



CONSENT

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

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

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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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1. Key Findings

This document presents the Romanian 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 Romanian, between July and December 2011.

The Romanian sample consists of 929 respondents (10.8% of the total sample), of which 43% male and 57% female, with an average age of 29.5 years and 72% tertiary education. With 91% UGC users (total sample 90%), 9.33 mean years of internet usage (total sample 10.67) and 91.4% using the internet at home every day or almost every day (total sample 93%), it is a considered a sample of predominantly *experienced* internet users.

However, the level of experience of Romanian CONSENT respondents stands in contrast to their awareness and behaviour regarding the handling of technical details: 63% are aware of “cookies” (total sample 65%), and less than two out of three respondents actually ever disabled them (Romania 60%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, 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 the Romanian sample showing results that are mostly below the overall sample average.

70.8% of Romanian 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 or after delivery. Of those Romanian respondents who never bought anything online, 15.3% highlighted their lack of trust in online sellers as a reason for this, which is similar to the overall sample average (15.4%).

The large proportion of Romanian respondents (86.7%) who have ever opened an account with a social networking website (SNS) is identical with the total sample average. Regarding other UGC websites, Romanian respondents are also very similar to the total sample average, with a minor variation in the use of Wiki sites where Romania stands slightly above the overall CONSENT average.

As main drivers for the use of SNS sites, Romanian respondents indicate their interest in networking (Romania 26.6%, total sample 31%) and the worldwide usage (Romania 13.6%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a slightly lower-than-average interest of Romanian respondents in networking effects (Romania 30.9%, total sample 34.4%) which is complemented by a substantial 34.5% who indicate disinterest; only 9.1% give trust issues as reasons – a proportion which is similar 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, again, similar to the total sample average, (Romania 28.95%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Romanian respondents' perception of general risks related to the disclosure of personal information on UGC websites appear to be similar to the overall sample average. This also applies to the specific risks perceived -information being used or shared by website owners without the user's knowledge or consent and information used to send unwanted commercial offers. However, regarding perceptions of personal safety being at risk, reputation being damaged, and, in particular, becoming a victim of fraud, Romania scores substantially higher than the total sample average (likelihood of becoming a victim of fraud: Romania 53.7%, total sample 31.8%). This increased level of risk perception may be the result of recent reports about "hackers" and phishing cases – some of them, actually, originating in Romania.

Generally, Romanian respondents show an average level of awareness amongst CONSENT respondents regarding the use of personal information by website owners. However, whilst Romania shows the highest level of awareness of personal information being used by website owners to contact users by email (Romania 90.0%, total sample 87%), it also stands out with a comparably high level of acceptance (84.5%). Similar relations can be observed in the awareness and acceptance of the use of personal information to customise content and advertising. However, whilst there appears some form of "balance" between user awareness and user acceptance towards these practices, there are substantially lower levels of acceptance of in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Romanian respondents show a level of non-acceptance which is at a similarly high level as the total average (Romania 75%, total sample 74%).

Actual experience of privacy invasions is comparably low with Romanian respondents scoring 3.01 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 42.6% of Romanian respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 79.3% (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, a proportion of Romanian respondents identical to the total CONSENT average (both 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, and about half of Romanian respondents never or rarely actually read a site's terms and conditions (48.5%) or privacy policy (55.2%). If reading the privacy policies, respondents rarely read the whole text (Romania 15.2%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Romania 76.2%, 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 Romania. 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 Union 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 Romanian versions of the online questionnaire used in this study may be viewed in Appendix A.1 and A.2. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, 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 Romania, the Babes-Bolyai University (UBB) and the Association for Technology and Internet (ApTI) were involved in promoting the questionnaire. UBB focused on information sent to the academic world and professional organisations, while ApTI was active mainly in the online environment and in the national media.

ApTI promoted the questionnaire mostly with banner ads, text ads and advertorials in the following resources of online media:

- Top banner and message on all pages on www.apti.ro
- Top banner all over the website www.legi-internet.ro and a special article promoting the questionnaire in the blog
- Revolving banner and article on Avocatnet.ro
- Revolving banner and article on Juridice.ro
- Article on national awareness node for children - Sigur.info and info to their members
- Message on social network cirip.ro
- 100,000 banner views on Dexonline.ro
- Mentioning on other national forums and blogs (e.g., forum.seopedia.ro, criminalitate.info, dollo.ro, etc.)
- Promotion by other local consumer organisations via banners (<http://www.apc-romania.ro>)
- Article on Apropo.ro (approx 500k visitors/month).

BBU promoted the questionnaire by:

- Sending personalised emails to academic staff and students of the Faculty of Law of BBU and the Cantemir University, and the Administrative Sciences Institute; recipients were asked to snowball the link to relatives, friends and colleagues, to reach a large segment of population (regarding age, occupation, education level etc.)
- Promotion during a Seminar with the Romanian DPA who subsequently sent it to the local and central authorities
- Promotion by students from the Septimiu Muresanu National Police School, Cluj branch

- Promotion through the media office of BBU
- Banners placed on the website of the Faculty of Law, BBU, and the Faculty of Law, Cantemir University, as well as of the following professional organisations: Romanian IP Law Review/Association, Lawyers' site www.avocatura.ro, the Administrative Sciences Institute, and the Romanian Criminal Sciences Association.

4. The Sample

4.1 General Demographics

The data analysis for Romania is based on a sample size of 929, representing 10.8% of the total number of respondents to the study. The gender distribution for the Romanian sample is 43% male and 57% female, and the average age of respondents was 29.5 years with a standard deviation of 10.7 (average age for all CONSENT respondents: 30). 28% of Romanian respondents indicated their highest level of education as secondary school or lower, 72% responded indicating tertiary education, but only 34% of respondents were students. Finally, 92% described the area where they live as urban or suburban and only 8% as rural.

4.2 General Internet Usage

Current (Jan 2012⁷) key figures for Internet access in Romania estimate that in 2011 37% of the population used the internet regularly (at least once a week), which is up 3% since 2010, but still 30% below the EU average of 68%. The data shows that 54% of citizens have never used the internet. For comparison, in 2003 it was estimated⁸ that only 16% of the population had access to Internet, while 7% of them were accessing the Internet at least once a week.

Following Eurostat 2011, 47% of Romanian households had access to the internet. But according to Facebook statistics 55% of internet users were Facebook users, which is above the EU 27 average (51%)⁹. At the same time, Romania shares with the Netherlands and Poland the highest increase of Facebook users between November 2011 and May 2012 (Romania 21.91%, Netherlands 20.78%, and Poland 16.46%)¹⁰. Within the CONSENT sample regarding overall UGC usage, Romanian respondents are also slightly “above average” UGC users (91% 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%

⁷ Source: “Digital Agenda for Europe” portal - http://ec.europa.eu/information_society/digital-agenda/scoreboard/countries/ro/index_en.htm; accessed 10/2012.

⁸ Source: <http://riti-internews.ro/itcromania.html>; accessed 10/2012.

⁹ This percentage is based on the number of personal accounts opened by someone originating from an IP address in Romania and, primarily, serves comparison purposes, as, obviously, one user can have multiple accounts, and there may be also a considerable number of fake accounts.

¹⁰ Source: Socialbakers.com; accessed 05/2012. For the usage of other social media in Romania, also related to the difference between unique visitors and user account holders, see. <http://socialmediatraining.ro/2012/06/29/social-media-in-romania-iunie-2012>; accessed 10/2012.

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%

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 Romanian sample, however, the relation between years of internet usage and respondents' age is clearly different and rather points to a stronger increase in the number of internet users also beyond their "teens".

At the same time, there is a slight gender variation, and with a "gap" that appears to be stable (except for male respondents aged 20 years or less which is not considered representative due to the low count).

Romania: Mean years of Internet Usage by Age and Gender			Mean years of Internet Usage	Standard Deviation	Count
Age	20 years or less	Male	9.07	5.196	14
		Female	6.92	3.024	61

21-30 years	Male	9.40	2.459	92
	Female	8.60	2.634	122
More than 30 years	Male	11.60	3.959	75
	Female	10.34	3.524	83

Regarding the respondents' location, there is a variation between urban and rural users (see table below) which, although the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations, can be considered as being substantial.

Romania: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	9.67	3.366	418
Suburban	5.83	3.229	36
Rural	8.00	1.700	10

Finally, the high frequency of internet usage at home by Romanian respondents (91.4%) stands in stark contrast to the Eurobarometer data (26%¹¹ every day or almost every day), and also varies substantially from the Eurostat 2011 data which state 24%¹² for Romania. For the specific usage of internet at work, there are currently no comparable data available.

Romania: 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	817	47	9	5	10	6	894
	%	91.4%	5.3%	1.0%	0.6%	1.1%	0.7%	100.0%
At work	Count	498	43	30	12	54	118	755
	%	66.0%	5.7%	4.0%	1.6%	7.2%	15.6%	100.0%

¹¹ Base however including non-users.

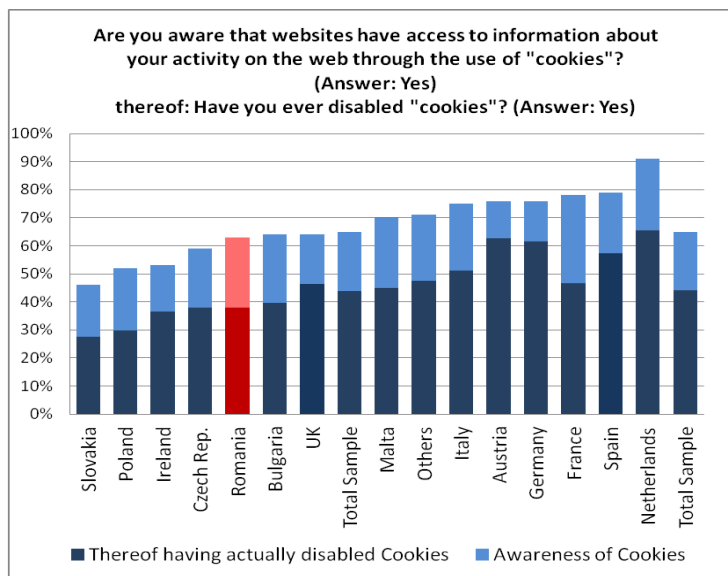
¹² No distinction between usage at home and usage at work.

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.



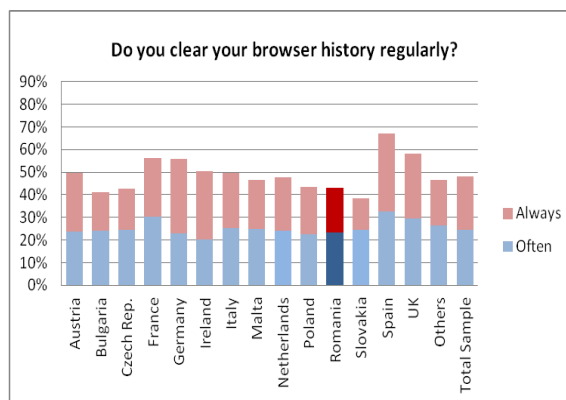
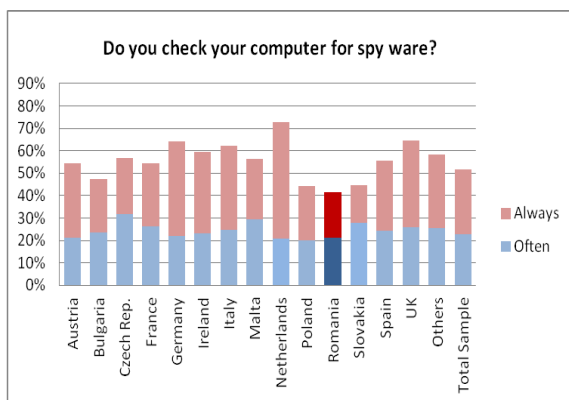
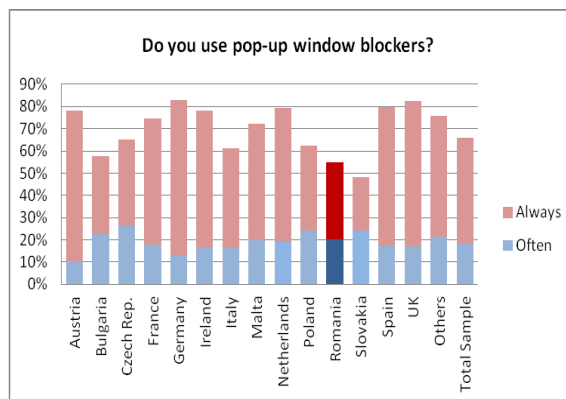
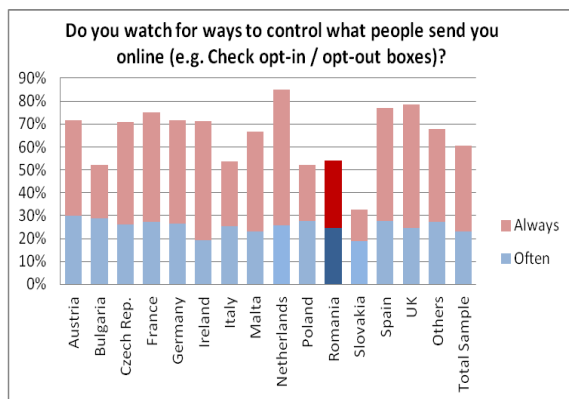
Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
Spain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

Austria	80	92%
Total Sample	3,031	68%

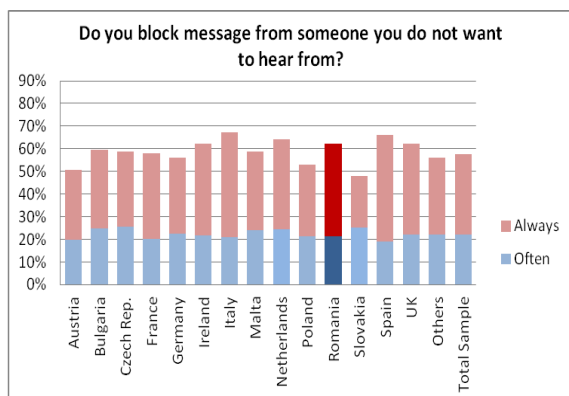
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. Here, the Romanian respondents themselves show a slightly lower than average *awareness* of the use of cookies (63%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between Slovakia (46%) and the Netherlands (91%).

Additionally, only 60% of those Romanian 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.¹³

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



¹³ 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. Another reason for differences in this context may be if a computer in the working place or a public computer is being used.



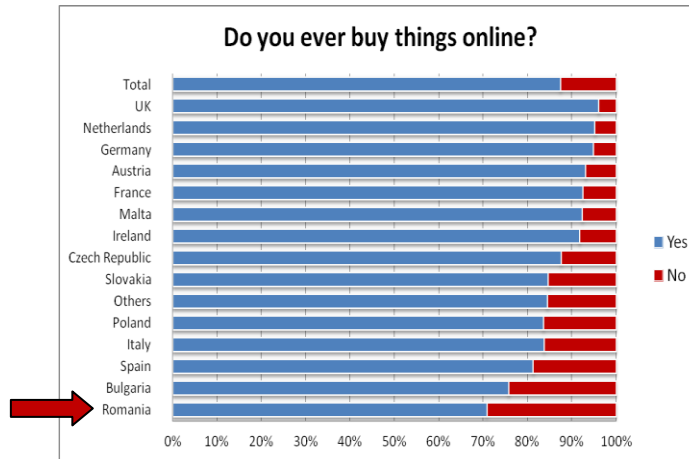
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what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

5.1.2 Online Shopping Behaviour

The higher incidence of online shopping found in the current study when compared to previous studies may, again, reflect the fact that the sample in the CONSENT study is one of experienced internet users whereas those in other studies 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	75.5%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.3%	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.



Romania: Online Shopping practice by Age			Romania: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	70.1%	29.9%	Urban	72.2%	27.8%
21 – 30 years	89.7%	10.3%	Suburban	64.3%	43.1%
> 30 years	74.6%	25.4%	Rural	56.9%	43.1%

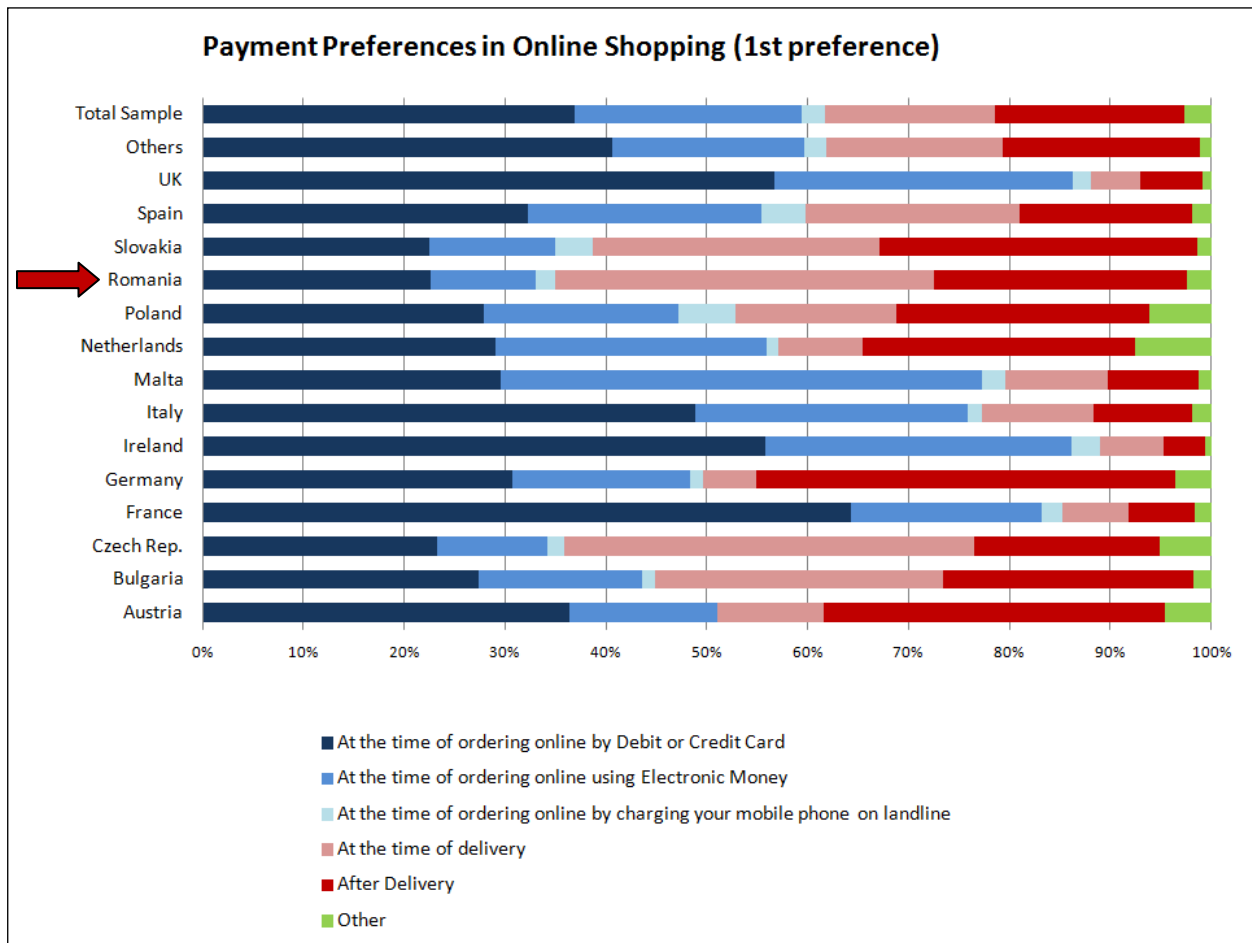
Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% (including Romania with 70.8% at the lowest end) are those traditionally 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 Romanian respondents appears to be *not* substantially linked to age, but it appears to have a higher percentage in urban than in rural locations.

Regarding online shopping *frequency*, Romanian respondents are slightly below average in comparison to other European respondents, with 79.8% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only and 12.2% shopping between 11-20 times a years (total sample 20.5%) and 7.9% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a clearly below-average preference in Romania 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, Romanian respondents share with respondents from Germany, Austria and other East European countries a stronger preference for payment to be made at or after 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.

This is confirmed by other studies on e-commerce performed in Romania in the past years¹⁴ and the experience of the online magazines stating that the payment by electronic means is between 5-10% (but also depends on the type of items/services being sold), whilst a large majority of users still prefer payment on delivery.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Romanian respondents who have never bought anything online: Of these 596 respondents, 15.3% stated lack of trust in online sellers was their reason for refraining from online shopping, whereas this trust issue ranges from 5.6% (France) to 46.2% (Malta) with a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: a fear that when receiving things bought online they will not be what was ordered (Romania 17.3%, total sample 14.2%) and the shopping experience itself – not being able to “see/touch/try things”(Romania 27.5%, total sample 26%).

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

¹⁴ Source: <http://studiucomertelectronic.ro> (study performed in December 2010 – January 2011); accessed 10/2012.

for a more (or less) “traditional” shopping experience, there appears to be a decreasing preference for payment at or after delivery and an increasing acceptance of payment at the time of ordering with the Romanian respondents’ age increasing.

Romania: 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	8	4	3	57	33	2	107
	Percentage	7.5%	3.7%	2.8%	53.3%	30.8%	1.9%	100%
21 – 30 years	Count	69	33	4	108	70	8	292
	Percentage	23.6%	11.3%	1.4%	37.0%	24.0%	2.7%	100%
> 30 years	Count	62	24	3	70	54	6	219
	Percentage	28.3%	11.0%	1.4%	32.0%	24.7%	2.7%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Romania	Count	722	111
	Percentage	86.7%	13.3%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Romania	Percentage	53%	46%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Romanian respondents having ever opened a SNS account is identical to the overall CONSENT results and confirms the Eurobarometer data in which Romanian users range very similar to the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (88%), suburban (75%) or rural (86%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Romania		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	254	15.1%	2,422	16.7%
Dating websites such as parship.com	59	3.5%	651	4.5%
Websites where you can share photos, videos, etc, such as YouTube	488	29.1%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	285	17.0%	2,574	17.8%
Micro blogging websites such as Twitter	212	12.6%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	242	14.4%	1,675	11.6%
Multi-player online games	138	8.2%	1,161	8.0%

The percentages of Romanian respondents having ever created accounts with UGC (non-SNS) websites are very similar to the total sample average, with a slight variation in the use of Wiki sites where Romania stands slightly above the overall CONSENT average (although it may be questioned whether, here, respondents are actually holding wiki accounts rather than being mere wiki website users).

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Romanian respondents gave a clear preference to Facebook with 97.9% having ever opened an account (total sample 96.7%). All other social networking sites were substantially less represented (hi5 36.5%, Google+ 12.4%, MySpace 10.9%, Neogen 10.5%).

Why would you miss this SNS website (Facebook)?				
	Romania		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	206	26.6%	2,751	31.0%
It's easier to use than other sites	58	7.5%	630	7.1%
It has more features than other sites	53	6.9%	683	7.7%
I trust this site more than other sites	29	3.8%	311	3.5%
It's easier to meet new people on this site	64	8.3%	405	4.6%
It is more fashionable	42	5.4%	524	5.9%
It is used worldwide	105	13.6%	1,347	15.2%
It gives you information quickly	94	12.2%	1,035	11.7%
You can find out what is happening worldwide	94	12.2%	893	10.1%
Other	28	3.6%	301	3.4%

From the table above it appears that for Romanian 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?				
	Romania		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	11	5.0%	128	4.0%
This type of website no longer interests me	76	34.5%	952	29.6%
I tried the website but found I didn't like	39	17.7%	573	17.8%
I no longer trust the company running the website	9	4.1%	112	3.5%
My friends / colleagues no longer use this website	68	30.9%	1,105	34.4%
I was concerned about use of information about me	11	5.0%	147	4.6%
Other	6	2.7%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a slightly lower-than-average interest of Romanian respondents in networking effects (Romania 30.9%,

total sample 34.4%) which is complemented by a substantial 34.5% who indicate disinterest; 9.1% 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?				
	Romania		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	35	17.2%	277	15.5%
The website no longer interests me	75	36.8%	569	31.8%
I no longer trust the company running the site	17	8.3%	130	7.3%
My friends / colleagues no longer use this website	27	13.2%	334	18.7%
I was concerned about use of information about me	21	10.3%	183	10.2%
I want the content that I have created on the website to be deleted	21	10.3%	222	12.4%
Other	8	3.9%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are clearly stronger than was the case for simply not using the account and, again, similar to the total average (Romania combined 28.9%¹⁵, total sample 29.9%). However, as in the total sample, dislike and disinterest remain the major single 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?				
	Romania		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	111	17.0%	1,012	17.0%
The website no longer interests me	241	37.0%	2,070	34.8%
I no longer trust the company running the site	34	5.3%	305	5.1%
My friends no longer use this website	41	6.3%	455	7.7%
Membership of the website is not worth the money	22	3.4%	304	5.1%
I was concerned about use of information about me	89	13.7%	664	11.2%
I want the content that I have created on the website to be deleted	60	9.2%	685	11.5%
I don't want people to know that I have used this website	34	5.2%	327	5.5%
Other	20	3.1%	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. 33.4%¹⁶ of Romanian respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being as such practically identical to the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest, however, remain with combined 54% again the strongest motivators.

¹⁵ 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".

¹⁶ 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".

Romania: 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	244	51.8%	647	50.7%	544	56.8%
Hadn't heard of this type of website before now	37	7.9%	83	6.5%	47	4.9%
Didn't know you could open an account with websites like this before now	15	3.2%	64	5.0%	29	3.0%
None of my friends use this website	19	4.0%	51	4.0%	20	2.1%
It is not worth the money	19	4.0%	35	2.7%	17	1.8%
I was concerned about use of information about me	6	1.3%	35	2.7%	51	5.3%
I visit these sites but don't feel the need to become a member	131	27.8%	362	28.3%	250	26.1%

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

5.3 Disclosure of Personal Information

5.3.1 Types of Information

Thinking of your usage of UGC sites, which types of information have you already disclosed?	Romania		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	25	3%	97	1%
Financial Information	31	4%	194	3%
Work history	195	27%	2,074	30%
ID card / passport number	37	5%	173	3%
Name	530	74%	5,679	83%
Home address	122	17%	1,028	15%
Nationality	432	60%	3,966	58%
Things you do (hobbies etc.)	372	52%	3,626	53%
Tastes and opinions	263	37%	3,002	44%
Photos of you	462	64%	4,635	68%
Who your friends are	310	43%	3,731	55%
Websites you visit	153	23%	1,138	17%
Mobile phone number	190	26%	1,527	22%
Email address	536	74%	5,434	79%
Other	37	5%	243	4%

There are few substantial differences between Romania and the majority of CONSENT respondents in other countries on the types of information disclosed online – except for the disclosure of who one’s friends are. 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?	Romania		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	7%	12%	3%	5%
Financial Information	17%	13%	33%	10%
Work history	5%	21%	5%	18%
ID card / passport number	33%	17%	18%	13%
Name	76%	64%	90%	79%
Home address	67%	38%	89%	39%
Nationality	29%	45%	35%	47%
Things you do (hobbies etc.)	4%	34%	6%	39%
Tastes and opinions	8%	27%	5%	33%
Photos of you	2%	44%	4%	51%
Who your friends are	2%	29%	2%	39%
Websites you visit	1%	14%	4%	14%
Mobile phone number	45%	18%	46%	23%

Other	1%	2%	1%	1%
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Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Romanian respondents in the Eurobarometer study are fairly similar to each other, though generally lower than those found amongst Romanian CONSENT respondents. However, the Romanian (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 (Romania 67%, EU27 89%) and on SNS websites (Romania 38%, 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.

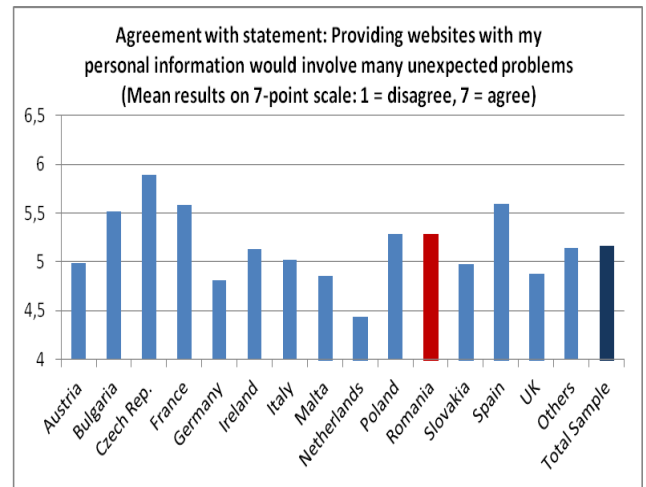
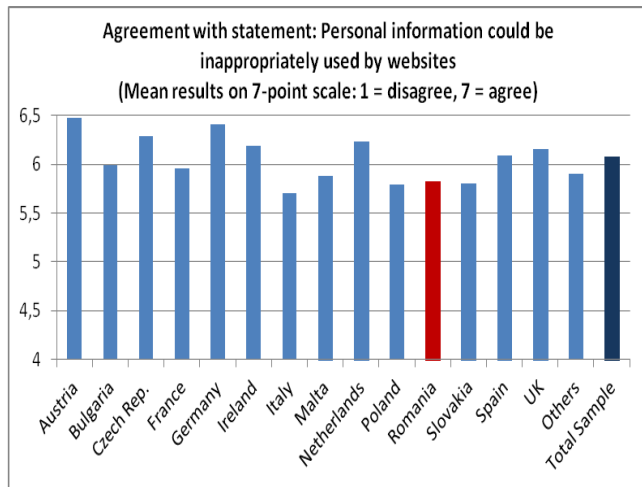
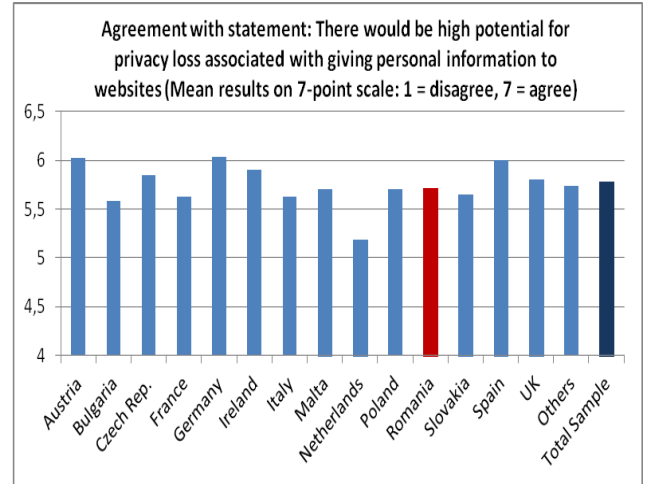
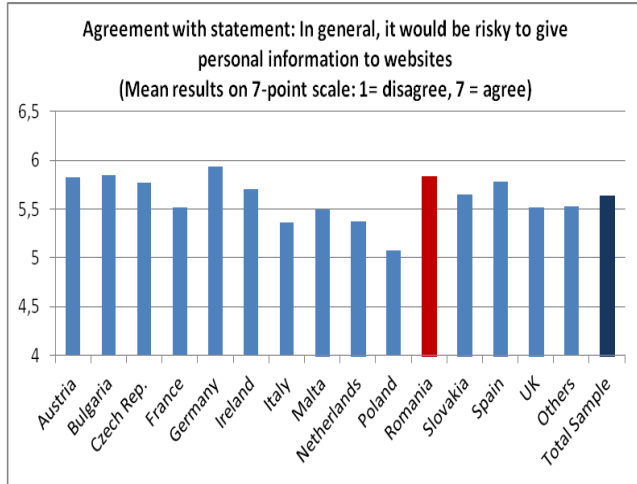
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Romania	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.84	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.72	5.78
Personal information could be inappropriately used by websites	5.82	6.08
Providing websites with my personal information would involve many unexpected problems	5.28	5.16

The set of results in the table above relates to general risk perceptions: Romanian CONSENT respondents do perceive the general risks of giving personal information to websites, the risk of privacy loss, of information misuse and of being faced with unexpected problems at a similar level as the overall CONSENT average.

Similarly, in the Eurobarometer survey 39% of Romanian respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 44% disagreed (EU27: 63%); at the same time, however, only 47% of the Romanians (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”¹⁷ – 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”.

¹⁷ 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')	Romania		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	491	73.0%	4,872	73.9%
Information being shared with third parties without your agreement	474	70.5%	4,799	72.7%
Information being shared to send you unwanted commercial offers	513	76.6%	5,342	80.9%
Your personal safety being at risk	228	34.9%	1,596	24.4%
Becoming victim of fraud	295	53.7%	2,082	31.8%
Being discriminated against (e.g. job selection)	143	22.0%	1,491	22.9%
Reputation being damaged	189	29.1%	1,638	25.1%

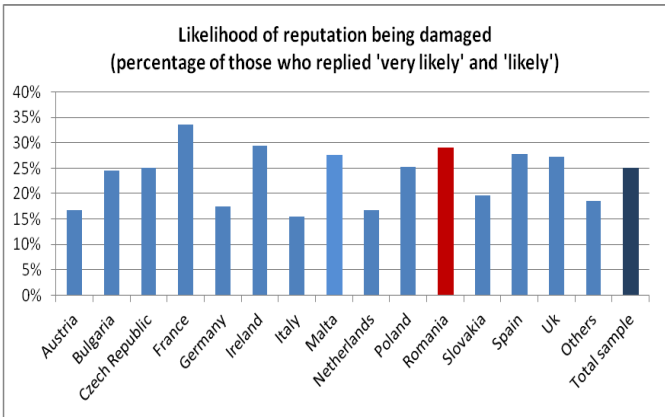
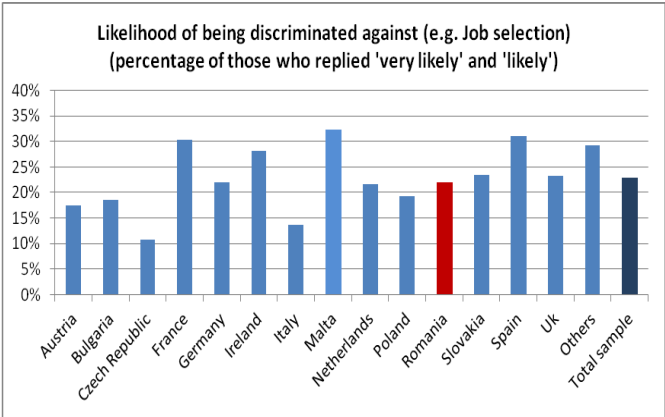
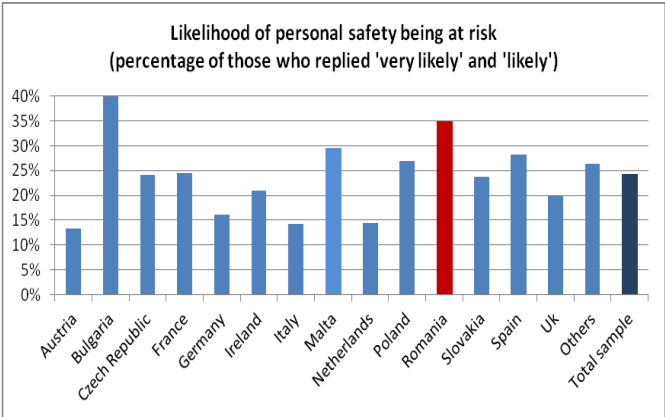
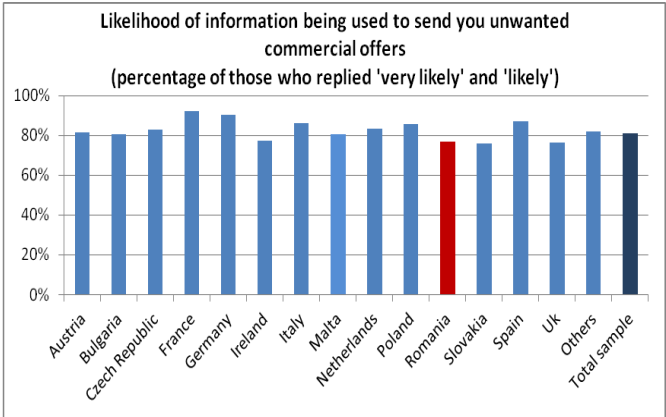
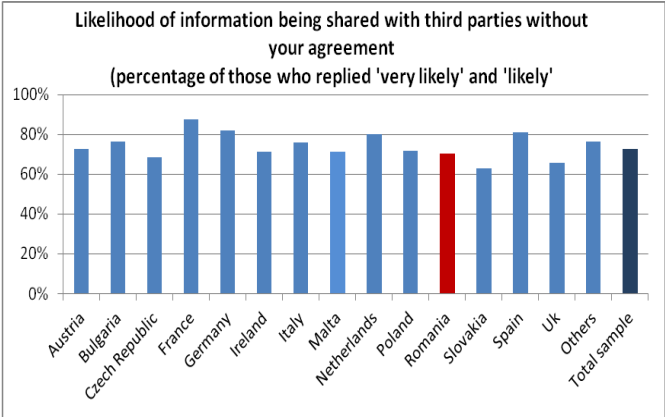
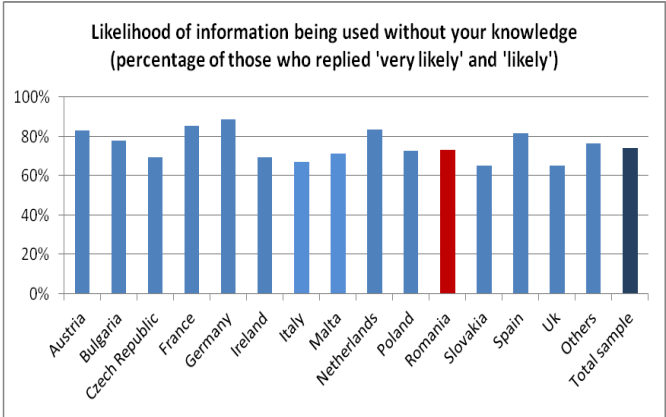
Eurobarometer	Romania		EU27	
	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)				
Information being used without your knowledge	60%	62%	43%	44%
Information being shared with third parties without your agreement	27%	33%	43%	38%
Information being shared to send you unwanted commercial offers	31%	23%	34%	28%
Your personal safety being at risk	7%	14%	12%	20%
Becoming victim of fraud	27%	25%	55%	41%
Being discriminated against (e.g. job selection)	4%	2%	3%	7%
Reputation being damaged	4%	6%	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%).

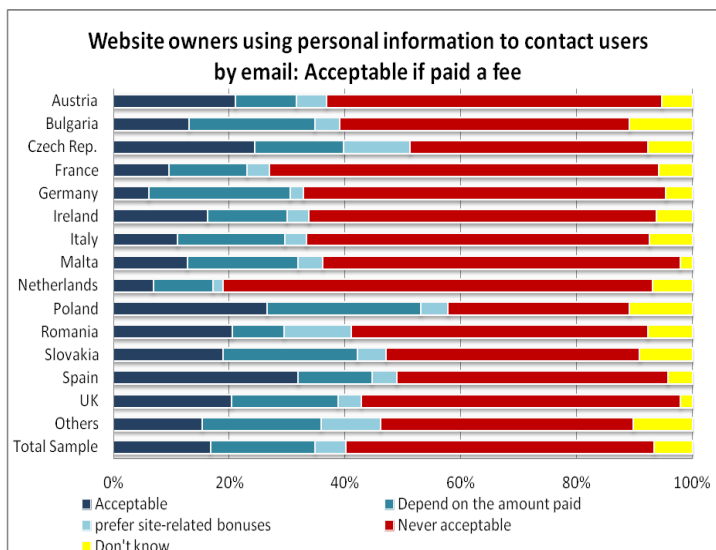
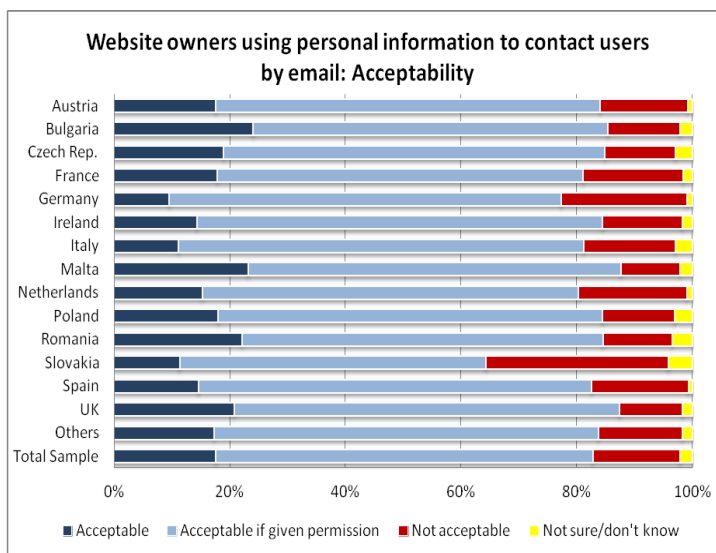
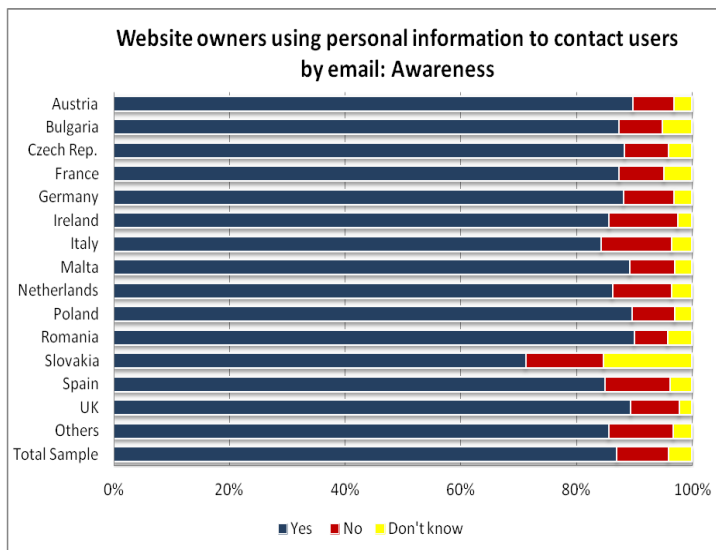
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries including Romania. However, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, in particular regarding personal safety and the risk of fraud, respondents from Romania show an increased level of risk perception compared to the total CONSENT average.



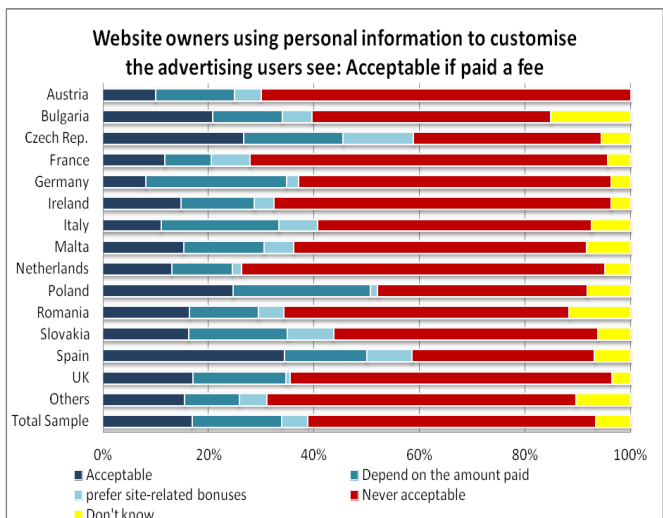
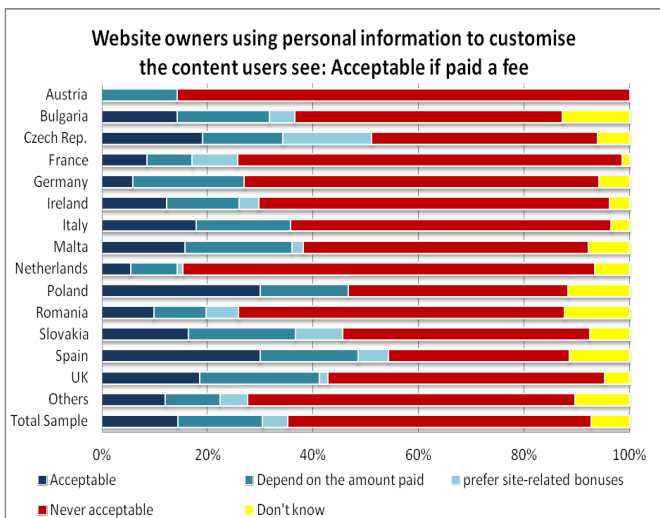
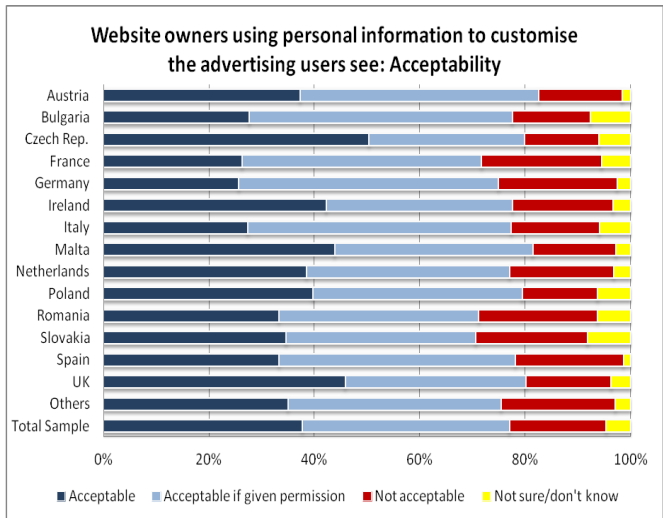
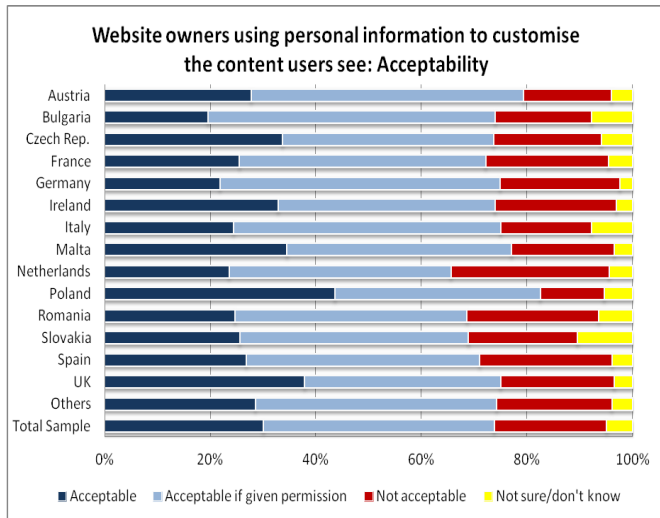
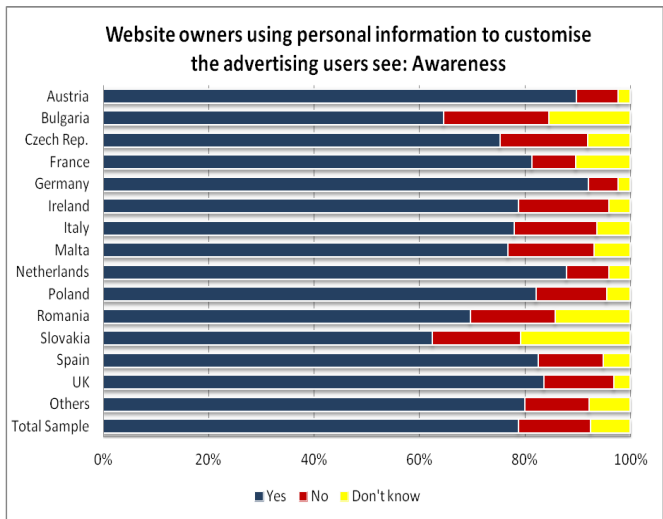
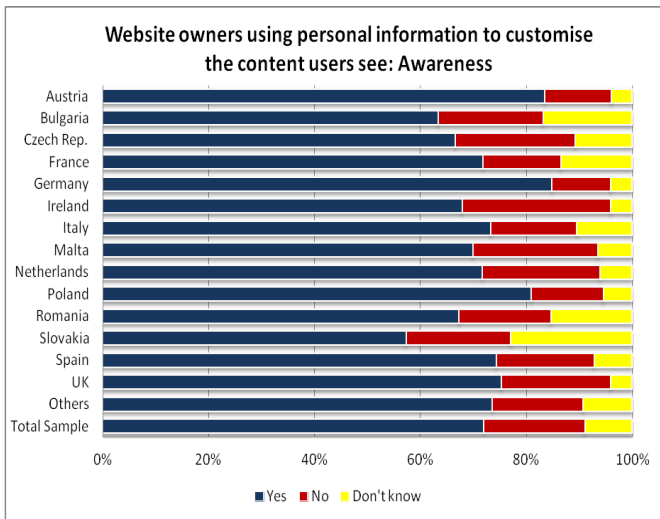
5.3.3 Awareness and Acceptance

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%

Generally, Romanian respondents show an average level of awareness amongst CONSENT respondents about the use of personal information, compared to some countries where respondents were substantially more aware (in particular Austria and Germany) or less aware (in particular Ireland and Slovakia). But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

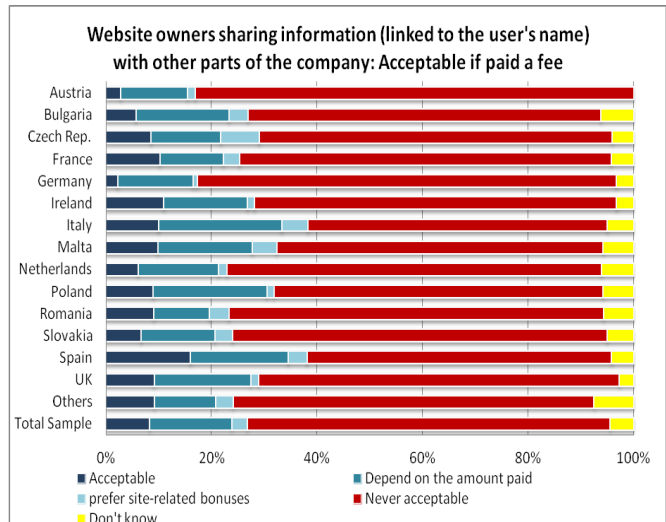
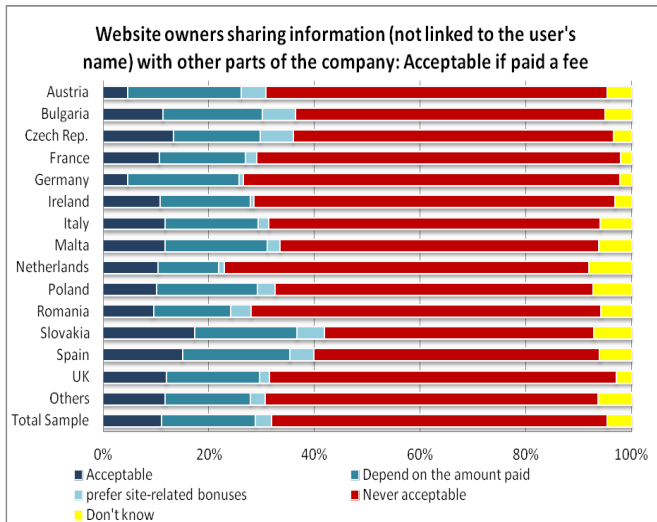
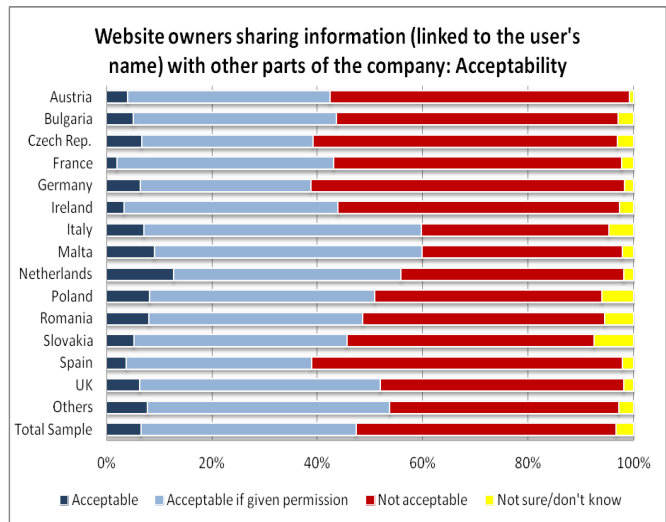
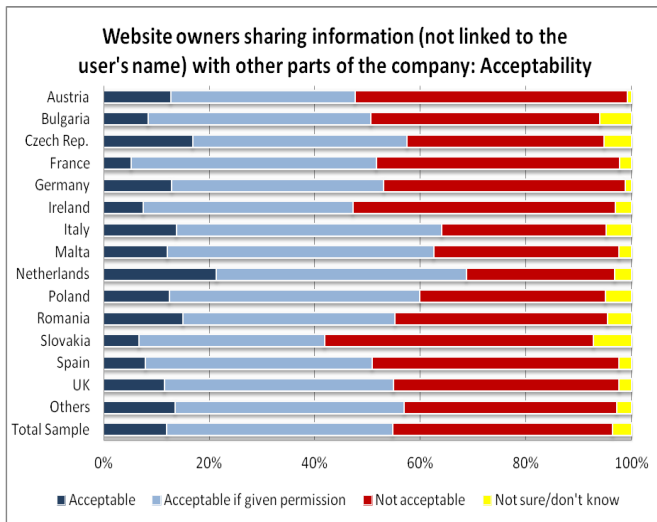
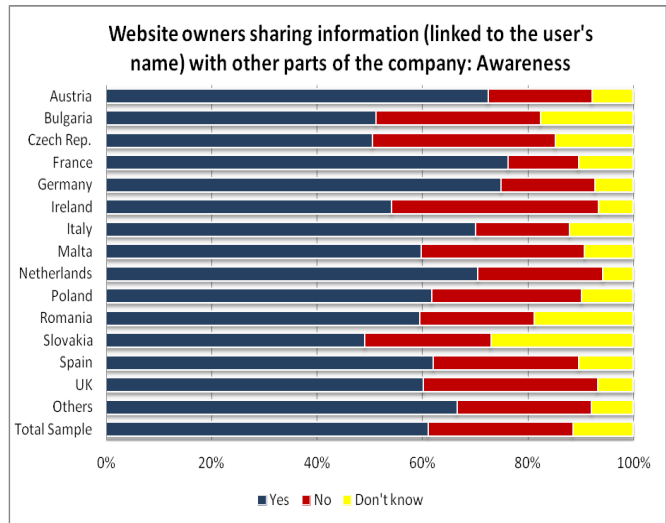
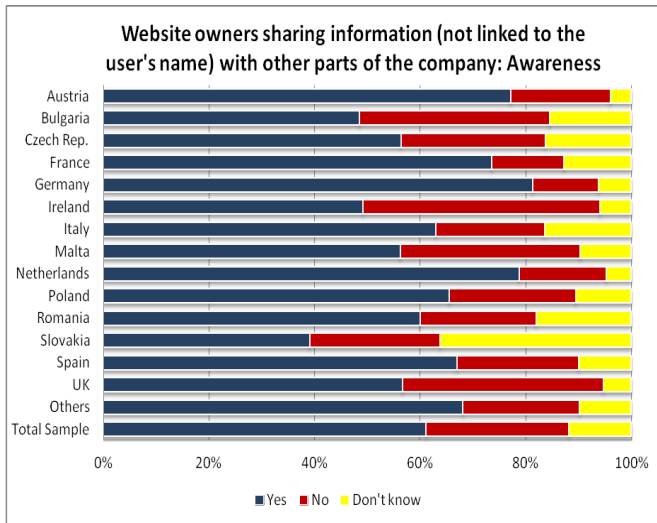


Base: Only respondents who answered that it was unacceptable to contact users by email.



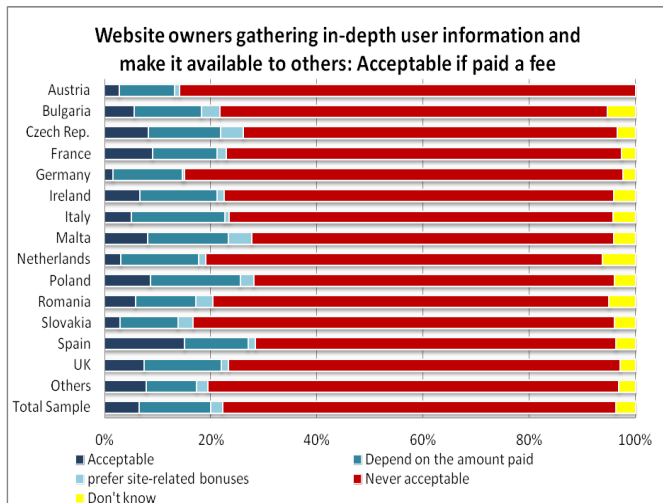
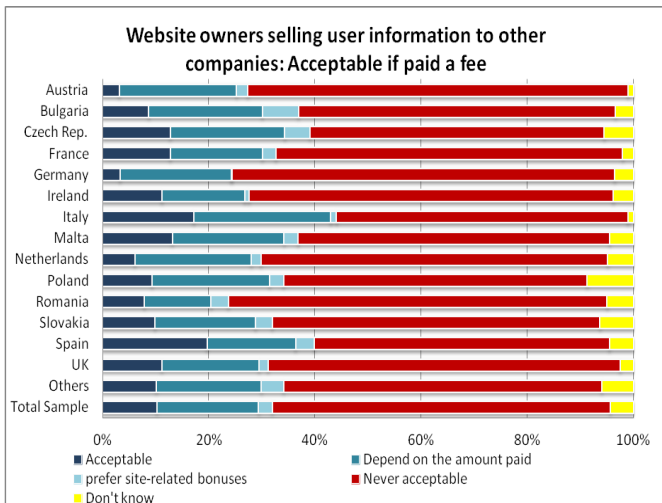
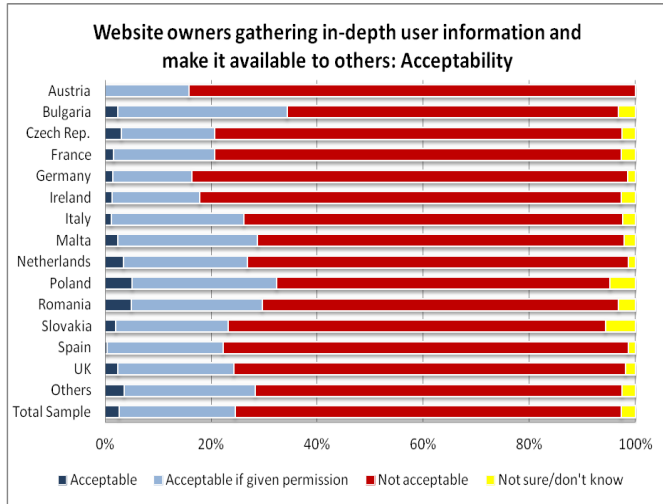
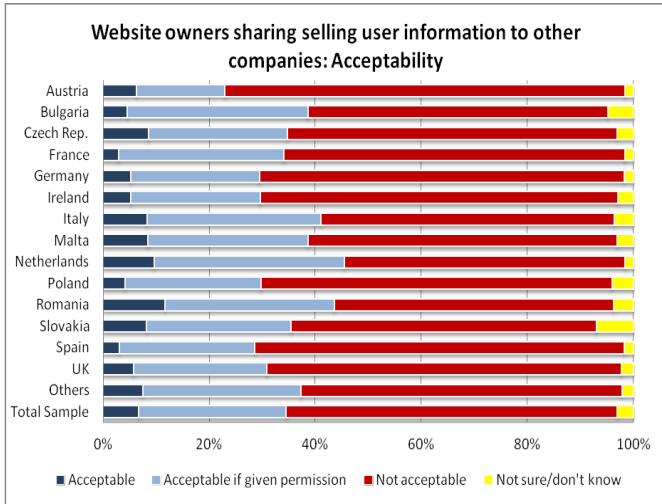
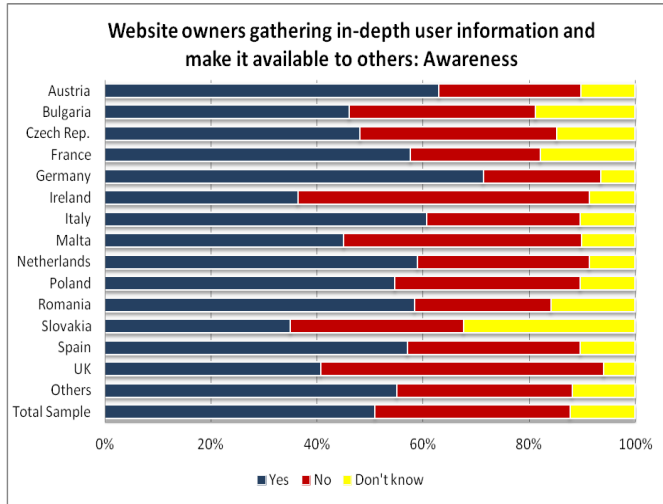
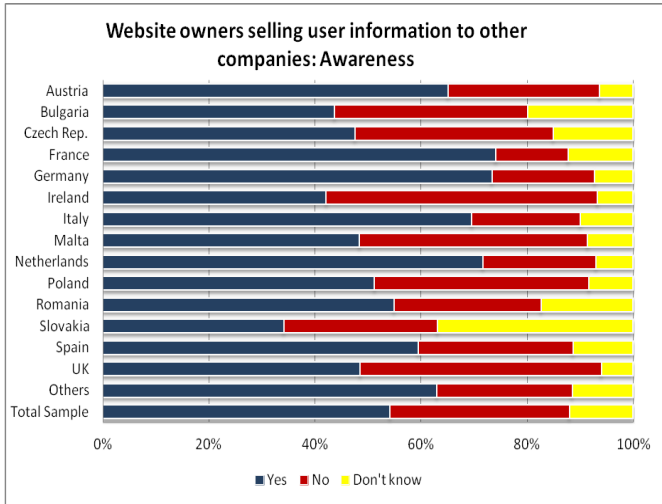
Base: Only respondents who answered it was unacceptable to customize the content users see.

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



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

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



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

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

Regarding the awareness – and acceptance – of specific purposes, the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There are uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email, and the large majority of those who deem it acceptable for website owners to use information to contact users by email think that this should only be done if permission has been granted by users. Here, Romania stands out with the highest level of awareness (90.0%), but it also stands out with a comparably high level of acceptance (84.5%¹⁸).

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, Romanian respondents are very similar to the total CONSENT average (Romania 51%, total sample 53%).

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

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

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appears to be some form of “balance” between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is being shared with other parts of the website owner's company. Gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Romanian respondents show a level of non-acceptance which is similarly high as the total average (Romania 75%, total sample 74%).

¹⁸ Combined answers ‘acceptable’ and ‘acceptable if given permission’.

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. Romanian respondents score slightly higher than the total sample average in the experience of personal invasion of privacy, but lower in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 43% of Romanian respondents had “heard” about violation of privacy or fraud (EUR27: 55%), but only 6% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 5% of the Romanians 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%

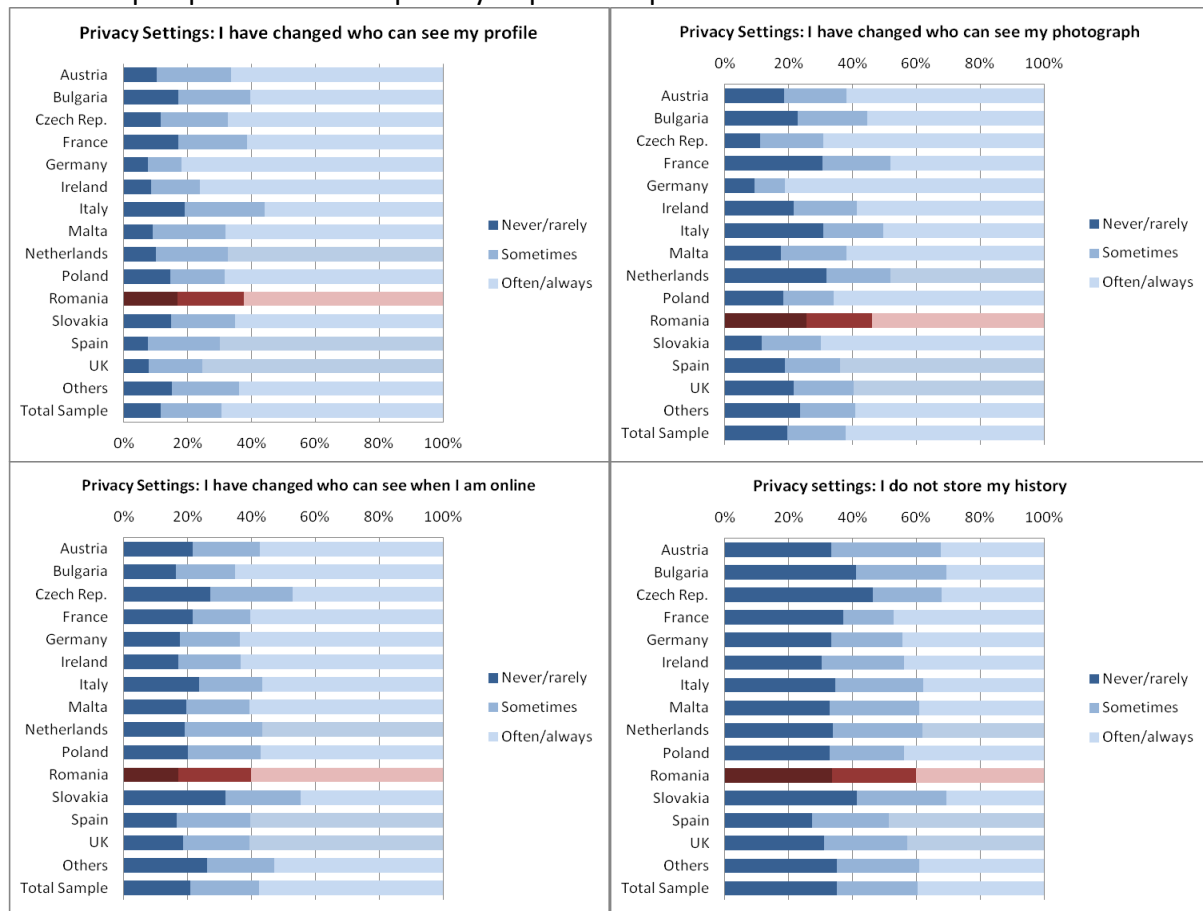
In respect to the question how the respondents safeguard their privacy, 42.6% of the Romanian respondents often or always change the privacy settings of their personal profiles on UGC sites. This is below the overall sample average (53.5%). Romanian respondents who never or rarely changed privacy settings amounted to 23.5% which is compared to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Romanian respondents gave a similar picture (41%; 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.

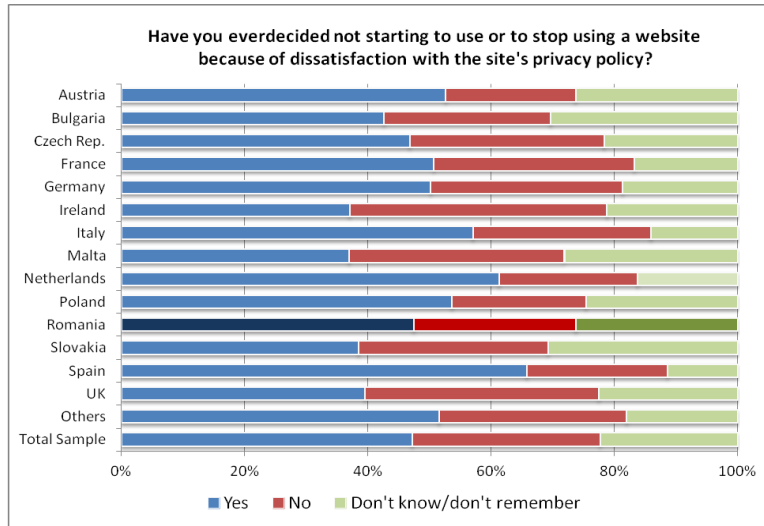
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Romania: 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
Romania	Count	40	177	382
	Percentage	6.7%	29.5%	63.8%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Here, the majority of Romanian respondents tend to change their privacy settings to a stricter level, however, results of other nationalities range between Romania with 63.8% at the lower end and Germany with 89.9% at the upper end. Regarding what specific settings are actually being changed, a comparison shows that some practices, in particular changing who can see a personal profile, are significantly more established than others (particularly storing one's history). In changing who can see one's profile and who can see one's photograph Romanian respondents are less restrictive than the total CONSENT 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

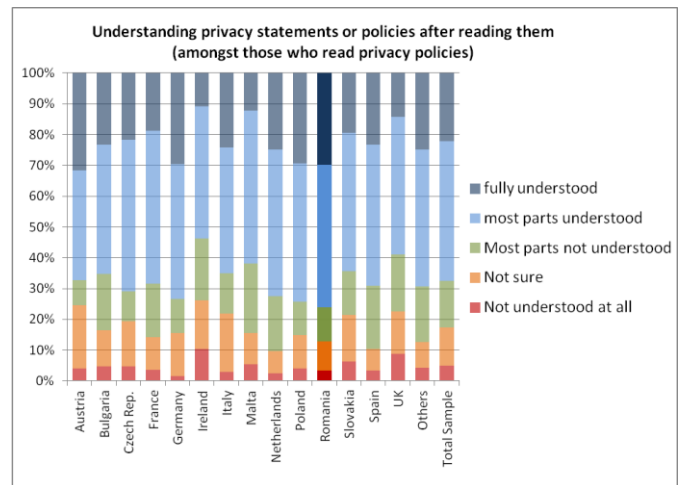
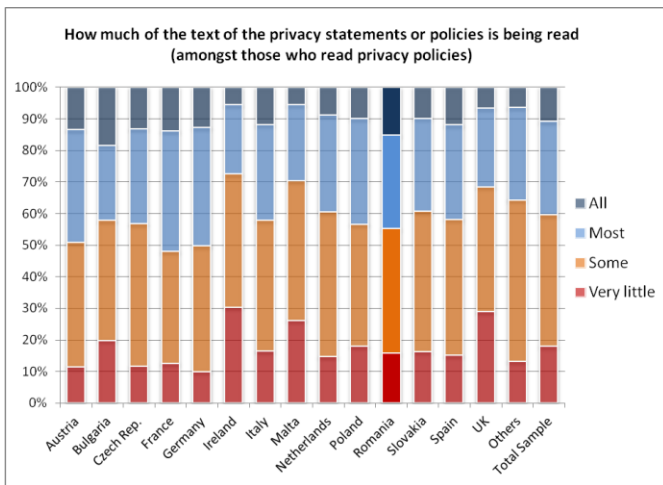
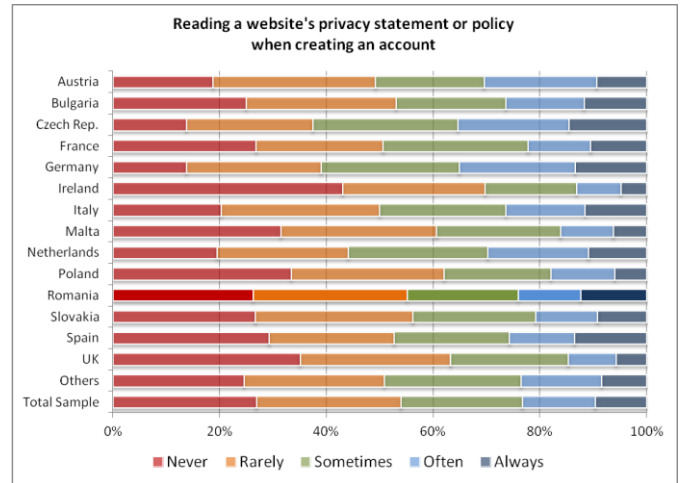
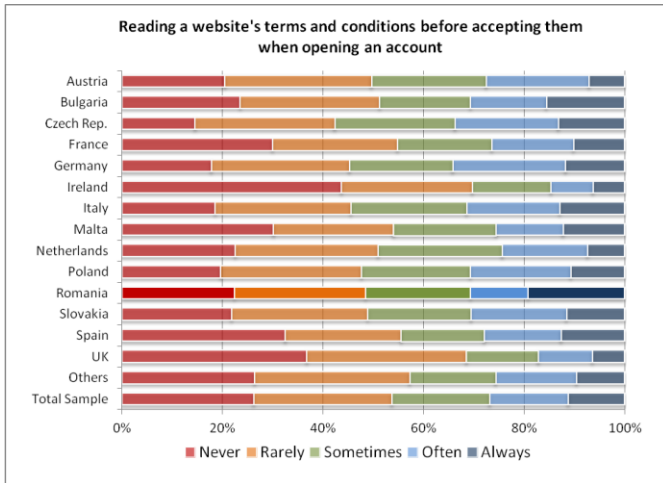


There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A proportion of Romanian respondents identical with the total CONSENT average (Romania 47%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy, responses ranging from 37% (Malta, Ireland) to 66% (Spain).

Results from the set of graphs below suggest that many respondents are giving consent without 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. Just under half of respondents from Romania (48.5%) rarely or never read the terms and conditions before accepting them. A small core of respondents claim that they always read terms and conditions, 19.3% amongst Romanian respondents do so which is above all other country results (total sample 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 (Romania 55.2%, total sample 54%).

The majority of those who stated that they do read privacy policies do not read the whole text (total sample 89.2%). 15.2% of Romanian respondents read all the text - a proportion which is only exceeded by Bulgaria where as many as 18.3% of 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%). 76.2% of policy-reading Romanian respondents claim to understand usually most or all of what they read in privacy policies, which is, again, above all other country results.



6. Conclusion

The Romanian CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet (and UGC) users in a dynamic local environment with considerable increases in UGC user/account numbers. At the same time, it appears that their ability to take technical measures to maintain or increase their personal internet security cannot (yet) fully keep up with this high-frequency usage.

However, Romanian CONSENT respondents do clearly perceive increased risks regarding the disclosure of personal information on UGC websites: in particular regarding their personal safety and becoming a victim of fraud – a perception which may be due to a number of recent media reports about “hackers” and phishing cases, some of them specifically originating in Romania.

But such – potentially media-related – *specific* risk awareness is *not* reflected in *general* levels of awareness regarding the various practices of website owners. Particularly regarding the customisation of content and advertising, Romanian respondents are less aware than the average CONSENT respondent. This non-knowledge appears to be, though, not related to user inertia but to an actual lack of information, as acceptance levels – once becoming aware of these practices – are rather low, and financial compensation for disclosure of personal information also having very little acceptance.

Lack of information – or education – may also be one of the reasons why less than half of the Romanian CONSENT respondents change their privacy settings (often or always), with below-average results in particular regarding the protection, i.e. accessibility, of their personal profile and their pictures. In this context, privacy policies appear not to be widely accepted as a valuable source of privacy-related information, with more than half of the Romanian (as well as the average CONSENT) respondents never or rarely reading them.

Probing these reported contradictory practices – i.e. the perception of increased risks and high levels of non-acceptance, but lack of taking measures to secure privacy (privacy settings and technical measures) and disinterest in privacy policies – will require and be one of the core tasks of further research as set out in the qualitative research planned in CONSENT Work Package 8.

Acknowledgements

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

Appendices

A.1 English Online Questionnaire

0.0 Introduction

Make your views count!

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

This survey is part of the CONSENT project – a collaborative project co-funded by the European Union 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 kind 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 Romanian Online Questionnaire

0.0 Introducere

Faceți să conteze opinia dumneavoastră!

Și ajutați la consolidarea protecției legale a consumatorilor și utilizatorilor online

Acest sondaj este parte a proiectului CONSENT – un proiect de colaborare co-finanțat de Comisia Europeană în cadrul programului FP7 – care vizează colectarea opiniilor utilizatorilor de internet din toate țările Uniunii Europene cu privire la folosirea informațiilor personale, confidențialitate și acordarea consimțământului în mediul online.

Aceste informații vor fi folosite pentru realizarea unor rezumate destinate factorilor de decizie europeni și experților legali având ca scop încurajarea consolidării protecției legale a consumatorilor și utilizatorilor online. De asemenea, rezultatele vor fi publicate pe site-ul CONSENT.

Completarea acestui chestionar durează aproximativ 20 minute. Toate răspunsurile sunt anonime și nicio informație cu caracter personal precum numele dumneavoastră, adresa de e-mail sau adresa IP nu va fi procesată. Vă puteți opri din completarea chestionarului și puteți reveni la completarea lui ulterior. Apreciem foarte mult ajutorul dumneavoastră în acest proiect.

Vă mulțumim pentru timpul acordat pentru participarea în acest proiect.

Pentru mai multe informații vă invităm să vizitați site-ul CONSENT la www.consent.law.muni.cz

Politica de confidențialitate

Nicio informație personală (cum ar fi nume sau email) nu sunt colectate prin acest chestionar. Toate datele colectate sunt anonime și nu sunt legate de nicio informație personală. Acest site folosește un "cookie" pentru a vă permite să vă întoarceți la chestionar și să-l finalizați din același loc în care ați lăsat chestionarul necompletat. Această opțiune se folosește doar dacă nu îl completați și îl trimiteți de la prima vizită. Acest chestionar este găzduit de către Qualtrics. Politica de confidențialitate a Qualtrics poate fi vizualizată la adresa www.qualtrics.com/privacy-statement

1.0. Experiința pe Internet

1.1 De câți ani utilizați Internetul? ____ ani.

1.2 Cât de des utilizați internetul în următoarele situații?

1=În fiecare zi/aproape în fiecare zi;

2=De două sau trei ori pe săptămână;

3=aproximativ o dată pe săptămână;

4=de două sau trei ori pe lună;

5=mai rar;

6=niciodată

1. Acasă
2. La locul de muncă
3. În alte locuri (școală, universitate, internet-cafe etc.)

1.3 Cât de des utilizați internetul pentru fiecare din următoarele scopuri?

1=În fiecare zi/aproape în fiecare zi;

2=De două sau trei ori pe săptămână;

3=aproximativ o dată pe săptămână;

4=de două sau trei ori pe lună;

5=mai rar;

6=niciodată

A. Divertisment

B. Educație

C. Activități de cercetare legate de ocupație

D. Operații financiare cu caracter personal (operațiuni bancare, tranzacționarea acțiunilor)

E. Evenimente de ultimă oră (știri, sport, starea vremii)

F. Călătorii (căutare, rezervări)

G. Colectare de informații despre produse

H. Cumpărături online

1.3.H.1 De câte ori într-un an faceți cumpărături online?

1.3.H.2 Cum preferați să plătiți cumpărăturile achiziționate online?

Prima preferință, A doua preferință, A treia preferință.

1. La momentul în care comandați online plătiți utilizând cardul de Debit sau Credit
2. La momentul în care comandați online utilizând bani electronici cum ar fi Paypal, Moneybookers etc.
3. La momentul în care comandați online plătiți adăugând costul produselor la factura telefonului mobil sau fix
4. La momentul livrării produselor
5. După livrarea produselor
6. Alte modalități – vă rugăm să detaliați

1.3.H.3 De ce nu ați cumpărat niciodată ceva online?

1. Nu am încredere în comercianți online
2. Doresc să fac cumpărături online dar nu am card de debit sau credit
3. Doresc să fac cumpărături online dar site-urile dedicate lor sunt dificil de utilizat
4. Nu îmi place să dezvălui detalii financiare online
5. Nu îmi place să dezvălui online detalii despre adresa la care locuiesc

6. Mi-e teamă că la livrare produsele nu vor corespunde cu ceea ce am comandat
7. Nu îmi place ideea de a trebui să returnez produsele magazinelor online
8. Prefer să văd/ating/probez/încerc produsele înainte de a le cumpăra
9. Îmi displace să plătesc pentru livrarea produselor cumpărate online
10. Alt motiv (vă rugăm dați detalii)

1.3.H.4 Cât de probabil este ca în următoarele șase luni să faceți cumpărături online?

- 1=foarte improbabil
 2=improbabil
 3=neutru
 4=probabil
 5=foarte probabil

I. Comunicarea cu alții (chat/email)

J. Rețele de socializare online

K. Alte motive (completați)

ALT.1.3 Cumpărați vreodată bunuri online?

ALT 2.0 Utilizarea serviciilor UGC (Conținut Generat de Utilizator)

ALT.2.1 Ați creat vreodată un cont pe site-urile rețelelor de socializare online cum ar fi Facebook, MySpace, Classmates.com, etc.

1=da 2=nu

ALT.2.2 În ce rețea de socializare v-ați deschis un cont personal?

Facebook, MySpace, Classmates.com, Neogen.ro, Desprecopii.ro, Clopotel.ro, Tetatet.ro, Sentimente.ro, Trilulilu.ro, Cirip.ro, Triburile.ro, Altă variantă1 (vă rugăm dați detalii), Altă variantă2 (vă rugăm dați detalii)

ALT.2.2.1 De ce ați ales să vă deschideți un cont pe ... în loc de oricare alt site?

1. Multe dintre persoanele pe care le cunosc au cont pe acest site
2. Este mai ușor de utilizat decât alte site-uri
3. Are mai multe opțiuni decât alte site-uri
4. Am mai multă încredere în acest site decât în altele
5. Este mai ușor să cunoști persoane noi pe acest site
6. Este mai la modă
7. Este folosit în toată lumea
8. Este în limba pe care prefer să o folosesc
9. Altceva

ALT.2.2.2 Mai aveți și mai utilizați contul deschis pe site-ul menționat?

1. Încă îl am și îl utilizez în fiecare zi/aproape în fiecare zi

2. Încă îl am și îl utilizez în fiecare săptămână
3. Încă îl am, dar îl utilizez mai rar decât o dată pe săptămână
4. Încă îl am, dar nu-l mai utilizez
5. Am șters contul

ALT.2.2.2.1 De ce nu utilizați contul deschis pe site-ul menționat?

1. Acest tip de site nu mă mai interesează
2. Nu mai pot accesa contul
3. Am încercat site-ul și am descoperit că nu mi-a plăcut
4. Nu mai am încredere în compania care administrează site-ul
5. Prietenii/colegii mei nu mai utilizează acest site
6. Am fost îngrijorat de modul în care sunt folosite informații despre mine
7. Alte motive (vă rugăm dați detalii)

ALT.2.2.2.2 De ce v-ați șters contul deschis pe site-ul menționat?

1. Acest tip de site nu mă mai interesează
2. Am explorat acest site și am descoperit că nu îmi place
3. Nu mai am încredere în compania care administrează site-ul
4. Prietenii/colegii mei nu mai utilizează acest site
5. Am fost îngrijorat de modul în care sunt folosite informații despre mine
6. Doresc ștergerea conținutului pe care l-am creat pe acest site
7. Alte motive (vă rugăm dați detalii)

ALT.2.2.3 Mai aveți și mai utilizați conturile deschise pe rețelele de socializare?

1. Încă am și utilizez contul în fiecare zi sau aproape în fiecare zi
2. Încă am și utilizez contul în fiecare săptămână
3. Încă am contul, dar îl utilizez mai rar decât o dată pe săptămână
4. Încă am contul, dar nu-l mai utilizez
5. Am șters contul

ALT.2.2.3.1 Dacă unul dintre aceste site-uri ar fi închis, căruia i-ați simți lipsa cel mai mult?

ALT.2.2.3.1.1 De ce i-ați simți lipsa acestui site?

1. Multe dintre persoanele pe care le cunosc au cont pe acest site
2. Este mai ușor de utilizat decât alte site-uri
3. Are mai multe opțiuni decât alte site-uri
4. Am mai multă încredere în acest site decât în altele
5. Este mai ușor să cunoști persoane noi pe acest site
6. Este mai la modă
7. Este folosit în toată lumea
8. Oferă rapid informații
9. Puteți afla ce se întâmplă în toată lumea
10. Alte motive (vă rugăm dați detalii)

ALT.2.2.3.2 De ce utilizați foarte frecvent acest site?

1. Multe dintre persoanele pe care le cunosc au cont pe acest site
2. Este mai ușor de utilizat decât alte site-uri
3. Are mai multe opțiuni decât alte site-uri
4. Am mai multă încredere în acest site decât în altele
5. Este mai ușor să cunoști persoane noi pe acest site decât pe altele
6. Este mai la modă
7. Este folosit în toată lumea
8. Oferă rapid informații
9. Puteți afla ce se întâmplă în toată lumea
10. Alte motive (vă rugăm dați detalii)

ALT.2.2.3.3 De ce nu vă utilizați contul deschis pe site-ul menționat?

1. Nu mai pot accesa contul
2. Acest tip de site nu mă mai interesează
3. Am încercat acest site și am descoperit că nu îmi place
4. Nu mai am încredere în compania care administrează site-ul
5. Prietenii/colegii mei nu mai utilizează acest site
6. Am fost îngrijorat de folosirea informațiilor despre mine
7. Alte motive (vă rugăm dați detalii)

ALT.2.2.2.2 De ce v-ați șters contul deschis pe site-ul menționat?

1. Am încercat acest site și am descoperit că nu îmi place
2. Acest site nu mă mai interesează
3. Nu mai am încredere în compania care administrează site-ul
4. Prietenii/colegii mei nu mai utilizează acest site
5. Am fost îngrijorat de folosirea informațiilor despre mine
6. Doresc să șterg conținutul pe care l-am creat pe acest site
7. Alte motive (vă rugăm dați detalii)

Caseta cu informații despre site-urile CGU

Unele tipuri de site-uri permit utilizatorilor editarea sau adăugarea de conținut care poate fi apoi citit de alți utilizatori ai site-ului. Aceasta se realizează, spre exemplu, prin postarea de comentarii (spre exemplu, facebook) sau recenzii (spre exemplu, tripadvisor), participarea la discuții, încărcarea de material digital sau video (spre exemplu, YouTube, Flickr), editarea de material (spre exemplu, Wikipedia) etc. Aceste site-uri se numesc site-uri cu Conținut Generat de Utilizator (CGU)

ALT.2.9 Pe care din următoarele site-uri CGU v-ați creat vreodată (nu doar vizitat site-ul) cont pentru uz personal?

B. Rețele online cu caracter profesional precum LinkedIn, Xing.com

C. Site-uri pentru întâlniri precum Parship.com

D. Site-uri unde poți partaja fotografii, video etc., precum Youtube, flickr

E. Site-uri care oferă recomandări sau recenzii (pentru filme, muzică, cărți, hoteluri etc), precum last.fm, tripadvisor

F. Site-uri micro-blog precum twitter

G. Site-uri cu caracter educativ precum Wikipedia, myheritage

H. Rețele de jocuri online precum secondlife.com, World of Warcraft

ALT.2.9.1 De ce nu v-ați deschis niciodată un cont pe acest tip de site/pe acest tip de site-uri?

1. Acest tip de site nu mă interesează
2. Nu am auzit până acum despre acest tip de site
3. Nu am știut până acum că pot deschide un cont pe aceste site-uri
4. Niciunul dintre prietenii mei nu utilizează acest site
5. Nu merită banii
6. Am fost îngrijorat de folosirea informațiilor despre mine
7. Vizitez aceste site-uri, dar nu simt nevoia de a deveni membru
8. Alte motive

ALT.2.9.2 Mai aveți active toate conturile pe care le-ați deschis pe site-urile UGC?

1=Încă am toate conturile deschise pe site-urile UGC

2=Am unele conturi, dar am șters altele

3=nu, le-am șters pe toate

ALT.2.9.2.1 În ultimele 6 luni ați utilizat TOATE conturile deschise de dumneavoastră pe site-urile UGC?

1=Da 2=Nu

ALT.2.9.2.1.1 De ce nu ați utilizat unele dintre conturile deschise în ultimele 6 luni?

1. Nu mai pot accesa contul
2. Nu este tipul de site pe care îl utilizez în mod regulat
3. Am încercat site-ul și am descoperit că nu îmi place
4. Acest site nu mă mai interesează
5. Nu mai am încredere în compania care administrează site-ul
6. Prietenii mei nu mai utilizează acest site
7. Am fost îngrijorat de folosirea informațiilor despre mine
8. Alte motive (vă rugăm dați detalii)

ALT.2.9.2.2 De ce v-ați șters conturile de pe site-urile UGC?

1. Am încercat site-ul și am descoperit că nu îmi place
2. Acest site nu mă mai interesează
3. Nu mai am încredere în compania care administrează site-ul
4. Prietenii mei nu mai utilizează acest site
5. A fi membru al site-ului nu merită banii
6. Am fost îngrijorat de folosirea informațiilor despre mine
7. Doresc să șterg conținutul pe care l-am creat pe acest site

8. Nu vreau ca oamenii să știe că am utilizat acest site
9. Alte motive (vă rugăm dați detalii)

3.0 Dezvăluirea comportamentului pe UGCs

3.1 Gândindu-vă la utilizarea site-urilor UGC (cum ar fi rețele de socializare online, site-uri destinate partajării de informații, site-uri de jocuri online), care dintre următoarele tipuri de informații le-ați dezvăluit deja (când v-ați înregistrat sau când ați utilizat aceste site-uri)?

1. Informații medicale (fișa medicală, informații despre starea de sănătate)
2. Informații financiare (salariu, detalii bancare, fișa de credit)
3. Istoricul locurilor de muncă ocupate
4. Codul Numeric Personal \ numărul cardului \ numărul pașaportului
5. Numele dumneavoastră
6. Adresa unde locuiți dumneavoastră
7. Naționalitatea dumneavoastră
8. Preocupările dumneavoastră (hobby-uri, sporturi practicate, locuri vizitate)
9. Gusturile și opiniile dumneavoastră
10. Fotografii ale dumneavoastră
11. Cine sunt prietenii dumneavoastră
12. Ce site-uri vizitați
13. Numărul dumneavoastră de telefon mobil
14. Adresa dumneavoastră de e-mail
15. Alte informații despre dumneavoastră (vă rugăm să completați)
16. Nu știu

4.0 Percepția riscurilor

4.1 Pentru fiecare din aceste situații, vă rugăm să indicați în ce măsură considerați că există probabilitatea ca fiecare dintre următoarele situații să se întâmple drept consecință a postării de către dumneavoastră pe site-urile CGU a informațiilor cu caracter personal.

1=foarte improbabil, 2=improbabil, 3=neutru, 4=probabil, 5=foarte probabil

1. Informațiile dumneavoastră să fie folosite fără ca dumneavoastră să aveți cunoștință
2. Informațiile dumneavoastră să fie dezvăluite altora fără acordul dumneavoastră
3. Informațiile dumneavoastră să fie folosite pentru a vă fi transmise oferte comerciale pe care nu doriți să le primiți
4. Siguranța personală să fie periclitată
5. Să deveniți victima unei fraude
6. Să fiți discriminat (la selecția pentru un loc de muncă, obținerea de prețuri crescute, refuzul accesului la un serviciu)
7. Reputația să vă fie afectată

5.0 Comportamentul cu privire la setările de Confidențialitate

Caseta cu informații despre PROFILUL PERSONAL

Profilul personal pe site-urile CGU (precum rețele de socializare online, site-uri destinate partajării informațiilor, rețele de jocuri online) constă în informații despre persoana

dumneavoastră precum vârstă, locație, interese, o fotografie și secțiunea „despre mine”.
Vizibilitatea profilului – cine poate vedea informațiile dumneavoastră și interacționa cu dumneavoastră – poate fi personalizată folosind opțiunile de setare a confidențialității oferite de site

5.1 Ați modificat vreodată setările privind confidențialitatea profilului personal într-un site UGC?

1=Niciodată, 2=Rareori, 3=Câteodată, 4=Deseori, 5=Întotdeauna

5.1.1 De ce nu ați modificat vreodată setările de confidențialitate?

1. Nu am știut că există setări de confidențialitate
2. Nu știu cum să modific setările
3. Mă tem că modificând aceste setări site-ul nu funcționează adecvat
4. Nu am știut că pot modifica setările de confidențialitate
5. Am încredere că site-ul configurează adecvat setările de confidențialitate
6. Sunt mulțumit cu setările de confidențialitate standard
7. Nu am avut timp pentru a consulta opțiunile disponibile
8. Alte motive

5.1.2 Cum ați modificat setările de confidențialitate?

1. Am creat o configurație mai puțin strictă a acestor setări, astfel încât mai multe informații despre mine sunt accesibile pentru alții
2. Uneori am făcut setări mai stricte, alteori mai puțin stricte
3. Am făcut setări mai stricte astfel încât alții să poată vedea mai puține informații despre mine

5.1.3 Pe care dintre următoarele setări de confidențialitate le-ați modificat?

„Niciodată” „Rareori” „Câteodată” „Deseori” „Întotdeauna”

1. Am modificat cine poate vedea profilul meu
2. Am modificat cine poate vedea fotografia mea
3. Am modificat cine poate vedea că sunt online
4. Nu stochez istoricul meu
5. Alte situații

6.0 Gradul de satisfacție

Referindu-vă la site-ul UGC pe care îl utilizați, sau la cel preferat în cazul în care utilizați mai multe astfel de site-uri, vă rugăm să indicați în ce măsură sunteți de acord cu următoarele afirmații marcând pe o scală de la 1=nu sunt de acord la 7=sunt de acord punctul care reprezintă cel mai bine opinia dumneavoastră.

6.1 Utilizarea site-urilor UGC este agreabilă

6.2 Utilizarea site-urilor UGC este distractivă

6.3 Utilizarea site-urilor UGC mă face fericit

6.4 Utilizarea site-urilor UGC îmi stimulează curiozitatea

6.5 Utilizarea site-urilor UGC îmi stârnește imaginația

7.0 Percepția privind ușurința utilizării

Încă gândindu-vă la site-ul UGC utilizat/preferat vă rugăm să indicați în ce măsură sunteți de acord cu următoarele afirmații.

7.1 Acest site este ușor de utilizat

7.2 Am învățat repede cum să utilizez acest site

7.3 Acest site este simplu de utilizat

7.4. Îmi amintesc cu ușurință cum să utilizez acest site

7.5 A fost ușor să învăț cum să utilizez acest site

8.0 Percepția majorității

Gândindu-vă din nou la site-ul UGC utilizat/preferat vă rugăm să indicați în ce măsură sunteți de acord cu următoarele afirmații.

8.1 Multe persoane cu care sunt în contact utilizează acest site.

8.2 Persoanele cu care sunt în contact vor continua să utilizeze acest site și pe viitor.

8.3 Acele persoane cu care comunic utilizând acest site vor continua să-l utilizeze și pe viitor.

8.4 Multe dintre persoanele cu care sunt în contact utilizează regulat acest site.

9.0 Comportamentul în legătură cu Termeni & Condiții și Politicile de Confidențialitate

Majoritatea site-urilor solicită utilizatorilor să accepte, în mod normal prin bifarea unei casete, Termeni & Condițiile înainte de a permite accesul la site.

9.1 Când creați un cont pe un site, cum acceptați Termenii & Condițiile?

5=Întotdeauna citesc termenii și condițiile înainte de a le accepta

4=Deseori citesc termenii și condițiile înainte de a le accepta

3=Câteodată citesc termenii și condițiile înainte de a le accepta

2=Rareori citesc termenii și condițiile înainte de a le accepta

1=Niciodată nu citesc termenii și condițiile înainte de a le accepta

6=Nu știu/nu sunt sigur ce semnifică acest lucru

9.2 Când creați un cont pe un site pe care nu l-ați utilizat anterior citiți Politica de confidențialitate a site-ului?

Caseta cu informații despre POLITICILE DE CONFIDENȚIALITATE

Pe site-uri, separat de Termeni & Condiții (uneori făcând parte din aceștia), politicile de confidențialitate setează modul în care utilizatorii introduc informații personale online și cine are acces la acestea

1=Niciodată nu citesc politicile de confidențialitate

2=Rareori citesc politicile de confidențialitate

3=Câteodată citesc politicile de confidențialitate

4=Deseori citesc politicile de confidențialitate

5=Întotdeauna citesc politicile de confidențialitate

9.2.1 Când citiți politicile de confidențialitate de regulă:

1=citesc foarte puțin din text 2=citesc o parte din text 3=citesc o mare parte din text
4=citesc tot textul

9.2.2 După ce ați citit politicile de confidențialitate puteți spune că:

1. Nu sunt sigur că le-am înțeles sau nu
2. De obicei nu le înțeleg deloc
3. De obicei nu înțeleg mare parte din ele
4. De obicei înțeleg mare parte din ele
5. De obicei le înțeleg în întregime
6. Nu știu/Nu îmi amintesc

9.2.3 Ați decis vreodată să nu începeți să utilizați sau să renunțați să utilizați un site din cauză că ați fost nesatisfăcut de politica de confidențialitate a site-ului?

1=Da, 2= Nu, 3=Nu știu/nu îmi amintesc

9.3.1 De ce nu citiți niciodată politicile de confidențialitate?

1. Nu am știut până acum că există politici de confidențialitate
2. Nu am știut unde să găsesc pe site politici de confidențialitate
3. Politicile de confidențialitate sunt prea lungi pentru a fi citite
4. Politicile de confidențialitate sunt prea dificile pentru a fi înțelese
5. Dacă doresc un cont pe un anumite site nu îmi pasă de politicile de confidențialitate
6. Politica de confidențialitate a site-ului nu contează pentru mine pentru că nu am ce ascunde
7. Politica de confidențialitate a site-ului nu contează pentru mine deoarece site-ul ignoră oricum politicile
8. Dacă site-ul încalcă confidențialitatea legea mă protejează în orice situație
9. Alte motive (vă rugăm dați detalii)

10.0 Conștientizare & Atitudini – Procesarea Informației

10.1 Informația introdusă de dumneavoastră în contul sau profilul personal de pe un site poate fi folosită de proprietarii site-ului în numeroase scopuri. Sunteți conștient de acest fapt?

1=Da, 2=Nu, 3=Nu sunt sigur ce înseamnă aceasta

10.2.A Vă rugăm indicați dacă sunteți conștient de faptul că proprietarii site-ului pot folosi informațiile introduse de dumneavoastră în contul sau profilul personal:

1=Da, 2=Nu, 3=Nu știu

10.2.B Vă rugăm indicați ce părere aveți despre faptul că proprietarii site-ului pot folosi informațiile introduse de dumneavoastră în contul sau profilul personal pentru:

1=Este un fapt acceptabil, îl pot face fără să îmi solicite permisiunea, 2=Este un fapt acceptabil doar dacă obțin permisiunea mea, 3= Nu este acceptabil, 4=Nu sunt sigur/Nu știu

1. **personalizarea conținutului pe care-l vedeți**
2. **personalizarea reclamelor care le vedeți**
3. **contactarea dumneavoastră prin e-mail**
4. **partajarea unor informații (nelegate de numele dumneavoastră) legate de comportamentul dumneavoastră în mediul online al altor compartimente ale companiei**
5. **partajarea informațiilor dumneavoastră (legate de numele dumneavoastră) cu alte compartimente ale companiei**
6. **comercializarea unor informații (nelegate de numele dumneavoastră) legate de comportamentul dumneavoastră online**
7. **colectarea din propriul site sau din alte site-uri a informațiilor personale detaliate despre tine și punerea lor la dispoziția altora**

10.3 Ar fi acceptabil dacă ați fi plătit pentru a permite proprietarilor site-ului să:

1= da, ar fi acceptabil, 2=nu ar fi niciodată acceptabil, 3=ar depinde de suma de bani plătită, 4=aș prefera să primesc bonusuri ce au legătură cu site-ul decât plata unei sume de bani, 5= nu știu

1. personalizeze conținutul care-l vedeți
2. personalizeze reclamele pe care le vedeți
3. contactarea dumneavoastră prin e-mail
4. partajarea unor informații (nelegate de numele dumneavoastră) legate de comportamentul dumneavoastră în mediul online al altor compartimente ale companiei
5. partajarea informațiilor dumneavoastră (legate de numele dumneavoastră) cu alte compartimente ale companiei
6. comercializarea unor informații (nelegate de numele dumneavoastră) legate de comportamentul dumneavoastră online
7. colectarea din propriul site sau din alte site-uri a informațiilor personale detaliate și punerea lor la dispoziția altora

Caseta cu informații despre COOKIES

Adițional informațiilor dezvăluite de dumneavoastră în contul personal, site-urile pot avea acces la informațiile legate de activitatea dumneavoastră din mediul online, cum ar fi site-urile vizitate, preferințele pentru unele site-uri etc. Site-urile realizează aceasta prin intermediul informațiilor (uneori numit „cookie”) ce sunt stocate de programele de navigare pe internet (browsere web pe care le utilizați, precum Firefox, Internet Explorer, Safari etc.

10.4 Sunteți conștient că site-urile au acces la informațiile privind activitatea dumneavoastră în mediul online prin utilizarea de cookies?

1=Da, 2=Nu, 3=Nu sunt sigur ce înseamnă aceasta

10.4.1 Browser-ele vă oferă posibilitatea de a nu-i da site-ului permisiunea să stocheze informații legate de activitatea dumneavoastră în mediul online prin dezactivarea

cookies-urilor. Ați dezactivat vreodată cookies în browser-ul utilizat de dumneavoastră?

1=Da, 2=Nu, 3=Nu vă amintesc/Nu știu

10.4.1.1 De ce nu ați dezactivat vreodată cookies în browser-ul utilizat de dumneavoastră?

1. Nu consider că este nevoie
2. Site-urile nu funcționează adecvat dacă vă dezactivați cookies
3. Site-urile sunt mai lente dacă dezactivați cookies
4. Nu știu cum să dezactivez cookies
5. Alte motive

11.0 Percepția riscurilor privind confidențialitatea

Vă rugăm indicați în ce măsură sunteți sau nu sunteți de acord cu următoarele afirmații despre informațiile cu caracter personal și internet marcând pe o scală de la 1=nu sunt de acord la 7=sunt de acord punctul care reprezintă cel mai bine opinia dumneavoastră.

11.1 În general, este riscant să oferiți site-urilor informații cu caracter personal.

11.2 Cel mai mare risc legat de pierderea confidențialității este asociat cu furnizarea informațiilor cu caracter personal către site-uri.

11.3 Informațiile cu caracter personal ar putea fi folosite inadecvat de către site-uri.

11.4 Furnizarea informațiilor cu caracter personal site-urilor implică apariția multor probleme neprevăzute.

12.0 Protecție Tehnică

Gândindu-vă la cum vă comportați în mediul online, vă rugăm indicați frecvența cu care faceți următoarele:

1=Niciodată, 2=Rareori, 3=Câteodată, 4=Deseori, 5=Întotdeauna, 6=Nu știu ce este aceasta, 7=Nu știu cum

12.1 Căutați metode de a controla ceea ce vă trimit alții online (precum căsuțe de control prin intermediul cărora puteți opta sau nu pentru anumite oferte)

12.2 Utilizați mecanismul de blocare a deschiderii de noi ferestre?

12.3 Verificați existența programelor care spionează?

12.4 Ștergeți în mod regulat istoricul browser-ului?

12.5 Blocați mesajele/email-urile trimise de persoanele nedorite?

13.0 Preocupări pentru Confidențialitate

Pentru fiecare din următoarele întrebări, vă rugăm să indicați în ce măsură sunteți îngrijorat 1=nu sunteți deloc îngrijorat la 5=sunteți foarte îngrijorat

13.1 Vă îngrijorează faptul că organizațiile online nu sunt ceea ce pretind că sunt?

13.1 Vă îngrijorează faptul că organizațiile online nu sunt ceea ce pretind că sunt?

13.2 Vă îngrijorează furtul de identitate în mediul online?

13.3 Vă îngrijorează faptul că în mediul online persoanele nu sunt ceea ce pretind că sunt?

13.4 Vă îngrijorează cineva care ar putea accesa electronic fișa dumneavoastră medicală?

13.5 Vă îngrijorează faptul că dacă folosiți cardul de credit pentru a achiziționa ceva pe internet numărul de card ar putea fi obținut/interceptat de altcineva?

13.6 Vă îngrijorează faptul că dacă folosiți cardul de credit pentru a achiziționa ceva pe internet cardul va fi folosit greșit?

14.0 Victima confidențialității

14.1 Cât de frecvent ați fost victima a ceea ce a-ți considerat a fi fost o încălcare a confidențialității pe internet, unde 1=niciodată și 7=foarte frecvent.

15.0 Expunere în Media

15.1 Cât de des ați auzit sau citit în ultimul an despre potențiala utilizare necorespunzătoare a informațiilor colectate de pe internet, unde 1=niciodată și 7=foarte des.

16.0 Atitudinea cu privire la confidențialitate

Vă rugăm indicați în ce măsură sunteți sau nu sunteți de acord cu următoarele afirmații despre informațiile cu caracter personal, unde 1=nu sunt de acord și 7=sunt de acord.

16.1 În comparație cu prietenii, sunt mai sensibil la modul în care companiile online manipulează informațiile mele personale.

16.2 Pentru mine, cel mai important lucru este păstrarea confidențialității mele online.

16.3 În comparație cu prietenii, am tendința de a fi mai preocupat de amenințările la adresa confidențialității personale.

17.0 Norme Sociale

17.1 Persoanele ale căror opinii contează pentru mine consideră că păstrarea confidențialității informațiilor personale este foarte importantă.

17.2 Prietenii mei consideră că ar trebui să acord atenție confidențialității personale.

17.3 Persoanele importante pentru mine consideră că ar trebui să fiu atent când dezvălui informații personale online.

Pentru a răspunde la următoarele întrebări vă rugăm să vă gândiți la modul în care vă comportați în general și doar în mediul online

18.0 Tendința de auto-dezvăluire

Indicați gradul în care următoarele afirmații reflectă modul în care comunicați cu oamenii, unde 1=nu sunt de acord și 5=sunt de acord

18.1 Nu vorbesc frecvent despre mine (R)

18.2 Obişnuiesc să vorbesc despre mine perioade destule de lungi de timp

18.3 Doar rareori exprim opiniile și părerile personale (R)

18.4 Odată pornit, mă dezvălui pe de-a-întregul

18.5 Adesea dezvălui lucruri personale despre mine fără ezitare.

19.0 Precauții generale

Gândindu-vă la comportamentul dumneavoastră, în general, nu doar în mediul online

1=Niciodată, 2=Rareori, 3=Câteodată, 4=Deseori, 5=Întotdeauna

19.1 Distrugeți/ardeți documentele ce vă aparțin și nu vă sunt necesare?

19.2 Ascundeți codul PIN al cardului dumneavoastră când îl utilizați la bancomat sau pentru cumpărături?

19.3 Vă înregistrați doar pe site-uri care au politică de confidențialitate?

19.4 Căutați o certificare a confidențialității înainte de a vă înregistra informația pe un site?

19.5 Citiți integral contractele de licență înainte de a fi de acord cu ele?

20.0 Demografie

În această secțiune vă solicităm să completați informații cu caracter personal. Ea poate să fie lăsată necompletată, dar completarea ar ajuta foarte mult cercetarea noastră.

20.1 Sex 1=Masculin, 2=Feminin

20.2 Vârsta ____ ani

20.3 Care este cel mai înalt nivel de educație completat?

1=fără școală

2=școala primară

3=gimnaziu/liceu

4=educație superioară (universitate/colegiu, etc.)

20.4 Ocupație

NON-ACTIVĂ	
Responsabil pentru a face cumpărături sau alte munci legate de gospodărie, sau fără ocupație/ casnic/ neangajat	1
Student	2
Neangajat sau temporar neangajat	3
Pensionar sau incapabil să lucrez din cauza unei boli	4
PROPRIUL SĂU ANGAJAT	
Fermier	5
Pescar	6
Specialist (avocat, medic, contabil, arhitect etc.)	7
Proprietar de magazin, meseriaș (tâmplar, zidar, zugrav, croitor, fierar etc.), altă	8

persoană care desfășoară activități independente	
Deținătorul unei afaceri, proprietarul (unic sau asociat) unei companii	9
ANGAJAT	
Angajat specialist (medic, jurist, contabil, arhitect)	10
Management de top, management general (director general, manager, director, director tehnic, director economic etc.)	11
Șef de departament, Șef de birou, manager junior, profesor, tehnician	12
Angajat ce desfășoară muncă de birou	13
Angajat ce desfășoară muncă de teren (agent de vânzări, șofer etc.)	14
Angajat ce-și desfășoară munca într-o locație fixă (spital, restaurant, secție de poliție, pompieri etc.) fără a desfășura muncă de birou	15
Supraveghetor	16
Meseriaș calificat	17
Meseriaș necalificat, servitor	18

20.5 Naționalitate

Austriacă, Belgiană, Engleză, Bulgară, Cipriotă, Cehă, Daneză, Olandeză, Estoniană, Finlandeză, Franceză, Germană, Greacă, Maghiară, Irlandeză, Italiană, Letoniană, Lituaniană, Malteză, Poloneză, Portugheză, Română, Slovacă, Slovenă, Spaniolă, Suedeză, Alta

20.6 Țara în care locuiți

Austria, Belgia, Bulgaria, Cipru, Republica Cehă, Danemarca, Estonia, Finlanda, Franța, Germania, Grecia, Ungaria, Irlanda, Italia, Letonia, Lituania, Malta, Olanda, Polonia, Portugalia, România, Slovacia, Slovenia, Spania, Suedia, Anglia, Alta (vă rugăm completați)

20.7 Zona în care locuiți este: Urbană/Rurală/Suburbană?

20.8 Limba vorbită acasă

Bască, Bulgară, Catalană, Cehă, Daneză, Olandeză, Engleză, Estonă, Finlandeză, Franceză, Galiciană, Germană, Greacă, Maghiară, Irlandeză, Italiană, Letonă, Lituaniană, Luxemburgheză, Malteză, Poloneză, Portugheză, Română, Slovacă, Slovenă, Spaniolă, Suedeză, Alta (vă rugăm completați)

20.9 Religie 1=Budist, 2=Creștin, 3=Hindus, 4=Evreu, 5=Musulman, 6=Sikh, 7=Fără religie, 8=Altă religie (vă rugăm completați)