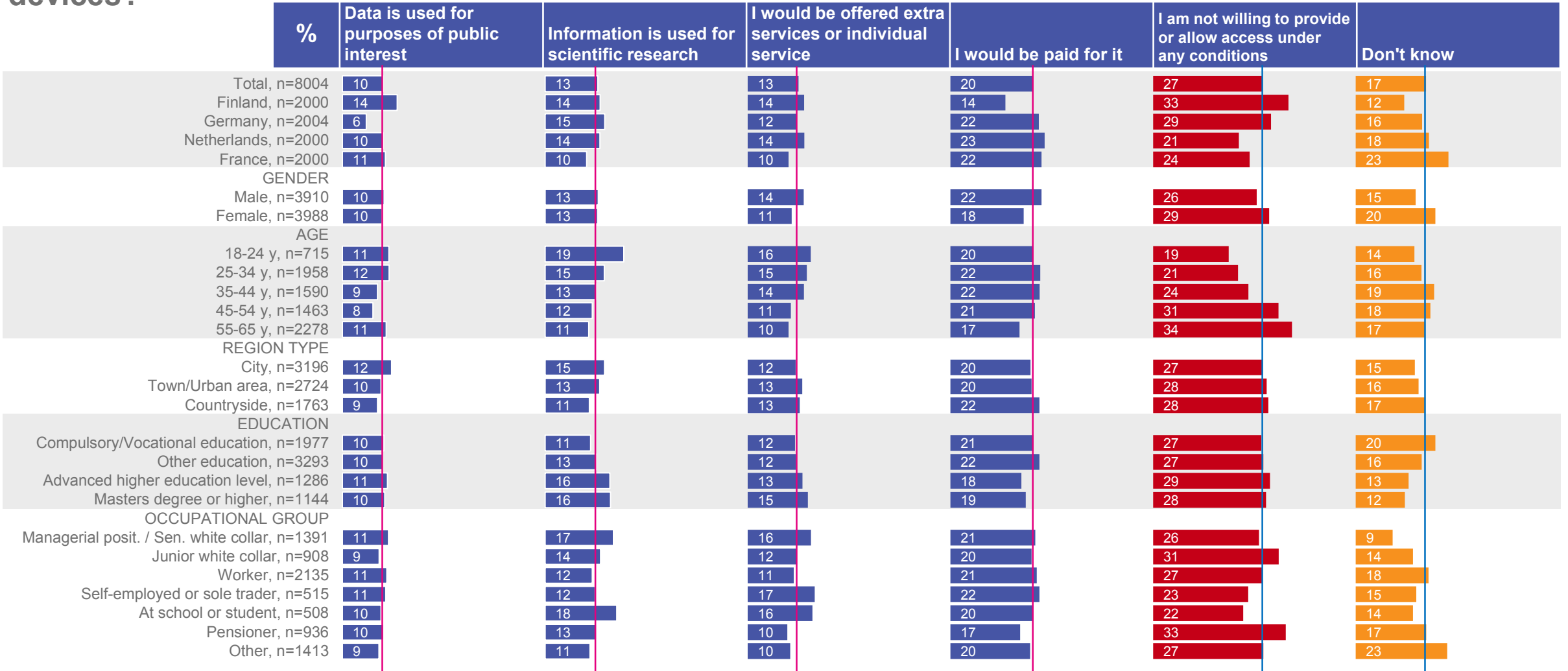
# Under what conditions would you be willing to provide or allow access to the information about your or your families consumption habits to a service provider?



On country level data significant difference is +- 3,1 % -percent points.

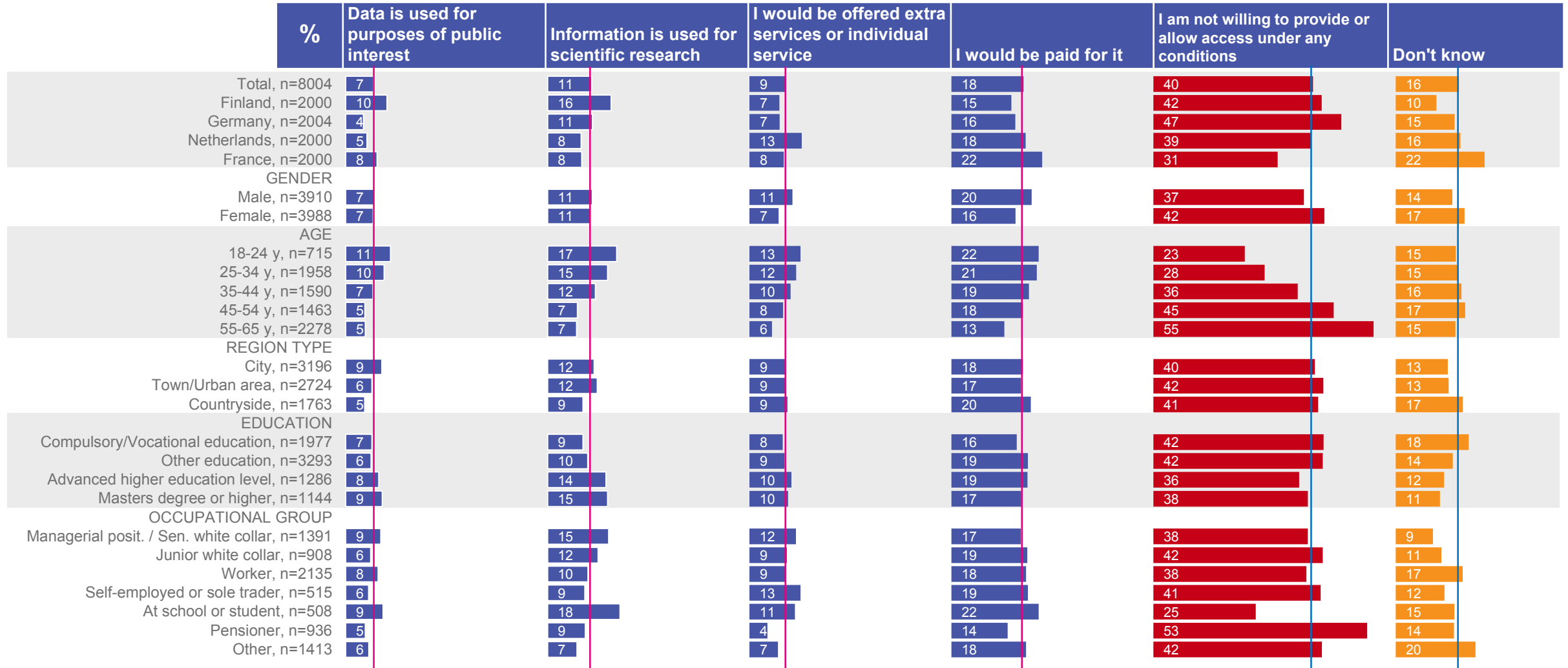


# Under what conditions would you be willing to provide or allow access to a service provider to the information about you or your family concerning spatial data, devices you use or the way you use devices?



On country level data significant difference is +- 3,1 % -percent points.

# Under what conditions would you be willing to provide or allow access to the information about your or your families wealth and spending to a service provider?

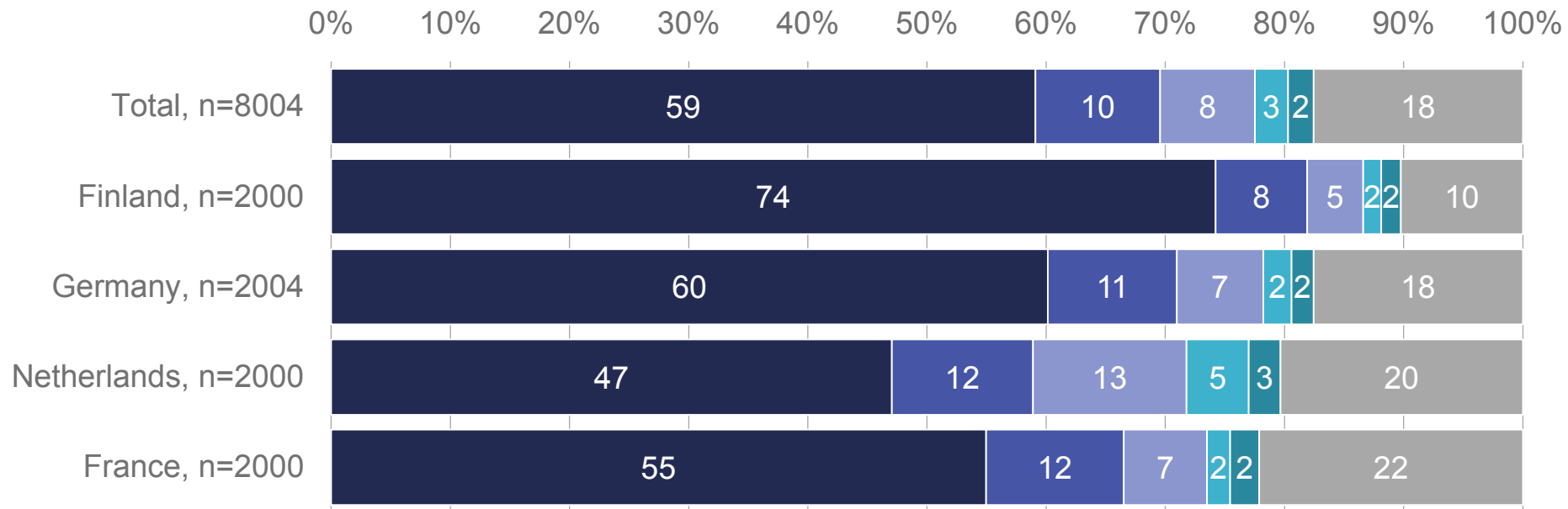


On country level data significant difference is +- 3,1 % -percent points.

# 4

## Data disclosure and management, "fair digital service"

# In your opinion, what would be the best way to allow a service provider to collect and handle the data of you?



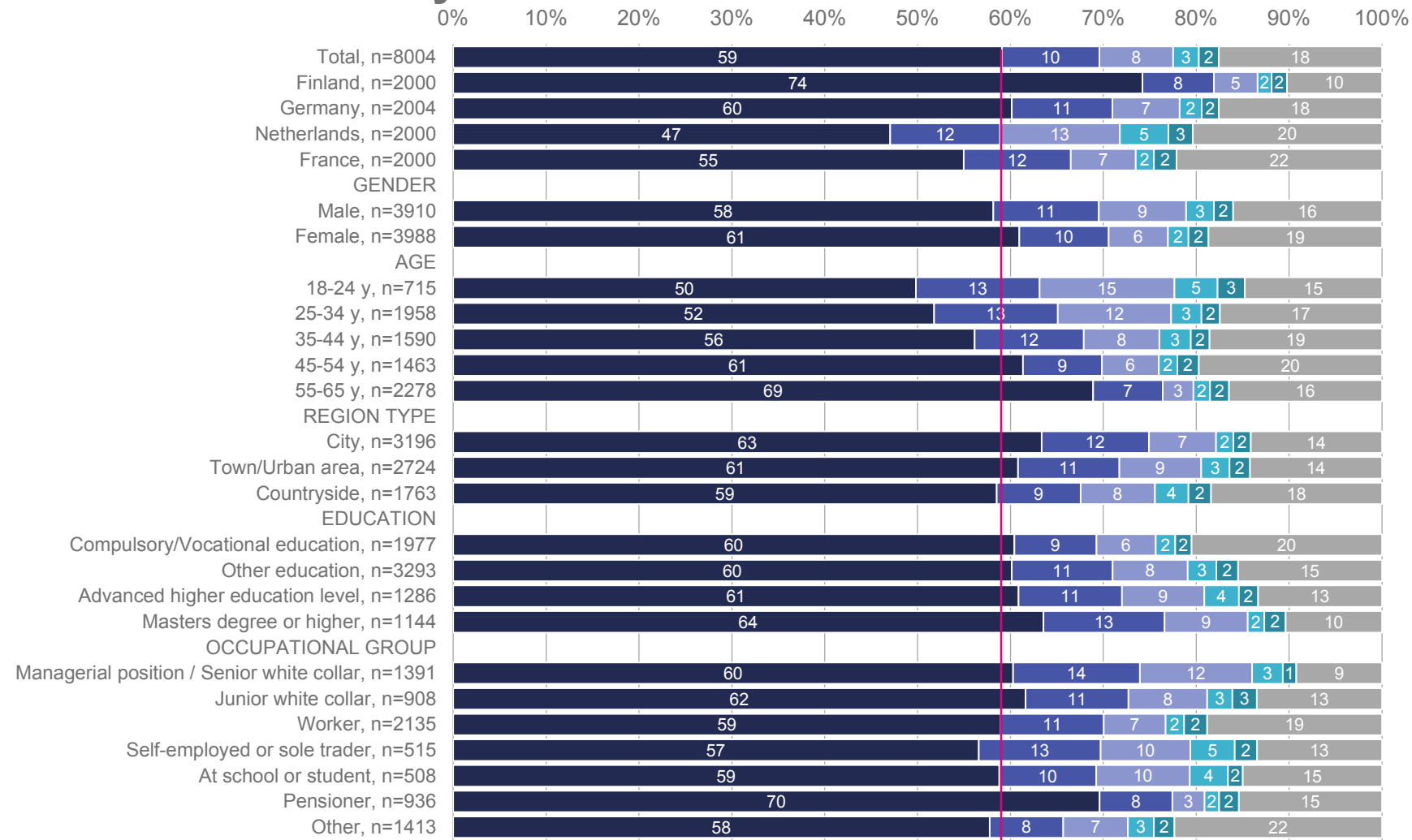
- Give consent separately to each service provider
- The service provider makes the decision on my behalf according to the conditions I have given
- The service provider would use ready customer profiles to make the decision on my behalf
- The service provider would make the decision on my behalf based on the behaviour of people with similar profile
- The service provider would make the decision on my behalf based on my past behaviour
- Don't know

A majority of respondents (59%) believe that the best way to give a service provider permission to collect and process one's personal information is to authorize each service provider separately.

This option is particularly popular with the Finns (74%) and the least popular in the Netherlands (47%).

It's worth noting that in Germany and in the Netherlands and France the share of people saying that they do not know is nearly one fifth of all respondents.

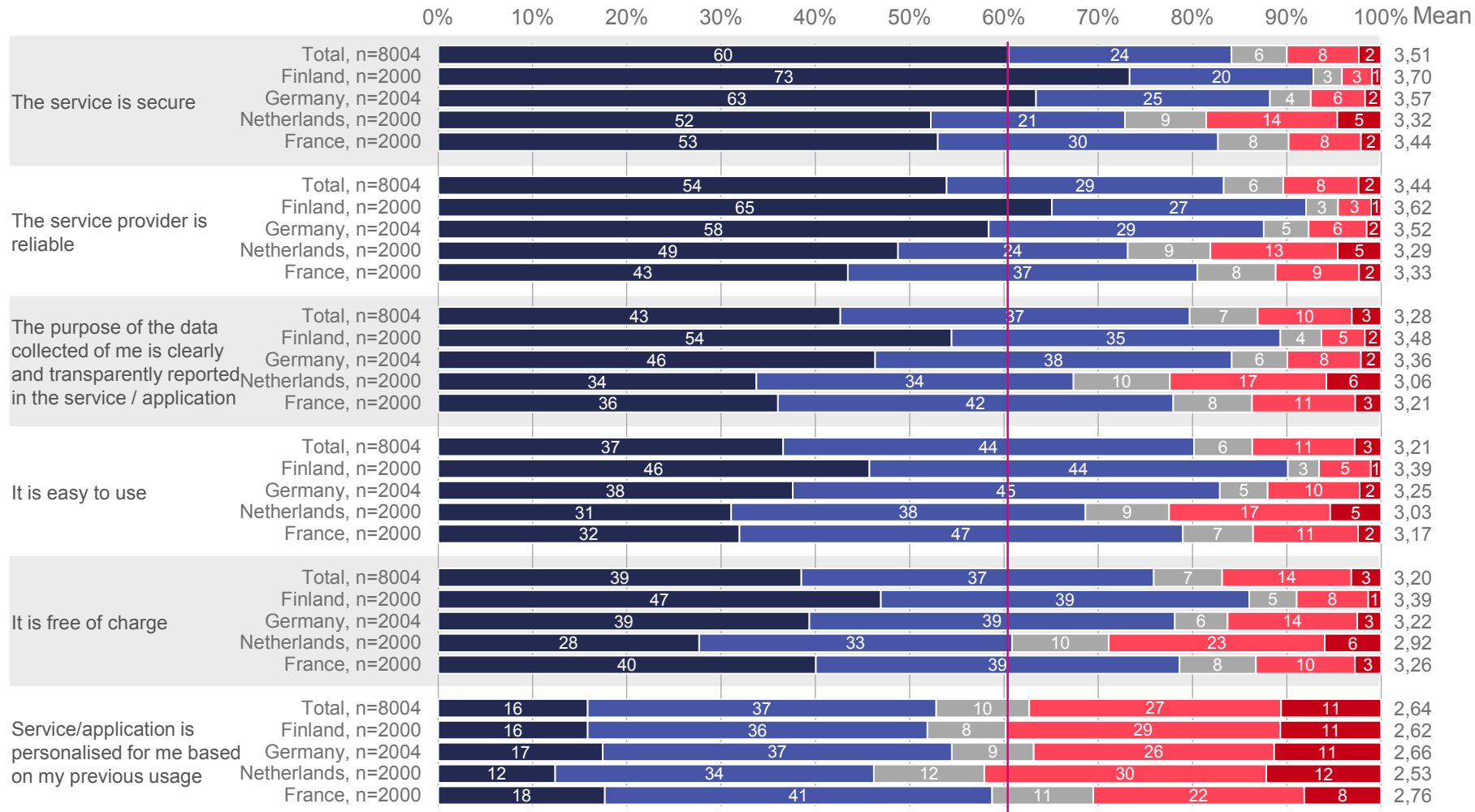
# In your opinion, what would be the best way to allow a service provider to collect and handle the data of you?



Giving an individual permission to each service provider to collect and process one's personal information is far more popular with the older respondents than with the younger ones.

- Give consent separately to each service provider
- The service provider makes the decision on my behalf according to the conditions I have given
- The service provider would use ready customer profiles to make the decision on my behalf
- The service provider would make the decision on my behalf based on the behaviour of people with similar profile
- The service provider would make the decision on my behalf based on my past behaviour

# How important do you feel the following features of digital applications / services are?



Secure service (60%), reliability of service provider (54%) as well as the fact that the purpose of the data collected is clearly and transparently reported in the service/application (43%) are three most important features of digital applications/services.

In Finland, the importance level on mainly all aspects is higher than in other countries. The difference is greatest compared to the Netherlands, where the importance level is the lowest on all aspects except for one (service/application is personalised for me based on my previous usage).

- Very important
- Somewhat important
- Don't know
- Not so important
- Not at all important

# How important do you feel the following features of digital applications / services are? (rating: Very important, Somewhat important, Not so important, Not at all important, Don't know)

Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

How important do you feel the following features of digital applications / services are?	Mean	Country				Gender		Age					Region type		
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Male, n=3910	Female, n=3988	18-24 y, n=715	25-34 y, n=1958	35-44 y, n=1590	45-54 y, n=1463	55-65 y, n=2278	City, n=3196	Town/Urban area, n=2724
The service is secure	3,51	3,70	3,57	3,32	3,44	3,46	3,58	3,34	3,36	3,45	3,58	3,70	3,58	3,53	3,47
The service provider is reliable	3,44	3,62	3,52	3,29	3,33	3,39	3,51	3,30	3,29	3,37	3,50	3,62	3,50	3,46	3,39
The purpose of the data collected of me is clearly and transparently reported in the service / application	3,28	3,48	3,36	3,06	3,21	3,22	3,36	3,14	3,18	3,20	3,35	3,44	3,35	3,29	3,24
It is easy to use	3,21	3,39	3,25	3,03	3,17	3,15	3,30	3,14	3,13	3,20	3,25	3,30	3,26	3,24	3,17
It is free of charge	3,20	3,39	3,22	2,92	3,26	3,14	3,28	3,13	3,10	3,15	3,26	3,30	3,22	3,22	3,19
Service/application is personalised for me based on my previous usage	2,64	2,62	2,66	2,53	2,76	2,62	2,68	2,68	2,62	2,57	2,64	2,71	2,65	2,68	2,62

# How important do you feel the following features of digital applications / services are?

(rating: Very important, Somewhat important, Not so important, Not at all important, Don't know)

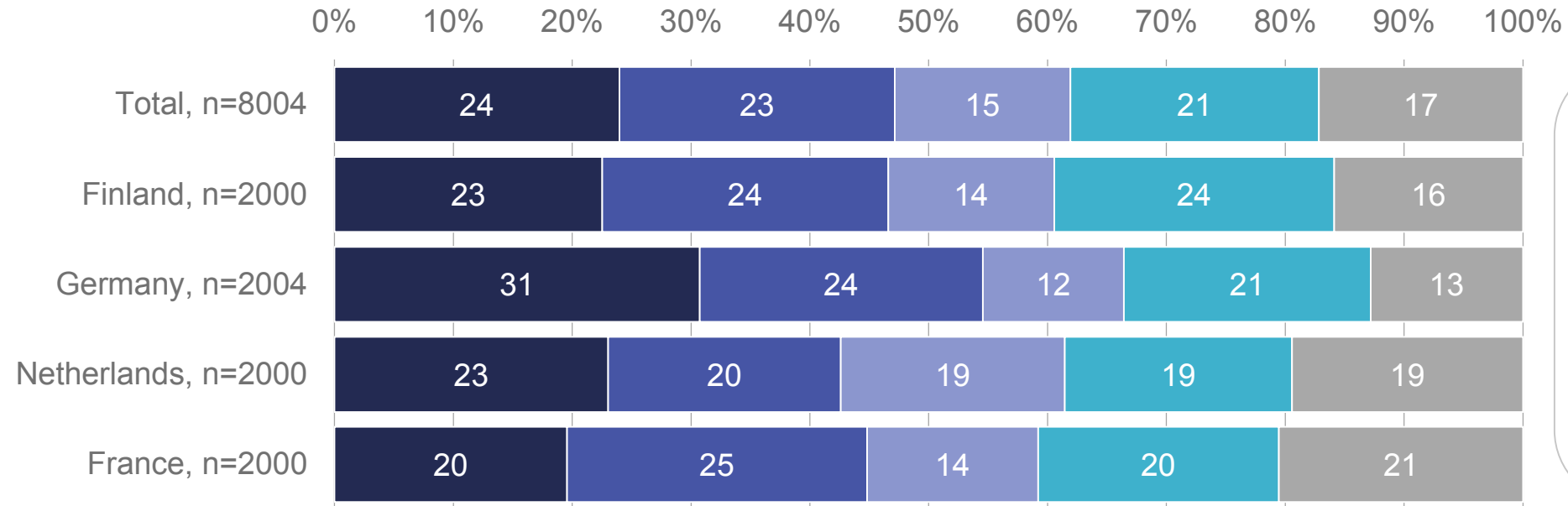
Difference compared to total level result (rating 1-4) (significant difference)

-0,15 < + 0,15 >

How important do you feel the following features of digital applications / services are?	Mean	Country				Education				Occupational group						
		Total, n=8004	Finland, n=2000	Germany, n=2004	Netherlands, n=2000	France, n=2000	Compulsory/Vocational, n=1977	Other education, n=3293	Advanced higher education level, n=1286	Masters degree or higher, n=1144	Manag. pos./Senior white collar, n=1391	Junior white collar, n=908	Worker, n=2135	Self-employed or sole trader, n=515	At school or student, n=508	Pensioner, n=936
The service is secure	3,51	3,70	3,57	3,32	3,44	3,54	3,54	3,50	3,52	3,48	3,48	3,53	3,38	3,45	3,70	3,54
The service provider is reliable	3,44	3,62	3,52	3,29	3,33	3,49	3,45	3,44	3,45	3,43	3,41	3,45	3,32	3,38	3,62	3,47
The purpose of the data collected of me is clearly and transparently reported in the service / application	3,28	3,48	3,36	3,06	3,21	3,31	3,29	3,29	3,31	3,28	3,26	3,30	3,17	3,21	3,46	3,29
It is easy to use	3,21	3,39	3,25	3,03	3,17	3,28	3,23	3,20	3,19	3,21	3,18	3,28	3,05	3,17	3,33	3,20
It is free of charge	3,20	3,39	3,22	2,92	3,26	3,29	3,22	3,16	3,11	3,10	3,17	3,28	2,99	3,11	3,37	3,25
Service/application is personalised for me based on my previous usage	2,64	2,62	2,66	2,53	2,76	2,78	2,65	2,58	2,53	2,61	2,60	2,73	2,49	2,51	2,77	2,63



# How should information management and utilisation develop compared to the current?

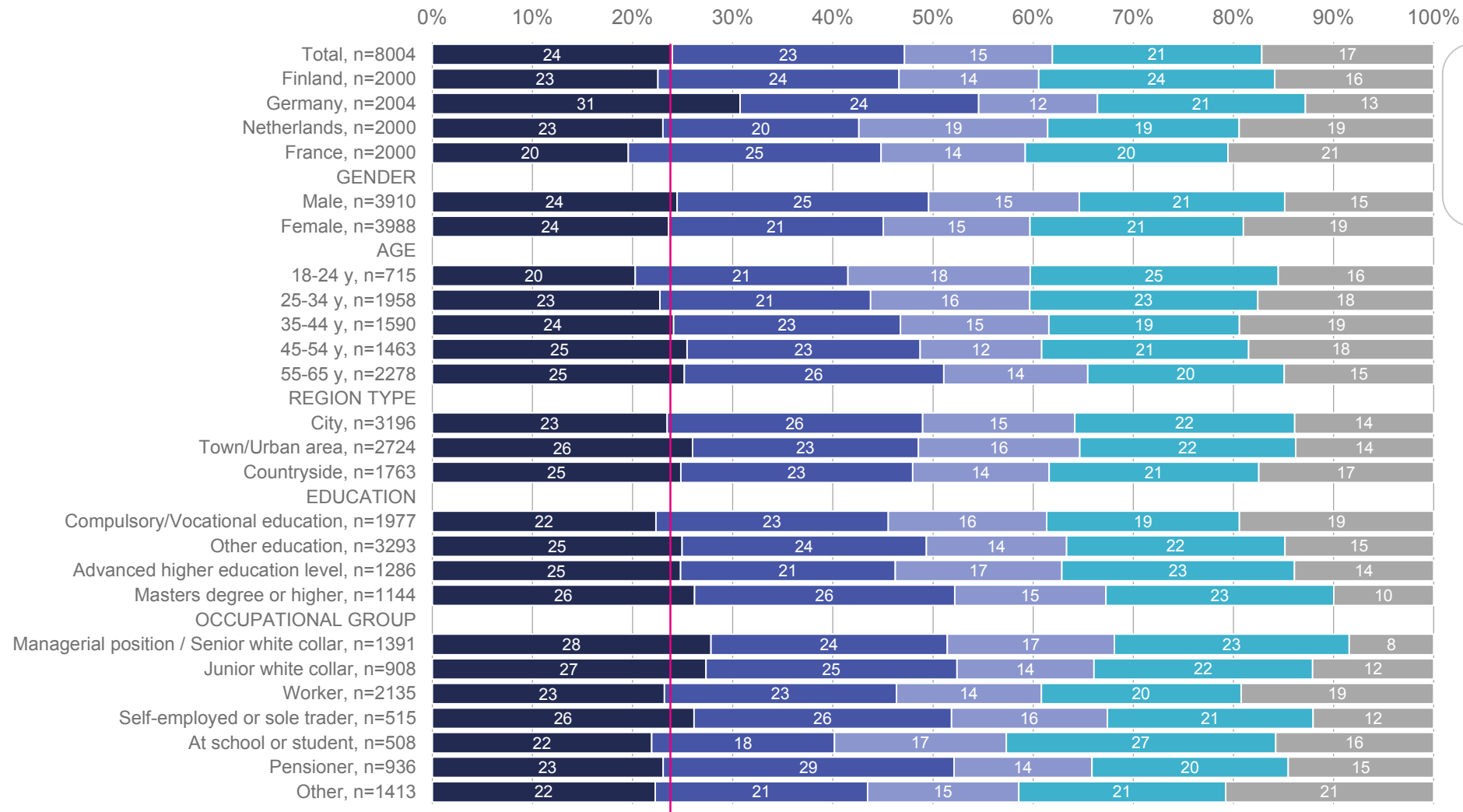


Data management and utilisation should be developed in many cases compared to the current state.

The most popular development aspect (24%), particularly in Germany (31%), is that users should manage their personal data more actively and more consciously. On the other hand, just over a fifth expect regulatory authorities to adopt stronger regulation (23%) and feel that organisations collecting and managing data should take more responsibility for its ethical use (21%).

- Users should manage their personal data more actively and more consciously
- Authorities should regulate the use of data more strongly
- Interest groups and trustees specialising in personal data should protect people's interests
- The organisations collecting and managing data should take more responsibility for its ethical use
- Don't know

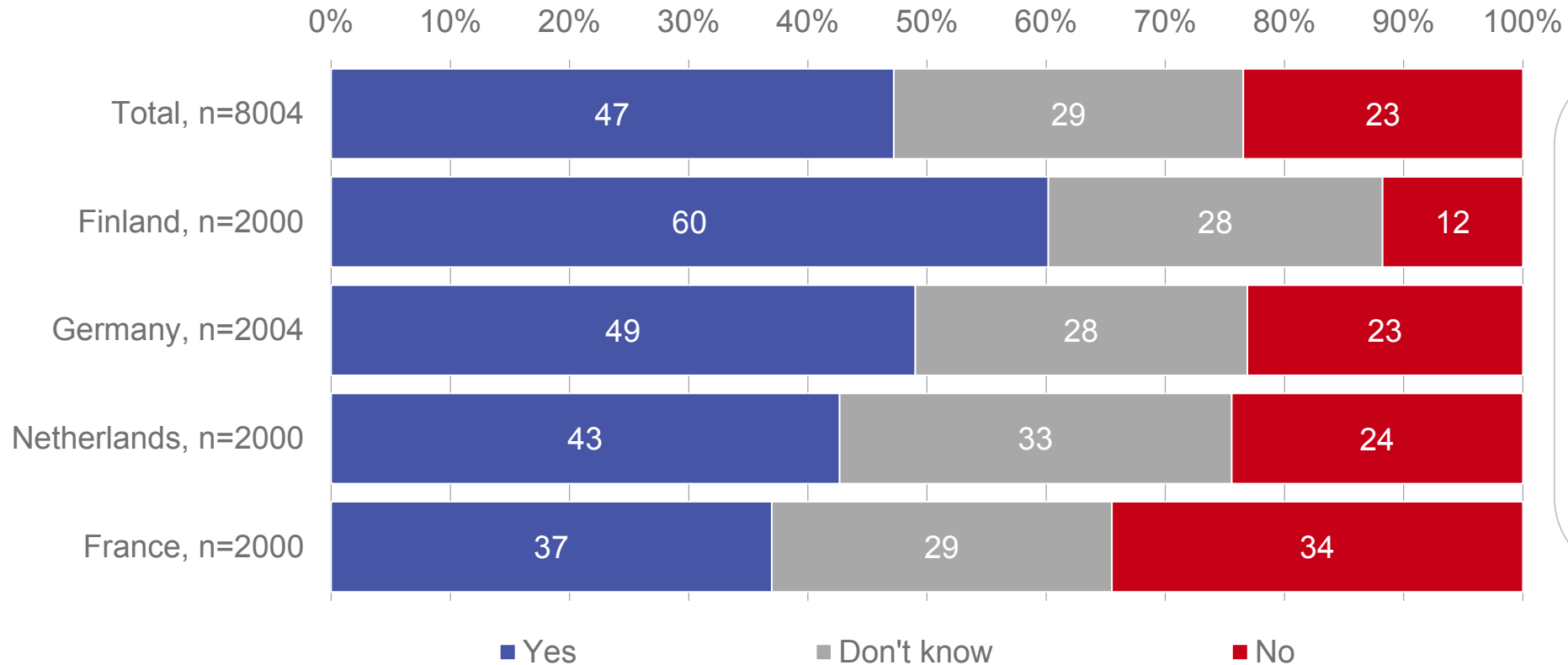
# How should information management and utilisation develop compared to the current?



Students expect (27%) that organisations collecting and managing data should take more responsibility for its ethical use.

- Users should manage their personal data more actively and more consciously
- Authorities should regulate the use of data more strongly
- Interest groups and trustees specialising in personal data should protect people's interests
- The organisations collecting and managing data should take more responsibility for its ethical use
- Don't know

# Would you use a single application where you could manage all data collected of you in different applications/services?

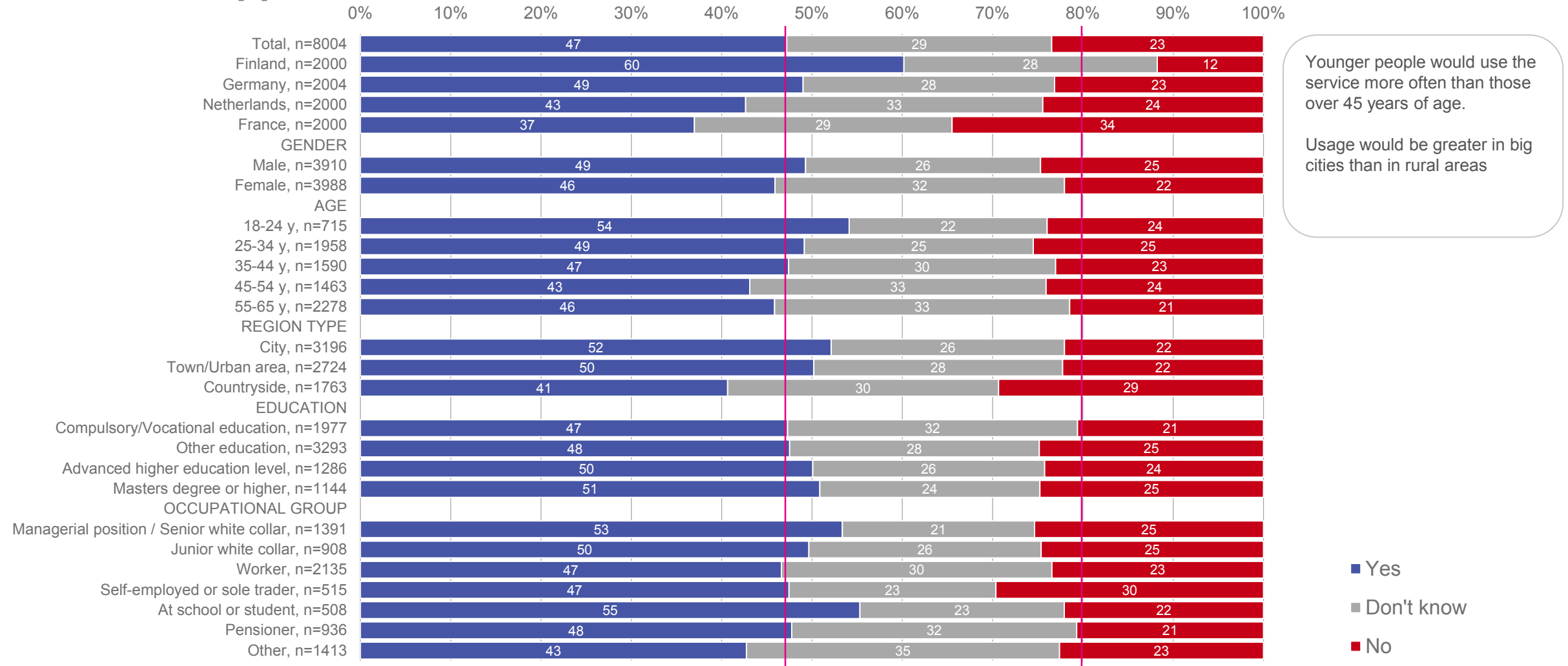


Slightly less than half (47%) would use a single application where it would be possible to manage all data collected. The usage intention is the highest in Finland (60%) and clearly the lowest in France (37%).

Over one fifth (23%) of the respondents would not use this kind of single application. The figure is the highest in France (34%) and the lowest in Finland (12%).

Nearly one third (29%) could not say.

# Would you use a single application where you could manage all data collected of you in different applications/services?

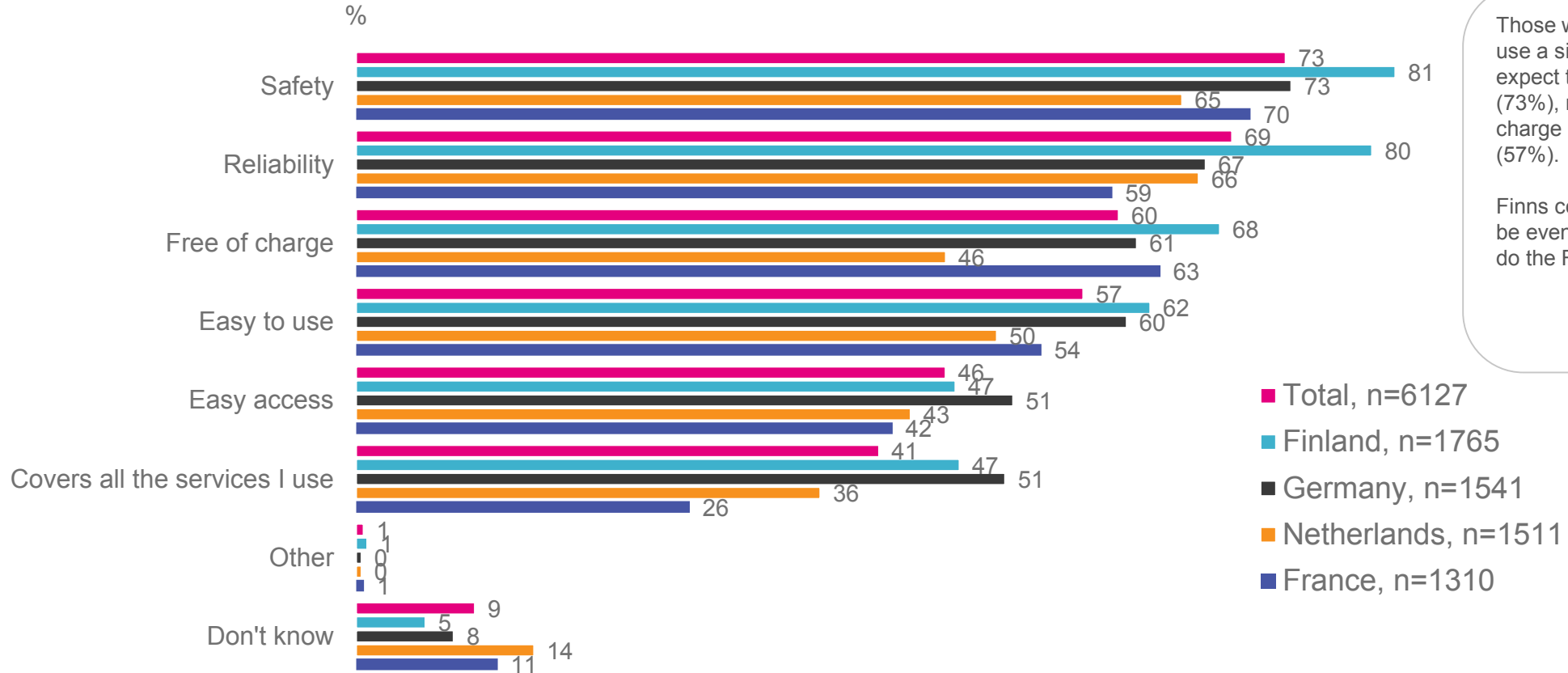


Younger people would use the service more often than those over 45 years of age.

Usage would be greater in big cities than in rural areas

■ Yes  
 ■ Don't know  
 ■ No

# What kind of features would you expect / want from a single app, that would allow you to manage all data collected of you by different applications/services? Respondents: Would use the application or don't know.



Those who would be willing to use a single application would expect the service be safe (73%), reliable (69%), free of charge (60%) and easy to use (57%).

Finns consider these factors to be even more important than do the French and the Dutch.

# What kind of features would you expect / want from a single app, that would allow you to manage all data collected of you by different applications/services? Respondents: Would use the application or don't know.

Statistically significant difference at 95% confidence level



What kind of features would you expect / want from a single app, that would allow you to manage all data collected of you by different services?

	%	Total, n=6127	Country				Gender		Age					Region type		
			Finland, n=1765	Germany, n=1541	Netherlands, n=1511	France, n=1310	Male, n=2945	Female, n=3110	18-24 y, n=544	25-34 y, n=1459	35-44 y, n=1224	45-54 y, n=1111	55-65 y, n=1790	City, n=2493	Town/Urban area, n=2118	Country-side, n=1246
Safety	73	73	81	73	65	70	71	75	73	70	70	72	77	76	77	73
Reliability	69	69	80	67	66	59	68	70	71	67	68	67	71	73	73	67
Free of charge	60	60	68	61	46	63	59	61	60	56	58	61	63	62	63	61
Easy to use	57	57	62	60	50	54	56	59	56	51	56	57	62	60	60	58
Easy access	46	46	47	51	43	42	46	47	49	43	46	45	49	49	47	48
Covers all the services I use	41	41	47	51	36	26	42	41	39	40	39	41	44	42	45	41
Other	1	1	1	0	0	1	1	1	0	0	0	1	1	1	0	1
Don't know	9	9	5	8	14	11	8	9	8	9	10	11	8	6	6	7

# What kind of features would you expect / want from a single app, that would allow you to manage all data collected of you by different applications/services? Respondents: Would use the application or don't know.

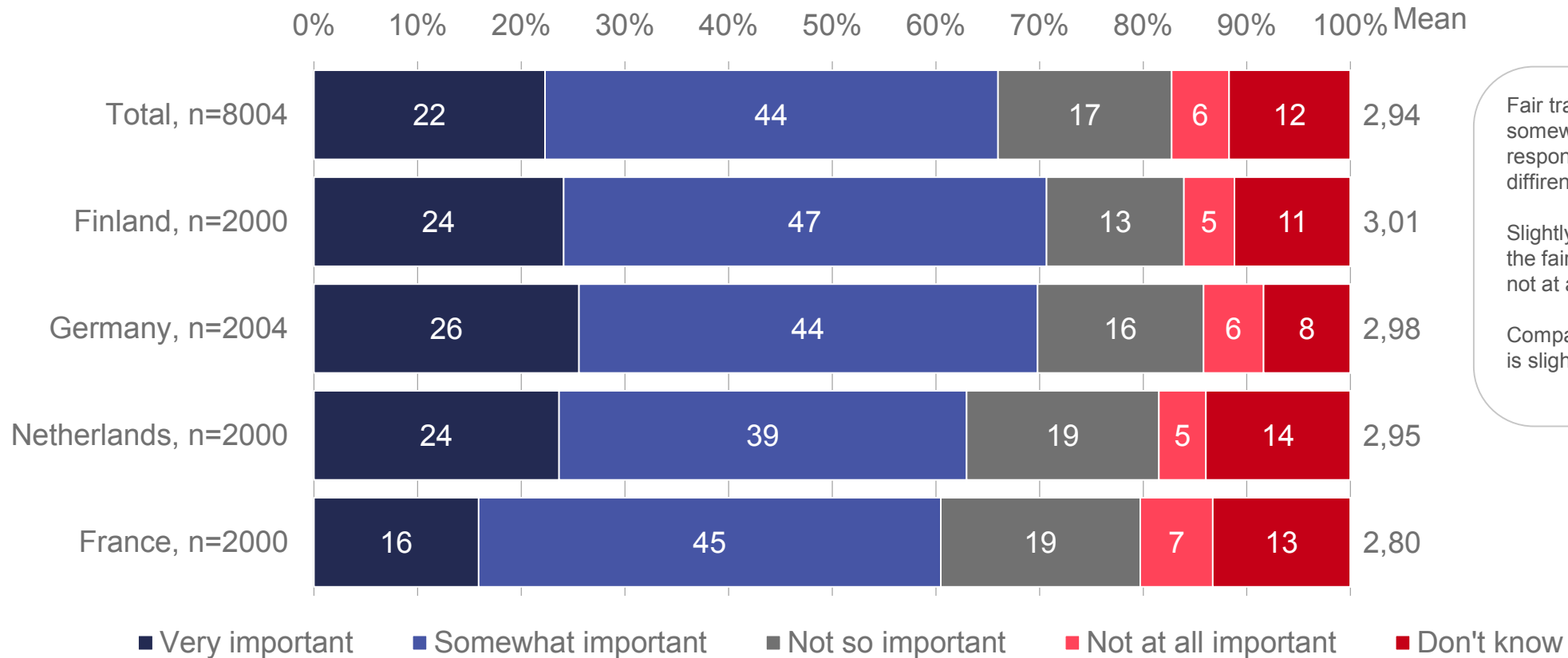
Statistically significant difference at 95% confidence level



What kind of features would you expect / want from a single app, that would allow you to manage all data collected of you by different services?

	%	Country				Education				Occupational group						
		Finland, n=1765	Germany, n=1541	Netherlands, n=1511	France, n=1310	Compulsory/Vocational, n=1570	Other education, n=2476	Advanced higher education level, n=975	Masters degree or higher, n=861	Manag. pos./Senior white collar, n=1039	Junior white collar, n=685	Worker, n=1635	Self-employed or sole trader, n=362	At school or student, n=396	Pensioner, n=742	Other, n=1094
Safety	73	81	73	65	70	73	74	76	80	75	75	75	72	80	77	72
Reliability	69	80	67	66	59	67	70	73	75	73	70	69	71	75	69	68
Free of charge	60	68	61	46	63	62	62	59	63	58	60	63	58	59	66	61
Easy to use	57	62	60	50	54	58	59	57	62	59	58	59	58	58	63	55
Easy access	46	47	51	43	42	48	47	48	49	49	47	47	48	50	50	45
Covers all the services I use	41	47	51	36	26	41	42	43	45	45	43	37	47	48	45	40
Other	1	1	0	0	1	0	0	1	0	0	0	0	1	1	1	1
Don't know	9	5	8	14	11	9	7	5	4	3	7	8	6	7	6	10

# Consumer goods have the Fair Trade label. Do you find a similar label important for services that use data fairly?



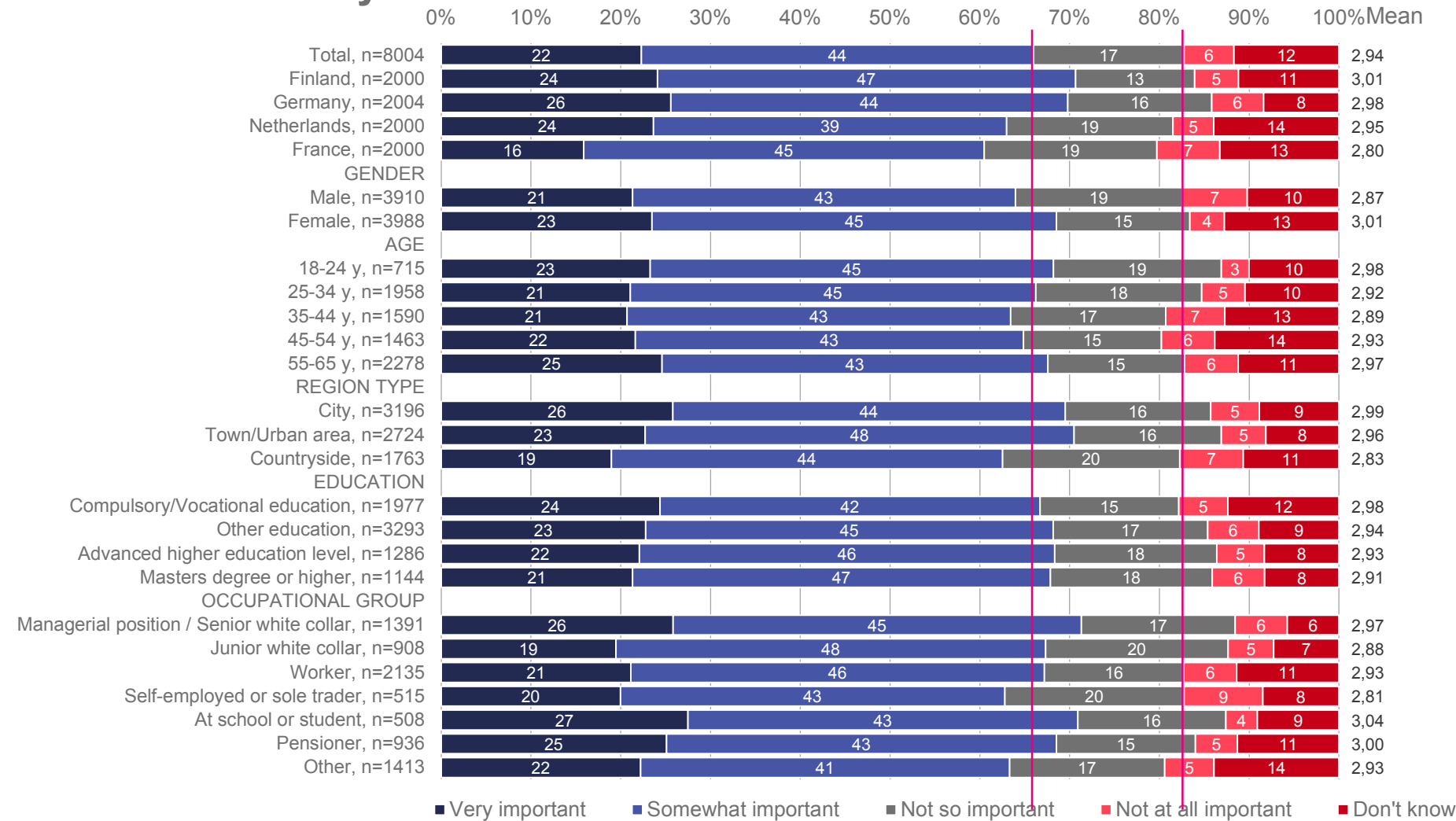
Fair trade label is important (very or somewhat important) to 66% of the respondents. There are no meaningful differences between the countries.

Slightly over one fifth (23%) does not find the fair trade label important (not so or not at all).

Compared to other countries, the share is slightly higher in France (26%).



# Consumer goods have the Fair Trade label. Do you find a similar label important for services that use data fairly?



There are no meaningful differences in the importance evaluations of a "Fair data label".