



Awareness, values and attitudes of user generated content website users and non-users towards privacy in the Czech Republic: a quantitative study

Noellie Brockdorff¹, Sandra Appleby-Arnold¹, Liberato Camilleri²,
Marco Montalto¹, Radim Polčák³

¹ Department of Cognitive Science, University of Malta, Msida, Malta

² Department of Statistics and Operations Research, University of Malta, Msida, Malta

³ Institute of Law and Technology, Masaryk University, Brno, Czech Republic

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CONSENT

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

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1. Key Findings

This document presents the Czech results 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 Czech, between July and December 2011.

The Czech sample consists of 833 respondents (9.6% of the total sample), of which 50.5% male and 49.5% female, with an average age of 31 and 34.5% tertiary education. With 85% UGC users (total sample 90%), 9.90 mean years of internet usage (total sample 10.67) and 94.5% using the internet at home every day or almost every day (total sample 93%), it is a considered a sample of predominantly *experienced, frequent internet users* who are very likely to also be UGC users.

However, this level of experience stands in contrast to the Czech respondents' awareness and behaviour regarding the handling of technical details: 59% are aware of "cookies" (total sample 65%), and just under two out of three respondents actually ever disabled them (Czech Republic 64%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, some practices (checking opt-in / opt-out boxes, checking for spyware, blocking emails) are more established than others (pop-up window blockers, clearing the browser history). Here, the Czech sample shows results that are generally above the overall sample average.

87.6% of Czech respondents indicated that they shop online (total sample 87.4%), with little disparities between the different age groups and a strong preference to pay at the time of delivery. Of those Czech respondents who never bought anything online, 11.5% highlighted their lack of trust in online sellers as a reason for this, which is slightly below the overall sample average (15.4%).

The large proportion of Czech respondents (80.1%) who have ever opened an account with a social networking website (SNS) is below the total sample average (86.7%). Regarding other UGC websites, Czech respondents score higher than average for having ever created an account with a photo/video sharing website (Czech Republic 31.0%, total sample 27.9%); all other UGC website types are clearly under the 25% mark.

As main drivers for the use of SNS sites, Czech respondents indicate their interest in networking (Czech Republic 36.5%, total sample 31%). In the reasoning for not using the SNS account can be observed a higher-than-average interest of Czech respondents in networking effects (Czech Republic 42.2%, total sample 34.4%) which is complemented by 33.3% who indicate disinterest; only 3.2% give trust issues as reasons – a proportion which is less than half of 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 more strongly indicated and clearly above the total

sample average, (Czech Republic 35.4%, 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, Czech respondents appear to perceive fewer 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, personal safety being at risk, becoming a victim of fraud, or being discriminated against), where respondents from the Czech Republic score lower than the total sample average. Only regarding the likelihood of information being used to send unwanted commercial offers (Czech Republic 82.7%, total sample 80.9%) and the likelihood of reputation being damaged (Czech Republic 25.10%, total sample 25.10%) do Czech respondents perceive an average or slightly higher than average risk than the average CONSENT respondent.

Generally, Czech respondents show a level of awareness which is mostly below the total sample average amongst CONSENT respondents regarding the use of personal information by website owners. At the same time, they show a comparably high level of acceptance, in particular regarding the customisation of advertising. However, regarding the sharing of information (linked and not linked to the user's name) with other parts of the company, the selling, and the in-depth gathering of information with the purpose of making it available to others, Czech respondents show an only slightly lower-than-average awareness, and a generally low level of acceptance which is similar to the total CONSENT average.

Actual experience of privacy invasions is very similar to the total sample average with Czech respondents scoring 2.87 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 45.5% of Czech respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 84.9% (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, 47% of respondents from the Czech Republic (total sample 47%) have at some point decided not to use a website due to their dissatisfaction with the site's privacy policy, and less than half of Czech respondents never or rarely actually read a site's terms and conditions (42.3%) or privacy policy (37.4%). If reading the privacy policies, only 13.1% of Czech respondents (total sample 10.8%) read the whole text, but they are rather confident that – when reading it – the text is mostly or fully understood (Czech Republic 70.9%, 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 CONSENT¹ project.

This document highlights the findings from the study that are relevant to the Czech Republic. 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 ²	% 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%
Total Sample	8,641	100%

¹“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”).

² 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 Eurobarometer³ and Eurostat⁴).

Internet Usage at Home	Every day / almost every day	2-3 times a week	About once a week	Less often
Total Sample	93%	5%	1%	1%
Eurobarometer ⁵	71%	18%	6%	5%
Eurostat 2011 ²	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.⁶ In order to facilitate such comparison, the online questionnaire included a number of

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

⁴ 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.

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

⁶ 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).

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 Czech 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, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, 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 the Czech Republic, a mix of national media and internet web pages as well as Masaryk University channels was used for the dissemination of links to the online questionnaire.

- A banner ad was placed in August 2011 on the home page of the Masaryk University, Faculty of Law (www.law.muni.cz).
- During the same period a banner ad and information about the project was placed on an ICT Blog run by the Institute of Law and Technology, Faculty of Law MU (ict-law.blogspot.cz).
- A banner was placed from August 2011 until October 2011 on the web site of the Czech National Safer Internet Centre (www.saferinternet.cz).
- Students of the ICT Law and students of the Theory of Law were informed about the research and the possibility to fill out the questionnaire.
- The link to the online questionnaire was sent to students of ICT Law.
- A banner ad and information about the project was placed in September 2011 on a web page of the Association for Consumer Protection (www.spotrebitele.info).

4. The Sample

4.1 General Demographics

The data analysis for Czech Republic is based on a sample size of 833, representing 9.6% of the total number of respondents to the study. The gender distribution for the Czech sample is 50.5% male and 49.5% female, and the average age of respondents was 31 years with a standard deviation of 15 (average age for all CONSENT respondents: 30). 65.6% of Czech respondents indicated their highest level of education as secondary school or lower, 34.5% responded indicating tertiary education, and 51.3% of respondents were students. Finally, 81.5% described the area where they live as urban or suburban and only 18.5% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 67% of Czech households had access to the internet. But according to Facebook statistics only 50% of internet users were Facebook users, which is rather similar to the EU 27 average (51%). At the same time, Czech Republic had a fair increase of Facebook users between November 2011 and May 2012 (5.06%), within a wide spread of increasing usage in Europe, ranging between the UK (1.52%) and Romania (21.91%)⁷. However, within the CONSENT sample regarding overall UGC usage, Czech respondents are somewhat slightly “below average” UGC users (85% vs. total sample 90%).

UGC Users vs UGC Non-users			
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%
Spain	325	88%	12%
UK	1,082	93%	7%
Others	288	93%	7%
Total Sample	6,977	90%	10%

⁷ Source: Socialbakers.com; accessed 05/2012.

Years of Internet Usage (and average age) of Respondents			
Nationality	Mean years of Internet Usage	Standard Deviation	Average Age of Respondents (years)
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
Spain	10.79	4.107	31
UK	10.86	3.335	28
Others	11.52	4.047	30
Total Sample	10.67	3.712	30

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 Czech sample, though the relation between years of internet usage and respondents' age point at Czech respondents having started to use the internet as a slightly higher-than-average age – at the same time, there is a slight gender variation, and with a “gap” that appears to be increasing with age (see table below).

Czech Republic: Mean years of Internet Usage by Age and Gender			Mean years of Internet Usage	Standard Deviation	Count
Age	20 years or less	Male	8.08	1.842	36
		Female	8.13	2.367	72
	21-30 years	Male	10.48	3.263	82
		Female	10.03	2.494	74
	More than 30 years	Male	12.56	4.182	64
		Female	10.55	4.337	55

Regarding the respondents' location, there is some variation, with mean years of internet usage gradually (but only slightly) decreasing as one moves from urban to suburban to rural; additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

Czech Republic: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	10.22	3.586	294
Suburban	9.95	3.138	21
Rural	9.23	3.582	71

Finally, the high frequency of internet usage at home by Czech respondents (94.5%) stands in stark contrast to the Eurobarometer data (37%⁸ every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 41%⁹ for Czech Republic. For the specific usage of internet at work, there are currently no comparable data available.

Czech Republic: Frequency of Internet Usage								
		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	779	31	7	1	4	2	824
	%	94.5%	3.8%	0.8%	0.1%	0.5%	0.2%	100.0%
At work	Count	378	41	23	9	48	185	684
	%	55.3%	6.0%	3.4%	1.3%	7.0%	27.0%	100.0%

⁸ Base however including non-users.

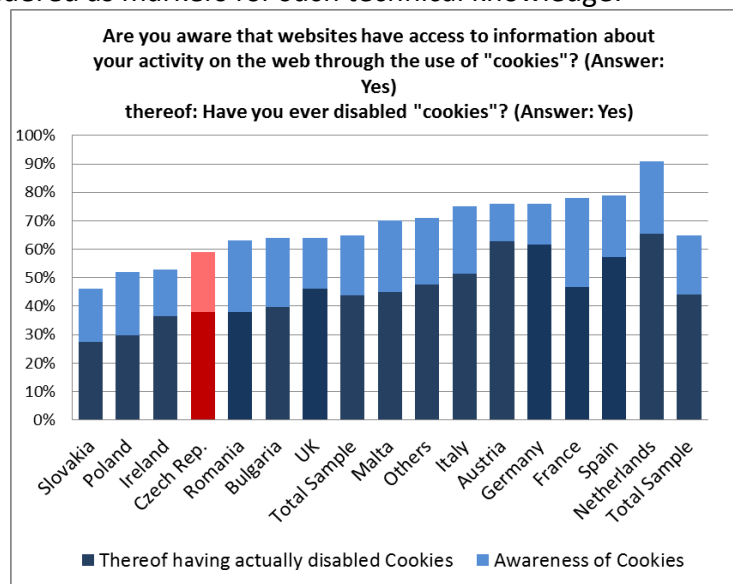
⁹ No distinction between usage at home and usage at work.

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.

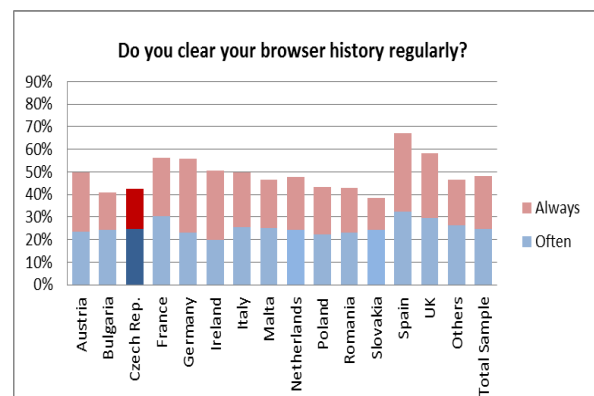
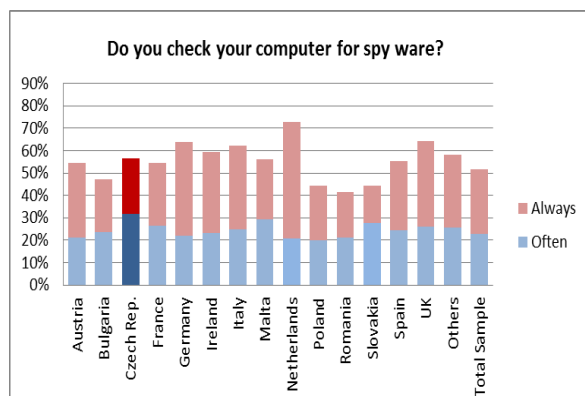
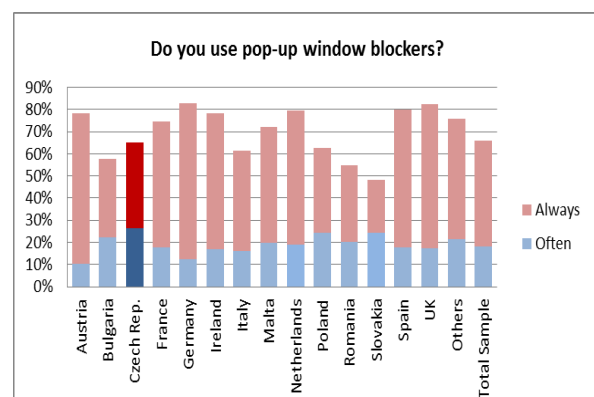
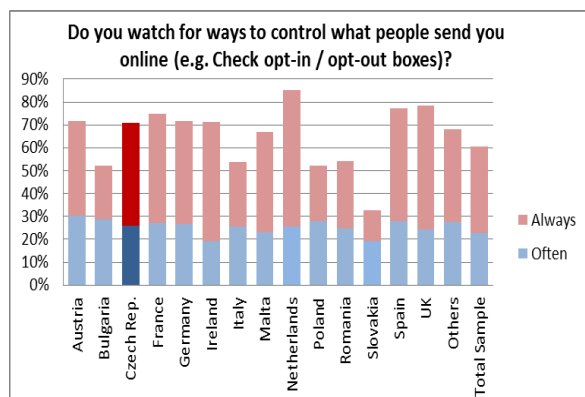


Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
Spain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

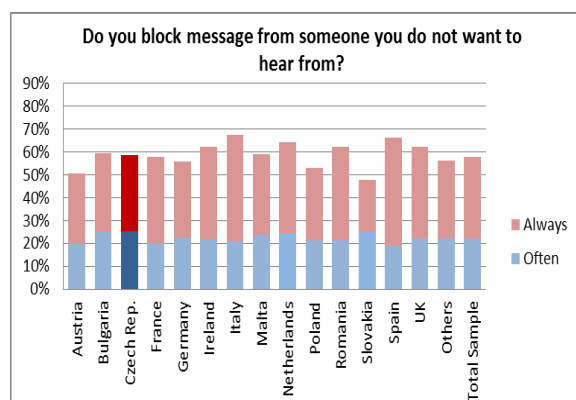
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. However, the Czech respondents themselves show a low level of *awareness* of the use of cookies (59%; 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 low awareness of cookies indicated by Czech respondents, only 64% of those Czech 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.¹⁰

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



¹⁰ 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.



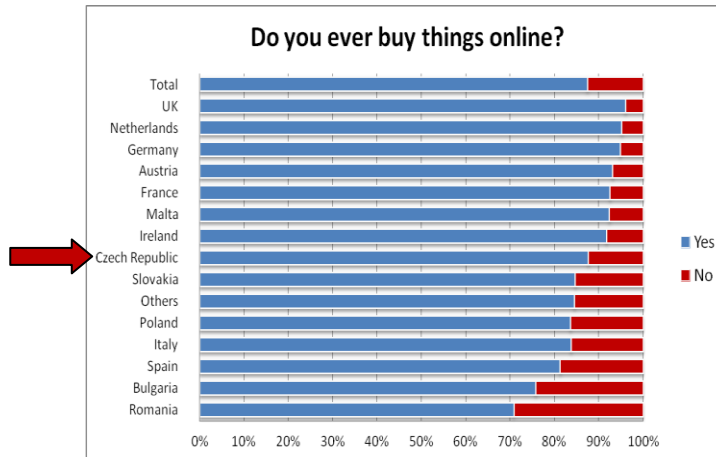
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what 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, Czech respondents show results that are similar to 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, frequent internet users whereas those in other studies 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%
Spain	81.3%	39%	36%	38%
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%
Netherlands	95.2%	81%	74%	74%
UK	96.0%	79%	79%	82%
Total Sample	87.4%	60%	57%	58%

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



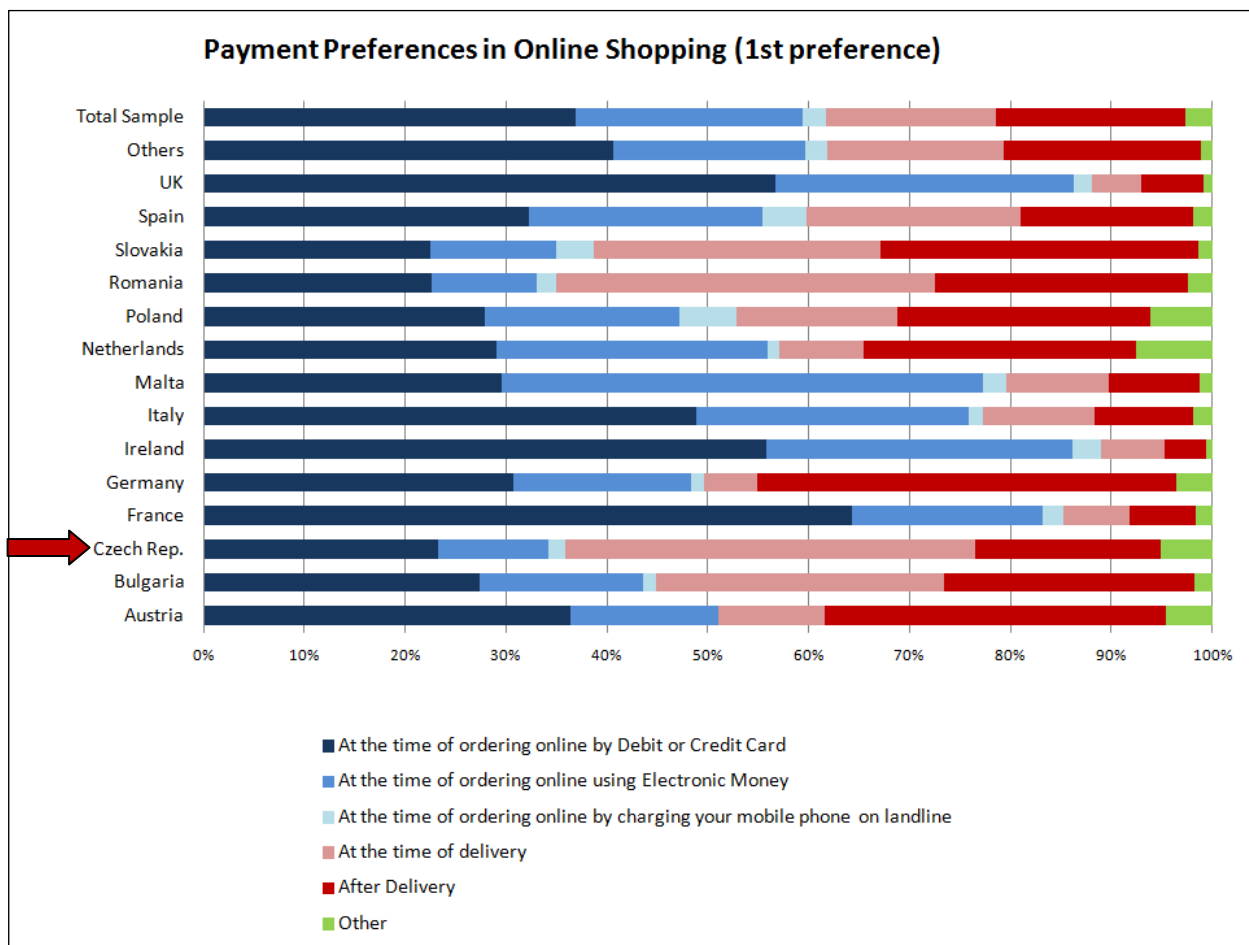
Czech Republic: Online Shopping practice by Age			Czech Republic: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	86.6%	13.4%	Urban	88.0%	12.0%
21 – 30 years	89.9%	10.1%	Suburban	79.3%	20.7%
> 30 years	83.8%	16.2%	Rural	85.6%	14.4%

Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online; here, with 87.6% Czech respondents range rather similar to the total sample average (87.4%). Five of these 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 Czech respondents appears to be *not* substantially linked to either age or location.

Regarding online shopping *frequency*, Czech respondents are slightly less active in comparison to other European respondents, with 70.0% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only 15.6% shopping between 11-20 times a years (total sample 20.5%) and 14.3% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a clearly below-average preference in the Czech Republic to pay (via Debit/Credit card or Electronic Money) at the time of ordering. In contrast to particularly the UK, Ireland, France, Malta and Italy, Czech respondents share with respondents from Germany, Austria and other East European countries a stronger preference for 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 or after delivery.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Czech respondents who have never bought anything online: Of 286 responses, 11.5% indicated a lack of trust in online sellers was the 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 dislike for having to return things to online shops (Czech Republic 11.5%, total sample 6.8%), the shopping experience itself – not being able to “see/touch/try things” (Czech Republic 28.7%, total sample 26.0%) and a dislike for paying delivery of items bought online (Czech Republic 10.1%, total sample 5.7%).

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, whilst 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, there appears to be a decreasing preference for payment at the time of ordering with the Czech respondents’ age increasing.

Czech Republic: Payment Preferences in Online Shopping (1st 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	40	9	0	79	38	4	170
	Percentage	23.5%	5.3%	0.0%	46.5%	22.4%	2.4%	100%
21 – 30 years	Count	84	46	3	111	43	14	301
	Percentage	27.9%	15.3%	1.0%	36.9%	14.3%	4.7%	100%
> 30 years	Count	34	16	5	86	35	22	198
	Percentage	17.2%	8.1%	2.5%	43.4%	17.7%	11.1%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Czech Republic	Count	620	154
	Percentage	80.1%	19.9%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Czech Republic	Percentage	48%	52%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Czech respondents having ever opened a SNS account is similar to the overall CONSENT results which is in contrast with the Eurobarometer data in which Czech users range below the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (82%), suburban (82%) or rural (75%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	224	18.4%	2,422	16.7%
Dating websites such as parship. com	92	7.5%	651	4.5%
Websites where you can share photos, videos, etc, such as YouTube	378	31.0%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	229	18.8%	2,574	17.8%
Micro blogging websites such as Twitter	74	6.1%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	110	9.0%	1,675	11.6%
Multi-player online games	112	9.2%	1,161	8.0%

The percentages of Czech respondents having ever created accounts with business networking websites (18.4%), with websites where one can share photos, videos etc. (31.0%), and with

websites which provide recommendations and reviews (18.8%) stand slightly above the percentage for the total sample. This higher incidence of accounts with business networking websites, photo/video sharing websites and recommendation/review websites is counter-balanced by smaller percentages of respondents who open accounts with micro blogging websites and wiki sites.

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Czech respondents gave a clear preference to Facebook (having opened an account with) which was preferred by 99.7% of Czech respondents (total sample 96.7%). Additionally, 64.6% of Czech respondents indicated that they had opened an account with Spolu, and 13.8% with Li bi mseti.cz; all other SNS websites were clearly below the 10% mark.

Why would you miss this SNS website (Facebook)?				
	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	334	36.5%	2,751	31.0%
It's easier to use than other sites	49	5.4%	630	7.1%
It has more features than other sites	72	7.9%	683	7.7%
I trust this site more than other sites	14	1.5%	311	3.5%
It's easier to meet new people on this site	48	5.3%	405	4.6%
It is more fashionable	43	4.7%	524	5.9%
It is used worldwide	112	12.3%	1,347	15.2%
It gives you information quickly	107	11.7%	1,035	11.7%
You can find out what is happening worldwide	103	11.3%	893	10.1%
Other	32	3.5%	301	3.4%

From the table above it appears that for Czech respondents an important driver for the use of Facebook is networking 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?				
	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	9	2.6%	128	4.0%
This type of website no longer interests me	116	33.3%	952	29.6%
I tried the website but found I didn't like	47	13.5%	573	17.8%
I no longer trust the company running the website	3	0.9%	112	3.5%
My friends / colleagues no longer use this website	147	42.2%	1,105	34.4%
I was concerned about use of information about me	8	2.3%	147	4.6%
Other	18	5.2%	198	6.2%

In the reasoning for not using the SNS account can be observed a considerably higher-than-average interest of Czech respondents in networking effects (Czech Republic 42.2%, total

sample 34.4%) which is complemented by a substantial 33.3% who indicate disinterest; only 3.2% give trust issues as a reason (compared to the total sample average of 8.1%).

Why did you delete your account with this SNS site?				
	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	16	16.2%	277	15.5%
The website no longer interests me	34	34.3%	569	31.8%
I no longer trust the company running the site	5	5.1%	130	7.3%
My friends / colleagues no longer use this website	13	13.1%	334	18.7%
I was concerned about use of information about me	11	11.1%	183	10.2%
I want the content that I have created on the website to be deleted	19	19.2%	222	12.4%
Other	1	1.0%	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 Czech respondents and clearly above average (Czech Republic combined 35.4%¹¹, total sample 29.9%) than was the case for simply not using the account. However, as in the total sample, dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

Why did you delete your accounts with UGC websites?				
	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	96	17.8%	1,012	17.0%
The website no longer interests me	210	39.0%	2,070	34.8%
I no longer trust the company running the site	18	3.3%	305	5.1%
My friends no longer use this website	44	8.2%	455	7.7%
Membership of the website is not worth the money	15	2.8%	304	5.1%
I was concerned about use of information about me	50	9.3%	664	11.2%
I want the content that I have created on the website to be deleted	66	12.3%	685	11.5%
I don't want people to know that I have used this website	32	5.9%	327	5.5%
Other	7	1.3%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 30.8%¹² of Czech respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, this being below the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 56.8%) remain again the stronger motivators.

¹¹ 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".

¹² 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".

Czech Republic: 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	417	50.4%	614	49.3%	576	55.0%
Hadn't heard of this type of website before now	34	4.1%	35	2.8%	56	5.3%
Didn't know you could open an account with websites like this before now	28	3.4%	39	3.1%	23	2.2%
None of my friends use this website	15	1.8%	29	2.3%	29	2.8%
It is not worth the money	5	0.6%	25	2.0%	22	2.1%
I was concerned about use of information about me	10	1.2%	22	1.8%	34	3.2%
I visit these sites but don't feel the need to become a member	319	38.5%	482	38.7%	307	29.3%

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 is slightly increasing with the respondents' age, and although this percentage remains relatively low in Czech respondents (3.2%) 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?	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	5	1%	97	1%
Financial Information	5	1%	194	3%
Work history	145	23%	2,074	30%
ID card / passport number	10	2%	173	3%
Name	542	86%	5,679	83%
Home address	115	18%	1,028	15%
Nationality	293	47%	3,966	58%
Things you do (hobbies etc.)	323	51%	3,626	53%
Tastes and opinions	227	36%	3,002	44%
Photos of you	423	67%	4,635	68%
Who your friends are	314	50%	3,731	55%
Websites you visit	111	18%	1,138	17%
Mobile phone number	127	20%	1,527	22%
Email address	520	83%	5,434	79%
Other	9	1%	243	4%

There are no major differences between the Czech Republic and the majority of CONSENT respondents in other countries on the types of information disclosed online. However, 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?	Czech Republic		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	1%	8%	3%	5%
Financial Information	13%	10%	33%	10%
Work history	3%	10%	5%	18%
ID card / passport number	13%	15%	18%	13%
Name	94%	82%	90%	79%
Home address	94%	52%	89%	39%
Nationality	17%	39%	35%	47%
Things you do (hobbies etc.)	5%	42%	6%	39%
Tastes and opinions	6%	30%	5%	33%
Photos of you	5%	39%	4%	51%
Who your friends are	2%	29%	2%	39%
Websites you visit	5%	19%	4%	14%
Mobile phone number	71%	38%	46%	23%

Other	1%	1 %	1%	1%
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Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Czech respondents in the Eurobarometer study are fairly similar to each other, but the Czech (as well as all) CONSENT respondents are significantly less likely to have disclosed their ID card / passport number and, in particular, their home address. The substantial difference between Eurobarometer respondents in disclosing the home address on online shopping sites (Czech Republic 94%, EU27 89%) and on SNS websites (Czech Republic 52%, EU27 39%) supports the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider their home address at a different level of privacy than hobbies, tastes and opinions, photos, or friends relationships.

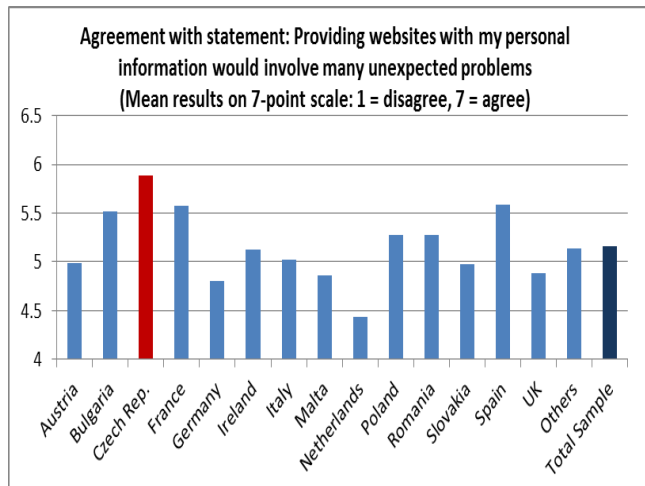
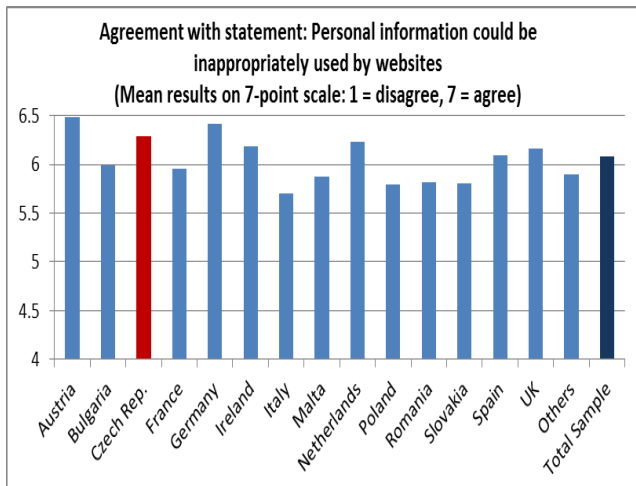
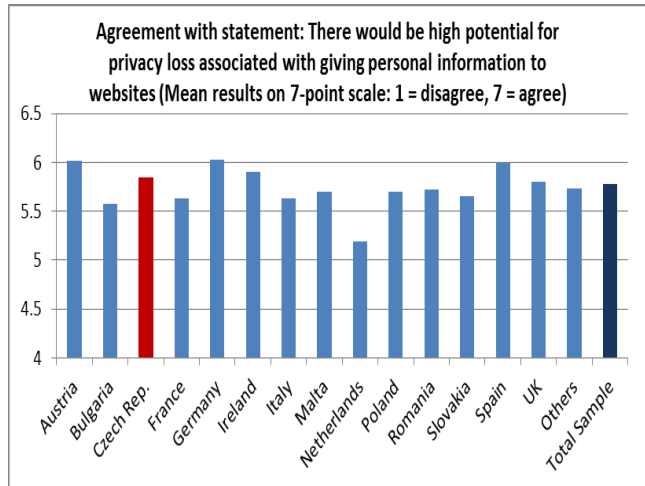
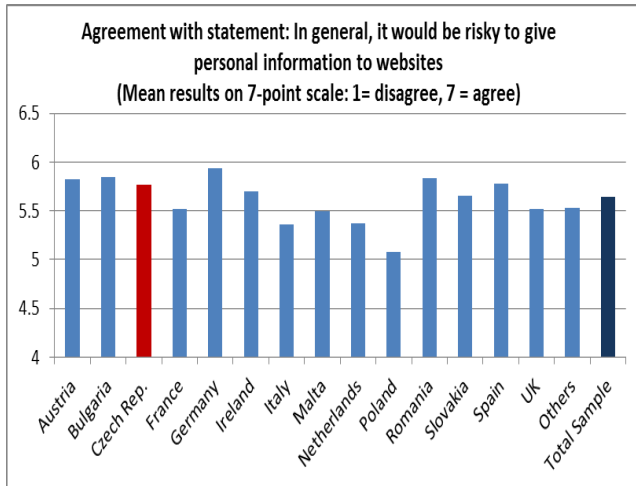
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Czech Republic	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.77	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.85	5.78
Personal information could be inappropriately used by websites	6.29	6.08
Providing websites with my personal information would involve many unexpected problems	5.89	5.16

The set of results in the table above relates to general risk perceptions: Czech respondents agree that giving personal information online is risky, and they perceive this as being slightly riskier than the overall CONSENT average. Similarly, in the Eurobarometer survey 27% of Czech respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 71% disagreed (EU27: 63%); in the same study, 69% of the Czechs (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”¹³ – 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”.

Czech CONSENT respondents perceive general risks, the risk of privacy loss, and the risk of information misuse and – in particular – the risk of being faced with unexpected problems at a level which is above the overall CONSENT average.

¹³ 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')	Czech Republic		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	427	69.6%	4,872	73.9%
Information being shared with third parties without your agreement	422	68.4%	4,799	72.7%
Information being shared to send you unwanted commercial offers	509	82.7%	5,342	80.9%
Your personal safety being at risk	147	24.1%	1,596	24.4%
Becoming victim of fraud	185	30.5%	2,082	31.8%
Being discriminated against (e.g. job selection)	66	10.8%	1,491	22.9%
Reputation being damaged	152	25.1%	1,638	25.1%

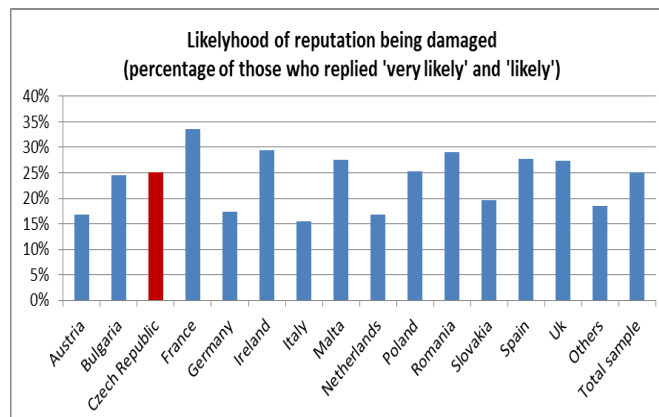
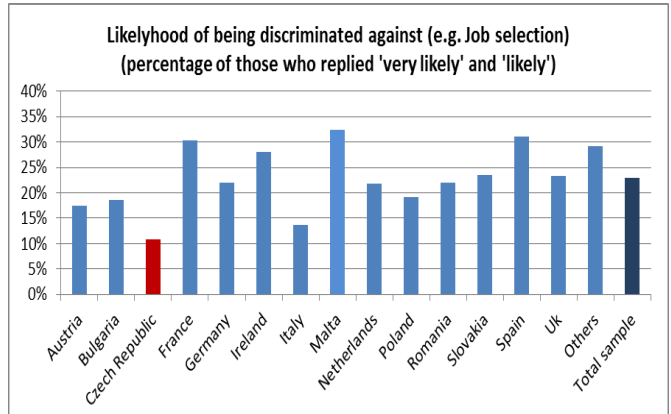
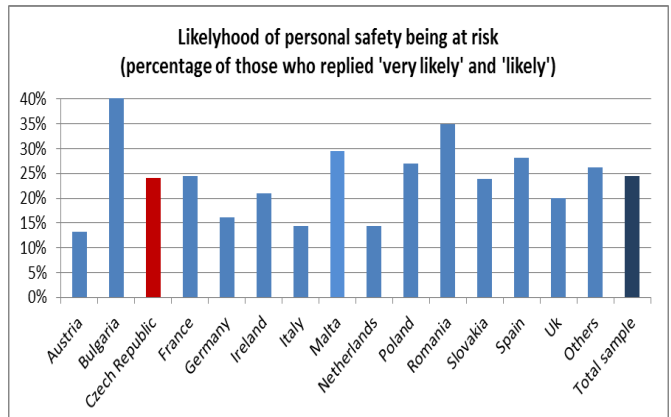
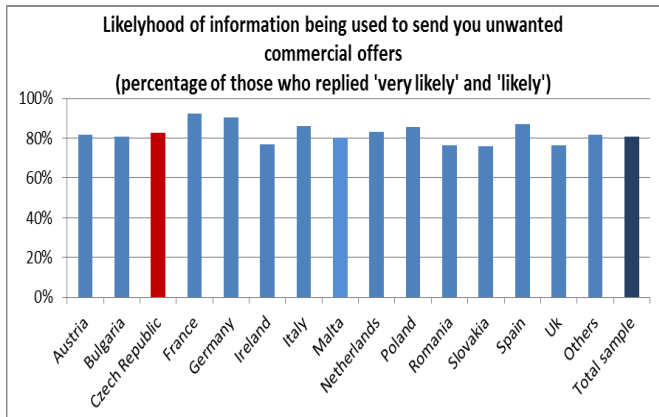
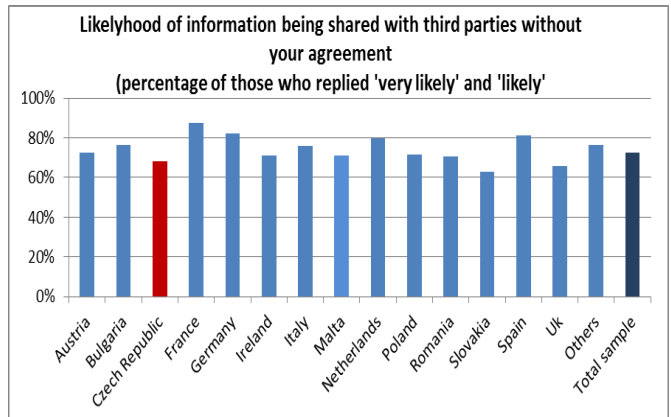
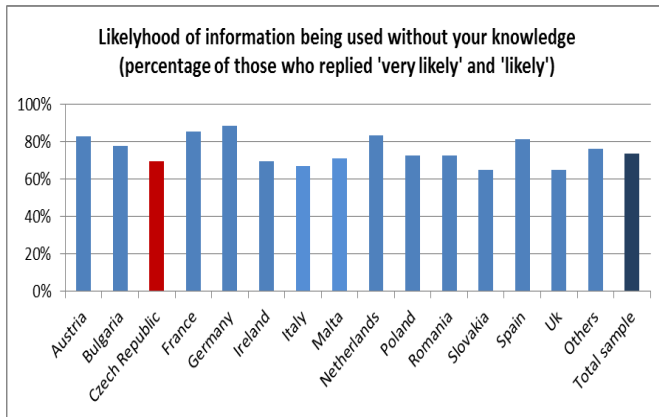
Eurobarometer	Czech Republic		EU27	
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	46%	52%	43%	44%
Information being shared with third parties without your agreement	42%	42%	43%	38%
Information being shared to send you unwanted commercial offers	48%	42%	34%	28%
Your personal safety being at risk	13%	17%	12%	20%
Becoming victim of fraud	41%	40%	55%	41%
Being discriminated against (e.g. job selection)	5%	5%	3%	7%
Reputation being damaged	6%	14%	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%).

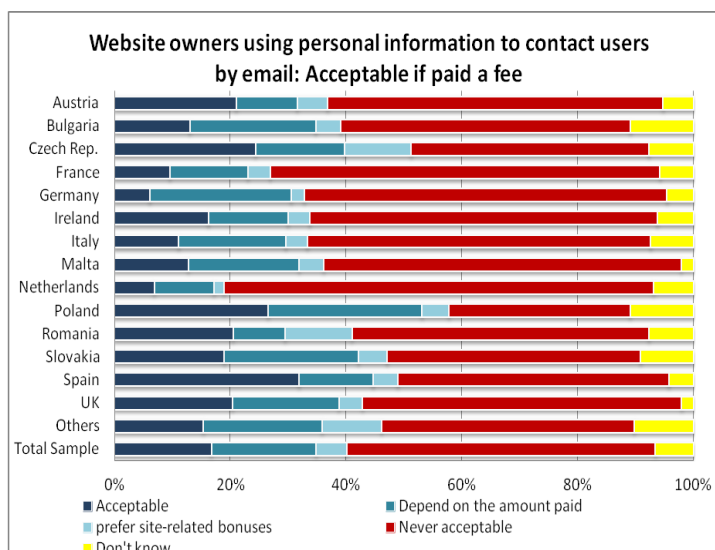
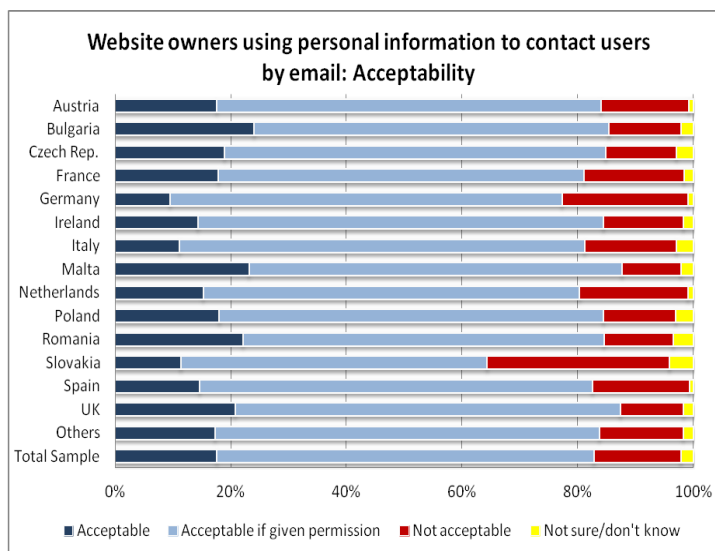
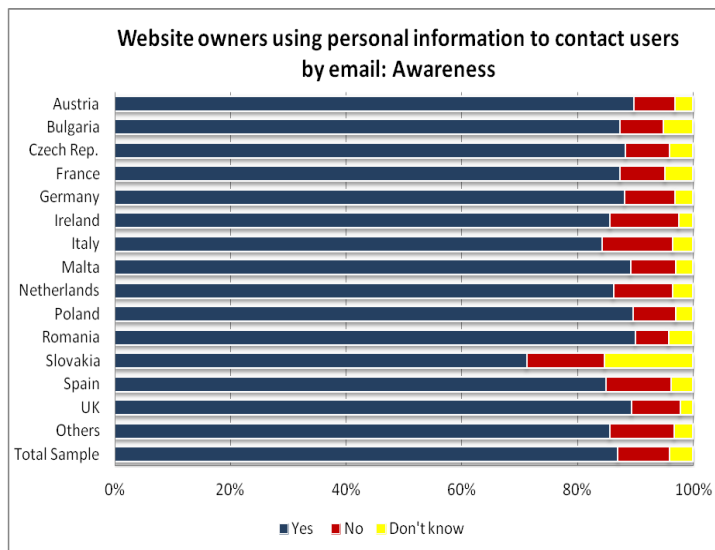
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; however, Czech respondents appear to generally perceive less specific risks than the average CONSENT respondent. Additionally, there 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 the Czech Republic show again a level of perception which is lower than the total sample average – except for the perceived risk of damage to personal reputation, where Czech respondents score similar to the total CONSENT average.



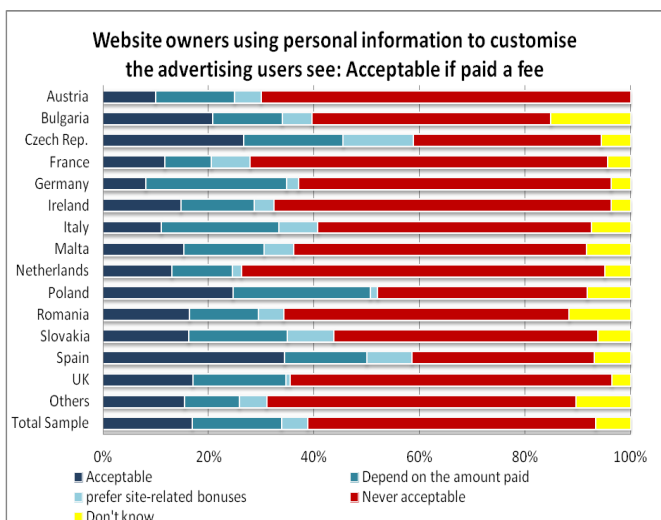
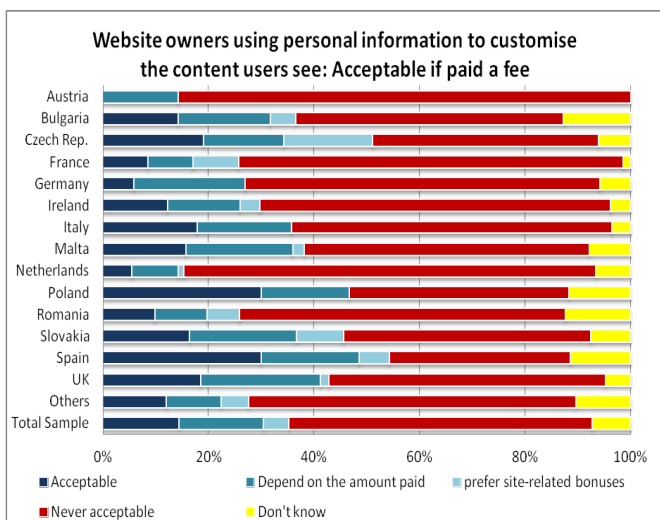
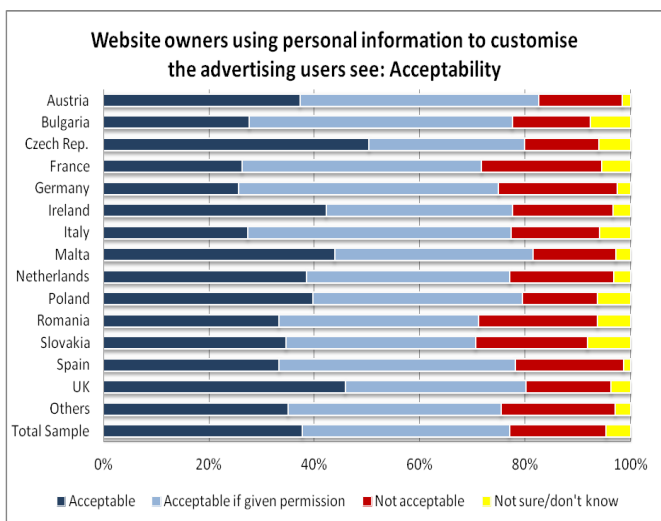
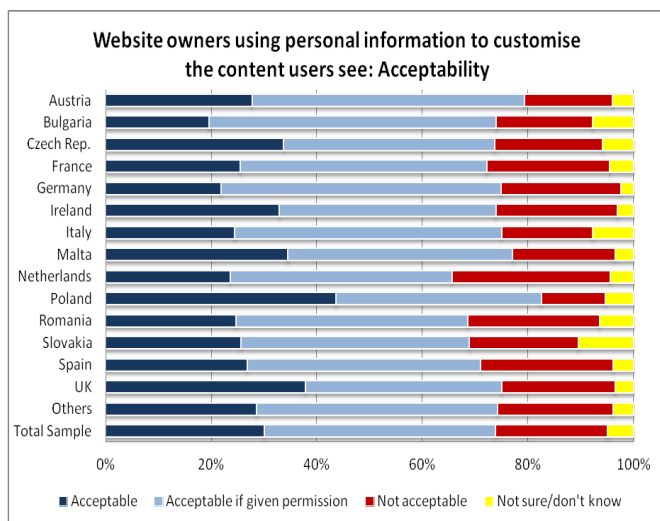
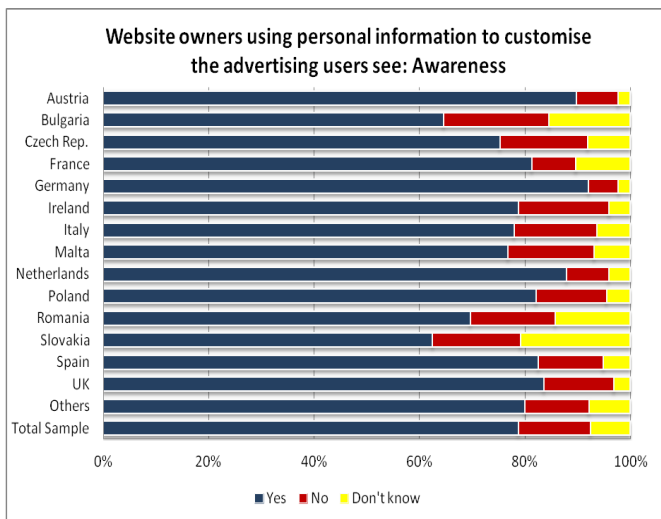
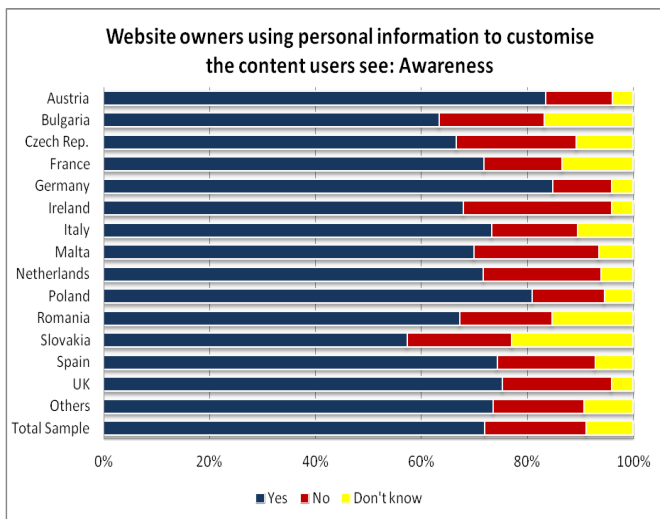
5.3.3 Awareness and Acceptance

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%
Spain	307	82.4%	14.0%	3.6%
UK	957	64.9%	28.8%	6.3%
Others	294	74.1%	17.0%	8.8%
Total Sample	6,993	74.3%	18.2%	7.5%

Czech respondents show an average level of awareness amongst CONSENT respondents about the use of personal information, within a range of awareness levels that spread between Ireland (59.9%) and Slovakia (60.9%) at one end and Austria (88.3%) and Germany (88.9%) at the other end. 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.

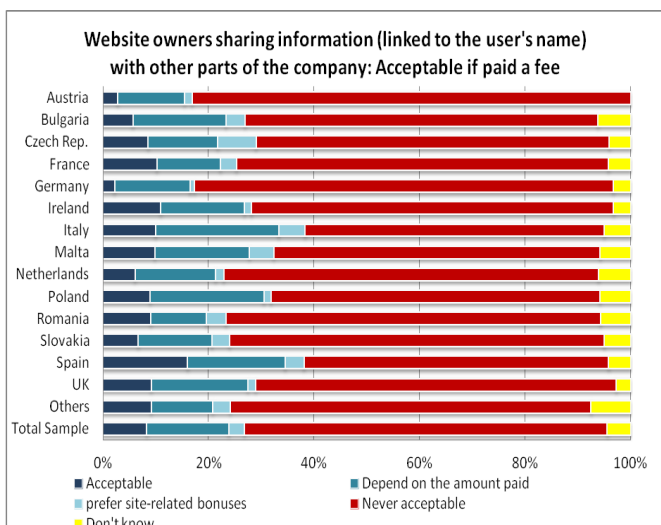
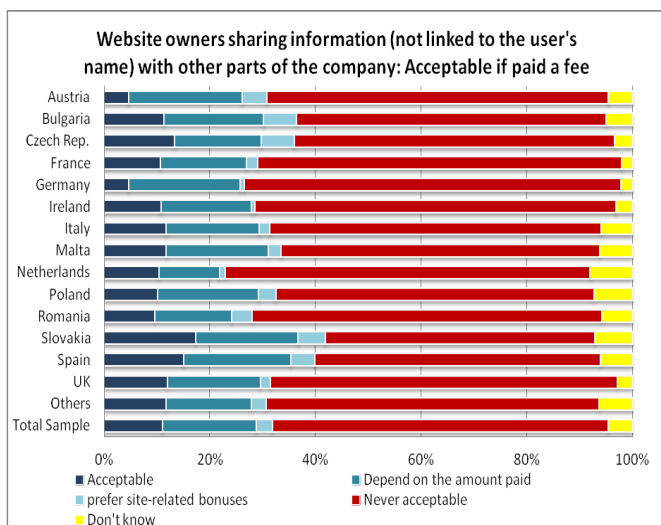
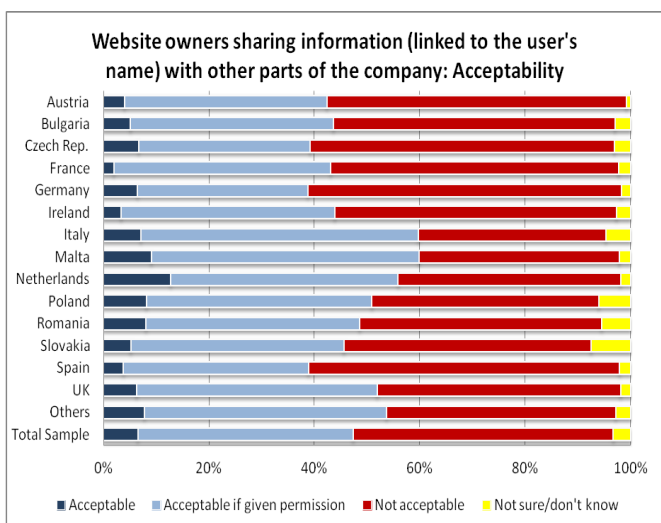
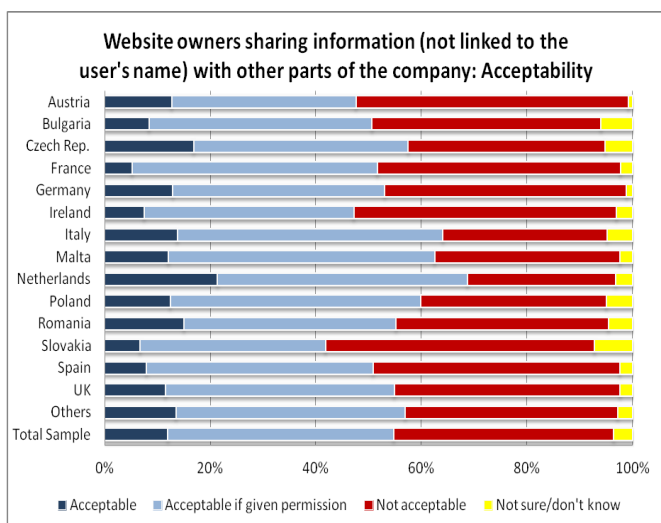
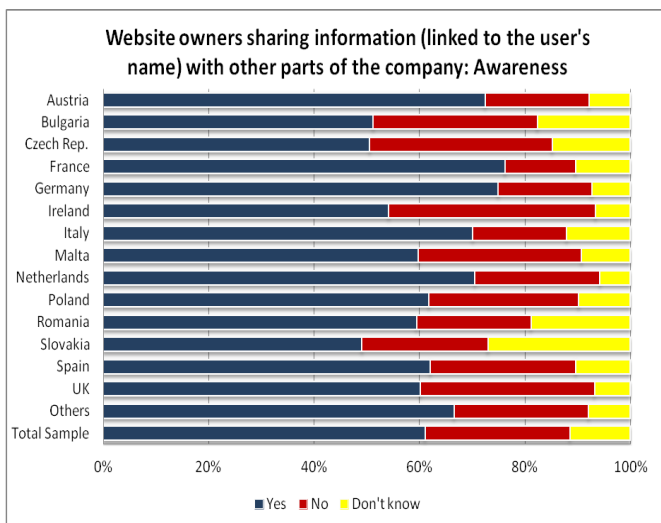
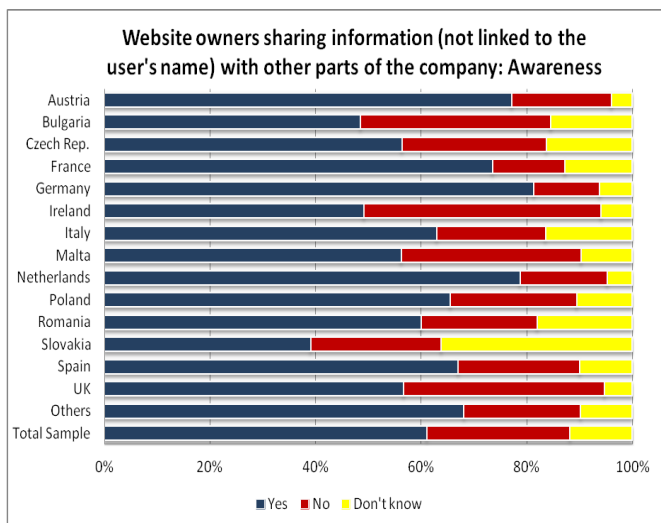


Base: Only respondents who answered that it was unacceptable to contact users by email.



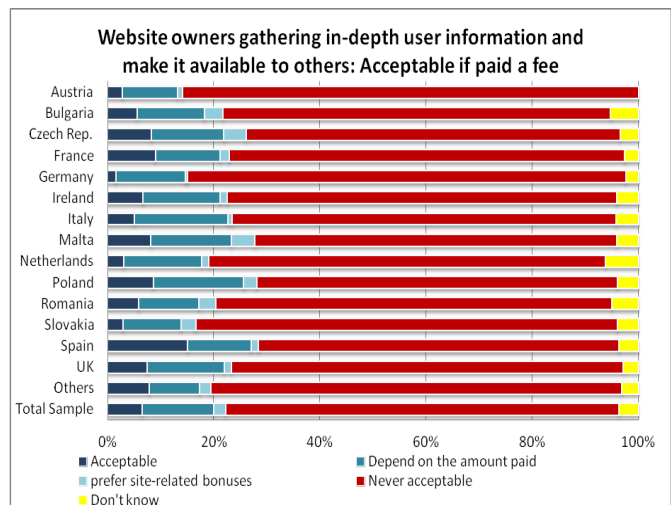
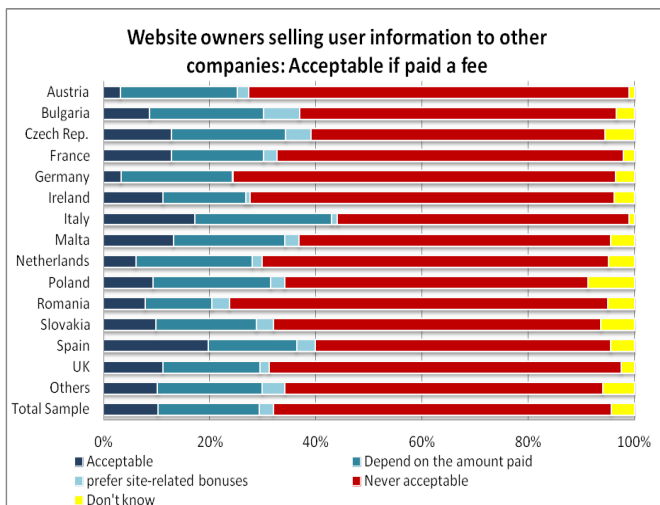
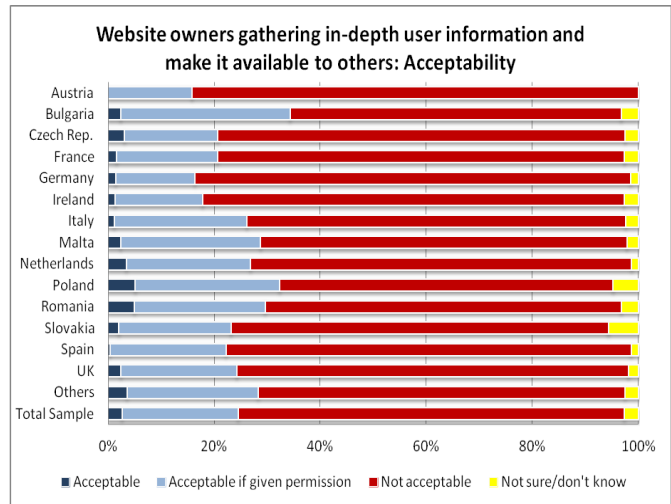
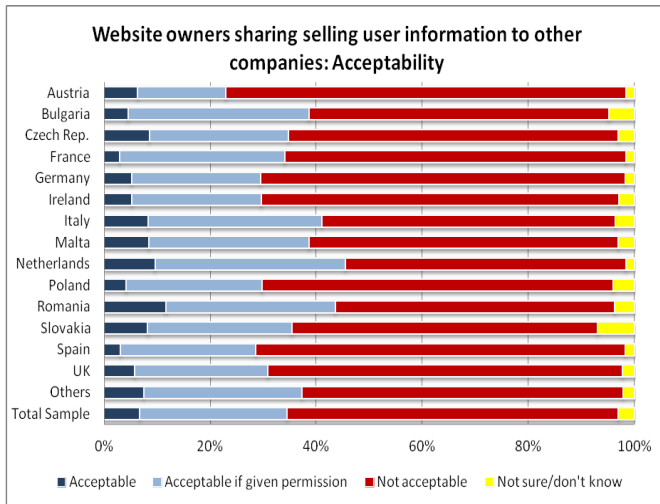
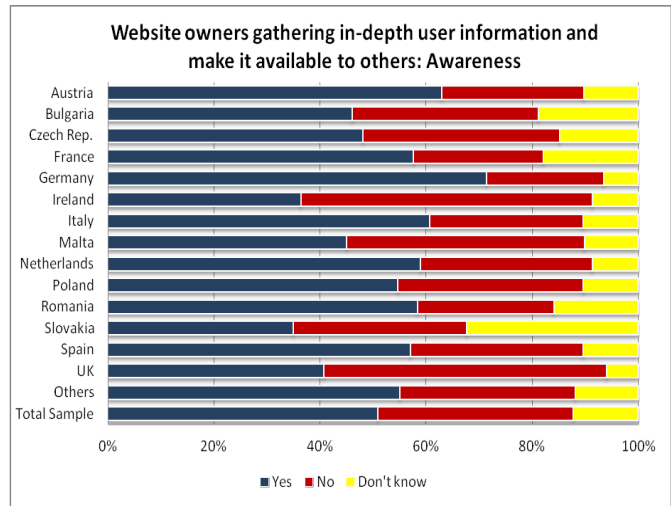
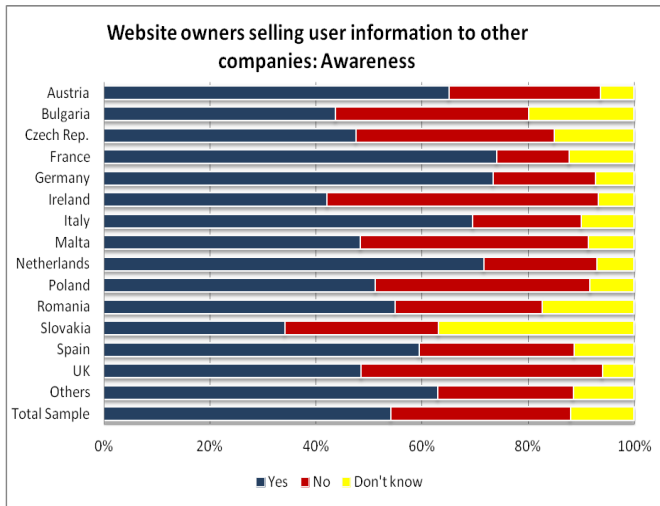
Base: Only respondents who answered it was unacceptable to customize the content users see.

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. Here, together with respondents from Poland, Czech respondents show the lowest level of non-acceptance (Czech Republic 41%, total sample 53%).

Generally, there is 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 Czech respondents show a slightly below-average level of awareness, but – in particular regarding the customisation of advertising – a comparably high level of acceptance. Interestingly, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, they are generally more willing to consider commercial trade-off's in advertising than in the customisation of content. This may relate to a 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, Czech respondents show, again, a slightly below-average level of non-acceptance (Czech Republic 70%, total sample 74%).

5.4 Privacy

5.4.1 Experience of Privacy Invasions

Perceived privacy invasions / information misuse		
Mean Results		
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
Spain	3.22	5.17
UK	2.60	4.67
Others	2.79	5.00
Total Sample	2.89	5.13

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. Czech respondents score slightly lower than the total sample average in the personal invasion of privacy and higher than the total sample average in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 64% of Czech respondents had “heard” about violation of privacy or fraud (EUR27: 55%), but only 8% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 1% of the Czechs 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%
Spain	300	4.7%	9.7%	28.0%	22.0%	35.7%
UK	957	6.9%	6.1%	26.9%	24.2%	35.9%
Others	284	6.3%	12.3%	30.3%	26.4%	24.6%
Total Sample	6,770	8.1%	9.9%	28.4%	23.6%	29.9%

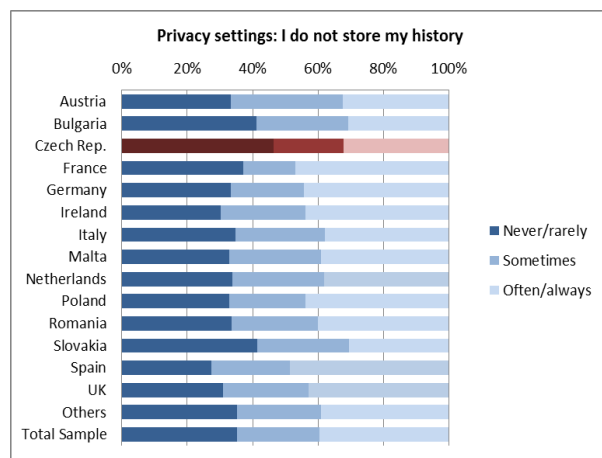
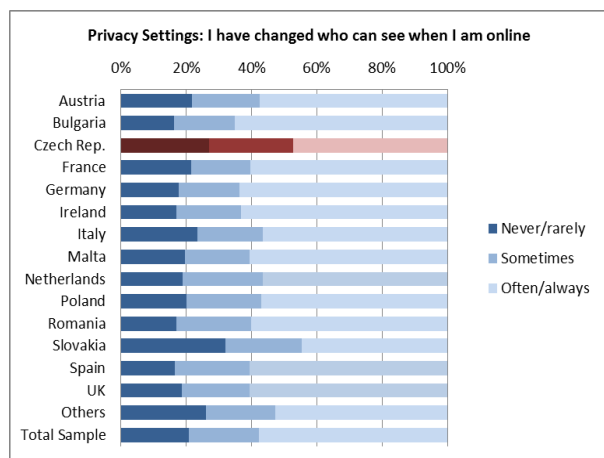
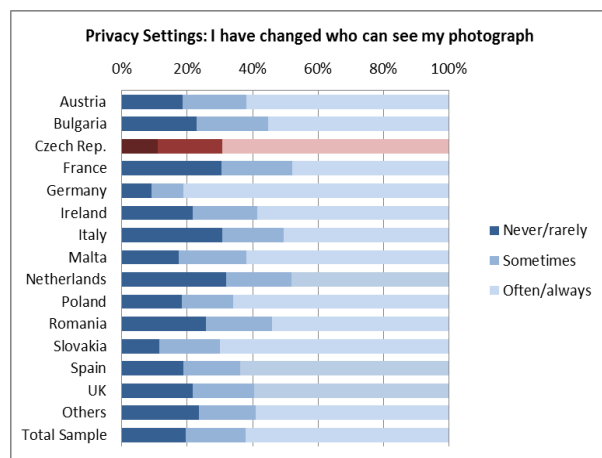
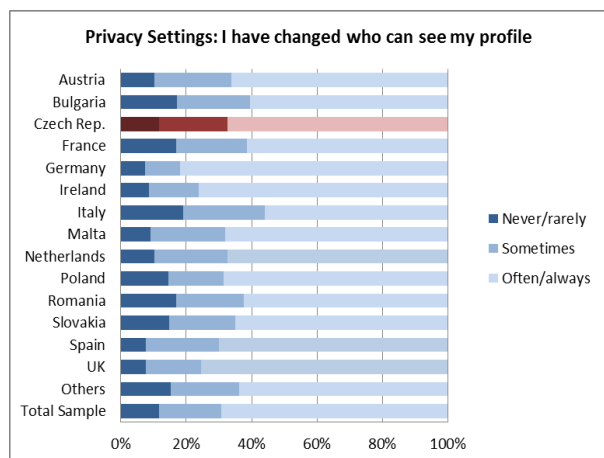
In respect to the question how the respondents safeguard their privacy, 45.5% of the Czech respondents often or always change the privacy settings of their personal profiles on UGC sites. This is below the overall sample average (53.5%). Czech respondents who never or rarely changed privacy settings amounted to 23.8% which is, consequently, high 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, Czech respondents gave a similar picture (35%; 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.

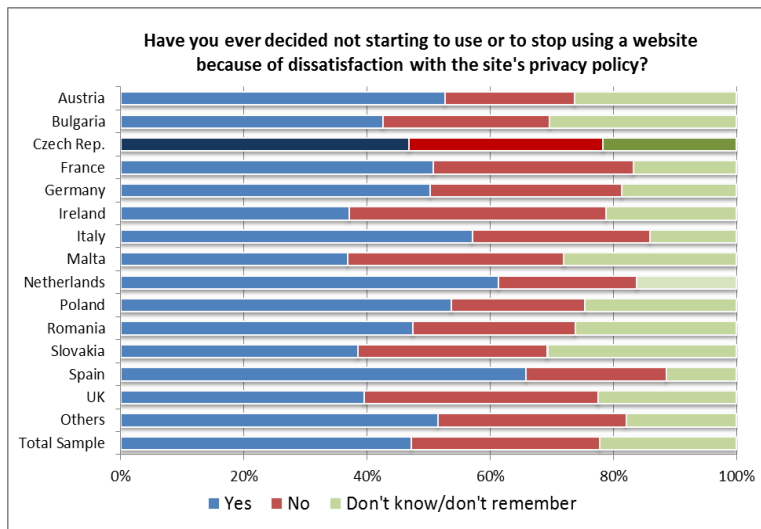
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Czech Republic: 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
Czech Rep.	Count	8	73	454
	Percentage	1.5%	13.6%	84.9%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Czech respondents strongly tend to change their privacy settings to a stricter level, demonstrating a similar behaviour to the overall average, whereas results of other nationalities range 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). Whereas in changing who can see one's profile, who can see when one is online, and in storing one's history Czech respondents are less restrictive than the total CONSENT average, in the setting of who can see one's photograph online they are more apprehensive than the total average. It is also 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

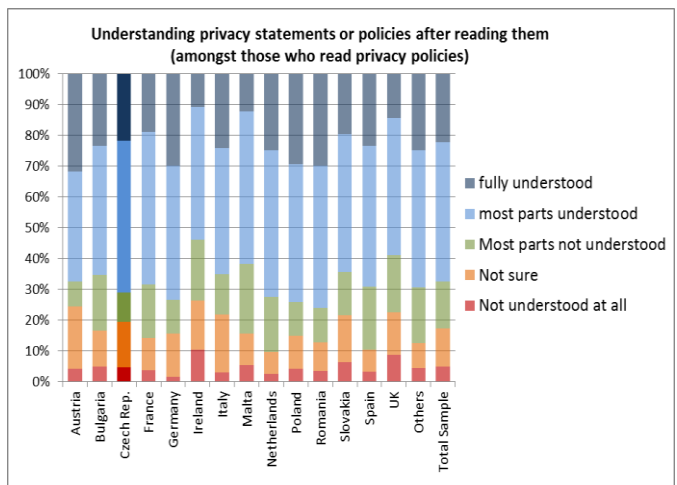
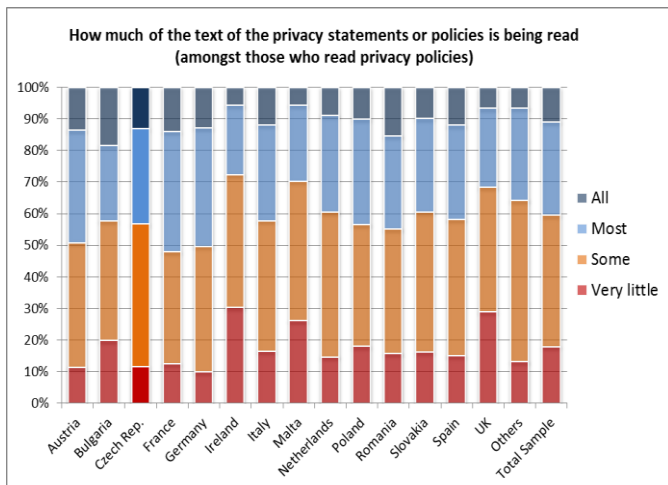
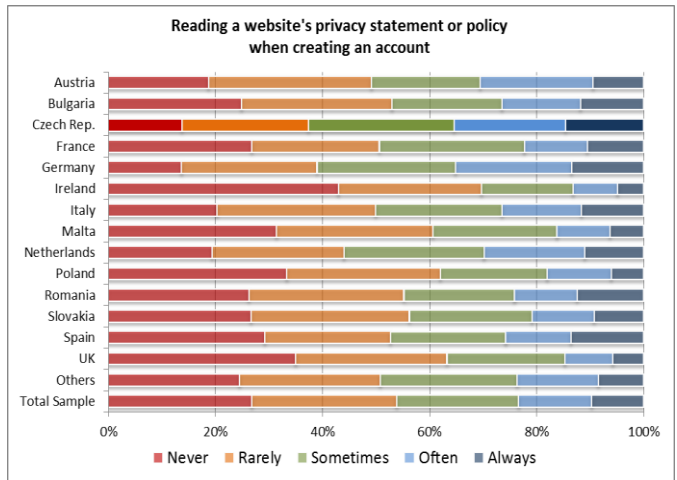
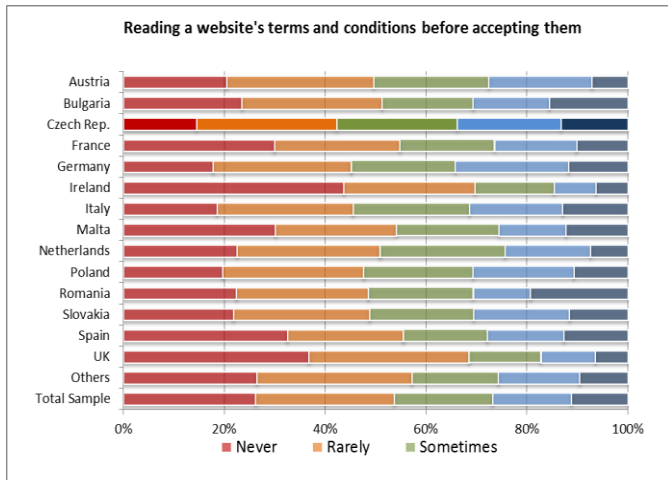


There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. 47% of Czech respondents have ever decided not to use a website due to dissatisfaction with the site's privacy policy, which is identical with the total sample average.

Results from the set of graphs below suggest that many respondents are giving consent without potentially being 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. Under half of respondents from the Czech Republic (42.3%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 13.2% amongst Czech respondents do so which is slightly above the 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. Here, respondents from the Czech Republic, are – together with respondents from Germany – the more active readers, with 35.4% (total sample 23.2%) often or always reading policies.

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). Only 13.1% of Czech 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%). 70.9% of Czech respondents claim to understand usually most or all of what they read in privacy policies.



6. Conclusion

The Czech CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a local environment with a fair dynamic towards increasing SNS usage. At the same time, it appears that their ability – or willingness – to take technical measures to maintain or increase their personal internet security does not (yet) fully keep up with this high-frequency usage, an additional indicator being that for those respondents who decided not to use or to delete their UGC accounts, dislike and disinterest rather than mistrust are the main motivators.

However, Czech CONSENT respondents do perceive increased general risks regarding the disclosure of personal information on UGC websites above the total CONSENT sample average, and they appear particularly concerned about the risk of being faced with unexpected problems. Regarding the expectation of specific risks, though, they are less concerned than the average CONSENT respondent. This contradictory result may be influenced by a tendency of Czech citizens to generally distrust public and private entities (partially due to the experience with the former communist regime) – i.e. raising increased *general* risk concerns which, however, aren't reflected in *specific* risk concerns which would require additional technical knowledge and experience.

The comparably low specific risk awareness is also reflected in the levels of awareness regarding the various specific practices of website owners, being mostly below the CONSENT total sample average. At the same time, Czech respondents showed an increased willingness to accept these practices – in particular the customisation of advertising users see.

Additionally, this comparably low risk awareness is supported by the practice of less than half of Czech respondents indicating that they have often or always changed their privacy settings and, except for adapting the setting who can see one's photograph, they are less restrictive in their specific privacy settings than the average CONSENT respondent.

On the other hand, there appears to be an increased interest in privacy policies. Czech respondents are among the most active policy readers within the total CONSENT sample, and also an above-average portion of respondents claimed that they understand most or all of what they read in these policies. Such interest may be raised by a number of recent public debates regarding problematic data usage, such as the Prague public transport card which could not be issued without disclosing personal data (i.e. the non-existence of an anonymous version), or Google Street View which was allowed by the Czech Data Protection Authority only under certain conditions.¹⁴

¹⁴ Additionally, this may be related to the specific dissemination of the online questionnaire mostly via law-related websites.

It appears, though, that the quality of privacy policies does not have a major impact on behaviour, as less than half of the Czech CONSENT respondents have ever decided not starting to use or stop using a UGC website due to dissatisfaction with its privacy policy.

Probing the contradictory “gap” between these reported practices and perceptions 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

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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

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.

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?

1st preference, 2nd preference, 3rd 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

NON-ACTIVE	
-------------------	--

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
SELF EMPLOYED	
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
EMPLOYED	
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 Czech Online Questionnaire

0.0 Úvod

I váš hlas se počítá!

Pomožte upevnit právní ochranu spotřebitelů a uživatelů internetu.

Tento průzkum je částí projektu CONSENT (projektu spolufinancovaném Evropskou komisí v 7. rámcovém programu), jenž má za cíl zjistit postoje uživatelů internetu ze všech zemí EU, které se týkají nakládání s osobními informacemi, soukromí a poskytováním souhlasu online.

Tyto informace budou použity k přípravě zasedání evropských politických činitelů a právních expertů zacílených na posílení právní ochrany spotřebitelů a uživatelů internetu. Výsledky budou uveřejněny také na internetových stránkách CONSENTU.

Vyplnění dotazníku trvá přibližně 15 minut. Všechny odpovědi jsou anonymní. Žádné osobní údaje, jako je vaše jméno, emailová adresa ani IP adresa nebudou zpracovávány. Vyplňování dotazníku můžete přerušit a později se k němu vrátit. Velmi si vážíme vaší pomoci v tomto projektu.

Děkujeme, že jste si udělal/a čas k účasti na tomto projektu.

Pro více informací navštivte internetové stránky CONSENTU: www.consent.law.muni.cz

Ochrana soukromí

V tomto dotazníku nejsou sbírány žádné osobní informace (jako jméno nebo email). Veškerá data jsou anonymní a nejsou spojená s žádnou osobní informací. Tato stránka používá "cookie", což znamená, že pokud dotazník nevyplníte a nezašlete na poprvé, můžete se k jeho vyplňování vrátit a pokračovat tam, kde jste přestal/a.

Tento dotazník je poskytován prostřednictvím společnosti Qualtrics. S podmínkami ochrany soukromí společností Qualtrics se můžete seznámit na www.qualtrics.com/privacy-statement.

1.0 Zkušenost s internetem

1.1 Jak dlouho užíváte internet? ____ let.

1.2 Jak často používáte internet v následujících situacích?

1=denně/téměř denně;

2=dvakrát nebo třikrát týdně;

3=přibližně jednou týdně;

4=dvakrát nebo třikrát za měsíc;

5=méně často;

6=nikdy

1. Doma
2. Na pracovišti
3. Jinde (ve škole, na univerzitě, v internetové kavárně, atd.)

1.3 Jak často používáte internet k následujícím účelům?

1=denně/téměř denně;

2=dvakrát nebo třikrát týdně;

3=přibližně jednou týdně;

4=dvakrát nebo třikrát za měsíc;

5=méně často;

6=nikdy

A. Zábava

B. Vzdělávání

C. Práce

D. Osobní finance (bankovníctví, obchodování na burze)

E. Sledování aktualit (zprávy, sport, počasí)

F. Cestování (hledání, rezervace)

G. Zjišťování informací o výrobcích

H. Nákup online

1.3.H.1. Kolikrát za rok učiníte online nákup?

1.3.H.2 Jakým způsobům platby dáváte při nakupování online přednost?

1. volba, 2. volba, 3. volba

1. Debetní či kreditní kartou při objednání zboží
2. Elektronickými penězi jako Paypal, Moneybookers, atd. při objednání zboží
3. Přes mobilní telefon nebo pevnou telefonní linku při objednání zboží
4. Při doručení zboží
5. Po doručení zboží
6. Jinak – prosím uveďte

1.3.H.3 Z jakých důvodů nikdy nenakupujete online?

1. Nevěřím online prodejcem
2. Rád/a bych nakupoval/a online, ale nemám debetní nebo kreditní kartu
3. Rád/a bych nakupoval/a online, ale internetové stránky online obchodu jsou složité
4. Nerad/a zveřejňuji své finanční údaje online

5. Nerad/a zveřejňuji informace o tom, kde žiji, online
6. Mám obavy, že když mi bude doručeno zboží, které jsem koupil/a, nebude se jednat o zboží, které jsem si neobjednal/a
7. Nelíbí se mi představa, že budu muset zboží vrátet zpět do online obchodu
8. Dávám přednost tomu, když si mohu zboží před nákupem prohlédnout/dotknout se ho/vyzkoušet
9. Nerad/a platím za přepravu zboží zakoupeného online
10. Jiné důvody (prosím uveďte)

1.3.H.4 Jaká je pravděpodobnost, že v příštích šesti měsících budete nakupovat online?

- 1=velmi nepravděpodobné
 2=nepravděpodobné
 3=nevyhraněné
 4=pravděpodobné
 5=velmi pravděpodobné

I. Komunikování s ostatními (chat/email)

J. Sociální sítě

K. Jiné <vypište>

ALT.1.3 Nakupujete zboží online?

ALT 2.0 Používání UGC (webových stránek, jejichž obsah tvoří sami uživatelé)

ALT.2.1. Vytvořil/a jste si účet na sociální síti jako Facebook, MySpace, classmates, apd.?

1=ano 2=ne

ALT.2.2 Na jaké sociální síti jste si vytvořil/a účet?

Facebook, MySpace, classmates, <lidé.cz, Spolužáci.cz, Doktorka, Jobs.cz, Líbímseti.cz, Rajče.net, Česko-slovenská filmová databáze, Teidu, Osobnosti.cz, GamePark> Jiné 1 (prosím uveďte). Jiné 2 (prosím uveďte)

ALT.2.2.1 Proč jste si vytvořil účet právě na.....a ne na jiné stránce?

1. Mnoho mých známých má účet na této stránce
2. Jednodušeji se používá než jiné stránky
3. Má více funkcí než jiné stránky
4. Věřím této stránce více než jiným
5. Na této stránce je jednodušší potkat více nových lidí
6. Je více v módě
7. Používá se na celém světě

8. Je v jazyce, kterému dávám přednost
9. Jiné

ALT.2.2.2 Stále máte a používáte účet, který jste si vytvořil/a na <zmíněné stránce>?

1. Stále ho mám a používám ho každý den/téměř každý den
2. Stále ho mám a používám ho každý týden
3. Stále ho mám, ale používám ho méně než jednou týdně
4. Stále ho mám, ale nepoužívám ho
5. Zrušil/a jsem svůj účet

ALT.2.2.2.1 Proč nepoužíváte účet na <zmíněné stránce>?

1. Již nemám zájem o tento druh internetových stránek
2. Již se nemohu na svůj účet dostat
3. Zkusil jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
4. Již nevěřím společnosti, která internetovou stránku provozuje
5. Moji přátelé/kolegové tuto internetovou stránku již nepoužívají
6. Byl/a jsem znepokojen/a využitím informací o sobě
7. Jiné (prosím uveďte)

ALT.2.2.2.2 Proč jste zrušil/a účet na <zmíněné stránce>?

1. Již nemám o tuto internetovou stránku zájem
2. Zkusil jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
3. Již nevěřím společnosti, která internetovou stránku provozuje
4. Moji přátelé/kolegové tuto internetovou stránku již nepoužívají
5. Byl/a jsem znepokojen/a využitím informací o sobě
6. Chtěl/a jsem smazat obsah, který jsem na internetové stránce vytvořil/a
7. Jiné (prosím uveďte)

ALT.2.2.3 Stále máte a používáte účty, které jste vytvořil/a na stránkách sociálních sítí?

1. Stále ho mám a používám ho každý den nebo téměř každý den
2. Stále ho mám a používám ho každý týden
3. Stále ho mám, ale používám ho méně než jednou týdně
4. Stále ho mám, ale nepoužívám ho
5. Zrušil/a jsem svůj účet

ALT.2.2.3.1 Pokud by byla jedna z těchto stránek zrušena, která by vám chyběla nejvíce?

ALT 2.2.3.1.1 Proč by vám tato stránka chyběla?

1. Mnoho mých známých má účet na této stránce
2. Jednodušeji se používá než jiné stránky

3. Má více funkcí než jiné stránky
4. Věřím této stránce více než jiným
5. Na této stránce je jednodušší potkat více nových lidí
6. Je více v módě
7. Používá se na celém světě
8. Rychleji dává informace
9. Můžete zjistit, co se děje ve světě
10. Jiné <prosím uveďte>

ALT.2.2.3.2 Proč používáte tuto stránku nejčastěji?

1. Mnoho mých známých má účet na této stránce
2. Jednodušeji se používá než jiné stránky
3. Má více funkcí než jiné stránky
4. Věřím této stránce více než jiným
5. Na této stránce je jednodušší potkat více nových lidí
6. Je více v módě
7. Používá se na celém světě
8. Rychleji dává informace
9. Můžete zjistit, co se děje ve světě
10. Jiné <prosím uveďte>

ALT.2.2.3.3 Proč nepoužíváte účet na <zminěné stránce>?

1. Již se nemohu na svůj účet dostat
2. Již nemám zájem o tento druh internetových stránek
3. Zkusil/a jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
4. Již nevěřím společnosti, která internetovou stránku provozuje
5. Moji přátelé/kolegové tuto internetovou stránku již nepoužívají
6. Byl/a jsem znepokojen/a využitím informací o sobě
7. Jiné (prosím uveďte)

ALT.2.2.2.2 Proč jste zrušil/a svůj účet na <zminěné stránce>?

1. Zkusil/a jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
2. Již nemám o tuto internetovou stránku zájem
3. Již nevěřím společnosti, která internetovou stránku provozuje
4. Moji přátelé/kolegové tuto internetovou stránku již nepoužívají
5. Byl/a jsem znepokojen/a využitím informací o sobě
6. Chtěl/a jsem smazat obsah, který jsem na internetové stránce vytvořil/a
7. Jiné (prosím uveďte)

Otevřený infobox o stránkách UGC

Některé druhy internetových stránek umožňují uživatelům editovat nebo přidat obsah na stránku, který si poté mohou přečíst ostatní uživatelé této internetové stránky. Toto je možné například přidáním komentáře (např. facebook) či hodnocení (např. tripadvisor), vstoupením do diskuze, nahráním videa a digitálního materiálu (např. YouTube, flickr), editováním

materiálu (např. Wikipedie) apd. Tento druh internetových stránek se nazývá User Generated Content (UGC).

ALT 2.9 Na které z následujících internetových stránek typu User Generated Content (UGC) jste si vytvořil/a účet pro svou osobní potřebu (nejedná se pouze o navštívení stránky)?

B. Profesionální sociální sítě jako LinkedIn, Xing.com, Jobs.cz a Práce.cz

C. Seznamky jako libimseti.cz a Seznamka.cz

D. Internetové stránky, na kterých můžete sdílet fotky, videa, apd. jako Youtube, flickr, Rajce.net a ZkoukniTo.cz,

E. Internetové stránky poskytující doporučení a hodnocení (filmů, hudby, knih, hotelů, apd.) jako last.fm, tripadvisor, Česko-slovenská filmová databáze (csfd.cz) a Znamýlékař.cz,

F. Stránky umožňující posílat microblogy jako twitter, teidu.cz a MyDamak.cz

G. Wiki stránky jako Wikipedie, myheritage, osobnosti.cz a Celý Svět,

H. Počítačové hry o více hráčích (Multiplayer online games) jako secondlife.com, World of Warcraft, gamepark.cz a Damakles.cz.

ALT 2.9.1 Proč jste si nikdy nevytvořil/a účet na této stránce/stránkách?

1. Tento druh internetových stránek mě nezajímá
2. Doposud jsem o těchto stránkách neslyšel/a
3. Doposud jsem nevěděl/a, že si mohu vytvořit účet na takových stránkách
4. Nikdo z mých přátel tyto stránky nepoužívá
5. Nestojí to za ty peníze
6. Byl/a jsem znepokojen/a využitím informací o sobě
7. Navštěvuji tyto stránky, ale necítím potřebu stát se členem
8. Jiné

ALT.2.9.2 Máte stále všechny účty, které jste si vytvořil/a na internetových stránkách UGC?

1=Mám stále všechny účty, které jste si vytvořil/a na stránkách UGC

2=Některé mám, jiné jsem zrušil/a

3=Ne, všechny jsem zrušil/a

ALT.2.9.2.1 Použil/a jste v posledních 6 měsících VŠECHNY účty, které máte na stránkách UGC?

1=ano 2=ne

ALT.2.9.2.1.1 Proč jste některé účty v posledních 6 měsících nepoužil/a?

1. Již se nemohu na svůj účet dostat
2. Není to druh internetových stránek, které pravidelně používám
3. Zkusil/a jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
4. Již nemám o tuto internetovou stránku zájem
5. Již nevěřím společnosti, která internetovou stránku provozuje

6. Moji přátelé tuto internetovou stránku již nepoužívají
7. Byl/a jsem znepokojen/a využitím informací o sobě
8. Jiné (prosím uveďte)

ALT.2.9.2.2 Proč jste zrušil/a své účty na stránkách UGC?

1. Zkusil/a jsem tuto internetovou stránku, ale zjistil/a jsem, že se mi nelíbí
2. Již nemám o tuto internetovou stránku zájem
3. Již nevěřím společnosti, která internetovou stránku provozuje
4. Moji přátelé tuto internetovou stránku již nepoužívají
5. Členství na této stránce za ty peníze nestojí
6. Byl/a jsem znepokojen/a využitím informací o sobě
7. Chtěl/a jsem smazat obsah, který jsem na internetové stránce vytvořil/a
8. Nechci, aby lidé věděli, že tuto stránku používám
9. Jiné (prosím uveďte)

3.0 Zveřejňování údajů na stránkách UGC

Jaký druh údajů jste během používání (v rámci registrace či pouhého navštívení stránek) internetových stránek UGC (jako jsou sociální síť, stránky pro sdílení materiálu, stránky pro hraní her) o sobě již zveřejnil/a?

1. Zdravotní informace (zdravotní záznamy, informace o zdraví)
2. Finanční informace (např. plat, bankovní údaje, záznamy o úvěrech)
3. Pracovní zkušenosti
4. Rodné číslo/číslo občanského/číslo cestovního pasu
5. Jméno
6. Adresa bydliště
7. Národnost
8. Záliby (koníčky, sporty, oblíbená místa)
9. Vkus a názory
10. Vaše fotografie
11. Kdo jsou vaši přátelé
12. Internetové stránky, které navštěvujete
13. Číslo mobilního telefonu
14. Emailová adresa
15. Jiné (uveďte)
16. Nevím

4.0 Vnímaná rizika

4.1 Ke každé ze situací prosím uveďte, jaká je pravděpodobnost, že by taková situace mohla být výsledkem umístění osobních informací na stránky UGC.

1=velmi nepravděpodobné 2=nepravděpodobné 3=nevyhraněné 4=pravděpodobné 5=velmi pravděpodobné

1. Informace jsou použity bez vašeho vědomí
2. Informace jsou sdíleny se třetí osobou bez vašeho souhlasu
3. Informace jsou využity tomu, aby vám byly zasílány nevyžádaná obchodní sdělení
4. Vaše osobní bezpečnost je ohrožena
5. Stanete se obětí podvodu
6. Budete diskriminován/a (při výběru zaměstnání, zvýšením cen, odepřením přístupu ke službám)
7. Vaše pověst bude poškozena

5.0 Chování týkající se nastavení ochrany soukromí

Otevřený infobox k OSOBNÍM PROFILŮM

Osobní profil na stránce UGC (jako jsou sociální sítě, stránky pro sdílení materiálu, stránky pro hraní her) se skládá z informací jako je věk, místo bydliště, zájmy, fotografie a z části "o mně". Viditelnost profilu, neboli kdo může vidět vaše údaje a komunikovat s vámi, může být v některých případech modifikována nastavením ochrany soukromí, kterou stránka nabízí.

5.1 Už jste někdy změnil/a nastavení ochrany soukromí ve svém osobním profilu na stránkách UGC?

1=Nikdy, 2= Zřídka, 3= Někdy, 4= Často, 5=Vždy

5.1.1 Proč jste nikdy nezměnil/a nastavení ochrany soukromí?

1. Nevěděl/a jsem, že existuje nastavení ochrany soukromí
2. Nevěděl/a jsem, jak změnit nastavení
3. Mám obavu, že pokud změním nastavení, stránka již nebude správně fungovat
4. Nevěděl/a jsem, že mohu změnit nastavení
5. Věřím, že stránka vhodnou ochranu soukromí nastaví
6. Jsem spokojený/á se standardním nastavením ochrany soukromí
7. Neměl/a jsem čas prohlédnout si možné volby
8. Jiné

5.1.2 Jak jste změnil/a nastavení ochrany soukromí?

1. Zmírnil/a jsem nastavení ochrany soukromí tak, že *je dostupných více informací o mně*
2. Někdy nastavení ochrany soukromí zmírním, jindy zpřísním
3. Zpřísnil/a jsem nastavení ochrany soukromí, *je dostupných méně informací o mně*

5.1.3 Které z těchto nastavení ochrany soukromí jste změnil/a?

"nikdy" "zřídka" "někdy" "často" "vždy"

1. Změnil/a jsem to, kdo může vidět můj profil
2. Změnil/a jsem to, kdo může vidět moje fotky

3. Změnil/a jsem to, kdo může vidět, že jsem online
4. Neukládám svoji historii
5. Jiné

6.0 Vaše vnímání hravosti

Přemýšlejte o stránce UGC, kterou používáte, nebo pokud používáte více stránek, o své oblíbené stránce UGC, a uveďte prosím, do jaké míry souhlasíte s následujícími tvrzeními. Kliknutím označte bod na stupnici, který nejlépe představuje míru vašeho postoje, kde 1=nesouhlasím a 7=souhlasím.

- 6.1 Používat stránky UGC je zábavné
- 6.2 Používat stránky UGC je legrace
- 6.3 Používání stránek UGC mi dělá radost
- 6.4 Používání stránek UGC podporuje moji zvědavost
- 6.5 Používání stránek UGC povzbuzuje moji představivost

7.0 Vaše vnímání jednoduchosti užívání

Přemýšlejte o stránce UGC, kterou používáte, nebo o své oblíbené stránce UGC a označte prosím, do jaké míry souhlasíte s následujícími tvrzeními.

- 7.1 Tato internetová stránka se snadno používá.
- 7.2 Rychle jsem se naučil/a tuto stránku používat.
- 7.3 Tato internetová stránka se jednoduše používá.
- 7.4 Snadno jsem si zapamatoval/a, jak tuto stránku používat.
- 7.5 Bylo snadné se naučit, jak tuto stránku používat.

8.0 Vaše vnímání kritického množství

Znovu přemýšlejte o stránce UGC, kterou používáte nebo o své oblíbené stránce UGC a označte prosím, do jaké míry souhlasíte s následujícími tvrzeními.

- 8.1 Mnoho lidí, se kterými jsem v kontaktu, tuto internetovou stránku používá.
- 8.2 Lidé, se kterými jsem v kontaktu, budou v budoucnu tuto internetovou stránku používat.
- 8.3 Ti lidé, se kterými komunikuji prostřednictvím této internetové stránky, budou v budoucnu tuto stránku používat.
- 8.4 Mnozí z lidí, se kterými jsem v kontaktu, používají pravidelně tuto internetovou stránku.

9.0 Chování vztahující se ke smluvním podmínkám a k zásadám ochrany soukromí

Mnoho internetových stránek vyžaduje, aby uživatelé přijali (většinou kliknutím na příslušné okénko) smluvní podmínky předtím, než jim umožněn přístup.

- 9.1 Jakým způsobem přijímáte smluvní podmínky, když si tvoříte profil na internetové stránce

- 5=**Vždy** si přečtu smluvní podmínky předtím, než je přijmu
- 4=**Často** si přečtu smluvní podmínky předtím, než je přijmu
- 3=**Někdy** si přečtu smluvní podmínky předtím, než je přijmu
- 2=**Zřídka** si přečtu smluvní podmínky předtím, než je přijmu
- 1=**Nikdy** si nečtu smluvní podmínky předtím, než je přijmu
- 6=Nevím/nejsem si jistý/á, co to znamená

9.2 Přečtete si zásady ochrany soukromí, když si tvoříte účet na internetové stránce, kterou jste ještě nepoužíval/a?

Otevřený infobox k OSOBNÍM PROFILŮM

Kromě smluvních podmínek (nebo někdy jako jejich část) jsou součástí internetové stránky zásady ochrany soukromí, které určují, jak budou osobní informace vložené uživateli použity a kdo k nim bude mít přístup.

- 1=Nikdy si zásady ochrany soukromí nečtu
- 2=Zřídka si zásady ochrany soukromí přečtu
- 3=Někdy si zásady ochrany soukromí přečtu
- 4=Často si zásady ochrany soukromí přečtu
- 5=Vždy si zásady ochrany soukromí přečtu

9.2.1 Pokud čtete zásady ochrany soukromí, obvykle

1=čtu velmi málo z textu 2= čtu některé části textu 3= čtu většinu textu 4=čtu celý text

9.2.2 Pokud jste četl/a zásady ochrany soukromí, řekl/a byste, že

- 1. Nejsem si jistý/á, jestli jsem jim porozuměla
- 2. Většinou jim vůbec nerozumím
- 3. Většinou nerozumím většině textu
- 4. Většinou rozumím většině textu
- 5. Většinou jim úplně rozumím
- 6. Nevím/nepamatuji se

9.2.3 Už jste se někdy rozhodl/a, že nebudete používat internetovou stránku, nebo její používání ukončíte, protože jste nebyl/a spokojena se zásadami ochrany soukromí?

1=ano, 2=ne 3= nevím/nepamatuji se

9.3.1 Proč nikdy nečtete zásady ochrany soukromí?

- 1. Až do teď jsem o zásadách ochrany soukromí nevěděl/a
- 2. Nevím, kde zásady ochrany soukromí na stránce hledat
- 3. Zásady ochrany soukromí jsou na čtení moc dlouhé
- 4. Zásadám ochrany soukromí se dá jen těžko porozumět
- 5. Když chci na stránce účet, nestarám se o zásady ochrany soukromí
- 6. Na zásadách ochrany soukromí mi nezáleží, protože nemám, co skrývat
- 7. Na zásadách ochrany soukromí mi nezáleží, protože je stránka stejně ignoruje

8. Pokud stránka naruší moje soukromí, právo mě v každém případě ochrání
9. Jiné (uved'te)

10.0 Informovanost a postoje – Zpracovávání informací

10.1 Informace, které uvádíte v profilu na internetové stránce, mohou majitelé stránky použít k nejrůznějším účelům. Věděl/a jste o tom?

1=ano, 2=ne, 3=Nejsem si jistý/á, co to znamená

10.2.A Uved'te prosím, zda jste si byl/a vědom/a toho, že informace, které uvádíte v profilu na internetové stránce, mohou majitelé stránky použít k:

1=Ano 2=Ne 3=Nevím

10.2.B Uved'te prosím, co si myslíte o tom, že majitelé internetové stránky používají osobní informace, které uvádíte na účtu/v profilu, aby:

1= je to akceptovatelné, nemusí mě o to žádat; 2= je to akceptovatelné, ale pouze s mým svolením; 3= je to neakceptovatelné; 4=nevím/nejsem si jistý/á

1. přizpůsobili obsah, který vidíte
2. přizpůsobili reklamu, kterou vidíte
3. vás kontaktovali emailem
4. sdíleli informace (nespojené s vaším jménem) o vašem chování s jinými částmi společnosti
5. sdíleli informace (spojené s vaším jménem) o vašem chování s jinými částmi společnosti
6. prodávali informace (nespojené s vaším jménem) o vašem chování jiným společnostem
7. shromažďovali ze své vlastní i z jiných internetových stránek podrobné osobní informace o vás a dávala je k dispozici jiným osobám

10.3 Bylo by pro vás akceptovatelné, abyste byl/a placena za to, že dovolíte internetové stránce, aby:

1=ano, bylo by to akceptovatelné 2=ne, to by bylo neakceptovatelné 3=záleželo by na částce 4=dal/a bych radši přednost výhodám vztahujících se ke stránce, než penězům 5=nevím

1. přizpůsobila obsah, který vidíte
2. přizpůsobila reklamu, kterou vidíte
3. vás kontaktovala emailem
4. sdílela informace (nespojené s vaším jménem) o vašem chování s jinými částmi společnosti
5. sdílela informace (spojené s vaším jménem) o vašem chování s jinými částmi společnosti
6. prodávala informace (nespojené s vaším jménem) o vašem chování jiným společnostem
7. shromažďovala ze své vlastní i z jiných internetových stránek podrobné osobní informace o vás a dávala je k dispozici jiným osobám

Otevřený infobox o COOKIES

Spolu s informacemi, které jste sám/a poskytl/a na svém účtu či v profilu, může mít internetová stránka rovněž přístup k informacím o vaší aktivitě na internetu, např. jaké stránky jste navštívil/a, co si na stránkách vybíráte, atd. Internetovým stránkám to umožňují informace (někdy se jim říká "cookie") ukládané během surfování na internetu programem, který používáte (internetovými prohlížeči jako Internet Explorer, Firefox, Safari, atd.).

10.4 Jste si vědom/a toho, že internetové stránky mají prostřednictvím "cookies" přístup k informacím o vaší aktivitě na internetu?

1=ano, 2=ne 3=nejsem si jistý/á, co to znamená

10.4.1 Internetové prohlížeče vám umožňují odmítnout, aby internetová stránka ukládala informace o vašich aktivitách tím, že zablokují cookies ve vašem internetovém prohlížeči. Už jste někdy v prohlížeči cookies zablokoval/a?

1=ano, 2=ne, 3=nevzpomínám si/nevím

10.4.1.1 Proč jste nikdy cookies nezablokoval/a?

1. Nemyslím si, že je to nutné
2. Když zablokujete cookies, internetové stránky nefungují tak, jak mají
3. Když zablokujete cookies, internetové stránky se zpomalí
4. Nevím, jak cookies zablokovat
5. Jiné

11.0 Vaše vnímání rizik ohrožujících soukromí

Označte prosím bod, který nejlépe představuje vaše názory na stupnici, kde 1=nesouhlasím a 7=souhlasím, do jaké míry souhlasíte či nesouhlasíte s následujícími tvrzeními o osobních informacích a internetu.

11.1 Je nebezpečné vkládat osobní informace na internetové stránky.

11.2 Existuje vysoká pravděpodobnost ztráty soukromí spojené s vložením osobních informací na internetové stránky.

11.3 Osobní informace mohou být na internetových stránkách nevhodně použity.

11.4 Poskytnutí osobních informací na internetových stránkách může způsobit nečekané problémy.

12.0 Technické zabezpečení

Přemýšlejte o svém online chování a označte prosím, jak často činíte následující:

1=nikdy 2=zřídka 3=někdy 4=často 5=vždy 6=nevím, co to znamená 7=nevím jak

12.1 Kontrolujete, co vám lidé posílají online (jako jsou okénka, která vám umožní předem určité nabídky odsouhlasit či neodsouhlasit)?

12.2 Používáte blokování pop up (vyskakovací okna)?

12.3 Kontrolujete ve svém počítači spyware?

12.4 Mažete pravidelně svoji vyhledávací historii?

12.5 Blokujete zprávy/emaily od někoho, s kým nechcete komunikovat?

13.0 Obavy o soukromí

U každé z následujících otázek prosím uveďte míru svých obav, kde 1=vůbec se neobávám a 5=velmi se obávám.

13.1 Máte obavy, že online organizace nejsou ty, za které se vydávají?

13.2 Máte obavy z online krádeže identity?

13.3 Máte obavy, že lidé online nejsou to, co o sobě říkají?

13.4 Máte obavy, že se někdo získá elektronickými prostředky přístup k vašim zdravotním záznamům?

13.5 Když používáte kreditní kartu při nakupování na internetu, máte obavy, že někdo jiný získá/odposlechne číslo vaší karty?

13.6 Když používáte kreditní kartu při nakupování na internetu, máte obavy, že platba kartou bude špatně zúčtována?

14.0 Oběť narušení soukromí

14.1 Jak často jste se osobně stal/a obětí něčeho, co jste cítil/a jako narušení soukromí na internetu, kde 1=nikdy a 7=velmi často.

15.0 Mediální obraz

15.1 Kolikrát jste během minulého roku slyšel/a o potenciálním zneužití informací z internetu, kde 1=vůbec ne a 7=mnohokrát

16.0 Váš názor na hodnotu soukromí

Prosím označte míru, s jakou souhlasíte či nesouhlasíte s následujícím tvrzením o osobních informacích, kde 1=nesouhlasím a 7=souhlasím.

16.1 V porovnání s mými přáteli jsem citlivější ke způsobu, jakým online společnosti nakládají s mými osobními informacemi.

16.2 Udržet si online soukromí je pro mě nejdůležitější věcí.

16.3 V porovnání s mými přáteli mně více znepokojují hrozby ohrožující mé osobní soukromí.

17.0 Sociální normy

17.1 Lidé, jejichž názorů si vážím, si myslí, že držet osobní informace v soukromí je velmi důležité

17.2 Moji přátelé si myslí, že bych se měl/a starat o své soukromí.

17.3 Lidé, na kterých mi záleží, si myslí, že bych měl/a být opatrný/á při prozrazování osobních informací online.

Následující otázky se týkají vašeho chování obecně, ne pouze online.

18.0 Zveřejňování informací o sobě

Označte, v jaké míře odráží následující tvrzení to, jak komunikujete s lidmi, kde 1=nesouhlasím a 5=souhlasím

18.1 Nemluvím o sobě často. (R)

18.2 Obvykle o sobě mluvím poměrně dlouhou dobu.

18.3 Svá mínění a názory vyjadřuji pouze občas. (R)

18.4 Když začnu, řeknu na sebe všechno.

18.5 Často a bez váhání o sobě zveřejňuji důvěrné, osobní věci.

19.0 Obecná míra opatrnosti

Jaká je míra vašeho chování obecně, ne pouze online?

1=nikdy 2=zřídka 3=někdy 4=často 5=vždy

19.1 Když likvidujete osobní dokumenty, skartujete nebo spálíte je?

19.2 Když vybíráte z bankomatu, nebo nakupujete, zakrýváte PIN bankovní karty?

19.3 Registrujete se pouze na internetových stránkách, které mají pravidla pro ochranu soukromí?

19.4 Hledáte na internetové stránce osvědčení o ochraně soukromí, předtím než se na ní zaregistrujete?

19.5 Čtete celé smluvní podmínky předtím, než s nimi souhlasíte?

20.0 Demografické údaje

Tento oddíl se týká informací o vás. Můžete jej nechat nevyplněný, pokud ho ale vyplníte, významně pomůžete realizaci tohoto výzkumu.

20.1 Pohlaví 1=muž; 2=žena

20.2 Věk ___ let

20.3 Jaké je vaše nejvyšší dosažené vzdělání

1=bez formálního vzdělání

2=základní

3=střední

4=univerzitní

20.4 Zaměstnání

EKONOMICKY NEAKTIVNÍ	
Odpovědnost za běžné nákupy a starost o domácnost, či aktuálně bez zaměstnání, nepracující	1
Student	2
Nezaměstnaný nebo dočasně bez zaměstnání	3
Důchodce nebo pro nemoc neschopný práce	4
SAMOSTATNĚ VÝDĚLEČNĚ ČINNÍ	
Zemědělec	5
Rybář	6
Odborník (právník, lékař, účetní, architekt, apd.)	7
Majitel obchodu, řemeslník, jiný samostatně výdělečně činný	8
Majitel firmy, vlastník společnosti (výhradní nebo v partnerství)	9
ZAMĚSTNANÍ	
Zaměstnaný odborník (lékař, právník, účetní, architekt)	10
Generální management, ředitel nebo top management (výkonný ředitel, generální ředitel, jiný ředitel)	11
Střední management, jiný management (šéf oddělení, junior manažer, učitel, technik)	12
Zaměstnanec, kancelářská práce	13
Zaměstnanec, pracující na cestách (prodávající, řidič, apd.)	14
Zaměstnanec, pracující ve službách (nemocnice, pohostinství, policie, hasiči, apd.)	15
Kontrolor	16
Kvalifikovaný dělník	17
Jiný (nekvalifikovaný) dělník, pomocná síla	18

20.5 Národnost

belgická, britská, bulharská, česká, dánská, estonská, finská, francouzská, irská, italská, kyperská, litevská, lotyšská, maďarská, maltská, nizozemská, německá, polská, portugalské, rakouská, rumunská, řecká, Slovenská, slovinská, španělská, švédská, jiná

20.6 Země trvalého pobytu

Belgie, Bulharsko, Česká republika, Dánsko, Estonsko, Finsko, Francie, Irsko, Itálie, Kypr, Litva, Lotyšsko, Maďarsko, Malta, Nizozemí, Německo, Polsko, Portugalsko, Rakousko, Rumunsko, Řecko, Slovensko, Slovinsko, Španělsko, Švédsko, Velká Británie, Jiná

20.7 Kde žijete? Město/Venkov/Předměstí

20.8 Jazyk, kterým převážně mluvíte doma

Angličtina, baskičtina, bulharština, čeština, dánština, estonština, finština, francouzština, italština, irština, galicijština, katalánština, litevština, lotyština, lucemburština, maďarština, maltština, němčina, nizozemština, polština, portugalština, rumunština, řečtina, slovenština, slovinština, španělština, švédština, jiný (prosím uveďte)

20.9 Náboženství 1=buddhismus, 2=křesťanství, 3=hinduismus, 5=islám, 6=sikh, 7=bez vyznání, 8=jiné (prosím uveďte)