



# CONSENT

Consumer sentiment regarding privacy  
on user generated content services  
in the digital economy

## **Awareness, values and attitudes of user generated content website users and non-users towards privacy in Spain: a quantitative study**

Noellie Brockdorff<sup>1</sup>, Sandra Appleby-Arnold<sup>1</sup>, Liberato Camilleri<sup>2</sup>,  
Marco Montalto<sup>1</sup>, Carmen Rodriguez Santos<sup>3</sup>

<sup>1</sup> Department of Cognitive Science, University of Malta, Msida, Malta

<sup>2</sup> Department of Statistics and Operations Research, University of Malta, Msida, Malta

<sup>3</sup> Department of Marketing, Universidad de León, León, Spain

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CONSENT

Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy  
(G.A. 244643).

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<http://www.consent.law.muni.cz>

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Correspondence about this report should be addressed to  
Noellie Brockdorff, Department of Cognitive Science, University of Malta, Msida, MSD2080, Malta  
[noellie.brockdorff@um.edu.mt](mailto:noellie.brockdorff@um.edu.mt)

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## 1. Key Findings

This document presents the results for Spain of a study undertaken as part of the CONSENT project. Analyses and results are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. The questionnaire consisted of 75 questions and was available online in several European languages, including Spanish, between July and December 2011.

The Spanish sample consists of 427 respondents (4.9% of the total sample), of which 56.7% male and 43.3% female, with an average age of 31 and 79.4% tertiary education. With 88% UGC users (total sample 90%), 10.79 mean years of internet usage (total sample 10.67) and 91.9% using the internet at home every day or almost every day (total sample 93%), it is considered a sample of predominantly *experienced* internet users.

This level of experience is in line with the Spanish respondents' awareness and behaviour regarding the handling of technical details: 79% are aware of "cookies" (total sample 65%), and more than two out of three respondents actually ever disabled them (Spain 73%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security (pop-up window blockers, checking opt-in / opt-out boxes, checking for spyware, clearing the browser history, blocking emails), the Spanish sample is showing results that are noticeably above the overall sample average.

81.3% of Spanish respondents indicated that they shop online (total sample 87.4%), with an increase in positive affirmations to shopping online with increasing age and a strong preference to pay at the time of ordering online by charging mobile phone or landline or at the time of delivery. Of those Spanish respondents who never bought anything online, 16.4% highlighted their lack of trust in online sellers as a reason for this, which is slightly above the overall sample average (15.4%).

The large proportion of Spanish respondents (85.8%) who have ever opened an account with a social networking website (SNS) is slightly below the total sample average (86.7%). Regarding other UGC websites, all are clearly under the 20% mark – with the exception of 25.0% having ever created an account with a photo/video sharing website (total sample 27.9%), and an above-average portion of Spanish users holding accounts with micro-blogging websites (20.3%, total sample 13.6%).

As main drivers for the use of SNS sites, Spanish respondents indicate their interest in networking (Spain 26.8%, total sample 31%) and the worldwide usage (Spain 12.1%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a lower-than-average interest of Spanish respondents in networking effects (Spain 22.4 %, total sample 34.4%) which is complemented by 27.2% who indicate disinterest; 17.6% give trust issues as reasons – a proportion which is more than twice as high as the total sample average (8.1%). In the reasons given for deleting an account, trust issues and concern about information misuse

and/or disclosure are also strongly indicated and well above the total sample average (Spain 50.6%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, Spanish respondents appear to be generally perceiving more risks than the overall average. This applies also to the specific risks perceived (information being used by website owners without the user's knowledge or consent, information used to send unwanted commercial offers, personal safety being at risk, being discriminated against, or reputation being damaged), where Spain scores higher than the total sample average. Only regarding the likelihood of becoming a victim of fraud did Spanish respondents perceive a slightly lower risk than the average CONSENT respondent (Spain 30.4%, total sample 31.8%).

Generally, Spanish respondents show a high level of awareness amongst CONSENT respondents regarding the use of personal information by website owners. They show above average level of non-acceptance to website owners using users' personal information to customize the content and advertising users see and to using personal information to contact users by email. There are substantially higher levels of non-acceptance for sharing information, linked or not linked to user's name, with other parts of the company, and for in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable, but commercial trade-offs in this respect meet some acceptance by Spanish respondents. Here it is Austria and Germany who show the highest levels of non-acceptance.

Actual experience of privacy invasions is comparably high with Spanish respondents scoring 3.22 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 57.7% of Spanish respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 84.0% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively more respondents from Spain (66%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, and about half of Spanish respondents never or rarely actually read a site's terms and conditions (55.6%) or privacy policy (52.8%). If reading the privacy policies, respondents rarely read the whole text (Spain 11.9%, total sample 10.8%), but, in contrast, they are still rather confident that – when reading it – the text is mostly or fully understood (Spain 69.0%, total sample 63.6%).

## 2. Introduction

The analyses and results in this document are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT<sup>1</sup> project.

This document highlights the findings from the study that are relevant to Spain. Other separate reports are available for the countries listed in the table below.

The online questionnaire used in this study consisted of 75 questions and sub-questions, covering general internet usage, online behaviour – in particular regarding online shopping and UGC websites – and the related consumer perceptions and attitudes. Given the specific interest of this research project, attitudes and practices in the disclosure of personal information and online privacy were particularly targeted.

The questionnaire was available online between July 2011 and December 2011. A snowball technique was used to promote the study and disseminate links to the questionnaire. A total of 8641 individuals from 26 countries completed at least a part of the questionnaire. Fourteen countries had respondent numbers which were sufficient for a meaningful quantitative analysis by country:

Nationality	Number of Respondents <sup>2</sup>	% of Total Sample
Austria	131	2%
Bulgaria	480	6%
Czech Republic	833	10%
France	388	4%
Germany	756	9%
Ireland	626	7%
Italy	204	2%
Malta	618	7%
Netherlands	392	5%
Poland	659	8%
Romania	929	11%
Slovakia	523	6%
Spain	427	5%
UK	1,339	15%
Others	336	4%
<b>Total Sample</b>	<b>8,641</b>	<b>100%</b>

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<sup>1</sup> “Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy” (CONSENT; G.A. 244643) – which was co-financed by the European Commission under the Seventh Framework Programme for Research and Technological Development of the European Union (SSH-2009-3.2.1. “Changes in Consumption and Consumer Markets”).

<sup>2</sup> As the online questionnaire allowed respondents to leave individual questions out / not respond to all questions, these numbers can vary in the following analyses. If questions allowed – or required – more than one answer analyses may also be based on the number of responses (rather than number of respondents).

Of the total number of respondents, 45% were male and 55% female. The average age of respondents was 30 years, and the highest education level achieved by participants was of 34% secondary school or lower and 66% tertiary education. 45% of respondents were students. 71% of respondents described their location as urban, 13% as sub-urban and 16% as rural.

This quantitative analysis does not claim to be representative of either the entire EU population or the respective individual EU countries listed above, due to the fact that the sample used was a non-probability sample. Firstly, given that an *online* questionnaire was used, the population of possible respondents was limited to individuals with internet access. Secondly, although the dissemination of links to the online questionnaire (see also chapter 3 Methodology) was targeting a wider public to include all age groups, education levels, employment situations and geographic locations, its points of origin were the partners in this project, many of which are universities. This has resulted in a sample that is more likely to be representative of experienced, frequent internet users who are very likely to also be UGC users, and it also contains a substantial proportion of students.

Consequently, the frequency of internet usage amongst CONSENT respondents is slightly higher than in studies with samples that reflect the general population (in particular Eurobarometer<sup>3</sup> and Eurostat<sup>4</sup>).

<b>Internet Usage at Home</b>	Every day / almost every day	2-3 times a week	About once a week	Less often
Total Sample	93%	5%	1%	1%
Eurobarometer <sup>5</sup>	71%	18%	6%	5%
Eurostat 2011 <sup>2</sup>	75%	16%		9%

This above-average frequent usage is also supported by a comparison of the incidence of online shoppers (CONSENT total sample: 87.4% vs. Eurobarometer: 60%; Eurostat 2011: 58%) and Social Networking Site (SNS) users (CONSENT total sample: 86.7% vs. Eurobarometer 52%; Eurostat 2011: 53%).

However, throughout this report the CONSENT data are, wherever possible, compared with those from these studies and local reports to constantly evaluate the “proximity” of the CONSENT results to those from surveys which aim to be representative of the EU population as a whole.<sup>6</sup> In order to facilitate such comparison, the online questionnaire included a number of

<sup>3</sup> Special Eurobarometer 359 – Attitudes on Data Protection and Digital Identity in the European Union, published 06/2011.

<sup>4</sup> Eurostat – Statistics in focus 50/2010: Internet usage in 2010 – Households and Individuals; Eurostat – Statistics in focus: 66/2011 – Internet use in households and by individuals in 2011.

<sup>5</sup> For comparison reasons, percentages have been recalculated without those respondents who never use the internet and/or have no internet access.

<sup>6</sup> In the Eurobarometer study, the total average is, obviously, based on the results in *all* 27 EU countries. Additionally – and in contrast to the total CONSENT sample, the EU27 average is a weighted average based on the respective population size in each country. Consequently, the total Eurobarometer average will be comparably closer to the country results of e.g. Germany or the UK, and less similar to the results of e.g. Slovakia or Malta. As

marker questions which are largely compatible in content and/or structure with questions set in other studies. Responses to these marker questions make comparisons between results of different studies possible and also highlight possible different interpretative standpoints.

In this context, one noticeable result of the present study is that the *general* aspects related to perceptions, attitudes and practices in UGC usage across national boundaries do vary from country to country, but they do not appear to reflect any general North/West-South/East divide as stated in the Eurobarometer survey, e.g., regarding what information is perceived as personal, or high SNS usage rates versus low online shopping rates (and vice versa).

Additionally, the CONSENT data did *not* reveal any general *trend* which would confirm a socio-geographic divide. On the level of *specific* perceptions and practices, observable variations *do* exist, but rather than ascribing these to either socio-economic differences or putative “national characters” it may be more productive to depict and analyse a situation where shifting ideas and concerns about online privacy and disclosure of personal information are informed by different local – institutional, legal, historical – *and* trans-local structures, which merge and supersede each other. Instead of linking CONSENT results back to assumed “cultural” differences, they can then contribute to the understanding of a, perhaps, specifically European dynamic where ideas and concerns transgress national boundaries. This aspect of the study which requires further *qualitative* research is addressed in another separate CONSENT study (Work Package 8).

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the CONSENT study is not aiming at representing a total EU population but a trans-European perspective on internet users, we have chosen to attribute to every European respondent the same weight.



### 3. Methodology

The English and Spanish versions of the online questionnaire used in this study may be viewed in Appendix A.1 and A.2. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

The questionnaire was available online between July 2011 and December 2011. A snowball technique was used to promote the study and disseminate links to the questionnaire. Each partner in the CONSENT project was responsible for the dissemination of links in their respective country.

In Spain, the following methodology was used:

- Two Banner ads were placed on the University of Leon website on 17th August 2011 and 15th September 2011  
<http://www.unileon.es/noticias/%C2%BFquieres-influir-sobre-lo-que-ocurre-en-internet-%C2%A1colabora-con-nosotros>
- A Banner ad was placed on the Faculty of Business Studies, University of Leon website from 22nd August to 30th November 2011
- A Banner ad was placed on the Faculty of Business Studies, University of Leon TV from 22nd August to 30th December 2011.
- A link to the questionnaire was sent to people who had participated in previous projects.
- Emails explaining the research and providing a direct link to the questionnaire were sent in November 2011 to a selection of present and some past University of Leon students.
- A media release was sent to all major media in Leon and the country with information about the CONSENT project with prominent mention of the online questionnaire and also providing a link to the questionnaire. Below the links to the news promoting CONSENT and the questionnaire:
  - Ileon.com <http://www.ileon.com/actualidad/007510/la-proteccion-legal-en-internet-pide-tu-colaboracion>
  - Leonoticias <http://www.leonoticias.com/frontend/leonoticias/Por-Unas-Redes-Sociales-Seguras-vn80106-vst384>
  - Diario de Leon (printed version)
- Blogs:
  - Nacion Red: <http://www.nacionred.com/proteccion-de-datos/la-comision-europea-prepara-un-informe-sobre-el-uso-de-la-informacion-privada-de-los-usuarios-en-la-red>
  - Pillateunlinux <http://www.pillateunlinux.com/encuesta-sobre-los-habitos-de-los-usuarios-sobre-la-privacidad-en-la-red/>
  - Septimaliberum: <http://septima.unileon.es/mejoremos-la-seguridad-en-internet/>
- Events were posted on Twitter and Facebook.

## 4. The Sample

### 4.1 General Demographics

The data analysis for Spain is based on a sample size of 427, representing 4.9% of the total number of respondents to the study. The gender distribution for the Spanish sample is 56.7% male and 43.3% female, and the average age of respondents was 31 years with a standard deviation of 11 (average age for all CONSENT respondents: 30). 20.5% of Spanish respondents indicated their highest level of education as secondary school or lower, 79.4% responded indicating tertiary education, and 34.9% of respondents were students. Finally, 88.7% described the area where they live as urban or suburban and only 11.3% as rural.<sup>7</sup>

### 4.2 General Internet Usage

Following Eurostat 2011, 64% of Spanish households had access to the internet, and according to Facebook statistics 53% of internet users were Facebook users, which is similar to the EU 27 average (51%). At the same time, Spain had a moderate increase of Facebook users between November 2011 and May 2012 (6.89%)<sup>8</sup>. Within the CONSENT sample regarding overall UGC usage, Spanish respondents are also similar to the overall average (88% vs. total sample 90%).

<b>UGC Users vs UGC Non-users</b>			
Nationality	Count	UGC Users	UGC Non-Users
Austria	121	85%	15%
Bulgaria	415	94%	6%
Czech Republic	678	85%	15%
France	313	78%	22%
Germany	549	89%	11%
Ireland	564	93%	7%
Italy	185	88%	12%
Malta	465	84%	16%
Netherlands	331	87%	13%
Poland	511	94%	6%
Romania	754	91%	9%
Slovakia	396	91%	9%
<b>Spain</b>	<b>325</b>	<b>88%</b>	<b>12%</b>
UK	1,082	93%	7%
Others	288	93%	7%
<b>Total Sample</b>	<b>6,977</b>	<b>90%</b>	<b>10%</b>

<sup>7</sup> ONTSI report “Perfil sociodemográfico de los internautas. Análisis de datos INE 2011”: 81.1% of respondents considered as “internet surfers” come from cities with 10,000+ inhabitants.

<sup>8</sup> Source: Socialbakers.com; accessed 05/2012.

<b>Years of Internet Usage (and average age) of Respondents</b>			
<b>Nationality</b>	<b>Mean years of Internet Usage</b>	<b>Standard Deviation</b>	<b>Average Age of Respondents (years)</b>
Austria	13.04	3.779	31
Bulgaria	10.96	3.326	32
Czech Republic	9.90	3.587	31
France	11.88	3.922	38
Germany	10.90	3.472	29
Ireland	9.85	3.023	25
Italy	12.82	4.134	40
Malta	11.08	3.503	29
Netherlands	13.77	3.614	42
Poland	9.22	3.157	22
Romania	9.33	3.550	30
Slovakia	9.72	3.470	25
<b>Spain</b>	<b>10.79</b>	<b>4.107</b>	<b>31</b>
UK	10.86	3.335	28
Others	11.52	4.047	30
<b>Total Sample</b>	<b>10.67</b>	<b>3.712</b>	<b>30</b>

The cross country comparison of mean years of internet usage seems to indicate a noticeable East/West divide with the Czech Republic, Poland, Romania and Slovakia all being significantly below the CONSENT average of 10.67 years. This divide, however, becomes less distinct when looking at the average age of respondents: For example, the low numbers in Ireland, Poland and Slovakia have to be seen in relation to their rather low average age; similarly, the comparably high numbers e.g. in France or Italy correspond with a high average age. In the Spanish sample, the relation between years of internet usage and respondents' age is very similar to the total average – at the same time, there is a slight gender variation, and with a “gap” that appears to be increasing with age (see table below).

<b>Spain: Mean years of Internet Usage by Age and Gender</b>			<b>Mean years of Internet Usage</b>	<b>Standard Deviation</b>	<b>Count</b>
Age	20 years or less	Male	7.55	1.968	11
		Female	7.75	4.464	8
	21-30 years	Male	9.62	3.337	50
		Female	9.74	2.780	61
	More than 30 years	Male	14.02	3.477	55
		Female	12.50	4.399	34

Regarding the respondents' location, there is some variation, with a slight drop in mean years of internet usage as one moves from urban/suburban to rural; but, additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

<b>Spain: Mean years of Internet Usage by Location</b>			
	<b>Mean years of Internet Usage</b>	<b>Standard Deviation</b>	<b>Count</b>
Urban	11.20	3.801	183
Suburban	10.80	4.586	15
Rural	9.00	4.453	25

Finally, the high frequency of internet usage at home by Spanish respondents (91.9%) stands in stark contrast to the Eurobarometer data (38%<sup>9</sup> every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 48%<sup>10</sup> for Spain. However, it is confirmed partially by ONTSI 2011 reports<sup>11</sup> which states that 71.4% of respondents use the internet daily, 61% of respondent SNS users check their SNS account daily, and 91.2% of respondent SNS users connect to their SNS account from home. For the specific usage of internet at work, there are currently no comparable data available.

<b>Spain: Frequency of Internet Usage</b>								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	388	20	5	1	3	5	422
	%	91.9%	4.7%	1.2%	0.2%	0.7%	1.2%	100.0%
At work	Count	268	16	11	3	14	67	379
	%	70.7%	4.2%	2.9%	0.8%	3.7%	17.7%	100.0%

<sup>9</sup> Base however including non-users.

<sup>10</sup> No distinction between usage at home and usage at work.

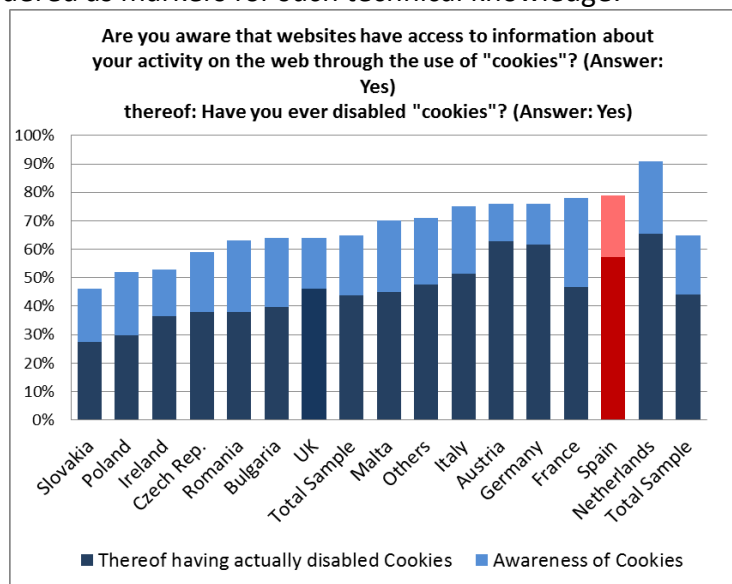
<sup>11</sup> Observatório Nacional de las telecomunicaciones y de la SI (ONTSI): “Perfil sociodemográfico de los internautas. Análisis de datos INE 2011”; “Las redes sociales en internet”.

## 5. Results

### 5.1 Online Behaviour

#### 5.1.1 General Behaviour

The level of an individual’s internet literacy and that individual’s privacy concerns represent a complex (and ambivalent) relationship. Since some level of internet proficiency is required for users to be able to avail themselves of privacy options, the awareness and usage of *technical* measures to protect personal information has been targeted within the analysis of general online behaviour. In this context, the awareness and the practices of disabling or deleting “cookies” are considered as markers for such technical knowledge.

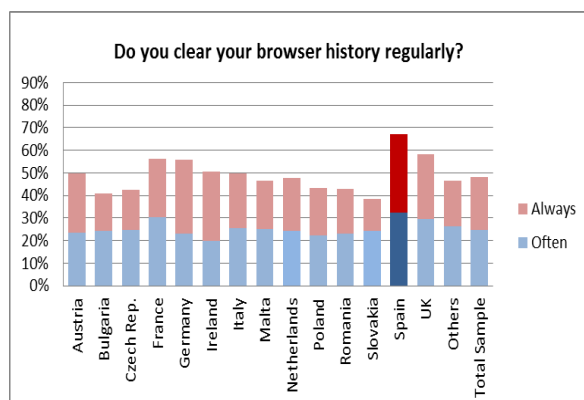
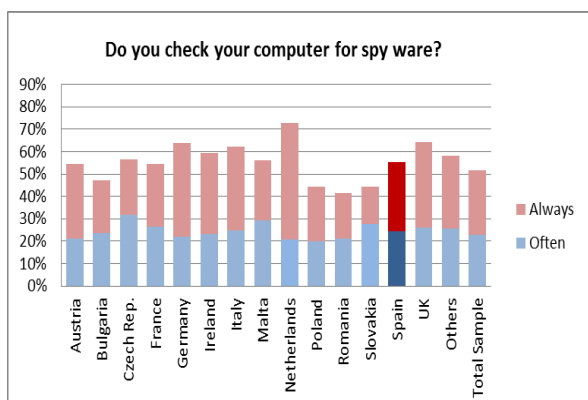
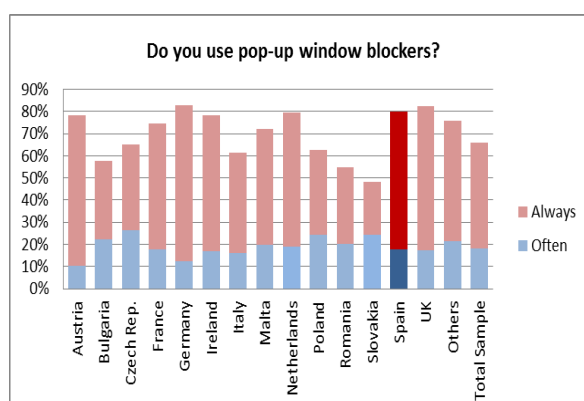
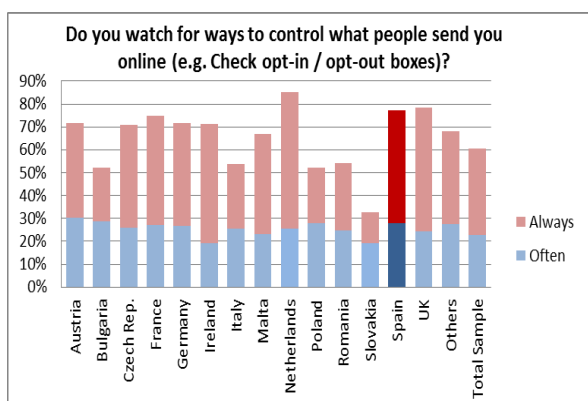


<b>Respondents who disabled cookies.</b>		
<b>Base=those who are aware of the use of cookies</b>		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
<b>Spain</b>	<b>170</b>	<b>73%</b>
Germany	388	81%
Austria	80	92%
<b>Total Sample</b>	<b>3,031</b>	<b>68%</b>

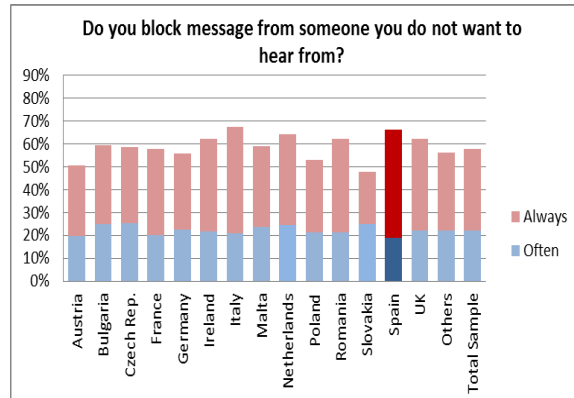
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. The Spanish respondents themselves show the second highest *awareness* of the use of cookies (79%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between Slovakia and the Netherlands (91%).

Additionally to this comparatively high awareness of cookies indicated by Spanish respondents, 73% of those Spanish respondents who were aware of the use of cookies stated that they ever disabled them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia.<sup>12</sup>

Similarly, different “technical” measures being taken to maintain or increase personal internet security cannot simply be explained by differences in geographic regions.



<sup>12</sup> Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.



On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what people send them online, to 48% of all respondents always or often clearing their browser history. The lowest spread between countries is observable in the practice of blocking messages (Slovakia 47.9%, Italy 67.3%) whilst the highest spread is in watching for ways to control what is being sent online (Slovakia 32.6%, Netherlands 85.1%). In all practices (with the exception of checking their computer for spy ware), Spanish respondents show results that are at the high end of the total CONSENT sample.

### 5.1.2 Online Shopping Behaviour

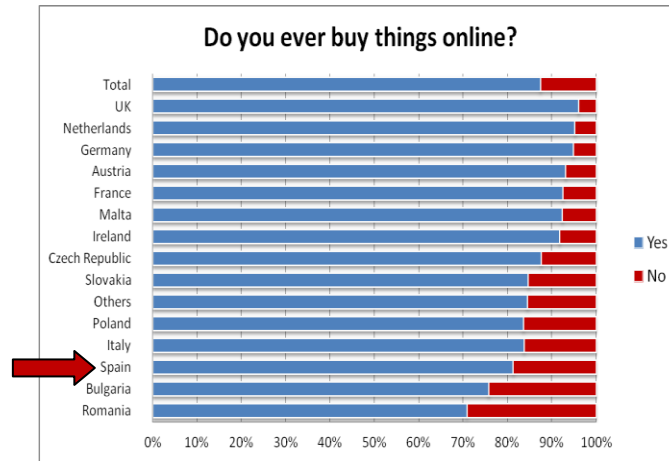
The higher incidence of online shopping found in the current study when compared to previous studies may, again, reflect the fact that the sample in the CONSENT study is one of experienced internet users whereas those in other studies<sup>13</sup> is more likely to consist of general internet users.

Do you ever buy things online? (Answer: Yes)				
Nationality	CONSENT sample	Eurobarometer	Eurostat 2010	Eurostat 2011
Romania	70.8%	26%	9%	13%
Bulgaria	75.8%	21%	11%	13%
<b>Spain</b>	<b>81.3%</b>	<b>39%</b>	<b>36%</b>	<b>38%</b>
Italy	83.8%	35%	25%	27%
Poland	83.6%	56%	45%	45%
Others	84.5%	n.a.	n.a.	n.a.
Slovakia	84.7%	52%	41%	47%
Czech Republic	87.6%	63%	37%	39%
Ireland	91.7%	73%	52%	55%
Malta	92.4%	62%	60%	65%
France	92.5%	66%	69%	66%
Austria	93.1%	62%	60%	60%
Germany	94.8%	72%	72%	77%

<sup>13</sup> According to the ONTSI (Observatório Nacional de las telecomunicaciones y de la SI) report “La sociedad en red. Informe annual 2011”, 43.1% of respondents are shopping online.

Netherlands	95.2%	81%	74%	74%
UK	96.0%	79%	79%	82%
<b>Total Sample</b>	<b>87.4%</b>	<b>60%</b>	<b>57%</b>	<b>58%</b>

Note: The percentages applied in the Eurobarometer and Eurostat studies are all based on internet users.



Spain: Online Shopping practice by Age			Spain: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	74.1%	25.9%	Urban	82.1%	17.9%
21 – 30 years	82.4%	17.6%	Suburban	94.4%	5.6%
> 30 years	86.4%	13.6%	Rural	87.5%	12.5%

Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% are those traditionally regarded as belonging to the former eastern bloc, the remaining two, Italy and Spain, may be seen as representative of a southern European flank. Thus, there can be observed a certain East/South-West/North divide; however, e.g. the figures for Malta do not “fit” into such classification.

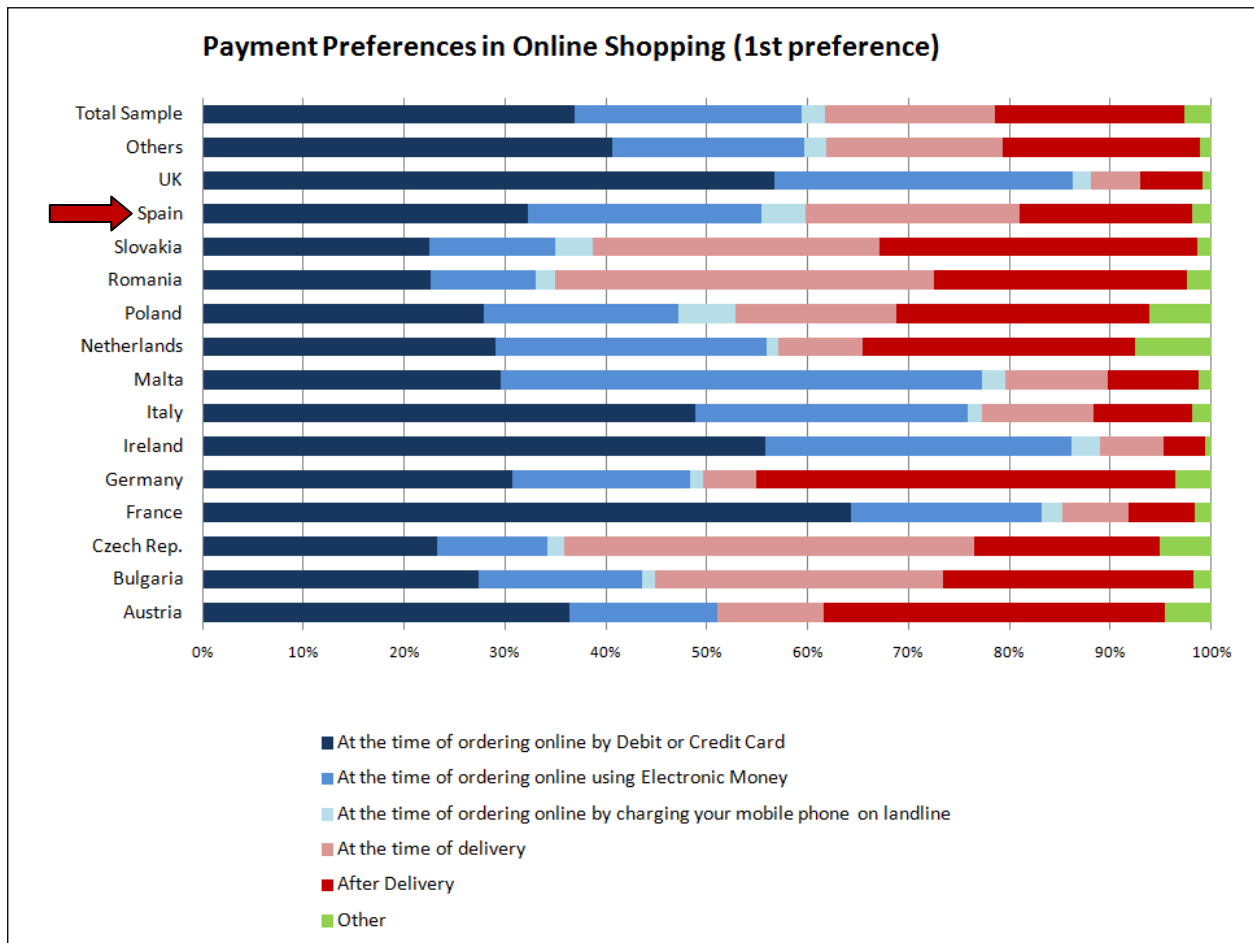
Online shopping activity of the Spanish respondents appears to be *not* substantially linked to location. Regarding age, though, there seems to be an increase in positive affirmations to shopping online with increasing age.

Regarding online shopping *frequency*, Spanish respondents are slightly below-average in comparison to other European respondents, with 76.7% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only 14.5% shopping between 11-20 times a year (total sample 20.5%) and 8.7% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a slightly below-average preference in Spain to pay (via Debit/Credit card or Electronic Money) at the time of ordering. In contrast to particularly France, Germany, Ireland, the Netherlands and the UK, a considerable portion of Spanish respondents is also tending towards the payment to be made at the time of delivery. These differences may point at potential trust issues with online shopping providers in these



countries, but it may also be a reflection of the availability of the option of payment at the time of delivery.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Spanish respondents who have never bought anything online: Of these 226 responses (multiple answers were allowed in the question "Why didn't you buy anything online"), 16.4% stated lack of trust in online sellers was their reason for refraining from online shopping, whereas this trust issue ranges from 5.6% (France) to 46.2% (Malta) with a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: a fear of disclosing financial details online (Spain 18.1%, total sample 14.9%) and the fear that when receiving things bought online they will not be the ones that were ordered (Spain 14.6%, total sample 14.2%).

A further stratification of the reasoning behind not getting involved in online shopping on a country level results in very small absolute numbers with limited significance; however, there is also no general sign that urban or rural location influence trust, or foster the preference for a more (or less) "traditional" shopping experience, and there appears to be an increasing preference for payment at the time of ordering with the Spanish respondents' age increasing.

Spain: Payment Preferences in Online Shopping (1 <sup>st</sup> preference) by Age								
Age		At the time of ordering online by Debit or Credit card	At the time of ordering online using Electronic Money	At the time of ordering by charging your mobile phone on landline	At the time of delivery	After delivery	Other	Total
20 years or less	Count	7	7	1	12	7	1	35
	Percentage	20.0%	20.0%	2.9%	34.3%	20.0%	2.9%	100%
21 – 30 years	Count	46	41	5	30	23	1	146
	Percentage	31.5%	28.1%	3.4%	20.5%	15.8%	0.7%	100%
> 30 years	Count	46	24	6	24	19	4	123
	Percentage	37.4%	19.5%	4.9%	19.5%	15.4%	3.3%	100%

### 5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Spain	Count	333	55
	Percentage	85.8%	14.2%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Spain	Percentage	56%	44%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Spanish respondents having ever opened a SNS account is very similar to the overall CONSENT results and confirms the Eurobarometer data in which Spanish users range slightly above the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (89%), suburban (67%) or rural (87%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Spain		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	118	14.7%	2,422	16.7%
Dating websites such as parship. com	19	2.4%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	201	25.0%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	138	17.2%	2,574	17.8%
Micro blogging websites such as Twitter	163	20.3%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	98	12.2%	1,675	11.6%
Multi-player online games	67	8.3%	1,161	8.0%

The percentages of Spanish respondents having ever created accounts with micro blogging websites such as Twitter (20.3%) stand considerably above the percentage for the total sample.

This higher incidence is counter-balanced by smaller percentages of respondents who open accounts with most other UGC (non-SNS) websites.

## 5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Spanish respondents gave a clear preference to Facebook (having opened an account with) which was preferred by 94.9% of Spanish respondents (54.2% Tuenti, 16.3% Google+, 15.9% MySpace) which is similar to 96.7% of total CONSENT respondents.<sup>14</sup>

Why would you miss this SNS website (Facebook)?				
	Spain		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	71	26.8%	2,751	31.0%
It's easier to use than other sites	20	7.5%	630	7.1%
It has more features than other sites	18	6.8%	683	7.7%
I trust this site more than other sites	22	8.3%	311	3.5%
It's easier to meet new people on this site	8	3.0%	405	4.6%
It is more fashionable	20	7.5%	524	5.9%
It is used worldwide	32	12.1%	1,347	15.2%
It gives you information quickly	29	10.9%	1,035	11.7%
You can find out what is happening worldwide	29	10.9%	893	10.1%
Other	16	6.0%	301	3.4%

From the table above it appears that for Spanish respondents an important driver for the use of Facebook is networking (which is confirmed by findings in the ONTSI study) and, to a lesser extent, its worldwide coverage, within a wide variation between countries, ranging from the UK (25.7%) at the lower end to Malta (44.3%) at the upper end. A similar distribution of answers was given to the question why this site is being used most often.

Why don't you use your account with this SNS site?				
	Spain		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	1	0.8%	128	4.0%
This type of website no longer interests me	34	27.2%	952	29.6%
I tried the website but found I didn't like	28	22.4%	573	17.8%
I no longer trust the company running the website	9	7.2%	112	3.5%
My friends / colleagues no longer use this website	28	22.4%	1,105	34.4%
I was concerned about use of information about me	13	10.4%	147	4.6%
Other	12	9.6%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a lower-than-average interest of Spanish respondents in networking effects (Spain 22.4%, total sample

<sup>14</sup> Following the ONTSI report "Las redes sociales en internet", 54% of interviewed SNS users preferred Facebook over other SNS, and younger respondents show a generally higher frequency of SNS usage.

34.4%) which is complemented by 27.2% who indicate disinterest; considerable 17.6% give trust issues as a reason (compared to the total sample average of 8.1%).

<b>Why did you delete your account with this SNS site?</b>				
	<b>Spain</b>		<b>Total Sample</b>	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	10	11.5%	277	15.5%
The website no longer interests me	20	23.0%	569	31.8%
I no longer trust the company running the site	12	13.8%	130	7.3%
My friends / colleagues no longer use this website	8	9.2%	334	18.7%
I was concerned about use of information about me	14	16.1%	183	10.2%
I want the content that I have created on the website to be deleted	18	20.7%	222	12.4%
Other	5	5.7%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are more strongly indicated by Spanish respondents (Spain combined 50.6%<sup>15</sup>, total sample 29.9%) than was the case for simply not using the account. However, as in the total sample, disinterest remains the major single motivator for people deleting their accounts (as was the case for non-usage of the account).

<b>Why did you delete your accounts with UGC websites?</b>				
	<b>Spain</b>		<b>Total Sample</b>	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	58	19.2%	1,012	17.0%
The website no longer interests me	87	28.8%	2,070	34.8%
I no longer trust the company running the site	22	7.3%	305	5.1%
My friends no longer use this website	19	6.3%	455	7.7%
Membership of the website is not worth the money	18	6.0%	304	5.1%
I was concerned about use of information about me	45	14.9%	664	11.2%
I want the content that I have created on the website to be deleted	33	10.9%	685	11.5%
I don't want people to know that I have used this website	17	5.6%	327	5.5%
Other	3	1.0%	123	2.1%

The distribution of reasons for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 38.7%<sup>16</sup> of Spanish respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being above the average percentage of 33.3% of total respondents with similar concerns. But, again, dislike and disinterest (combined 48.0%) remain the stronger motivators.

<sup>15</sup> Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me" and "I want the content that I have created on the website to be deleted".

<sup>16</sup> Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me", "I want the content that I have created on the website to be deleted" and "I don't want people to know that I have used this website".

Spain: Why haven't you ever opened an account with this kind of website?						
	20 years or less		21 - 30 years		> 30 years	
	Count	Percentage	Count	Percentage	Count	Percentage
This kind of website does not interest me	51	53.1%	309	53.8%	310	59.6%
Hadn't heard of this type of website before now	9	9.4%	37	6.4%	16	3.1%
Didn't know you could open an account with websites like this before now	3	3.1%	20	3.5%	12	2.3%
None of my friends use this website	3	3.1%	19	3.3%	14	2.7%
It is not worth the money	7	7.3%	35	6.1%	22	4.2%
I was concerned about use of information about me	1	1.0%	20	3.5%	25	4.8%
I visit these sites but don't feel the need to become a member	22	22.9%	134	23.3%	121	23.3%

The main reason for *not opening* an account with an UGC (non-SNS) site appears to be also the lack – or loss – of interest, which is independent from age. The specific concern about information disclosure, however, is increasing with the respondents' age, and although this percentage remains relatively low in Spanish respondents as well as in the total sample (4.1%), it may indicate that whilst among most respondents potential misuse of information disclosed online is not top of mind, there is a small core of respondents for whom this is a concern.

## 5.3 Disclosure of Personal Information

### 5.3.1 Types of Information

Thinking of your usage of UGC sites, which types of information have you already disclosed?	Spain		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	1	0%	97	1%
Financial Information	8	3%	194	3%
Work history	60	19%	2,074	30%
ID card / passport number	17	5%	173	3%
Name	251	79%	5,679	83%
Home address	41	13%	1,028	15%
Nationality	220	69%	3,966	58%
Things you do (hobbies etc.)	111	35%	3,626	53%
Tastes and opinions	152	48%	3,002	44%
Photos of you	182	57%	4,635	68%
Who your friends are	147	46%	3,731	55%
Websites you visit	56	18%	1,138	17%
Mobile phone number	51	16%	1,527	22%
Email address	245	77%	5,434	79%
Other	18	6%	243	4%

There are some differences between Spain and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding their work history (which corresponds with the low usage of business networking sites) and the disclosure of things you do (hobbies etc.). Additionally, there are some differences to the results of the Eurobarometer survey, which split the question between information released on SNS websites and information given in the context of online shopping:

Eurobarometer Survey: Which types of information have you already disclosed?	Spain		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	5%	9%	3%	5%
Financial Information	38%	20%	33%	10%
Work history	11%	13%	5%	18%
ID card / passport number	51%	31%	18%	13%
Name	88%	80%	90%	79%
Home address	74%	40%	89%	39%
Nationality	46%	57%	35%	47%
Things you do (hobbies etc.)	9%	42%	6%	39%
Tastes and opinions	13%	46%	5%	33%
Photos of you	9%	46%	4%	51%
Who your friends are	5%	27%	2%	39%
Websites you visit	3%	13%	4%	14%

Mobile phone number	43%	22%	46%	23%
Other	0%	0%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Spanish respondents in the Eurobarometer study are fairly similar to each other, but the Spanish (as well as all) CONSENT respondents are significantly less likely to have disclosed their ID card / passport number and their home address. This substantial difference to Eurobarometer respondents supports the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider these data at a clearly different level of privacy than hobbies, tastes and opinions, photos, or friends relationships.

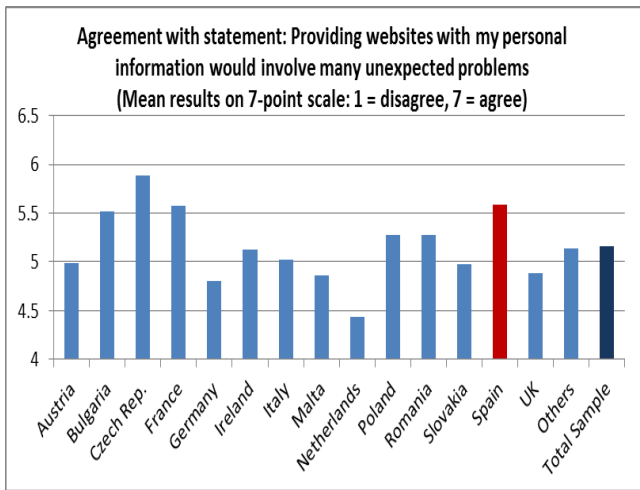
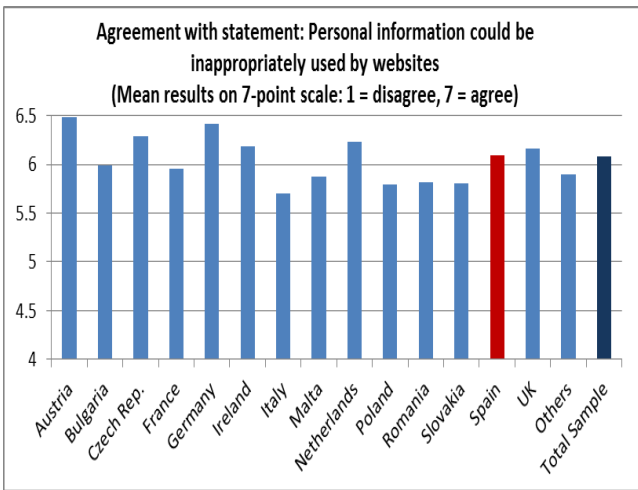
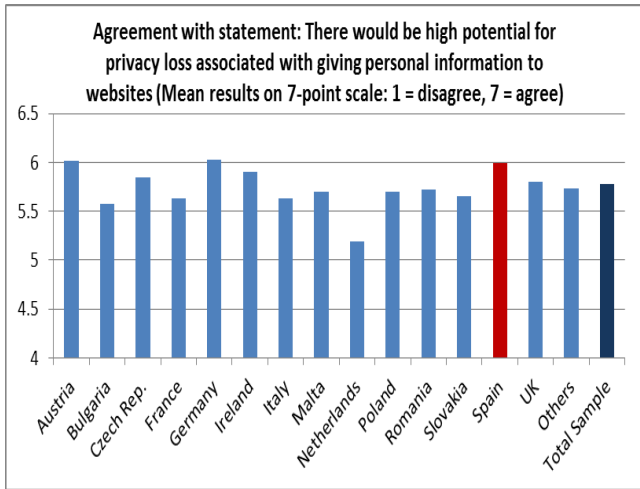
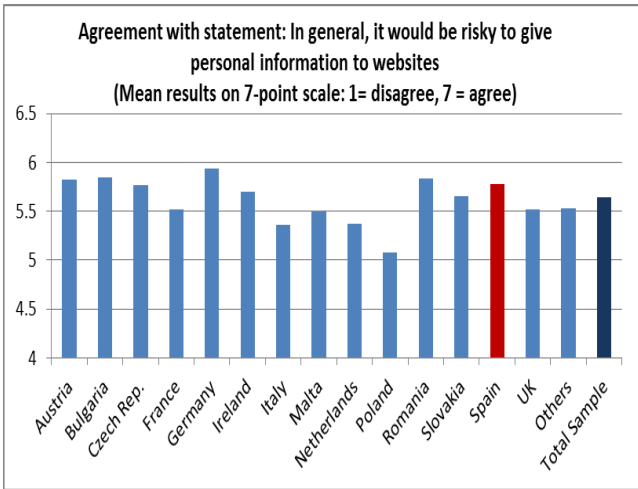
### 5.3.2 Risk Perceptions

<b>Perception of general risks related to the disclosure of personal information</b> (Rated on a 7-point scale, 1 = disagree, 7 = agree)	<b>Spain</b>	<b>Total Sample</b>
	Mean	Mean
In general, it would be risky to give personal information to websites	5.78	5.64
There would be high potential for privacy loss associated with giving personal information to websites	6.00	5.78
Personal information could be inappropriately used by websites	6.09	6.08
Providing websites with my personal information would involve many unexpected problems	5.59	5.16

The set of results in the table above relates to general risk perceptions: Spanish respondents agree that giving personal information online is risky and perceive this risk as slightly higher than the overall CONSENT average. In contrast, in the Eurobarometer survey 37% of Spanish respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 59% disagreed (EU27: 63%); but 82% of the Spanish (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”<sup>17</sup> – a statement which could be read as a certain acceptance of risk but may, partially, also be blurred with differing interpretations of a “modern life”.

Spanish CONSENT respondents are above the total sample average in their perception of general risks, the risk of privacy loss, and in the risk of information misuse, but the highest perception of risk is towards the risk of having to face many unexpected problems when providing websites with personal information.

<sup>17</sup> The base for these Eurobarometer questions was both internet users and non-users. However, on a EU27 level the results show no substantial differences between users and non-users.





Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	Spain		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	239	81.6%	4,872	73.9%
Information being shared with third parties without your agreement	237	81.2%	4,799	72.7%
Information being shared to send you unwanted commercial offers	258	87.1%	5,342	80.9%
Your personal safety being at risk	82	28.2%	1,596	24.4%
Becoming victim of fraud	89	30.4%	2,082	31.8%
Being discriminated against (e.g. job selection)	90	31.0%	1,491	22.9%
Reputation being damaged	81	27.8%	1,638	25.1%

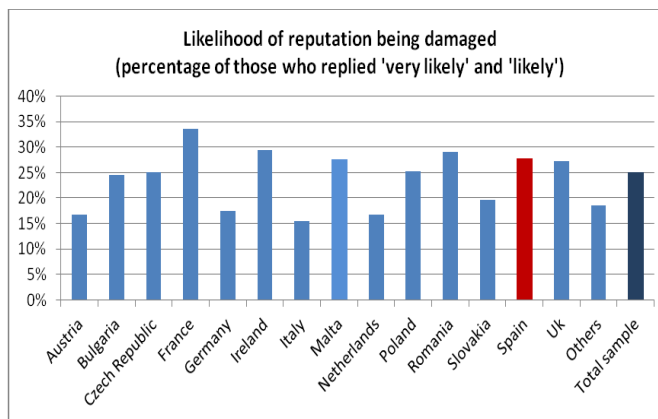
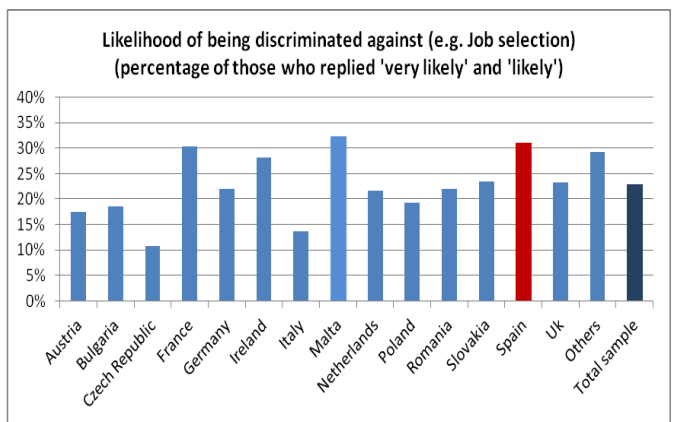
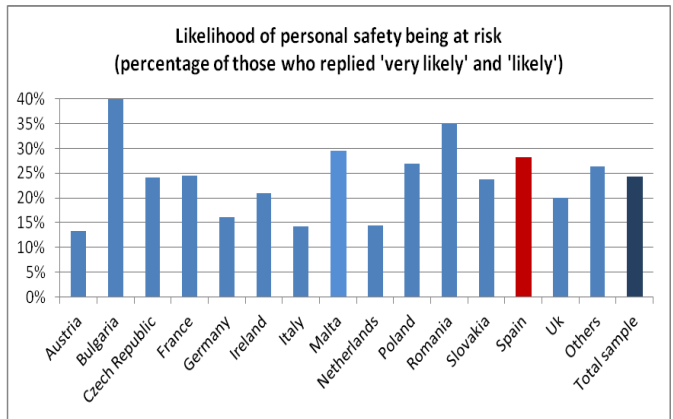
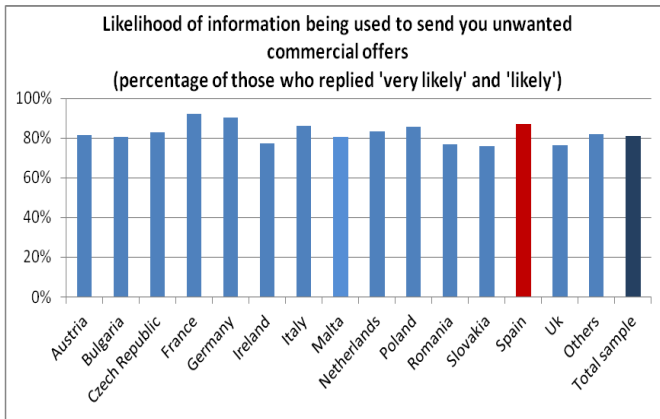
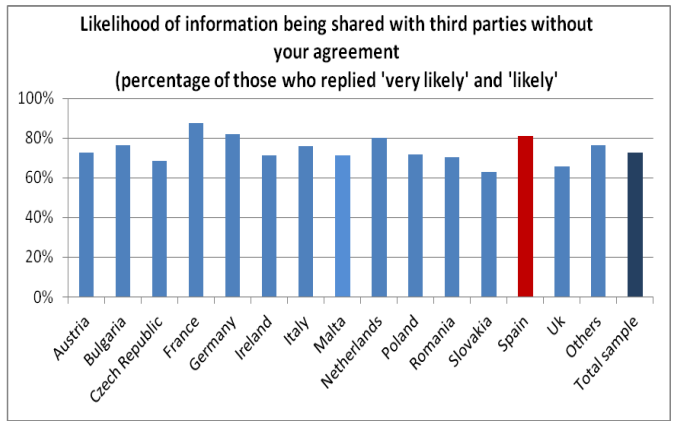
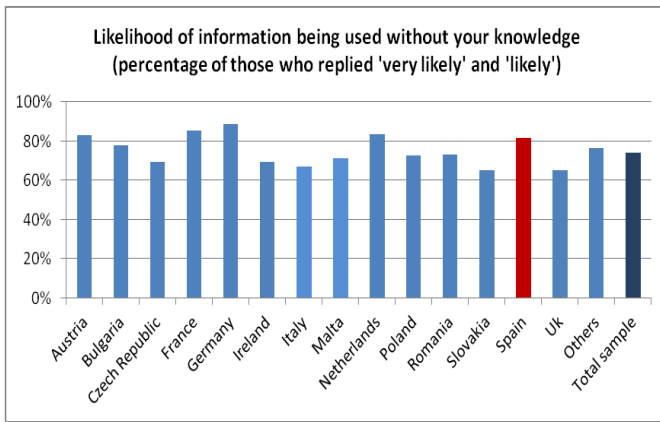
Eurobarometer What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	Spain		EU27	
	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	35%	40%	43%	44%
Information being shared with third parties without your agreement	29%	26%	43%	38%
Information being shared to send you unwanted commercial offers	21%	20%	34%	28%
Your personal safety being at risk	26%	31%	12%	20%
Becoming victim of fraud	60%	52%	55%	41%
Being discriminated against (e.g. job selection)	4%	5%	3%	7%
Reputation being damaged	9%	15%	4%	12%

Analyses on the level of *specific* risks connected with the disclosure of personal information on UGC sites show an even more differentiated picture. Whilst, here, the statements in the CONSENT and Eurobarometer studies for the results shown in the tables above were identical, different questions were asked about the statements. This makes a direct comparison of the results from the two studies difficult. The Eurobarometer question requires selecting the most important risks up to a maximum of three answers which necessarily focuses attention on the risks more generally encountered and deemed to have the most serious consequences. By contrast, the CONSENT data reflect a more realistic picture of the perception of the likelihood of all potential consequences. There is a higher level of perceived likelihood of all risks in the

CONSENT study when compared to the importance of these risks found in Eurobarometer, except for becoming a victim of fraud. Becoming a victim of fraud is certainly an important risk (as shown from the Eurobarometer results), but it is perceived as not amongst the three risks most likely to occur in the CONSENT study.

More than 70% of respondents in the CONSENT study think that it is likely or very likely that information disclosed on UGC sites is used without their knowledge, used to send them unwanted commercial offers and shared with third parties without their agreement. The other four risks are deemed to be far less likely to occur (all less than 33%).

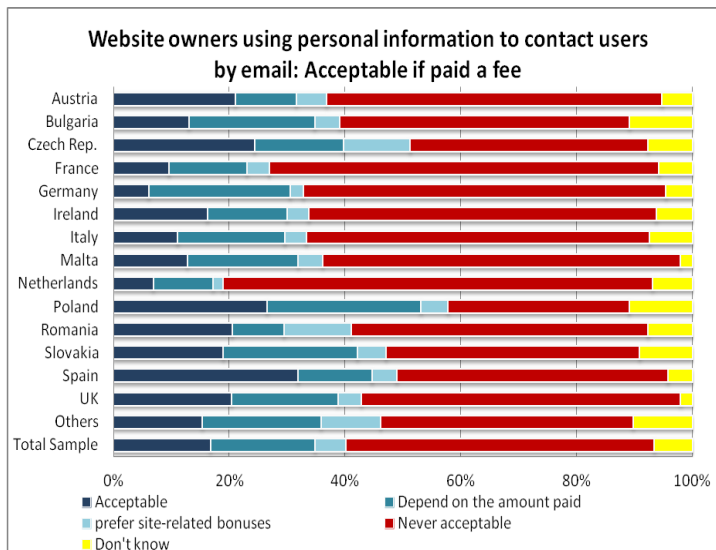
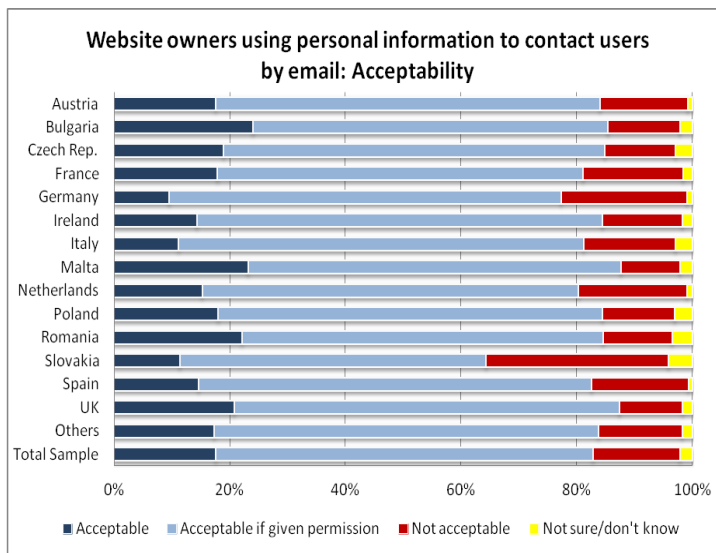
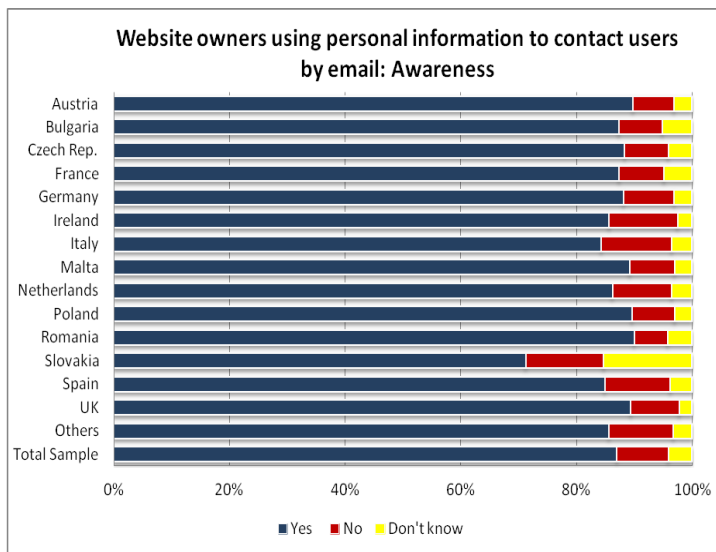
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; Spanish respondents appear to generally perceive more risks than the average CONSENT respondent. Additionally, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from Spain show a particularly high level regarding the perceived risk of being discriminated against, similar only to France and Malta.



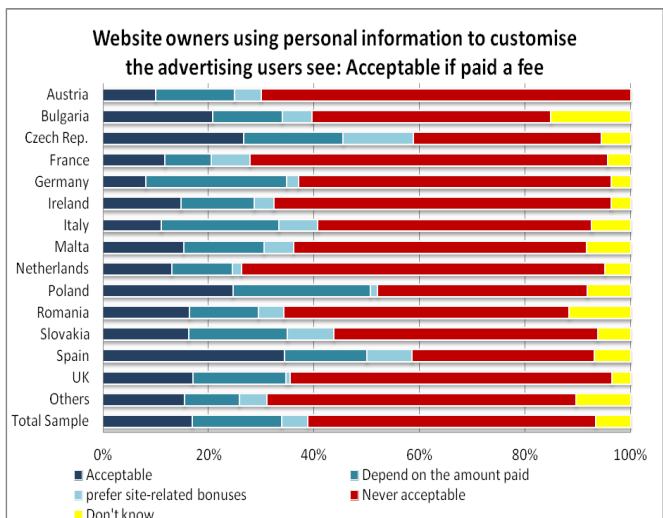
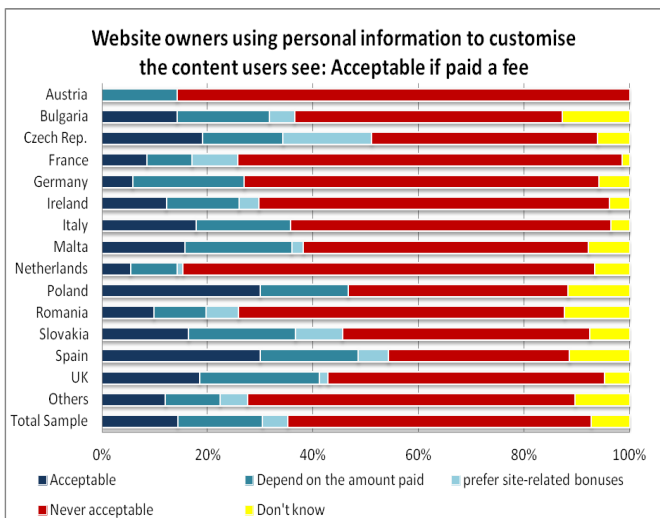
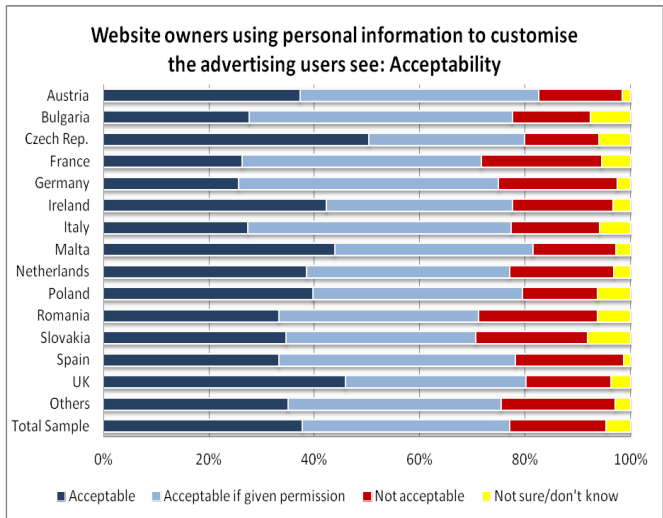
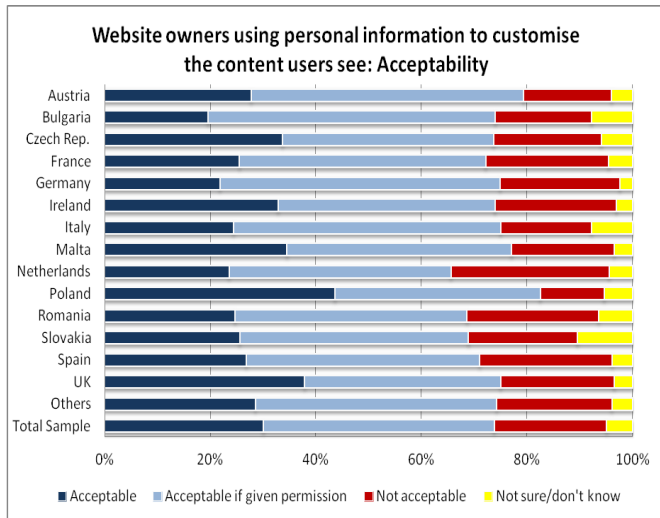
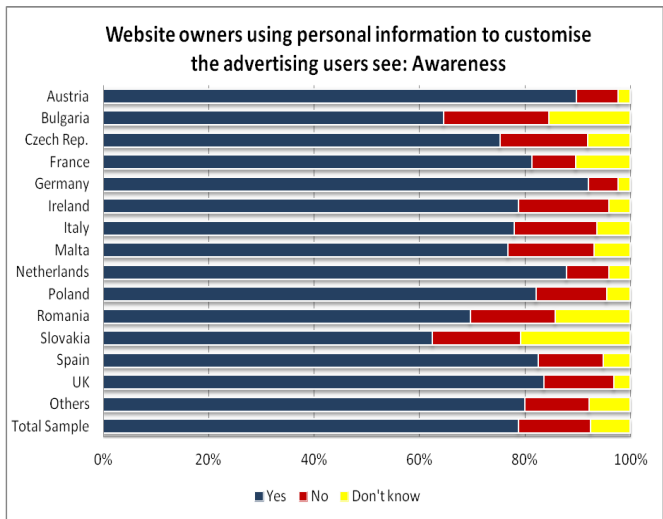
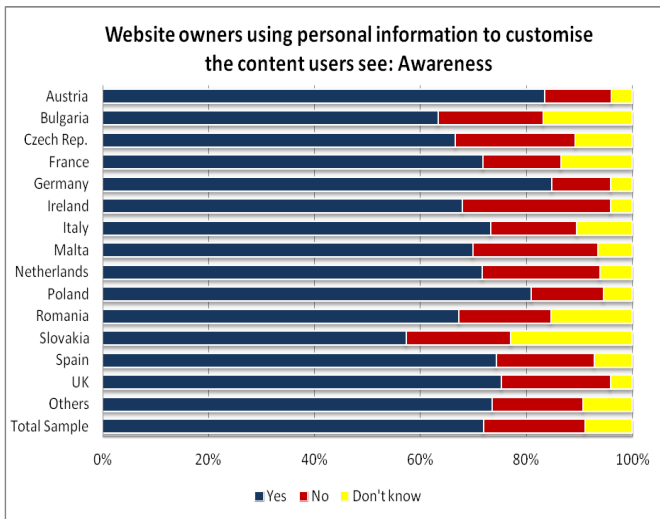
### 5.3.3 Awareness and Acceptance

Were you aware that the information you include in your account on a website may be used by the website owners for a number of purposes?				
	Count	Yes	No	Not sure what this means
Austria	128	88.3%	6.2%	5.5%
Bulgaria	403	72.0%	18.6%	9.4%
Czech Republic	687	76.7%	15.9%	7.4%
France	319	70.8%	9.4%	19.7%
Germany	637	88.9%	6.8%	4.4%
Ireland	599	59.9%	33.4%	6.7%
Italy	182	83.5%	11.5%	4.9%
Malta	478	74.7%	18.2%	7.1%
Netherlands	326	83.1%	11.0%	5.8%
Poland	548	81.9%	13.9%	4.2%
Romania	706	76.5%	13.9%	9.6%
Slovakia	422	60.9%	28.2%	10.9%
<b>Spain</b>	<b>307</b>	<b>82.4%</b>	<b>14.0%</b>	<b>3.6%</b>
UK	957	64.9%	28.8%	6.3%
Others	294	74.1%	17.0%	8.8%
<b>Total Sample</b>	<b>6,993</b>	<b>74.3%</b>	<b>18.2%</b>	<b>7.5%</b>

Generally, Spanish respondents show also a high level of awareness amongst CONSENT respondents about the use of personal information, at a similar level as Poland, the Netherlands and Italy, compared to some countries where respondents were substantially less aware (in particular Ireland and Slovakia). But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

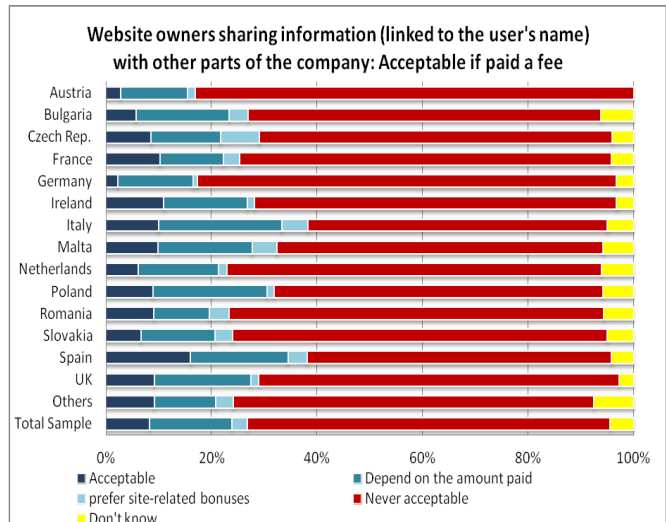
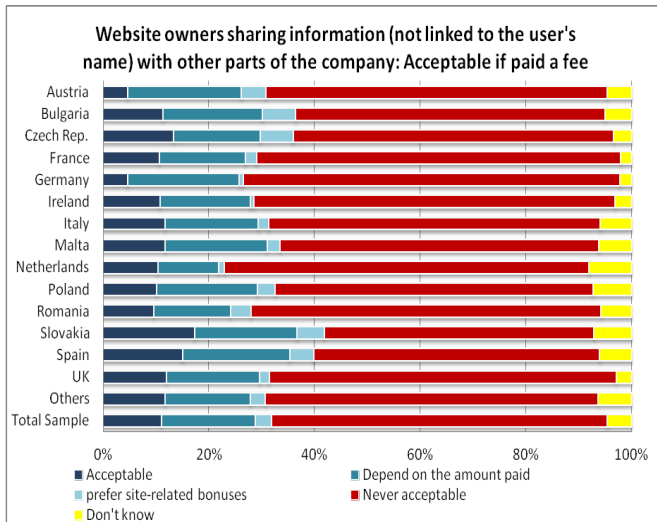
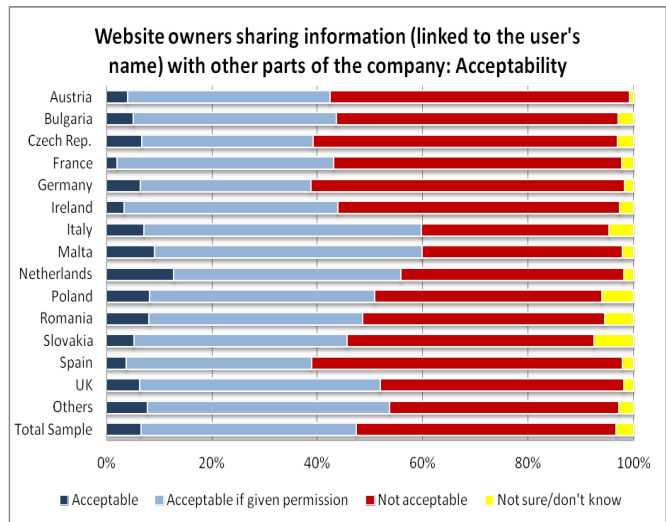
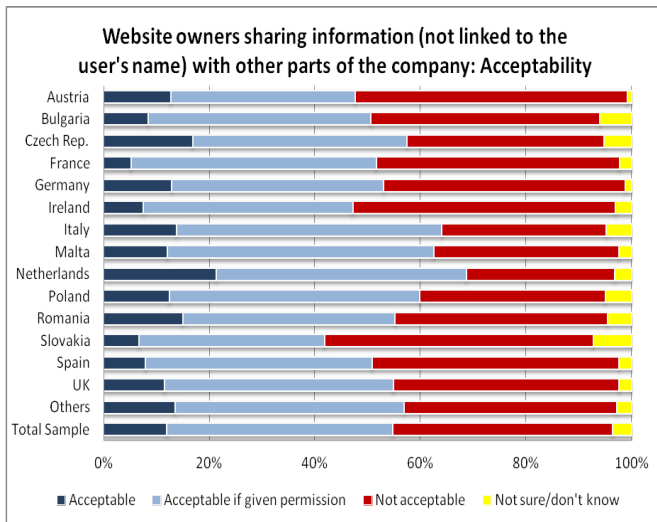
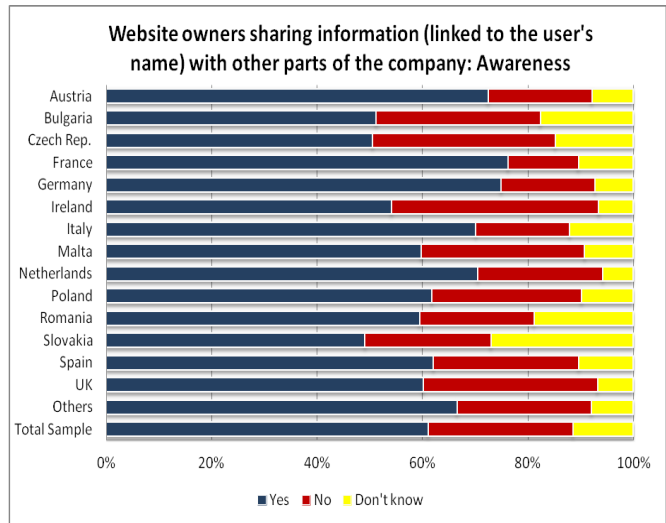
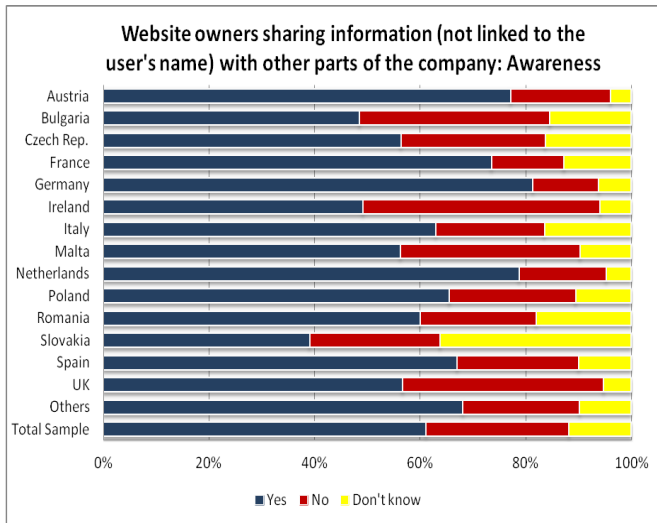


Base: Only respondents who answered that it was unacceptable to contact users by email.



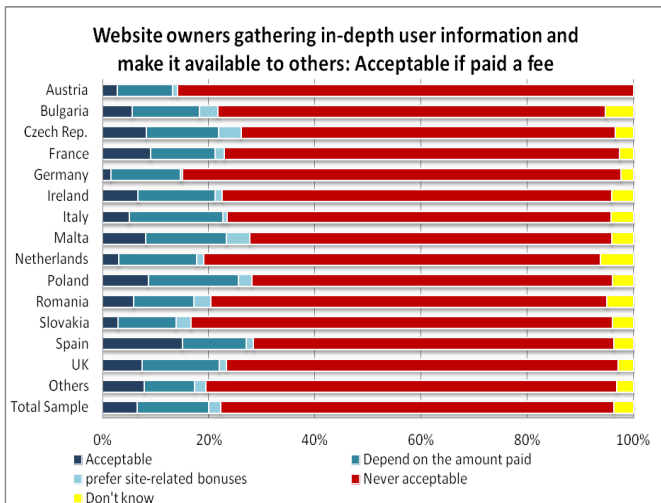
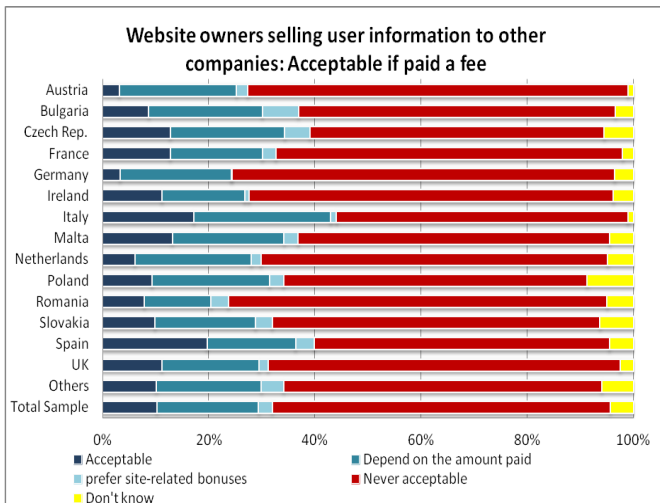
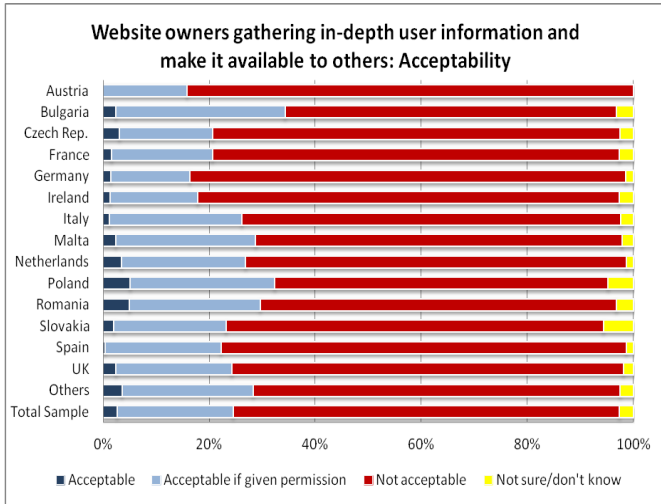
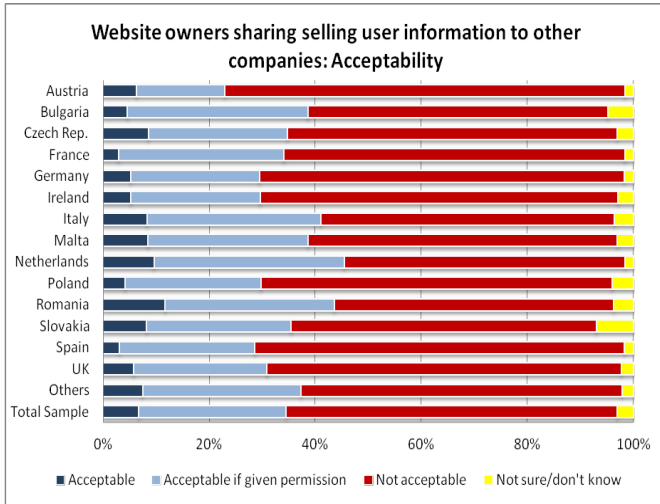
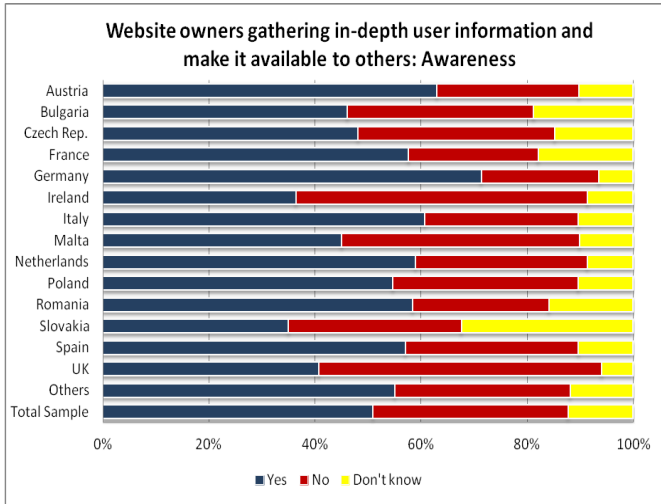
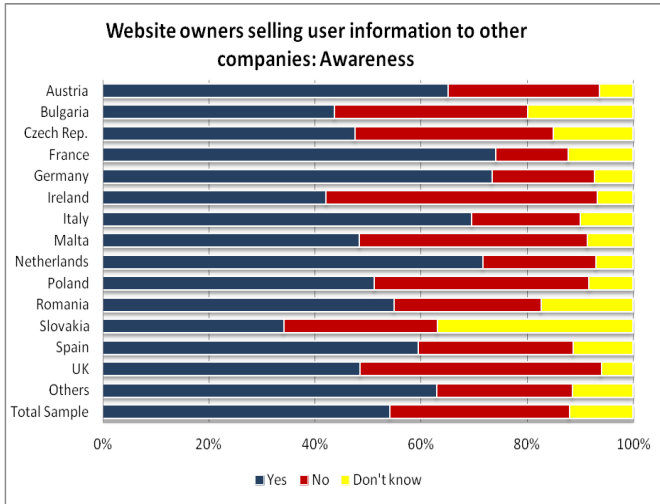
Base: Only respondents who answered it was unacceptable to customize the content users see.

Base: Only respondents who answered it was unacceptable to customize the advertising users see.



Base: Only respondents who answered it was unacceptable that website owners share information (not linked to the user's name) with other parts of the company.

Base: Only respondents who answered it was unacceptable that website owners share information (linked to the user's name) with other parts of the company.



Base: Only respondents who answered it was unacceptable that website owners sell information to other companies.

Base: Only respondents who answered it was unacceptable that website owners gather in-depth information and make it available to others.



Regarding the awareness – and acceptance – of specific purposes, the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There are uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email, and the large majority of those who deem it acceptable for website owners to use information to contact users by email think that this should only be done if permission has been granted by users.

Of those who do not think it acceptable for information to be used to contact them by email, in most countries the majority still think it unacceptable even if they were to be paid a fee. Together with respondents from Poland, the Czech Republic and Slovakia, Spanish respondents are slightly below the total CONSENT average (Spain 47%, total sample 53%).

There is also little support for the idea of receiving site related bonuses in return for information being used to contact users by email.

Awareness and acceptance of the use of personal information to customise content and advertising is high as well, though not at the levels of use of information to contact users by email and with more variability between countries. Here, the Spanish respondents show a high level of awareness and also an above-average level of non-acceptance. Interestingly, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, are generally more willing to consider commercial trade-off's in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising, but, potentially, also to a privacy-related fine line drawn between the sphere of “private” (and not to be commercialised) content and the “public” sphere of advertising.

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appears to be some form of “balance” between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is being shared with other parts of the website owner's company. Gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Spanish respondents show together with those from Poland and Malta the lowest level of non-acceptance (Spain 68%, total sample 74%).

## 5.4 Privacy

### 5.4.1 Experience of Privacy Invasions

<b>Perceived privacy invasions / information misuse</b>		
<b>Mean Results</b>		
Nationality	How frequently have you been victim of what you felt was an improper invasion of privacy on the internet? Rating on a 7-point scale 1 = never, 7 = very frequently	How much have you heard or read about the potential misuse of the information collected from the internet? Rating on a 7-point scale 1 = not at all, 7 = very much
Austria	3.31	5.86
Bulgaria	3.06	4.82
Czech Rep.	2.87	5.43
France	3.15	4.74
Germany	3.36	5.86
Ireland	2.63	4.55
Italy	3.05	4.60
Malta	2.60	4.43
Netherlands	2.92	5.38
Poland	2.83	4.45
Romania	3.01	4.68
Slovakia	2.60	4.49
<b>Spain</b>	<b>3.22</b>	<b>5.17</b>
UK	2.60	4.67
Others	2.79	5.00
<b>Total Sample</b>	<b>2.89</b>	<b>5.13</b>

Actual experiences of invasions of privacy are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Spanish respondents score higher than the total sample average in both the personal invasion of privacy, and in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 63% of Spanish respondents had “heard” about violation of privacy or fraud (EUR27: 55%), but only 9% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 7% of the Spanish actually reported an abuse of personal information.

## 5.4.2 Safeguarding Privacy

		Have you ever changed the privacy settings of your personal profile on a UGC site?				
Nationality	Count	Never	Rarely	Sometimes	Often	Always
Austria	114	4.4%	7.9%	22.8%	23.7%	41.2%
Bulgaria	395	7.3%	13.9%	32.7%	23.8%	22.3%
Czech Rep.	631	12.2%	11.6%	30.7%	23.6%	21.9%
France	279	15.4%	17.6%	24.7%	25.8%	16.5%
Germany	615	2.4%	3.9%	16.6%	22.8%	54.3%
Ireland	587	7.0%	8.5%	23.0%	22.1%	39.4%
Italy	169	16.6%	12.4%	32.5%	18.3%	20.1%
Malta	466	7.1%	7.7%	32.0%	25.1%	28.1%
Netherlands	312	12.2%	6.4%	23.4%	27.6%	30.4%
Poland	536	6.0%	14.2%	29.7%	25.9%	24.3%
Romania	711	11.3%	12.2%	33.9%	20.1%	22.5%
Slovakia	414	7.7%	12.1%	39.9%	23.7%	16.7%
<b>Spain</b>	<b>300</b>	<b>4.7%</b>	<b>9.7%</b>	<b>28.0%</b>	<b>22.0%</b>	<b>35.7%</b>
UK	957	6.9%	6.1%	26.9%	24.2%	35.9%
Others	284	6.3%	12.3%	30.3%	26.4%	24.6%
<b>Total Sample</b>	<b>6,770</b>	<b>8.1%</b>	<b>9.9%</b>	<b>28.4%</b>	<b>23.6%</b>	<b>29.9%</b>

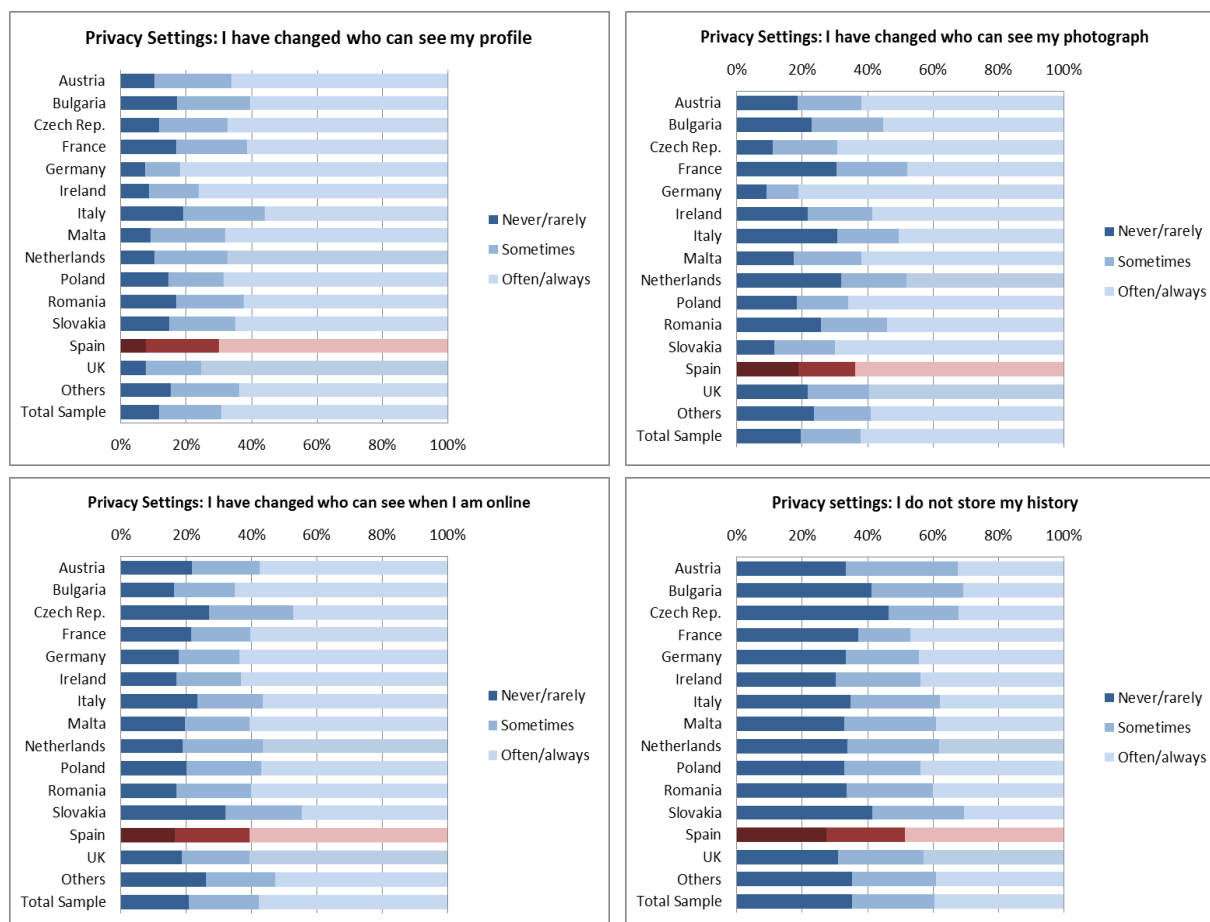
In respect to the question how the respondents safeguard their privacy, 57.7% of the Spanish respondents often or always change the privacy settings of their personal profiles on UGC sites. This is above the overall sample average (53.5%). Spanish respondents who never or rarely changed privacy settings amounted to 14.4% which is compared to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Spanish respondents were slightly below-average (49%; EU27: 51%). However, “trying” is a more vague expression which asks more for (more or less serious) intentions rather than actual practices.

On an overall level the CONSENT data reveal a strong confidence (into providers’ practices) of those users who never changed privacy settings. In fact 38.6% of respondents either trusted the site to set appropriate privacy settings, or they were happy with the standard settings. Another 14.7% “did not find the time to look at the available options”, revealing a certain user inertia.

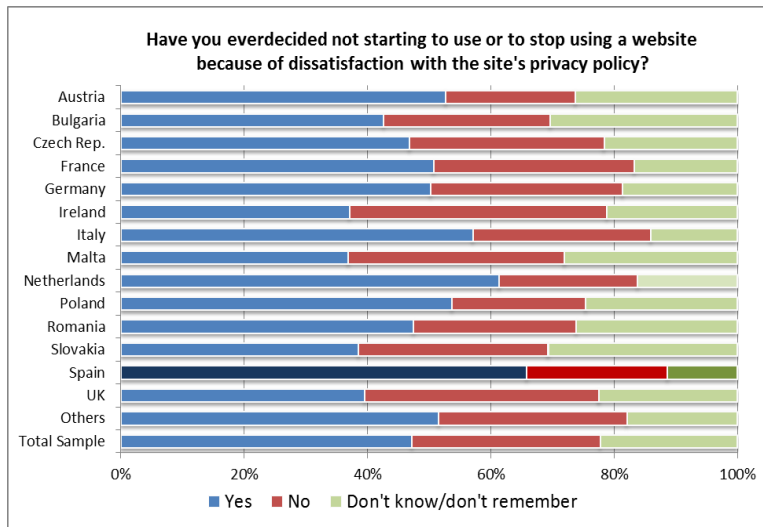
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Spain: Changes in Privacy Settings				
		I have made the privacy settings less strict such that more information about me is available to others	Sometimes I have made the privacy settings stricter and sometimes less strict	I have made the privacy settings stricter so that others can see less information about me
Spain	Count	5	39	231
	Percentage	1.8%	14.2%	84.0%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Spanish respondents strongly tend to change their privacy settings to a stricter level, demonstrating above-average behaviour compared to the total sample average, with results of other nationalities ranging from 63.8% (Romania) to 89.9% (Germany). Regarding what specific settings are actually being changed, a comparison shows that some practices, in particular changing who can see a personal profile, are significantly more established than others (particularly storing one's history). In changing who can see one's profile, who can see one's photograph online, who can see when one is online, and in storing one's history, Spanish respondents are more restrictive than the total CONSENT average. It is in this setting of who can see one's photograph, where the widest disparities between country results can be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.



### 5.4.3 Dealing with Privacy Policies



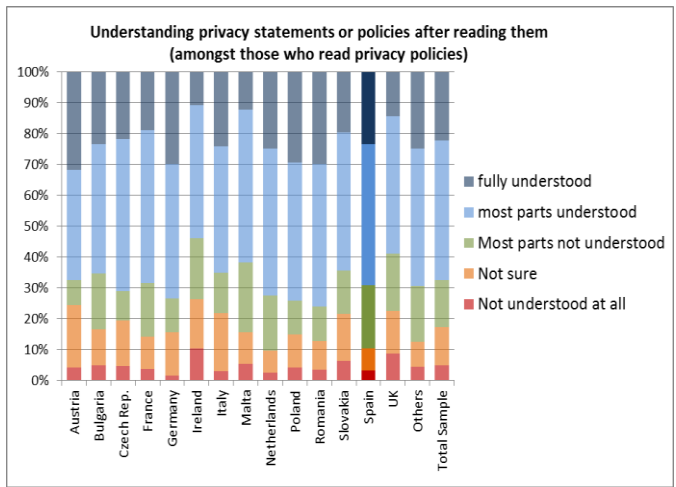
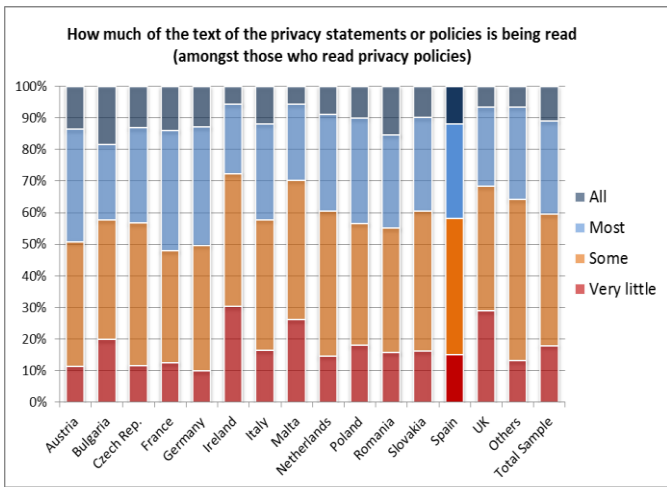
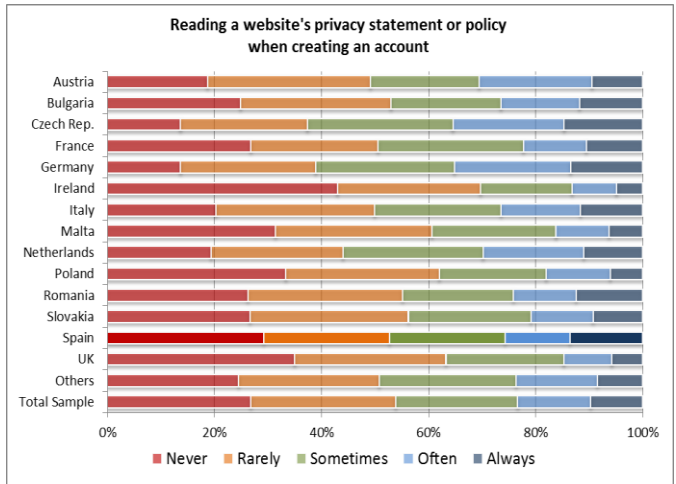
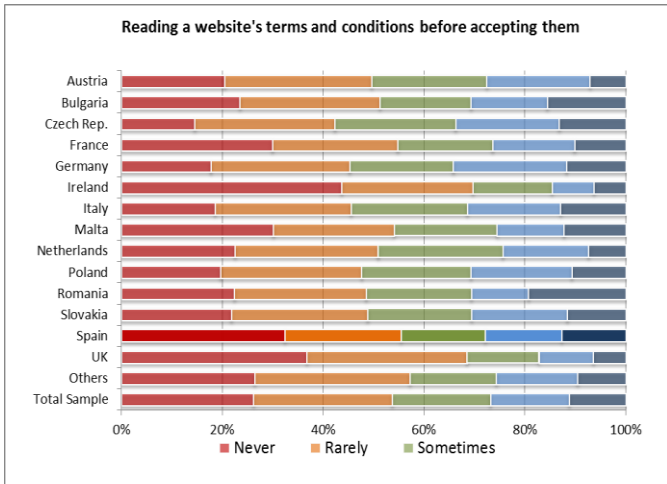
There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably larger proportion of Spanish respondents (66%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy, which is at the highest end of the range.

Results from the set of graphs below suggest that many

respondents are giving consent but may not be aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them, with some variability between countries. At one end of the range, 45.2% of respondents in Germany and 45.5% of respondents in Italy rarely or never read the terms and conditions. At the other end of the range, 69.7% of Irish respondents and 68.6% of UK respondents rarely or never read websites' terms and conditions. Just over half of respondents from Spain (55.6%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 12.7% amongst Spanish respondents do so, which is slightly higher than the total sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Spain 52.8%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). Only 11.9% of Spanish respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). 69.0% of Spanish respondents claim to understand usually most or all of what they read in privacy policies.



## 6. Conclusion

The Spanish CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a local environment with generally high SNS usage.

At the same time, it also appears that their (in comparison to the total CONSENT sample average) high level of taking technical measures to maintain or increase their personal internet security is – to a large extent - keeping up with this high-frequency usage.

Spanish CONSENT respondents do clearly perceive increased risks regarding the disclosure of personal information on UGC websites (above the total sample average), and with considerably above-average concerns specifically regarding the risk of being faced with unexpected problems.

This *specific* risk awareness is also reflected in *general* levels of awareness regarding the various practices of website owners. Levels of awareness and non-acceptance of the various practices of website owners are rather high, similar to the total sample average but with a slightly increased willingness to accept these practices under certain conditions or against receiving financial compensation. This, together with the comparably high level of awareness, may point at a certain level of reflectivity – or a some level of perceived control – towards these website owners' practices.

Such interpretation would be supported by the practice of almost 3 out of 5 Spanish respondents indicating that they have changed their privacy settings often or always (and a very high portion thereof having made their settings stricter). Additionally, regarding all specific protection measures asked for, such as the accessibility of their personal profile, their pictures, restrictions who can see when they are online, or the storage of their history, Spanish CONSENT respondents indicated more conservative, i.e. more risk-aware behaviour.

In this context, the quality of privacy policies appears to have a noticeable impact on the behaviour of the majority of Spanish respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy. However, this contrasts with the result that more than half of the Spanish (as well as the average CONSENT) respondents are never or rarely reading them.

Probing the contradictory “gap” between these reported practices – specifically regarding the Spanish UGC users' high risk perception but ignoring of privacy policies, will require – and be one of the core tasks of – further research as set out in the qualitative research planned in CONSENT Work Package 8.

## **Acknowledgements**

This research was carried out as part of CONSENT (Consumer sentiment regarding privacy on user generated content (UGC) services in the digital economy) a project that was funded by the European Union under the Seventh Framework Programme (2007-2013), Grant Agreement Number 244643.



## Appendices

## **A.1 English Online Questionnaire**

### 0.0 Introduction

Make your views count!

And help in strengthening the legal protection of consumers and online users.

This survey is part of the CONSENT project – a collaborative project co-funded by the European Commission under the FP7 programme – that aims to gather the views of internet users from all countries of the EU on the use of personal information, privacy, and giving consent online.

This information will be used to prepare briefings to European policy makers and legal experts aimed at encouraging the strengthening of the legal protection of consumers and online users. Results will also be published on the CONSENT website.

Filling in this questionnaire takes about 15 minutes. All responses are anonymous and no personal details such as your name, email address or IP address will be processed. You may stop and return to the questionnaire at a later point. Your assistance in this project is much appreciated.

Thank you for taking the time to participate in this project.

For more information visit the CONSENT website at [www.consent.law.muni.cz](http://www.consent.law.muni.cz)

### Privacy Policy

No personal information (such as name or e-mail) is collected in this questionnaire. All data collected are anonymous and are not linked to any personal information. This site uses a “cookie” to allow you to return to the questionnaire and continue from the same place you were before if you do not complete and submit it the first time you visit.

This questionnaire is hosted by Qualtrics. The Qualtrics privacy policy may be viewed at [www.qualtrics.com/privacy-statement](http://www.qualtrics.com/privacy-statement).

### 1.0 Internet experience

**1.1 For how many years have you used the Internet? \_\_\_ years.**

**1.2 How often do you use the internet in the following situations?**

1=Everyday/almost every day;

2=Two or three times a week;

3=about once a week;

4=two or three times a month;

5=less often;

6=never

1. At home
2. At your place of work
3. Somewhere else (school, university, cyber-café, etc)

**ALT.1.3 Do you ever buy things online?**

1=yes 2=no

**1.3.H.1 How many times a year do you buy items online?**

**1.3.H.2 When making purchases online how do you prefer to pay?**

**1<sup>st</sup> preference, 2<sup>nd</sup> preference, 3<sup>rd</sup> preferences.**

1. At the time of ordering online by Debit card or Credit card
2. At the time of ordering online using Electronic Money such as Paypal, Moneybookers, etc
3. At the time of ordering online by charging your mobile phone or landline
4. At the time of delivery
5. After delivery
6. Other - please give details

**1.3.H.3 Why haven't you ever bought anything online?**

1. I don't trust online sellers
2. I would like to buy online but I do not have a debit or credit card
3. I would like to buy online but online purchase websites are difficult to use
4. I don't like disclosing my financial details online
5. I don't like disclosing details of where I live online
6. I fear that when I receive the things I bought they will not be what I ordered
7. I don't like the idea of having to return things to online shops
8. I prefer to be able to see/touch/try things before I buy them
9. I dislike paying for delivery of items I've bought online
10. Other reason (please give details)

**1.3.H.4 How likely are you to purchase items online in the next six months?**

- 1=very unlikely  
 2=unlikely  
 3=neutral  
 4=likely  
 5=very likely

ALT 2.0 UGC services usage

**ALT.2.1. Have you ever created an account with a social networking website such as Facebook, MySpace, classmates, etc**

1=yes 2=no

**ALT.2.2 Which social networking websites have you opened an account with?**

Facebook, MySpace <Please also include the top local website/s identified for your country as reported in WP2.> Other 1 (please give details). Other 2 (please give details)

**ALT.2.2.1 Why did you choose to open an account with ..... rather than any other site?**

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It's in the language I prefer to use
9. Other (please give details)

**ALT.2.2.2 Do you still have and use the account you opened with <website mentioned>?**

1. I still have it and use it everyday/ almost everyday
2. I still have it and use it every week
3. I still have it but use it less often than once a week
4. I still have it but don't use it
5. I deleted the account

**ALT.2.2.2.1 Why don't you use your account with <website mentioned>?**

1. This type of website no longer interests me
2. I can no longer access my account
3. I tried the website but found I didn't like it
4. I no longer trust the company running the website
5. My friends/ colleagues no longer use this website
6. I was concerned about use of information about me
7. Other (please give details)

**ALT.2.2.2.2 Why did you delete your account with <website mentioned>?**

1. The website no longer interests me
2. I tried the website but found I didn't like it
3. I no longer trust the company running the website
4. My friend/ colleagues no longer use this website
5. I was concerned about use of information about me
6. I want the content that I have created on the website to be deleted
7. Other (please give details)

**ALT.2.2.3 Do you still have and use the accounts you opened with social networking websites?**

1. I still have it and use it everyday or almost everyday
2. I still have it and use it every week
3. I still have it but use it less often than once a week
4. I still have it but don't use it
5. I deleted the account

**ALT.2.2.3.1 If one of these sites were to close down, which would you miss most?**

**ALT 2.2.3.1.1 Why would you miss this site?**

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

**ALT.2.2.3.2 Why do you use this site most often?**

1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

**ALT.2.2.3.3 Why don't you use your account with <website mentioned>?**

1. I can no longer access my account
2. This type of website no longer interests me
3. I tried the website but found I didn't like it
4. I no longer trust the company running the website
5. My friends/ colleagues no longer use this website
6. I was concerned about use of information about me
7. Other (please give details)

**ALT.2.2.2.2 Why did you delete your account with <website mentioned>?**

1. I tried the website but found I didn't like it

2. The website no longer interests me
3. I no longer trust the company running the website
4. My friend/ colleagues no longer use this website
5. I was concerned about use of information about me

### **Open information box on UGC SITES**

Some types of websites allow users to edit or add to the content of the website which can then be read by other users of the website. This is done by, for example, posting comments (e.g., facebook) or reviews (e.g., tripadvisor), joining discussions, uploading video and digital material (e.g., YouTube, Flickr), editing material (e.g., Wikipedia) etc. These types of websites are called User Generated Content (UGC) sites.

**ALT 2.9 With which of the following User Generated Content (UGC) websites have you ever created an account (not just visited the site) for your personal use?**

**B. Business networking websites such as LinkedIn, Xing.com**

**C. Dating websites such as parship.com**

**D. Websites where you can share photos, videos, etc., such as YouTube, Flickr**

**E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor**

**F. Micro blogging sites such as twitter**

**G. Wiki sites such as Wikipedia, myheritage**

**H. Multiplayer online games such as secondlife.com, World of Warcraft**

**ALT 2.9.1 Why haven't you ever opened an account on this kind of website/these kinds of websites?**

1. This kind of website does not interest me
2. Hadn't heard of this type of website before now
3. Didn't know you could open an account with websites like this before now
4. None of my friends use this website
5. It is not worth the money
6. I was concerned about use of information about me
7. I visit these sites but don't feel the need to become a member
8. Other

**ALT.2.9.2 Do you still have all the accounts you opened with UGC websites?**

1=I still have all the accounts I've opened with UGC sites

2=I have some but have deleted others

3=no, I've deleted them all

**ALT.2.9.2.1 Have you used ALL the accounts you have with UGC websites in the past 6 months?**

1=yes 2=no

**ALT.2.9.2.1.1 Why haven't you used some of the accounts in the past 6 months?**

1. I can no longer access my account
2. It's not the kind of website that I use regularly
3. I tried the website but found I didn't like it
4. Website no longer interests me
5. I no longer trust the company running the website
6. My friends no longer use this website
7. I was concerned about use of information about me
8. Other (please give details)

**ALT.2.9.2.2 Why did you delete your accounts with UGC websites?**

1. I tried the website but found I didn't like it
2. The website no longer interests me
3. I no longer trusted the company running the website
4. My friends no longer use the website
5. Membership of the website is not worth the money
6. I was concerned about use of information about me
7. I want the content that I have created on the website to be deleted
8. I don't want people to know that I have used this website
9. Other (please give details)

3.0 Disclosure Behaviour on UGCs

**3.1 Thinking of your usage of UGC sites (such as social networking sites, sharing sites, and gaming sites), which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?**

1. Medical information (patient record, health information)
2. Financial information (e. g salary, bank details, credit record)
3. Your work history
4. Your national identity number (*USE APPROPRIATE TERM IN EACH COUNTRY*)\ card number\ passport number
5. Your name
6. Your home address
7. Your nationality
8. Things you do (e.g. hobbies, sports, places you go)
9. Your tastes and opinions
10. Photos of you
11. Who your friends are
12. Websites you visit
13. Your mobile phone number
14. Your email address
15. Other (write in)

16. Don't know

#### 4.0 Perceived Risks

**4.1 For each of these situations please indicate how likely you think that this could happen as a result of your putting personal information on UGC sites.**

1=very unlikely 2=unlikely 3=neutral 4=likely 5=very likely

- 1. Your information being used without your knowledge**
- 2. Your information being shared with third parties without your agreement**
- 3. Your information being used to send you unwanted commercial offers**
- 4. Your personal safety being at risk**
- 5. You becoming a victim of fraud**
- 6. You being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)**
- 7. Your reputation being damaged**

#### 5.0 Behaviour relating to Privacy Settings

##### **Open information box on PERSONAL PROFILES**

**A personal profile on a UGC site (such as social networking sites, sharing sites, and gaming sites) consists of information such as your age, location, interests, an uploaded photo and an "about me" section. Profile visibility – who can see your information and interact with you - can in some cases be personalised by managing the privacy settings offered by the site.**

**5.1 Have you ever changed any of the privacy settings of your personal profile on a UGC site?**

1=Never, 2= Rarely, 3= Sometimes, 4= Often, 5=Always

##### **5.1.1 Why haven't you ever changed the privacy settings?**

1. I did not know that privacy settings existed
2. I do not know how to change the settings
3. I am afraid that if I change the privacy settings the site will not work properly
4. I did not know that I could change the settings
5. I trust the site to set appropriate privacy settings
6. I am happy with the standard privacy settings
7. I did not find the time to look at the available options
8. Other (please give details)

##### **5.1.2 How have you changed the privacy settings?**

1. I have made the privacy settings less strict such that *more information about me is available* to others.
2. Sometimes I have made the privacy settings stricter and sometimes less strict.
3. I have made the privacy settings stricter so that others can see *less information about me*.



### **5.1.3 Which of these privacy settings have you changed?**

“never” “rarely” “sometimes” “often” “always”

1. I have changed who can see my profile
2. I have changed who can see my photograph
3. I have changed who can see when I am online
4. I do not store my history
5. Other (please give details)

### 6.0 Perceived Playfulness/Ease of Use/Critical Mass

**Thinking of the UGC site you use, or if you use more than one your favourite UGC site, please indicate the extent to which you agree with the following statements by clicking on the point on the scale that best represents your views where 1=disagree and 7=agree.**

**6.2 Using UGC sites is fun**

**7.3 This website is simple to use.**

**7.4 I easily remember how to use this website.**

**8.1 Many people I am in touch with use this website.**

### 9.0 Behaviour relating to Terms & Conditions and Privacy Policies

**Most internet websites require that users accept, normally by ticking a box, the website’s Terms & Conditions before giving you access to the website.**

**9.1 When you create an account with a website how do you accept the site’s terms and conditions**

5=I **always read** the terms & conditions before accepting them

4= I **often read** the terms & conditions before accepting them

3= I **sometimes read** the terms & conditions before accepting them

2=I **rarely read** the terms & conditions before accepting them

1=I **never read** the terms & conditions before accepting them

6= don’t know/not sure what this means

**9.2 When you create an account with a website you have not used before do you read that website’s privacy statement or policy?**

#### **Open information box on PRIVACY POLICIES**

**On internet websites, apart from Terms & Conditions (or sometimes as part of them) privacy statements or privacy policies set out how the personal information users enter online will be used and who will have access to it.**

1=I never read privacy policies

2=I rarely read privacy policies

3=I sometimes read privacy policies

4=I often read privacy policies

5=I always read privacy policies

**9.2.1 When you read privacy statements/privacy policies do you usually:**

1=read very little of the text 2=read some of the text 3=read most of the text 4=read all of the text

**9.2.2 When you have read privacy statements or privacy policies would you say that:**

1. I'm not sure whether I understood them or not
2. I usually did not understand them at all
3. I usually did not understand most parts of them
4. I usually understood most parts of them
5. I usually understood them fully
6. Don't know/don't remember

**9.2.3 Have you ever decided to not start using a website or to stop using a website because you were dissatisfied with the site's privacy policy?**

1=yes, 2=no 3=don't know/don't remember

**9.3.1 Why don't you ever read privacy statements or privacy policies?**

1. I did not know about privacy policies before now
2. I do not know where to find privacy policies on a website
3. Privacy policies are too long to read
4. Privacy policies are too difficult to understand
5. If I want an account with a website I don't care about its privacy policy
6. The privacy policy on a website makes no difference to me because I have nothing to hide
7. The privacy policy on a website makes no difference to me because websites ignore the policies anyway
8. If the website violates my privacy the law will protect me in any case
9. Other (write in)

10.0 Awareness & Attitudes – Processing of Information

**10.1 The information you include in your account or profile on a website may be used by the website owners for a number of purposes. Were you aware of this?**

1=yes, 2=no, 3=not sure what this means

**10.2.A Please indicate whether you were aware that websites owners can use the information you include in your account or profile to:**

1=Yes 2=No 3=Don't know

**10.2.B Please indicate what you think about website owners making use of the personal information you include in your account/profile to:**

1= It's an acceptable thing to do, they don't have to ask me; 2=It's acceptable but only if I give permission; 3=Not acceptable; 4=not sure/ don't know

1. customize the content you see
2. customize the advertising you see

3. contact you by email
4. share information (not linked to your name) about your behaviour with other parts of the company
5. share your information (linked to your name) with other parts of the company
6. sell information (not linked to your name) about your behaviour to other companies
7. gather in-depth personal information about you from their own and other websites and make it available to others

**10.3 Would it be acceptable to you if you were paid a fee to allow the website to:**

1=yes it would be acceptable 2=no it would never be acceptable 3=it would depend on the amount paid 4=I would prefer to be given site related bonuses rather than money fee 5=don't know

1. customize the content you see
2. customize the advertising you see
3. contact you by email
4. share information (not linked to your name) about your behaviour with other parts of the company
5. share your information (linked to your name with other parts of the company
6. sell information (not linked to your name) about your behaviour to other companies
7. gather in-depth personal information about you from their own and other websites and make it available to others

**Open information box on COOKIES**

In addition to information you yourself have provided in your account or profile, websites can also have access to information about your activity on the web such as which sites you have visited, your preferences on a website, etc. Websites do this through information (sometimes referred to as a "cookie") stored by the program (web browsers such as Internet Explorer, Firefox, Safari, etc) you use to surf the internet

**10.4 Are you aware that websites have access to information about your activity on the web through the use of "cookies"?**

1=yes, 2=no 3=not sure what this means

**10.4.1 Web browsers give you the option of refusing permission to websites to store information about your activities by disabling cookies in your web browser. Have you ever disabled cookies in your web browser**

1=yes, 2=no, 3=don't remember/don't know

11.0 Perceived privacy risks

Please indicate the extent to which you agree or disagree with the following statements about personal information and the internet by clicking on the point on the scale that best represents your views where 1=disagree and 7=agree.

**11.1 In general, it would be risky to give personal information to websites.**

**11.2 There would be high potential for privacy loss associated with giving personal information to websites.**

**11.3 Personal information could be inappropriately used by websites.**

**11.4 Providing websites with my personal information would involve many unexpected problems.**

#### 12.0 Technical Protection

**Thinking of how you behave online, please indicate how often you do the following:**

1=never 2=rarely 3=sometimes 4=often 5=always 6=don't know what this is 7=don't know how

**12.1 Do you watch for ways to control what people send you online (such as check boxes that allow you to opt-in or opt-out of certain offers)?**

**12.2 Do you use a pop up window blocker?**

**12.3 Do you check your computer for spy ware?**

**12.4 Do you clear your browser history regularly?**

**12.5 Do you block messages/emails from someone you do not want to hear from?**

#### 14.0 Privacy victim

**14.1 How frequently have you personally been the victim of what you felt was an improper invasion of privacy on the internet where 1=never and 7=very frequently?**

#### 15.0 Media exposure

**15.1 How much have you heard or read during the last year about the potential misuse of the information collected from the internet where 1=not at all and 7=very much?**

#### 16.0 Disposition to value privacy

**Please indicate the extent to which you agree or disagree with the following statements about personal information where 1=disagree and 7=agree.**

**16.1 Compared to my friends, I am more sensitive about the way online companies handle my personal information.**

**16.2 To me, it is the most important thing to keep my online privacy.**

**16.3 Compared to my friends, I tend to be more concerned about threats to my personal privacy.**

#### 17.0 Social Norms

**17.1 People whose opinion I value think that keeping personal information private is very important.**

**17.2 My friends believe I should care about my privacy.**

**17.3 People who are important to me think I should be careful when revealing personal information online.**

**For the next questions please think about your behaviour in general, not just online.**

18.0 Tendency to Self-Disclosure

**Indicate the degree to which the following statements reflect how you communicate with people where 1=disagree and 5=agree**

***18.1 I do not often talk about myself. (R)***

***18.2 I usually talk about myself for fairly long periods of time.***

***18.3 Only infrequently do I express my personal beliefs and opinions. (R)***

***18.4 Once I get started, I intimately and fully reveal myself in my disclosures.***

***18.5 I often disclose intimate, personal things about myself without hesitation.***

19.0 General caution

**Thinking about your behaviour generally, not just online**

1=never 2=rarely 3=sometimes 4=often 5=always

**19.1 Do you shred/burn your personal documents when you are disposing of them?**

**19.2 Do you hide your bank card PIN number when using cash machines/making purchases?**

**19.3 Do you only register for websites that have a privacy policy?**

**19.4 Do you look for a privacy certification on a website before you register your information?**

**19.5 Do you read license agreements fully before you agree to them?**

20.0 Demographics

**This section relates to information about you. It may be left blank but it would greatly assist our research if you do complete it.**

**20.1 Sex** 1=male; 2=female

**20.2 Age** \_\_\_ years

**20.3 What is the highest level of education you have completed?**

1=no formal schooling

2=Primary school

3=Secondary/High School

4=Tertiary Education (University, Technical College, etc)

**20.4 Employment**

<b>NON-ACTIVE</b>	
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Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	1
Student	2
Unemployed or temporarily not working	3
Retired or unable to work through illness	4
<b>SELF EMPLOYED</b>	
Farmer	5
Fisherman	6
Professional (lawyer, medical practitioner, accountant, architect, etc.)	7
Owner of a shop, craftsmen, other self-employed person	8
Business proprietors, owner (full or partner) of a company	9
<b>EMPLOYED</b>	
Employed professional (employed doctor, lawyer, accountant, architect)	10
General management, director or top management (managing directors, director general, other director)	11
Middle management, other management (department head, junior manager, teacher, technician)	12
Employed position, working mainly at a desk	13
Employed position, not at a desk but travelling (salesmen, driver, etc.)	14
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, etc.)	15
Supervisor	16
Skilled manual worker	17
Other (unskilled) manual worker, servant	18

### 20.5 Nationality

Austrian, Belgian, British, Bulgarian, Cypriot, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Irish Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovakian, Slovenian, Spanish, Swedish, Other

### 20.6 Country of residence

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Netherlands, Poland,

Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK, Other

**20.7 Is the area where you live:** Urban/Rural/Suburban?

**20.8 Main Language spoken at home**

Basque, Bulgarian, Catalan, Czech, Danish, Dutch, English, Estonian, Finnish, French, Galician, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish, Swedish, Other <Please give details>

**20.9 Religion** 1=Buddhist, 2=Christian 3= Hindu, 4=Jewish, 5=Muslim, 6=Sikh, 7=no religion, 8=Other religion (please give details)

## A.2 Spanish Online Questionnaire

### 0.0 Introducción

¡Haga que cuente su opinión!

Y ayude a fortalecer la protección legal de los consumidores e internautas.

Esta encuesta es parte del proyecto CONSENT – un proyecto de colaboración co-financiado por la Comisión Europea bajo el programa FP7- cuyo objetivo es recopilar los puntos de vista de los internautas de todos los países de la Unión Europea sobre el uso de la información personal, la privacidad y su consentimiento a través de internet.

Esta información será utilizada para elaborar informes para los responsables de la elaboración de las políticas europeas y los expertos legales con el ánimo de fortalecer la protección legal de los consumidores y los internautas. Los resultados se publicarán igualmente en la página web de CONSENT.

Responder a este cuestionario lleva unos 20 minutos. Todas las respuestas son anónimas y los datos personales, como nombre, dirección de correo electrónico o dirección IP no serán procesados.

Puede parar y volver al cuestionario más tarde. Su ayuda en este proyecto es muy valorada.

Gracias por dedicar su tiempo a participar en este proyecto.

Para más información, visite la página web de CONSENT en [www.consent.law.muni.cz](http://www.consent.law.muni.cz)

Política de privacidad

### 1.0 Experiencia sobre internet

**1.1 ¿Cuántos años lleva utilizando internet? ---- años.**

**1.2 ¿Con qué frecuencia usa internet en las siguientes situaciones?**

1=Todos los días/ casi todos los días

2= Dos o tres veces a la semana

3= Entorno a una vez por semana

4=Dos o tres veces al mes

5= Con menor frecuencia

6= Nunca

1. En casa

2. En su lugar de trabajo

3. En otro sitio (colegio, universidad, ciber-café, etc.)

**1.3 ¿Con qué frecuencia usa internet para cada uno de los siguientes propósitos?**

1=Todos los días/ casi todos los días

2= Dos o tres veces a la semana

3= Alrededor de una vez a la semana

4=Dos o tres veces al mes

5= Con menor frecuencia

6= Nunca

**A. Entretenimiento**

**B. Educación**



**C. Búsquedas relacionadas con el trabajo**

**D. Finanzas personales (bancos, compra-venta de acciones, ...)**

**E. Eventos de actualidad (noticias, deportes, tiempo)**

**F. Relacionado con viajes (búsqueda, reservas)**

**G. Recopilación de información sobre productos**

**H. Compra de productos a través de internet.**

**1.3. H.1. ¿Cuántas veces al año compra productos a través de internet?**

**1.3. H.2. Cuando realiza compras a través de internet ¿cómo prefiere pagar?**

**1ª preferencia, 2ª preferencia, 3ª preferencia**

1. En el momento de la compra online con tarjeta de crédito o tarjeta de débito.
2. En el momento de la compra online utilizando plataformas de pago como PayPal, Moneybookers, etc.
3. En el momento de la compra online recargando el teléfono móvil o fijo.
4. En el momento de la recepción
5. Después de la recepción
6. Otros (por favor especifique).

**1.3.H.3 ¿Por qué nunca ha comprado a través de internet?**

1. No me fío de los vendedores por internet
2. Me gustaría comprar en internet pero no tengo tarjeta de crédito o débito
3. Me gustaría comprar en internet pero las páginas de compra online son difíciles de utilizar.
4. No me gusta revelar mis datos financieros en internet.
5. No me gusta revelar en internet información sobre donde vivo.
6. Temo que cuando reciba los productos que he comprado no sean lo que he pedido.
7. No me gusta la idea de tener que devolver los productos a las tiendas de internet.
8. Prefiero poder ver/tocar/probar las cosas antes de comprarlas.
9. No me gusta pagar por la entrega de artículos que he comprado en internet.
10. Otra razón (por favor, especifique)

**1.3.H.4 ¿Qué probabilidad hay de que compre productos en internet en los próximos seis meses?**

1=Muy improbable

2=Improbable

3=Neutral

4=Probable

5=Muy probable

**I. Comunicación con otros (chat/email)**

**J. Sitios de Redes sociales**

**K. Otros <escribe aquí>**

**ALT.1.3 ¿Alguna vez compra a través de internet?**

ALT 2.0 Uso de servicios UGC (Contenido Generado por el Usuario)

**ALT.2.1. ¿Alguna vez has creado una cuenta en una red social como Facebook, MySpace, classmates, etc?**

1=Si, 2=No

**ALT.2.2 ¿En qué redes sociales has abierto una cuenta?**

Facebook, MySpace, Tuenti

Otra 1 (por favor, especifique). Otra 2 (por favor, especifique)

**ALT.2.2.1 ¿Por qué escogió abrir una cuenta con... en vez de en cualquier otra red?**

1. Mucha gente que conozco tiene una cuenta en esta página.
2. Es más fácil de usar que otras.
3. Tiene más opciones/características que otras.
4. Confío más en esta página que en otras
5. Es más fácil conocer gente nueva en esta página
6. Está más de moda
7. Se utiliza en todo el mundo
8. Está en el idioma que prefiero utilizar
9. Otros

**ALT.2.2.2 ¿Todavía tiene y usa la cuenta que abrió en <página web mencionada>?**

1. Todavía la tengo y uso todos los días/ casi todos los días
2. Todavía la tengo y la uso todas las semanas
3. Todavía la tengo, pero la uso menos de una vez a la semana
4. Todavía la tengo, pero no la uso
5. Borré la cuenta

**ALT.2.2.2.1 ¿Por qué no usas tu cuenta en <página web mencionada>?**

1. Este tipo de página web ya no me interesa
2. Ya no puedo acceder a mi cuenta
3. Probé esta página pero me di cuenta de que no me gustaba
4. Ya no confío en la compañía que gestiona esta página
5. Mis amigos/ compañeros dejaron de usar esta página
6. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
7. Otros (por favor especifique)

**ALT.2.2.2.2 ¿Por qué borró su cuenta en <página web mencionada>?**

1. Esta página web ya no me interesa
2. Probé la página web pero descubrí que no me gustaba
3. Ya no confío en la compañía que gestiona esta página web
4. Mis amigos/ compañeros ya no utilizan esta página web
5. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
6. Quería que el contenido que había creado en la página web se borrara.
7. Otros (por favor especifique)

**ALT.2.2.3 ¿Todavía tiene y usa las cuentas que abrió en las redes sociales?**

6. Todavía la tengo y uso todos los días/ casi todos los días
7. Todavía la tengo y la uso cada semana
8. Todavía la tengo, pero la uso menos de una vez a la semana
9. Todavía la tengo, pero no la uso
10. Borré la cuenta

**ALT.2.2.3.1 Si una de estas páginas web fuera a cerrarse, ¿cuál echaría más de menos?**

**ALT 2.2.3.1.1 ¿Por qué echaría de menos esta página?**

1. Mucha gente que conozco tiene cuenta en esta página
2. Es más fácil de usar que otras páginas
3. Tiene más opciones /funciones que otras páginas
4. Confío más en esta página que en otras
5. Es más fácil conocer gente nueva en esta página
6. Está más de moda
7. Es utilizada en todo el mundo
8. Te proporciona información rápidamente
9. Puedes averiguar qué está pasando en todo el mundo
10. Otros <por favor, especifique>

**ALT.2.2.3.2 ¿Por qué usa este sitio web con más frecuencia?**

1. Mucha gente que conozco tiene cuenta en esta página web
2. Es más fácil de usar que otras páginas
3. Tiene más opciones /funciones que otras páginas
4. Confío más en esta página que en otras
5. Es más fácil conocer gente nueva en esta página
6. Está más de moda
7. Es utilizado en todo el mundo
8. Te proporciona información rápidamente
9. Puedes averiguar qué está pasando en todo el mundo
10. Otros (por favor, especifique)

**ALT.2.2.3.3 ¿Por qué no usa su cuenta en <página web mencionada>?**

1. Ya no puedo acceder a mi cuenta
2. Este tipo de página ya no me interesa
3. Probé la página web pero descubrí que no me gustaba
4. Ya no confío en la compañía que gestiona esta página
5. Mis amigos/ compañeros ya no utilizan esta página

6. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
7. Otros (por favor especifique)

**ALT.2.2.2.2 ¿Por qué borró su cuenta en <página web mencionada>?**

1. Probé la página web pero descubrí que no me gustaba
2. Esta página ya no me interesa
3. Ya no confío en la compañía que gestiona esta página
4. Mis amigos/ compañeros ya no utilizan esta página
5. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
6. Quería que el contenido que había creado en la página se borrara.
7. Otros (por favor especifique)

**Abra el cuadro de información sobre los sitios UGC**

**Algunos tipos de páginas web permiten a los usuarios editar o añadir al contenido de la página, que luego puede ser leído después por otros usuarios de la misma. Esto se hace, por ejemplo, publicando comentarios (ej. Facebook) o críticas (ej. Tripadvisor), uniéndose a foros de debate, subiendo vídeos y material digital (ej. YouTube, Flickr), editando material (ej. Wikipedia), etc. Este tipo de páginas web se llaman UGC (Contenido Generado por el Usuario).**

**ALT 2.9 ¿En cuál de las siguientes UGC ha creado alguna vez una cuenta (no solo visitado la página) para su uso personal?**

- B. Redes sociales profesionales como LinkedIn, Xing.com**
- C. Páginas web de contactos como eDarling.com**
- D. Páginas web donde puedes compartir fotos, vídeos, etc, como YouTube, flickr**
- E. Páginas web donde proporcionar recomendaciones y críticas (de películas, música, reservas de hoteles, etc) como last.fm, tripadvisor, Spotify**
- F. Microblogs como Twitter**
- G. Páginas wiki como Wikipedia, myheritage**
- H. Juegos online multijugador como secondlife.com, World of Warcraft**

**ALT 2.9.1 ¿Por qué nunca ha creado una cuenta en este/estos tipo/s de páginas web?**

1. Este tipo de páginas web no me interesa
2. No había oído hablar sobre este tipo de páginas con anterioridad
3. No sabía con anterioridad, que se podía abrir una cuenta en estas páginas
4. Ninguno de mis amigos utiliza estas páginas
5. No vale la pena pagar por ello
6. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
7. Visito este tipo de páginas pero no siento la necesidad de convertirme en miembro

8. Otros

**ALT.2.9.2 ¿Todavía conserva todas las cuentas que abrió en páginas UGC?**

1= Todavía tengo todas las cuentas que he abierto en estas páginas UGC

2= Conservo algunas, pero he borrado otras

3= No, he borrado todas las cuentas

**ALT.2.9.2.1 ¿Ha utilizado TODAS las cuentas que tiene en páginas UGC en los últimos seis meses?**

1=sí 2=no

**ALT.2.9.2.1.1 ¿Por qué no ha utilizado alguna/s de las cuentas en los últimos seis meses?**

1. No puedo acceder a mi cuenta
2. No es el tipo de página web que utilizo con regularidad
3. Probé la página pero descubrí que no me gustaba.
4. La página ya no me interesa
5. Ya no confío en la compañía que gestiona esta página
6. Mis amigos ya no utilizan este sitio web
7. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
8. Otro (por favor, especifique)

**ALT. 2.9.2.2 ¿Por qué borró su/s cuenta/s en páginas UGC?**

1. Probé la página web pero descubrí que no me gustaba
2. Este tipo de página web ya no me interesa
3. Ya no confío en la compañía que gestiona esta página
4. Mis amigos ya no utilizan esta página
5. No merece la pena el importe a pagar por ser miembro de esta página
6. Estaba preocupado por el uso que se pudiera hacer de la información sobre mi
7. Quiero que el contenido que había creado en la página se borrara.
8. No quiero que la gente sepa que he usado esta página
9. Otros (por favor, especifique)

3.0 Comportamiento de divulgación en UGCs

**3.1 Pensando en su uso de las UGC, (como redes sociales, páginas para compartir contenido, páginas web de juegos), ¿cuál/es de los siguientes tipos de información ha revelado ya (al registrarse, o simplemente cuando utiliza estas páginas)?**

1. Información médica (historial médico, información sobre la salud)

2. Información financiera (ej. Salario, datos bancarios, registro del crédito)
3. Su historial laboral
4. Su número de identidad personal (DNI/número de documento/ número de pasaporte)
5. Su nombre
6. Su dirección personal
7. Su nacionalidad
8. Actividades que hace (ej. Aficiones, deportes, lugares a los que va)
9. Sus gustos y opiniones
10. Fotos de usted
11. Quienes son sus amigos
12. Páginas web que visita
13. Su número de teléfono móvil
14. Su dirección de correo electrónico
15. Otros (escriba aquí)
16. No sé

#### 4.0 Riesgos percibidos

**4.1 Para cada una de estas situaciones por favor, indique con qué probabilidad piensa que esto podría ocurrir como resultado de poner su información personal en UGCs.**

1=Muy improbable 2=Improbable 3=Neutral 4=Probable 5=Muy probable

1. **Que su información sea utilizada sin su conocimiento**
2. **Que su información sea compartida con terceros sin su consentimiento**
3. **Que su información sea utilizada para enviarle ofertas comerciales indeseadas**
4. **Que su seguridad personal esté en riesgo**
5. **Convertirse en víctima de fraude**
6. **Ser discriminado/a (ej. En un proceso de selección laboral, subidas salariales de precio, no tener acceso a un servicio)**
7. **Que su reputación sea dañada**

#### 5.0 Comportamiento en relación con los Ajustes de Privacidad

**Abra el cuadro de información sobre los perfiles personales**

**Un perfil personal en una página UGC (como las redes sociales, sitios web colaborativos, sitios web de juegos) consiste en información como su edad, localización, intereses, subir una foto a internet y una sección “sobre mí”. La visibilidad del perfil- quién puede ver su información e interactuar con usted- puede ser en algunos casos personalizado utilizando los ajustes de privacidad ofrecidos por la página web.**

**5.1 ¿Ha modificado alguna vez alguno de los ajustes de privacidad de su perfil personal en una página UGC?**

1=Nunca, 2=Casi nunca, 3= Algunas veces, 4= A menudo, 5= Siempre

**5.1.1 ¿Por qué nunca ha cambiado sus ajustes de privacidad?**

1. No sabía que existían ajustes de privacidad
2. No sé cómo cambiar los ajustes de privacidad
3. Temo que si cambio los ajustes de privacidad la página no funcione adecuadamente
4. No sabía que podía cambiar los ajustes de privacidad
5. Confío en que la página establezca ajustes de privacidad adecuados
6. Estoy contento con los ajustes de privacidad estándar fijados
7. No tuve tiempo de mirar todas las opciones disponibles.
8. Otros

#### **5.1.2 ¿Cómo ha cambiado los ajustes de privacidad?**

1. He hecho los ajustes de privacidad menos estrictos de modo que *más información sobre mi* está disponible para otros.
2. Algunas veces hago los ajustes de privacidad más estrictos y otras veces menos estrictos.
3. He hecho los ajustes de privacidad más estrictos de modo que otros puedan ver *menos información sobre mí*.

#### **5.1.3 ¿Cuáles de los siguientes ajustes de privacidad ha cambiado?**

“nunca” “casi nunca” “algunas veces” “a menudo” “siempre”

1. He cambiado quién puede ver mi perfil
2. He cambiado quién puede ver mi fotografía
3. He cambiado quién puede ver cuándo estoy conectado
4. No almaceno mi historial
5. Otros

### 6.0 Percepción de Alegría

**Pensando en la página UGC que usted usa, o si usted usa más páginas a parte de su página UGC favorita, por favor indique el grado en que usted está de acuerdo con las siguientes afirmaciones clicando en el nivel de escala que mejor represente sus opiniones, donde 1= No estoy de acuerdo y 7= Estoy de acuerdo.**

- 6.1 Usar páginas UGC es agradable**
- 6.2 Usar páginas UGC es divertido**
- 6.3 Usar páginas UGC me hace feliz**
- 6.4 Usar páginas UGC estimula mi curiosidad**
- 6.5 Usar páginas UGC despierta mi imaginación**

### 7.0 Facilidad de uso percibida

**Todavía pensando en la página UGC que utiliza/ su página UGC favorita, por favor indique el grado en que usted está de acuerdo con las siguientes afirmaciones.**

- 7.1 Esta página web es fácil de usar**
- 7.2 Aprendí rápidamente a usar esta página**
- 7.3 Esta página es sencilla de usar**
- 7.4 Recuerdo fácilmente como utilizar esta página**

## 7.5 Fue fácil aprender a utilizar esta página

### 8.0 Masa Crítica percibida

**Pensando nuevamente en las páginas UGC que utiliza/ su UGC favorita, por favor indique el grado en que usted está de acuerdo con las siguientes afirmaciones.**

**8.1 Mucha gente con la que estoy en contacto utiliza esta página web**

**8.2 La gente con la que estoy en contacto continuará utilizando esta página en el futuro.**

**8.3 Aquella gente con la que me comunico utilizando esta página continuará utilizándolo en el futuro.**

**8.4 Mucha de la gente con la que estoy en contacto regularmente usa esta página.**

### 9.0 Comportamiento relacionado con los Términos y Condiciones y Políticas de Privacidad

**La mayoría de las páginas web requieren que los usuarios acepten, normalmente clicando en una casilla, los términos y condiciones antes de darles acceso a la misma**

**9.1 Cuando crea una cuenta en una página web, cómo acepta los términos y condiciones**

5= **Siempre leo** los términos y condiciones antes de aceptarlas

4= **A menudo leo** los términos y condiciones antes de aceptarlas

3= **Algunas veces leo** los términos y condiciones antes de aceptarlas

2=**Casi nunca leo** los términos y condiciones antes de aceptarlas

1=**Nunca leo** los términos y condiciones antes de aceptarlas

6= No sé/ no estoy seguro de lo que esto significa

**9.2 Cuando crea una cuenta en una página web que no ha utilizado con anterioridad, ¿Lee la declaración o política de privacidad?**

**Abra el cuadro de información de la POLÍTICA DE PRIVACIDAD**

**En las páginas web, aparte de los Términos y Condiciones (o en algunas ocasiones como parte de los mismos) las declaraciones o políticas de privacidad establecen cómo será utilizada la información personal de los usuarios y quien tendrá acceso a la misma.**

1=Nunca leo las políticas de privacidad

2=Casi nunca leo las políticas de privacidad

3=Algunas veces leo las políticas de privacidad

4=A menudo leo las políticas de privacidad

5=Siempre leo las políticas de privacidad

**9.2.1 Cuando lee las declaraciones de privacidad/ políticas de privacidad, usted habitualmente:**

1= Lee muy poco del texto 2= lee parte del texto 3= lee la mayoría del texto 4= lee todo el texto

**9.2.2 Una vez que ha leído las declaraciones o políticas de privacidad diría que:**

1. No estoy seguro si las entendí o no

2. Habitualmente no las entiendo en absoluto

3. Habitualmente no entiendo la mayor parte de las mismas



4. Habitualmente entiendo la mayor parte de las mismas
5. Habitualmente las entiendo completamente
6. No sé / No lo recuerdo

**9.2.3 ¿Alguna vez ha decidido no comenzar a utilizar o dejar de utilizar una página web porque estaba insatisfecho con las políticas de privacidad del sitio web?**

1=sí, 2=no 3=no sé/ no lo recuerdo

**9.3.1 ¿Por qué nunca lee las declaraciones o políticas de privacidad?**

1. Desconocía las políticas de privacidad hasta el momento
2. No sé dónde encontrar las políticas de privacidad en la página
3. Las políticas de privacidad son muy largas para leerlas
4. Las políticas de privacidad son muy difíciles de entender
5. Si deseo una cuenta en una página web, no me importa su política de privacidad
6. La política de privacidad no me importa porque no tengo nada que esconder
7. La política de privacidad no me importa porque las páginas web las ignoran en cualquier caso.
8. Si la página viola mi privacidad, la ley me protegerá en cualquier caso
9. Otros (escriba aquí)

10.0 Conciencia y Actitudes - Tratamiento de la Información

**10.1 La información que usted incluye en su cuenta o perfil en una página web puede ser utilizada por los propietarios de la misma para diferentes propósitos. ¿Era usted consciente de esto?**

1=sí, 2=no, 3=no estoy seguro de lo que esto significa

**10.2.A Por favor, indique si era consciente de que los propietarios de las páginas web pueden utilizar la información que usted incluye en su cuenta o perfil:**

1= sí 2=no 3=no sé

**10.2.B Por favor, indique lo que piensa sobre el uso que los propietarios del sitio web hacen de la información personal que usted incluye en su cuenta/perfil para:**

1=Es aceptable, no tienen por qué pedirme permiso; 2=Es aceptable, pero solo si les doy permiso; 3=No es aceptable; 4= No estoy seguro/ no sé

1. Personalizar el contenido que usted ve
2. Personalizar la publicidad que usted ve
3. Contactar con usted por email
4. Compartir información (no ligada a su nombre) sobre su comportamiento con otras áreas de la compañía.
5. Compartir información (ligada a su nombre) sobre su comportamiento con otras áreas de la compañía.

6. **Vender información (no ligada a su nombre) sobre su comportamiento a otras compañías**
7. **Recopilar en profundidad información personal sobre usted de su propia página, así como de otros; y ponerlos a disposición de otros**

**10.3 Sería aceptable para usted que las páginas web le pagaran una cuota por permitirles:**

1= Si sería aceptable 2=No, nunca sería aceptable; 3=Dependería del importe pagado  
4=Preferiría que me dieran bonos ligados a la página web antes que una cuota dineraria  
5=No sé

1. **Personalizar el contenido que usted ve**
2. **Personalizar la publicidad que usted ve**
3. **Contactar con usted por email**
4. **Compartir información (no ligada a su nombre) sobre su comportamiento con otras áreas de la compañía.**
5. **Compartir información (ligada a su nombre) sobre su comportamiento con otras áreas de la compañía.**
6. **Vender información (no ligada a su nombre) sobre su comportamiento a otras compañías**
7. **Recopilar en profundidad información personal sobre usted de su propia página web, así como de otros; y ponerlos a disposición de otros**

Abra el cuadro de información sobre COOKIES

**Además de la información que usted mismo ha proporcionado en su cuenta o perfil, las páginas web pueden tener acceso a información sobre su actividad en la web como los sitios que visita, sus preferencias dentro del sitio web, etc. Éstas lo hacen a través de la información (frecuentemente conocida como “cookie”) almacenada en el programa (navegadores como Internet Explorer, Firefox, Safari, etc) que usted utiliza para navegar en internet.**

**10.4 ¿Es consciente de que las páginas web tienen acceso a la información sobre su actividad en la web a través del uso de “cookies”?**

1=sí, 2=no 3=no estoy seguro de lo que significa

**10.4.1 Los navegadores le permiten negar el permiso a las páginas para almacenar información sobre su actividad deshabilitando las cookies en su navegador. ¿Ha deshabilitado alguna vez las cookies de su navegador?**

1=sí, 2=no, 3=no lo recuerdo / no sé

**10.4.1.1 ¿Por qué nunca ha deshabilitado las cookies?**

1. **No creo que sea necesario**
2. **Las páginas web no funcionan correctamente si deshabilitas las cookies**
3. **Las páginas web son más lentas si deshabilitas las cookies**
4. **No sé cómo deshabilitar las cookies**
5. **Otros**

### 11.0 Riesgos de privacidad percibidos

Por favor, indique el grado de acuerdo o desacuerdo con las siguientes afirmaciones sobre la información personal e internet clicando en el punto de la escala que mejor represente su postura, donde 1= No estoy de acuerdo y 7= Estoy de acuerdo

11.1 En general, sería arriesgado dar información personal a las páginas web.

11.2 Habría una alta probabilidad de pérdida de privacidad asociada a la entrega de información personal a las páginas web

11.3 La información personal podría ser utilizada de manera inapropiada por las páginas web.

11.4 Dar mi información personal a las páginas web podría implicar muchos problemas inesperados.

### 12.0 Protección técnica

Pensando en cómo se comporta en internet, por favor indique con qué frecuencia hace lo siguiente:

1=nunca 2=casi nunca 3=algunas veces 4=a menudo 5=siempre 6=no sé qué es eso 7=no sé cómo

12.1 ¿Busca maneras de controlar lo que la gente le envía por internet (como las casillas que le permiten aceptar o rechazar ciertas ofertas)?

12.2 ¿Utiliza un bloqueador de ventana emergente?

12.3 ¿Analiza su ordenador en busca de programas espía?

12.4 ¿Limpia el historial de su navegador regularmente?

12.5 ¿Bloquea mensajes/ emails de alguien de quien no quiere oír hablar?

### 13.0 Cuestiones de privacidad

Para cada una de las siguientes cuestiones, por favor, indique el grado de preocupación, donde 1= No preocupado en absoluto y 5= muy preocupado

13.1 ¿Está preocupado por organizaciones de internet que no son quienes dicen ser?

13.2 ¿Está preocupado por los ladrones de identidad en internet?

13.3 ¿Está preocupado por gente en internet que no son quienes dicen ser?

13.4 ¿Está preocupado por quien pudiera acceder electrónicamente a su historial médico?

13.5 ¿Está preocupado por el hecho de que si usa su tarjeta de crédito para comprar en internet, ésta pueda ser interceptada por alguien?

13.6 ¿Está preocupado por el hecho de que si usa su tarjeta de crédito para comprar en internet, ésta pueda recibir un cargo erróneo?

### 14.0 Víctimas de la privacidad

14.1 ¿Con que frecuencia ha sido personalmente víctima de lo que considera una invasión inapropiada de su privacidad en internet, donde 1=nunca y 7=con mucha frecuencia?

### 15.0 Exposición en los medios de comunicación

15.1 ¿Cuánto ha oído o leído en el último año sobre el mal uso potencial de la información recopilada en internet, donde 1= nada y 7=mucho?

### 16.0 Disposición a valorar la privacidad

Por favor, indique el grado de acuerdo o desacuerdo con las siguientes afirmaciones sobre la información personal, donde 1= No estoy de acuerdo y 7= Estoy de acuerdo.

**16.1 Comparado con mis amigos, yo soy más sensible sobre la manera en la que las empresas que operan en internet gestionan mi información personal.**

**16.2 Para mí, lo más importante es mantener mi privacidad en la red.**

**16.3 Comparado con mis amigos, tiendo a estar más preocupado sobre las amenazas a mi privacidad.**

#### 17.0 Normas sociales

**17.1 Personas cuya opinión valoro, piensan que mantener en privado mi información personal es muy importante.**

**17.2 Mis amigos creen que debería preocuparme más sobre mi privacidad.**

**17.3 Personas que son importantes para mí piensan que debería tener cuidado cuando revele información personal en internet.**

**Para las siguientes preguntas por favor, piense en su comportamiento en general, no solo en internet.**

#### 18.0 Tendencia a revelar información personal

**Indique el grado en el que las siguientes afirmaciones reflejan cómo se comunica con la gente, donde 1=No estoy de acuerdo y 5= Estoy de acuerdo**

**18.1 No suelo hablar sobre mi (R)**

**18.2 Suelo hablar de mí mismo durante bastante tiempo.**

**18.3 Solo de manera ocasional expreso mis creencias y opiniones personales. (R)**

**18.4 Una vez que empiezo, revelo todas mis intimidades en mis publicaciones.**

**18.5 A menudo revelo cosas personales, íntimas sobre mí sin dudarlo.**

#### 19.0 Precaución general

**Pensando en su comportamiento en general, no solo en internet**

**1=nunca 2=casi nunca 3=algunas veces 4=a menudo 5=siempre**

**19.1 ¿Usted destruye/ quema sus documentos personales cuando se está disponiendo de ellos?**

**19.2 ¿Oculta su código PIN cuando utiliza el cajero automático o está comprando?**

**19.3 ¿Sólo se registra en sitios web que tengan política de privacidad?**

**19.4 ¿Busca un certificado de privacidad del sitio web antes de registrar su información?**

**19.5 ¿Lee las condiciones de uso al completo antes de aceptarlas?**

#### 20.0 Demografía

**Esta sección se refiere a su información personal. Puede dejarse en blanco, pero si lo completase, sería de gran ayuda para nuestro estudio.**

**20.1 Sexo** 1=masculino; 2=femenino

**20.2 Edad** \_\_ años

### 20.3 ¿Cuál es el nivel más alto de estudios que ha completado?

1=Sin estudios

2=Educación primaria

3= Educación secundaria

4=Estudios superiores (Universidad, Formación Profesional, etc)

### 20.4 Empleo

<b>INACTIVO</b>	
Responsable de la compra y gestión diaria de la casa, o sin otra ocupación en la actualidad, sin trabajar	1
Estudiante	2
Desempleado o temporalmente sin trabajar	3
Jubilado o incapacitado para trabajar por enfermedad	4
<b>AUTÓNOMOS</b>	
Agricultor o ganadero	5
Pescador	6
Profesional liberal (abogado, medico, practicante, contable, arquitecto, etc)	7
Propietario de una tienda, artesanos, otra persona por cuenta propia	8
Empresario, socio o dueño de una compañía	9
<b>ASALARIADOS</b>	
Empleado en profesión liberal (médico, abogado, contable, arquitecto)	10
Dirección general, alto directivo (gerente, director general, otro tipo de directivo)	11
Mandos intermedios, otras direcciones (jefe de departamento, gerente intermedio, profesor, técnico)	12
Empleado de oficina principalmente.	13
Empleado fuera de oficina (comercial, conductor, etc)	14
Empleado en servicios (hospital, restaurante, policía, bomberos, etc), no trabajo de oficina.	15
Supervisor	16
Trabajador cualificado	17

Otro (sin cualificación), personal doméstico, etc	18
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### **20.5 Nacionalidades**

Austriaca, belga, británica, búlgara chipriota, checa, danesa, holandesa, estonia, finlandesa, francesa, alemana, griega, húngara, irlandesa, italiana, letona, lituana, maltesa, polaca, portuguesa, rumano, eslovaca, esloveno, española, sueca, otras

### **20.6 País de residencia**

Austria, Bélgica, Bulgaria, Chipre, República Checa, Dinamarca, Estonia, Finlandia, Francia, Alemania, Grecia, Hungría, Irlanda, Italia, Letonia, Lituania, Malta, Países Bajos, Polonia, Portugal, Rumania, Eslovaquia, Eslovenia, España, Suecia, Reino Unido, Otros

### **20.7 El área donde vive es : urbana/rural/suburbana?**

#### **20.8 Lengua hablada en el hogar**

Vasco, búlgaro, catalán, checo, danés, holandés, Inglés, estonio, finlandés, francés, gallego, alemán, griego, húngaro, irlandés, italiano, letón, lituano, maltés, luxemburgués, polaco, portugués, rumano, eslovaco, esloveno, español, sueco, otros <por favor, especifique>

#### **20.9 Religión**1=Budismo, 2=Cristianismo 3= Hinduismo, 4=Judaísmo, 5=Islamismo, 6=Sijismo,