



# 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 Poland: 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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## 1. Key Findings

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

The Polish sample consists of 659 respondents (7.6% of the total sample), of which 39.1% male and 60.9% female, with an average age of 22 and 45.8% tertiary education. With 94% UGC users (total sample 90%), 9.22 mean years of internet usage (total sample 10.67) and 96.6% 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, this level of experience stands in contrast to the Polish respondents' awareness and behaviour regarding the handling of technical details: 52% are aware of "cookies" (total sample 65%), and less than two out of three respondents actually ever disabled them (Poland 57%, 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 Polish sample showing results that are below the overall sample average.

83.6% of Polish respondents indicated that they shop online (total sample 87.4%), with an increase in shopping online in the age group "30 years and above". Polish respondents show an average preference to pay at the time of ordering online. Of those Polish respondents who never bought anything online, 16.9% highlighted their lack of trust in online sellers as a reason for this, which is slightly above the overall sample average (15.4%).

The large proportion of Polish respondents (92.8%) who have ever opened an account with a social networking website (SNS) is above the total sample average (86.7%). Regarding other UGC websites, Polish respondents stand out with 31.5% having ever created an account with a photo/video sharing website (total sample 27.9%); with the exception of websites that provide recommendations and reviews (26.1%, total sample 17.8%), all other UGC website types are clearly under the 25% mark.

As main drivers for the use of SNS sites, Polish respondents indicate their interest in networking (Poland 26.5%, total sample 31%), the worldwide usage (Poland 16.8%, total sample 15.2%) and in the speed of obtaining information (Poland 16.7%, total sample 11.7%). In the reasoning for not using the SNS account can be observed a lower-than-average interest of Polish respondents in networking effects (Poland 30.9%, total sample 34.4%) which is complemented by a substantial 26.3% who indicate disinterest; 15.2% give trust issues as reasons – a proportion which is almost twice as high as the total sample average (8.1%). In the reasons given for deleting an account, trust issues and concern about information misuse and/or disclosure are

still strongly indicated but slightly below the total sample average (Poland 27.9%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, Polish respondents appear to perceive generally more risks than the overall average. This applies also to the specific risks perceived (information used to send unwanted commercial offers, personal safety being at risk, becoming a victim of fraud, or reputation being damaged), where Poland scores higher than the total sample average. Only regarding the likelihood of information being used by website owners without the user's knowledge (Poland 72.7%, total sample 73.9%) or consent (Poland 71.5%, total sample 72.7%) and the likelihood of being discriminated against (Poland 19.2%, total sample 22.9%), Polish respondents perceive a lower risk than the average CONSENT respondent.

Generally, Polish respondents show a high level of awareness amongst CONSENT respondents regarding the use of personal information by website owners. However, they also show comparatively high levels of acceptance to website owners using users' personal information to contact users by email, and customise the content and advertising users see. Here, 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, 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, Polish respondents show together with respondents from Spain and Malta the lowest level of non-acceptance (Poland 68%, total sample 74%).

Actual experience of privacy invasions is similar to the total CONSENT average with Polish respondents scoring 2.83 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 50.2% of Polish respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 78.6% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively more respondents from Poland (54%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, and about half of Polish respondents never or rarely actually read a site's terms and conditions (47.6%) or privacy policy (62.1%). If reading the privacy policies, respondents rarely read the whole text (Poland 9.9%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Poland 74.2%, 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 CONSENT<sup>1</sup> project.

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

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

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

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

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<sup>1</sup> “Consumer Sentiment regarding privacy on user generated content (UGC) services in the digital economy” (CONSENT; G.A. 244643) – which was co-financed by the European 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”).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



### **3. Methodology**

The English and Polish 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, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

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

In Poland, the following methodology was used:

- A Banner ad was placed on the website of the Faculty of Law, Administration and Economics, University of Wrocław, from August to December 2011,
- A Banner ad was placed on the website of the University of Wrocław, from November to December 2011.
- Personalised emails explaining the research were sent in October 2011 to a selection of present and some past students of the University of Wrocław.
- A dedicated website was established on Facebook, from September to November 2011.

## 4. The Sample

### 4.1 General Demographics

The data analysis for Poland is based on a sample size of 659, representing 7.6% of the total number of respondents to the study. The gender distribution for the Polish sample is 39.1% male and 60.9% female, and the average age of respondents was 22 years with a standard deviation of 4 (average age for all CONSENT respondents: 30). 54.1% of Polish respondents indicated their highest level of education as secondary school or lower, 45.8% responded indicating tertiary education, and 68.9% of respondents were students. Finally, 88.9% described the area where they live as urban or suburban and only 11.1% as rural.

### 4.2 General Internet Usage

Following Eurostat 2011, 67% of Polish households had access to the internet. But according to Facebook statistics only 35% of internet users were Facebook users, which is below the EU 27 average (51%). At the same time, Poland shares with the Netherlands and Romania the highest increase of Facebook users between November 2011 and May 2012 (Poland 16.46%, Netherlands 20.78%, and Romania 21.91%)<sup>7</sup>. Within the CONSENT sample regarding overall UGC usage Polish respondents are also “above-average” UGC users (94% vs. total sample 90%).

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

<sup>7</sup> Source: Socialbakers.com; accessed 05/2012.

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

The cross country comparison of mean years of internet usage seems to indicate a noticeable East/West divide with the Czech Republic, Poland, Romania and Slovakia all being significantly below the CONSENT average of 10.67 years. This divide, however, becomes less distinct when looking at the average age of respondents: For example, the low numbers in Ireland 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 Polish sample, this relation between years of internet usage and respondents' age can also be observed – at the same time, there is a slight gender variation, but with little difference between the different age groups (see table below).

<b>Poland: Mean years of Internet Usage by Age and Gender</b>		<b>Mean years of Internet Usage</b>	<b>Standard Deviation</b>	<b>Count</b>	
Age	20 years or less	Male	9.24	3.932	51
		Female	8.88	3.293	88
	21-30 years	Male	8.80	2.676	55
		Female	9.25	2.647	101
	More than 30 years	Male	11.56	3.877	9
		Female	10.75	3.166	12

Regarding the respondents' location, there is some variation with respondents from suburban areas indicating the highest number of mean years of internet usage; however, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

<b>Poland: Mean years of Internet Usage by Location</b>			
	<b>Mean years of Internet Usage</b>	<b>Standard Deviation</b>	<b>Count</b>
Urban	9.26	3.220	274
Suburban	10.45	3.045	11
Rural	8.08	2.712	37

Finally, the high frequency of internet usage at home by Polish respondents (96.6%) stands in stark contrast to the Eurobarometer data (38%<sup>8</sup> every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 45%<sup>9</sup> for Poland. For the specific usage of internet at work, there are currently no comparable data available.

<b>Poland: Frequency of Internet Usage</b>								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	628	18	0	1	1	2	650
	%	96.6%	2.8%	0.0%	0.2%	0.2%	0.3%	100.0%
At work	Count	217	40	15	12	36	224	544
	%	39.9%	7.4%	2.8%	2.2%	6.6%	41.2%	100.0%

<sup>8</sup> Base however including non-users.

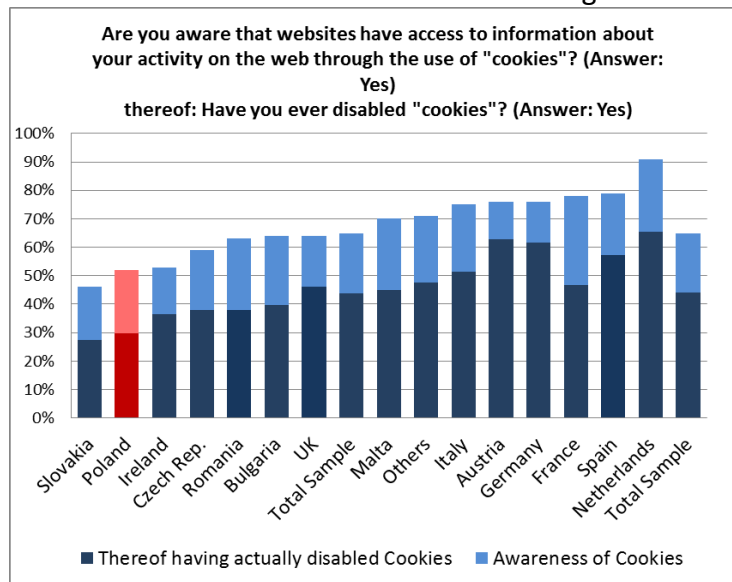
<sup>9</sup> No distinction between usage at home and usage at work.

## 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.

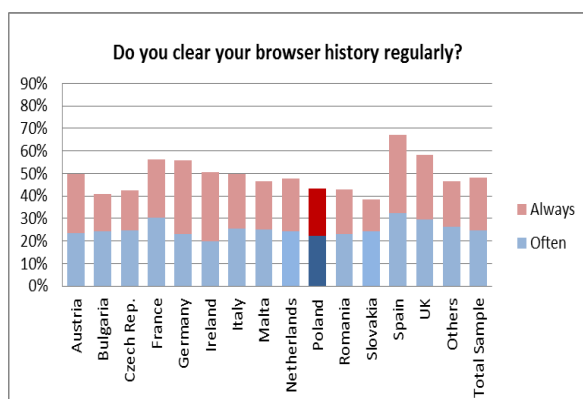
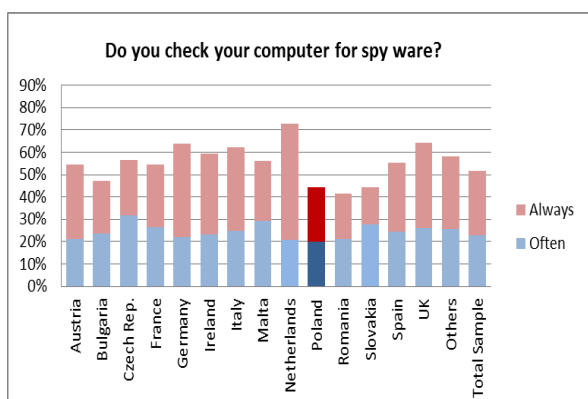
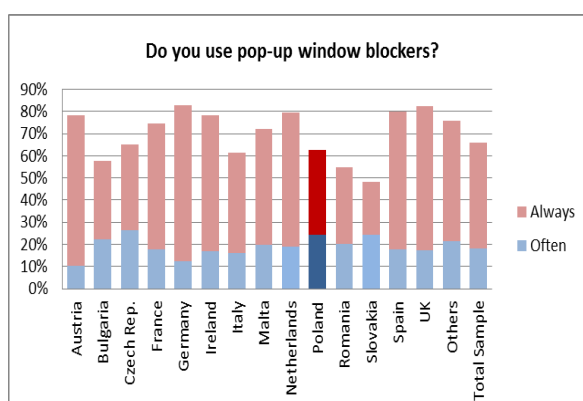
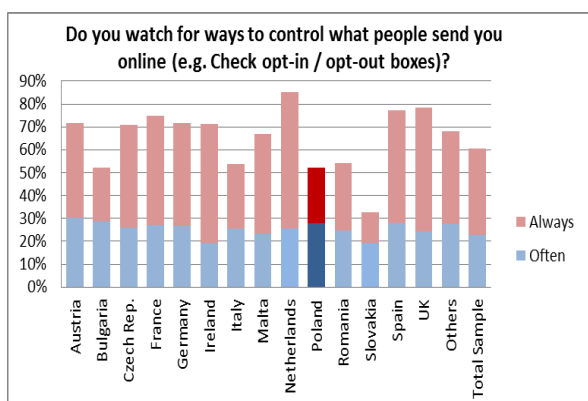


Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
<b>Poland</b>	<b>161</b>	<b>57%</b>
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands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

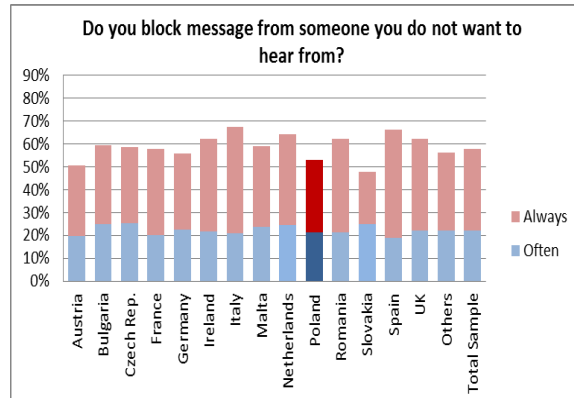
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. However, the Polish respondents themselves show the second lowest level of *awareness* of the use of cookies (52%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between Slovakia (48%) and the Netherlands (91%).

Additionally to this comparatively low awareness of cookies indicated by Polish respondents, only 57% of those Polish respondents who were aware of the use of cookies stated that they ever disabled them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia.<sup>10</sup>

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



<sup>10</sup> Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.



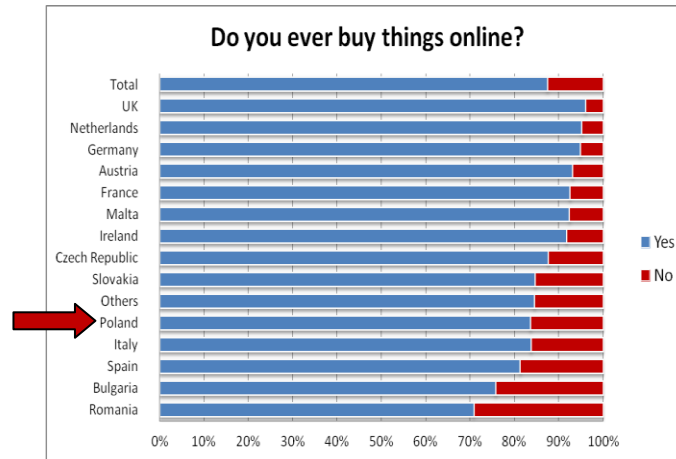
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what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

### 5.1.2 Online Shopping Behaviour

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

Do you ever buy things online? (Answer: Yes)				
Nationality	CONSENT sample	Eurobarometer	Eurostat 2010	Eurostat 2011
Romania	70.8%	26%	9%	13%
Bulgaria	75.8%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.8%	35%	25%	27%
<b>Poland</b>	<b>83.6%</b>	<b>56%</b>	<b>45%</b>	<b>45%</b>
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%
<b>Total Sample</b>	<b>87.4%</b>	<b>60%</b>	<b>57%</b>	<b>58%</b>

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



Poland: Online Shopping practice by Age			Poland: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	84.1%	15.9%	Urban	83.6%	16.4%
21 – 30 years	84.5%	15.5%	Suburban	100.0%	0.0%
> 30 years	96.6%	3.4%	Rural	87.5%	12.5%

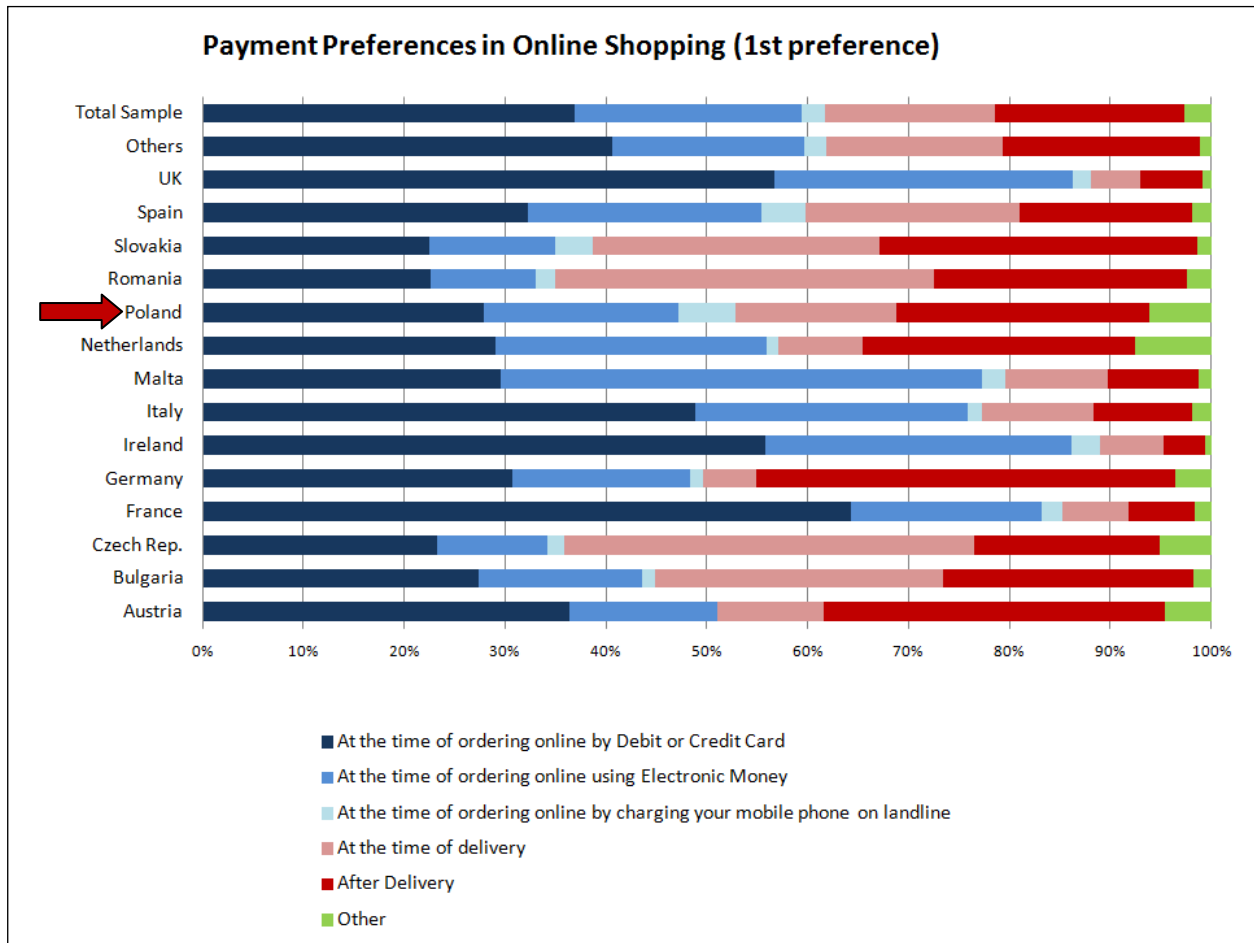
Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% (including Poland with 83.6%) are those traditionally regarded as belonging 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 Polish respondents appears to be substantially linked to age but not to location. Regarding age, there is an increase in positive affirmations to shopping online in the age group “30 years and above”.

Regarding online shopping *frequency*, Polish respondents are slightly below average in comparison to other European respondents, with 68.2% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only 18.1% shopping between 11-20 times a year (total sample 20.5%) and 13.6% more than 20 times a year (total sample 16.4%).

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





Generally, the issue of lack of trust was highlighted by a certain proportion of those Polish respondents who have never bought anything online: Of these 243 respondents, 16.9% 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 (Poland 15.2%, total sample 14.2%), a dislike for having to return things to online shops (Poland 8.6%, total sample 6.8%), the shopping experience itself – not being able to “see/touch/try things”(Poland 33.3%, total sample 26%) and a dislike for paying for delivery for items bought online (Poland 8.6%, total sample 5.7%).

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

Poland: Payment Preferences in Online Shopping (1 <sup>st</sup> preference) by Age								
Age		At the time of ordering online by Debit or Credit card	At the time of ordering online using Electronic Money	At the time of ordering by charging your mobile phone on landline	At the time of delivery	After delivery	Other	Total
20 years or less	Count	72	46	18	40	66	12	254
	Percentage	28.3%	18.1%	7.1%	15.7%	26.0%	4.7%	100%
21 – 30 years	Count	70	49	12	49	65	21	266
	Percentage	26.3%	18.4%	4.5%	18.4%	24.4%	7.9%	100%
> 30 years	Count	16	4	2	5	9	1	37
	Percentage	43.2%	10.8%	5.4%	13.5%	24.3%	2.7%	100%

### 5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Poland	Count	571	44
	Percentage	92.8%	7.2%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Poland	Percentage	63%	36%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Polish respondents having ever opened a SNS account is above the overall CONSENT results and confirms the Eurobarometer data in which Polish users also range above the EU27 average. Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (95%), suburban (85%) or rural (91%) areas.

	With which UGC websites have you ever created an account for your personal use?			
	Poland		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	85	8.3%	2,422	16.7%
Dating websites such as parship.com	68	6.7%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	321	31.5%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	266	26.1%	2,574	17.8%
Micro blogging websites such as Twitter	67	6.6%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	84	8.3%	1,675	11.6%
Multi-player online games	127	12.5%	1,161	8.0%

The percentages of Polish respondents having ever created accounts with websites where one can share photos, videos etc. (31.5%) and those which provide recommendations and reviews (26.1%) stand above the percentage for the total sample. This higher incidence of accounts with

photo/video sharing and recommendation/review websites is counter-balanced by smaller percentages of respondents who open accounts with business networking websites and micro blogging websites.

## 5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Polish respondents gave a clear preference to Facebook (having opened an account with) which was preferred by 90.1% of Polish respondents (NaszaKlasa 85.2%, Grono 11.7%, MySpace 10.0%), being as such rather similar to the proportion of total CONSENT respondents having ever opened an account with Facebook (96.7%).

Why would you miss this SNS website (Facebook)?				
	Poland		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	295	26.5%	2,751	31.0%
It's easier to use than other sites	52	4.7%	630	7.1%
It has more features than other sites	110	9.9%	683	7.7%
I trust this site more than other sites	17	1.5%	311	3.5%
It's easier to meet new people on this site	58	5.2%	405	4.6%
It is more fashionable	65	5.8%	524	5.9%
It is used worldwide	187	16.8%	1,347	15.2%
It gives you information quickly	186	16.7%	1,035	11.7%
You can find out what is happening worldwide	107	9.6%	893	10.1%
Other	37	3.3%	301	3.4%

From the table above it appears that for Polish respondents an important driver (though being clearly below the total sample average) for the use of Facebook is networking and, to a lesser extent, its worldwide coverage and ease of information access, 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?				
	Poland		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	4	1.1%	128	4.0%
This type of website no longer interests me	84	22.8%	952	29.6%
I tried the website but found I didn't like	97	26.3%	573	17.8%
I no longer trust the company running the website	21	5.7%	112	3.5%
My friends / colleagues no longer use this website	114	30.9%	1,105	34.4%
I was concerned about use of information about me	35	9.5%	147	4.6%
Other	14	3.8%	198	6.2%

At the same time, in the reasoning for not using the SNS account can also be observed a lower-than-average interest of Polish respondents in networking effects (Poland 30.9%, total sample 34.4%) which is complemented by a substantial 26.3% who indicate dislike; however 15.2% give trust issues as a reason (compared to the total sample average of 8.1%).

Why did you delete your account with this SNS site?				
	Poland		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	58	19.9%	277	15.5%
The website no longer interests me	102	35.1%	569	31.8%
I no longer trust the company running the site	15	5.2%	130	7.3%
My friends / colleagues no longer use this website	41	14.1%	334	18.7%
I was concerned about use of information about me	39	13.4%	183	10.2%
I want the content that I have created on the website to be deleted	27	9.3%	222	12.4%
Other	9	3.1%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are still strongly indicated by Polish respondents, as was the case for simply not using the account, but here slightly below the sample average (Poland combined 27.9%<sup>11</sup>, total sample 29.9%). However, as in the total sample, dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

Why did you delete your accounts with UGC websites?				
	Poland		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	74	14.5%	1,012	17.0%
The website no longer interests me	200	39.1%	2,070	34.8%
I no longer trust the company running the site	19	3.7%	305	5.1%
My friends no longer use this website	32	6.2%	455	7.7%
Membership of the website is not worth the money	34	6.6%	304	5.1%
I was concerned about use of information about me	53	10.4%	664	11.2%
I want the content that I have created on the website to be deleted	54	10.5%	685	11.5%
I don't want people to know that I have used this website	37	7.2%	327	5.5%
Other	9	1.8%	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. 31.8%<sup>12</sup> of Polish respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being as such below the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 53.6%) remain again the strongest motivators.

<sup>11</sup> Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me" and "I want the content that I have created on the website to be deleted".

<sup>12</sup> Combined percentages of respondents answering "I no longer trust the company running the site", "I was concerned about use of information about me", "I want the content that I have created on the website to be deleted" and "I don't want people to know that I have used this website".

Poland: 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	644	58.3%	665	55.7%	95	58.6%
Hadn't heard of this type of website before now	50	4.5%	58	4.9%	10	6.2%
Didn't know you could open an account with websites like this before now	42	3.8%	58	4.9%	6	3.7%
None of my friends use this website	29	2.6%	15	1.3%	2	1.2%
It is not worth the money	24	2.2%	14	1.2%	11	6.8%
I was concerned about use of information about me	29	2.6%	39	3.3%	1	0.6%
I visit these sites but don't feel the need to become a member	286	25.9%	344	28.8%	37	22.8%

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.

## 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?	Poland		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	4	1%	97	1%
Financial Information	6	1%	194	3%
Work history	52	10%	2,074	30%
ID card / passport number	9	2%	173	3%
Name	394	73%	5,679	83%
Home address	47	9%	1,028	15%
Nationality	330	61%	3,966	58%
Things you do (hobbies etc.)	286	53%	3,626	53%
Tastes and opinions	277	51%	3,002	44%
Photos of you	344	63%	4,635	68%
Who your friends are	220	41%	3,731	55%
Websites you visit	101	19%	1,138	17%
Mobile phone number	101	19%	1,527	22%
Email address	430	79%	5,434	79%
Other	17	3%	243	4%

There are some differences between Poland and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding their work history (which corresponds with the low usage of business networking sites) and the disclosure of 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?	Poland		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	0%	4%	3%	5%
Financial Information	6%	5%	33%	10%
Work history	3%	6%	5%	18%
ID card / passport number	13%	13%	18%	13%
Name	91%	84%	90%	79%
Home address	90%	52%	89%	39%
Nationality	17%	36%	35%	47%
Things you do (hobbies etc.)	2%	24%	6%	39%
Tastes and opinions	2%	19%	5%	33%
Photos of you	2%	35%	4%	51%
Who your friends are	1%	23%	2%	39%
Websites you visit	1%	12%	4%	14%

Mobile phone number	64%	34%	46%	23%
Other	0%	1%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Polish respondents in the Eurobarometer study are fairly similar to each other, but the Polish (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 (Poland 90%, EU27 89%) and on SNS websites (Poland 52%, EU27 39%) supports the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider their home address at a different level of privacy than hobbies, tastes and opinions, photos, or friends relationships.

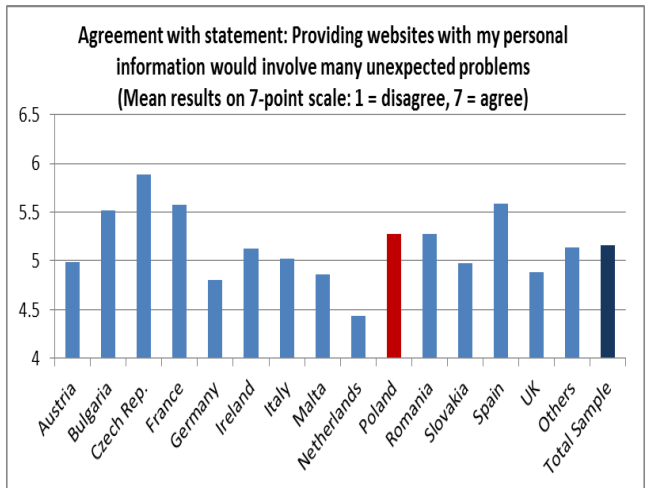
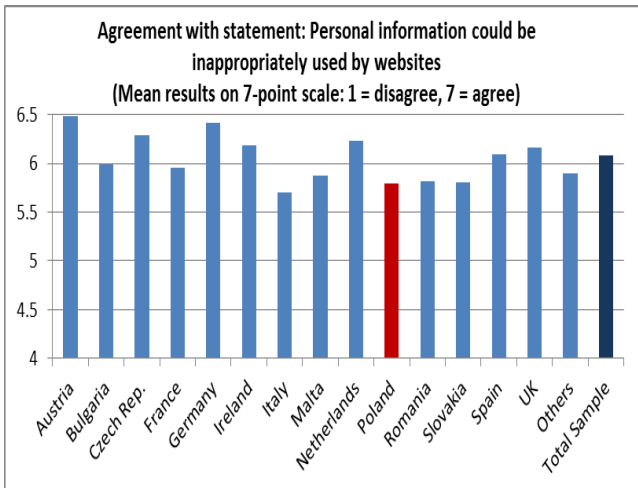
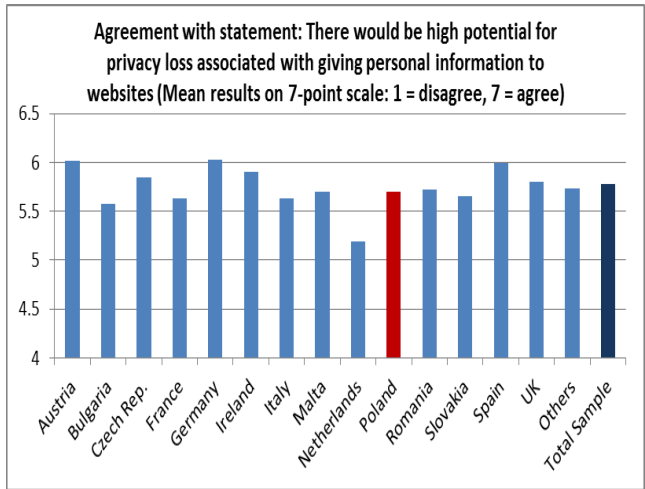
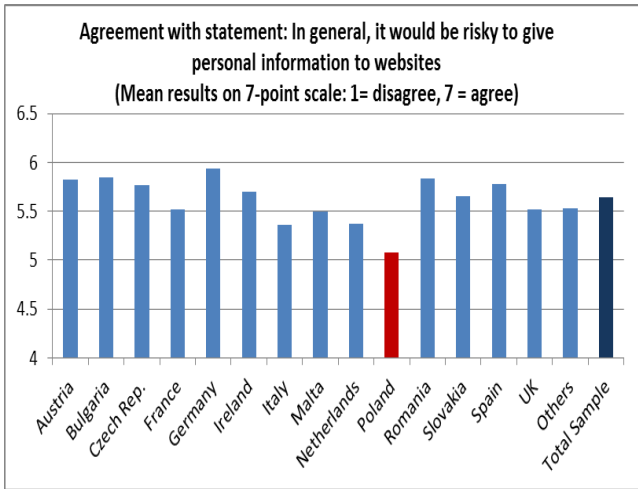
### 5.3.2 Risk Perceptions

<b>Perception of general risks related to the disclosure of personal information</b> (Rated on a 7-point scale, 1 = disagree, 7 = agree)	<b>Poland</b>	<b>Total Sample</b>
	Mean	Mean
In general, it would be risky to give personal information to websites	5.08	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.70	5.78
Personal information could be inappropriately used by websites	5.79	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: Polish respondents, whilst mostly agreeing that giving personal information online is risky, perceive this to be less of a risk than the overall CONSENT average. Similarly, in the Eurobarometer survey 44% of Polish respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 48% disagreed (EU27: 63%), and 78% of the Polish (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”<sup>13</sup> – a statement which could be read as a certain acceptance of risk but may, partially, also be blurred with differing interpretations of a “modern life”.

Polish CONSENT respondents, whilst being below the total sample average in their perception of general risks, the risk of privacy loss and the risk of information misuse, perceive the risk of being faced with unexpected problems at a level which is slightly above the overall CONSENT average.

<sup>13</sup> The base for these Eurobarometer questions was both internet users and non-users. However, on a EU27 level the results show no substantial differences between users and non-users.





Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	Poland		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	378	72.7%	4,872	73.9%
Information being shared with third parties without your agreement	376	71.5%	4,799	72.7%
Information being shared to send you unwanted commercial offers	451	85.6%	5,342	80.9%
Your personal safety being at risk	140	26.9%	1,596	24.4%
Becoming victim of fraud	179	34.3%	2,082	31.8%
Being discriminated against (e.g. job selection)	101	19.2%	1,491	22.9%
Reputation being damaged	131	25.2%	1,638	25.1%

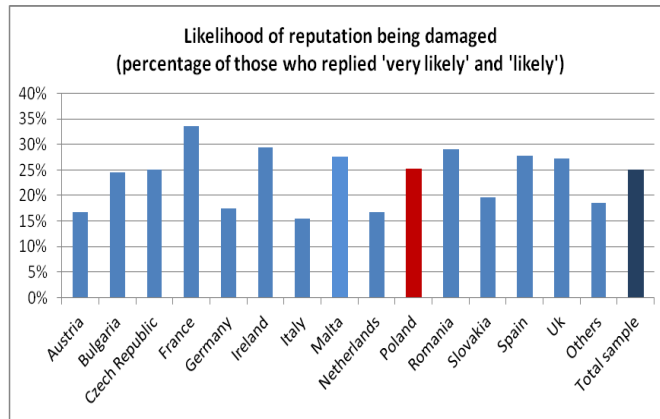
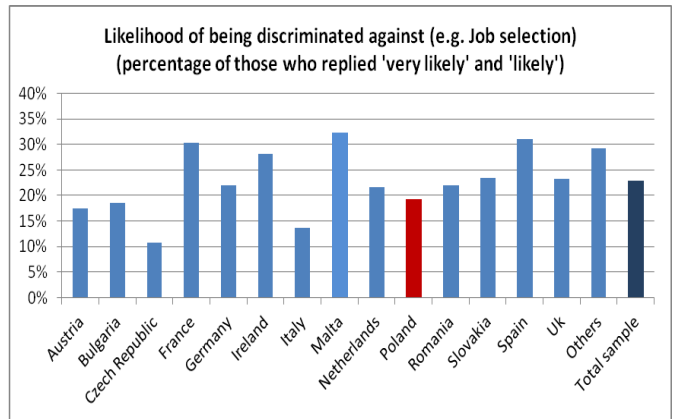
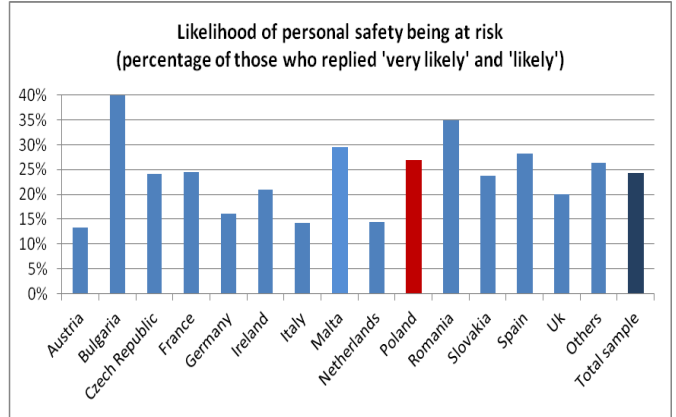
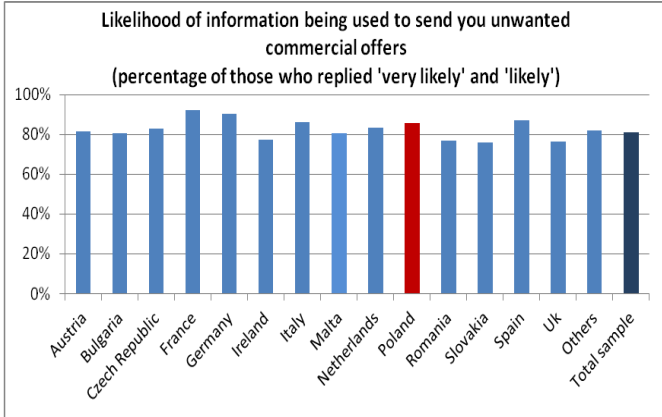
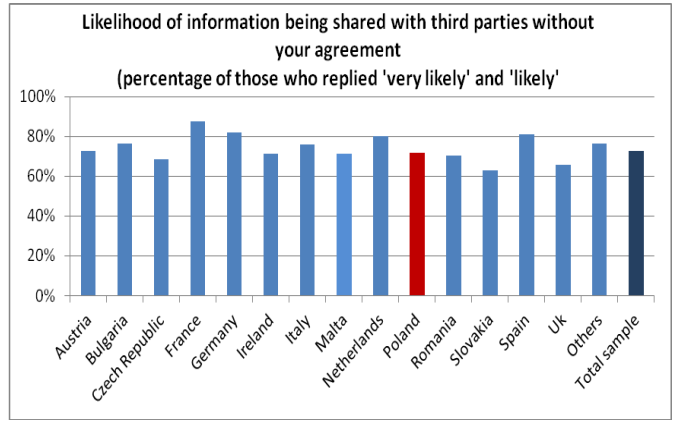
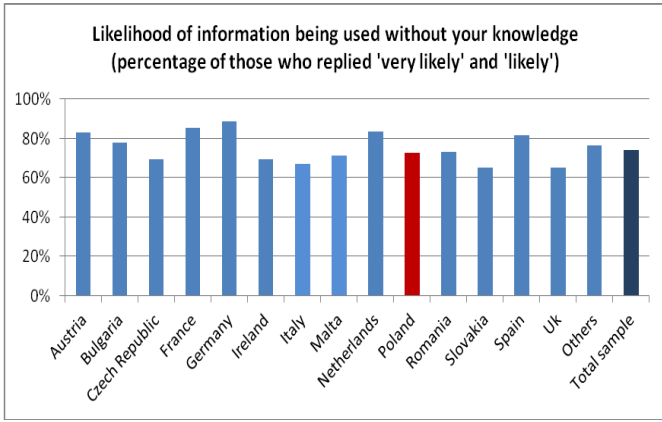
Eurobarometer	Poland		EU27	
	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
<b>What are the most important risks connected with disclosure of personal information</b> (Respondents could choose up to 3 answers)				
Information being used without your knowledge	47%	45%	43%	44%
Information being shared with third parties without your agreement	41%	29%	43%	38%
Information being shared to send you unwanted commercial offers	30%	32%	34%	28%
Your personal safety being at risk	11%	14%	12%	20%
Becoming victim of fraud	56%	53%	55%	41%
Being discriminated against (e.g. job selection)	2%	3%	3%	7%
Reputation being damaged	5%	10%	4%	12%

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

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

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

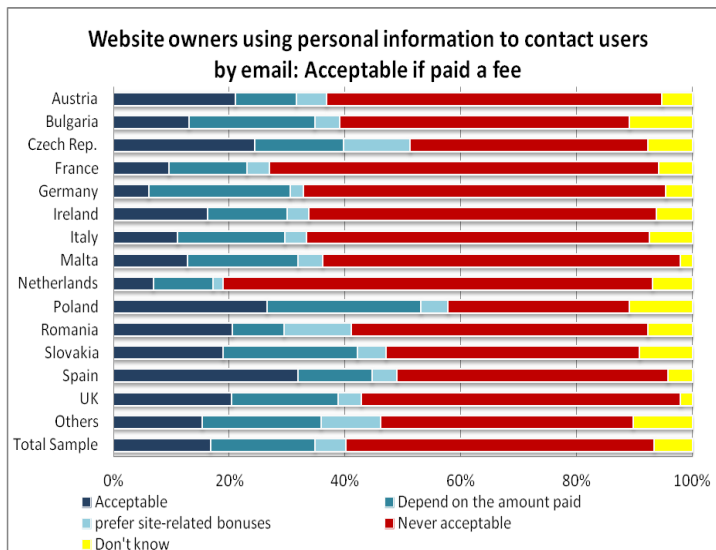
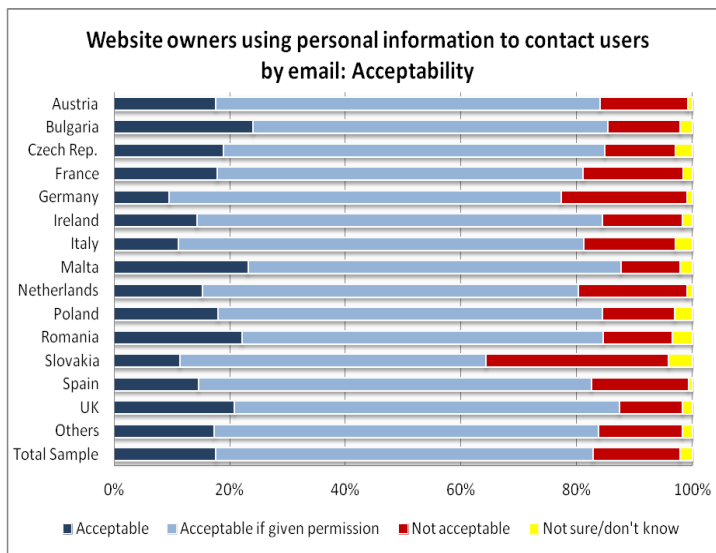
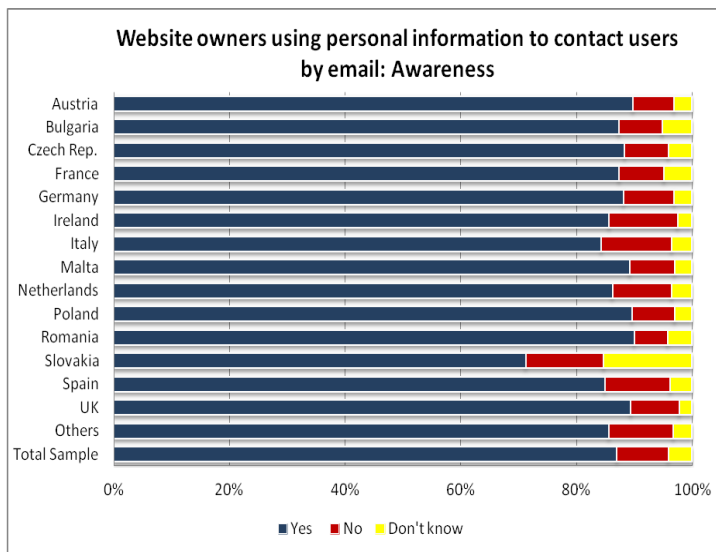
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; however, Polish respondents appear generally to perceive slightly less risks (except for information being shared to send commercial offers) than the average CONSENT respondent. Additionally, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from Poland show a level of perception which is mostly above the total sample average – except for the perceived risk of being discriminated against, where Polish respondents score lower than the total CONSENT average.



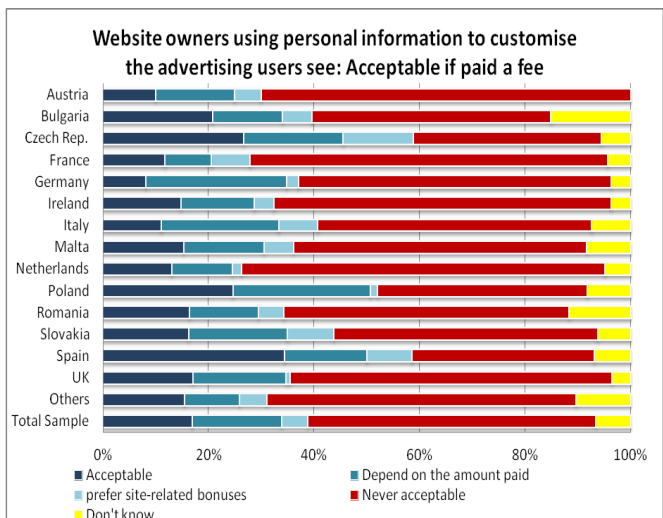
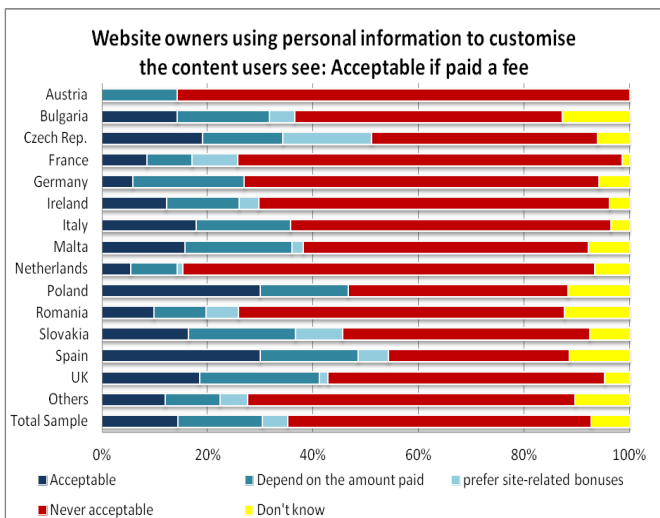
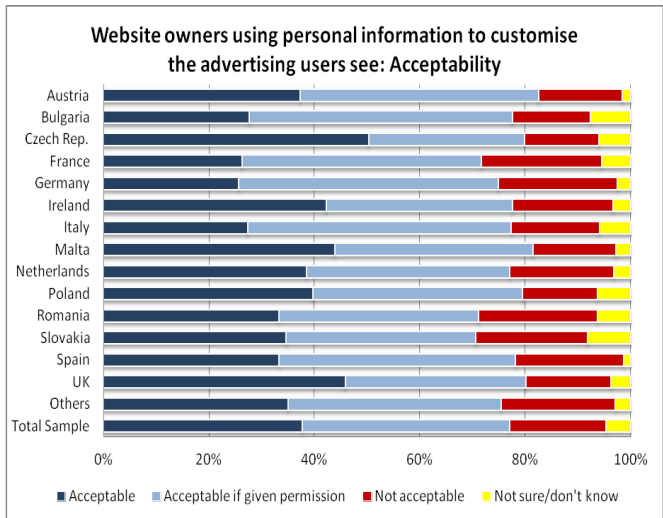
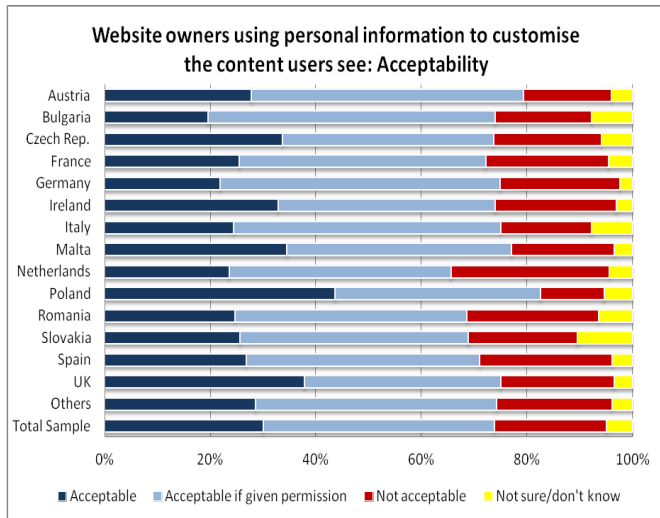
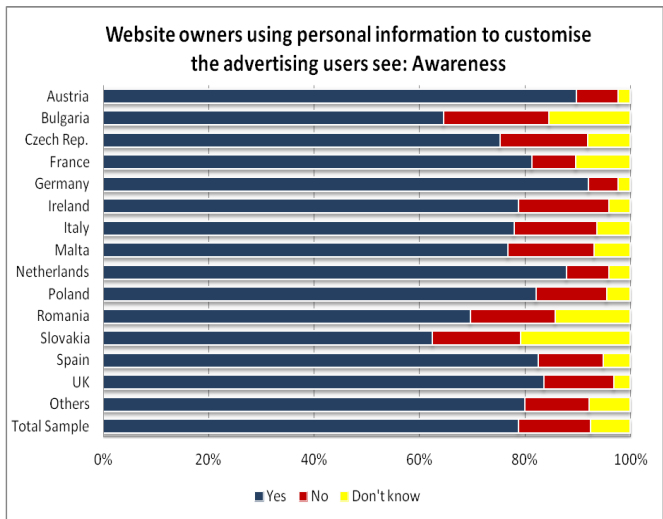
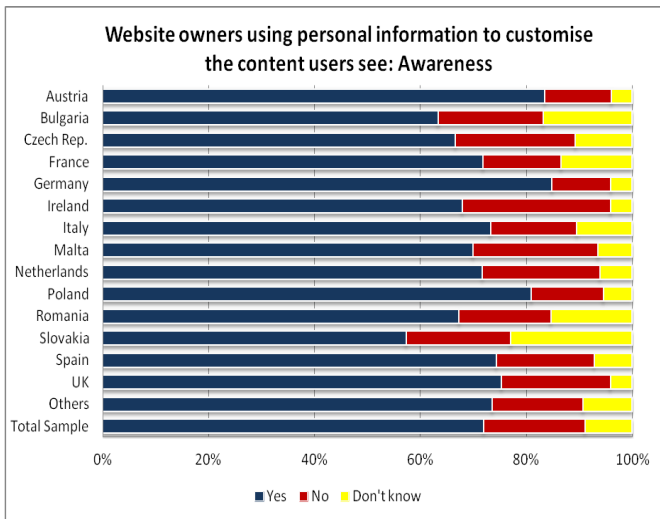
### 5.3.3 Awareness and Acceptance

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%
<b>Poland</b>	<b>548</b>	<b>81.9%</b>	<b>13.9%</b>	<b>4.2%</b>
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%
<b>Total Sample</b>	<b>6,993</b>	<b>74.3%</b>	<b>18.2%</b>	<b>7.5%</b>

Generally, Polish respondents show a high level of awareness amongst CONSENT respondents about the use of personal information, at a similar level as Italy, the Netherlands and Spain, compared to some countries where respondents were substantially less aware (in particular Ireland and Slovakia). But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations, and corresponding initiatives. In Poland, for example, Data Protection Ombudsmen have always been quite active, and it is a topic which sells well in the Polish media.

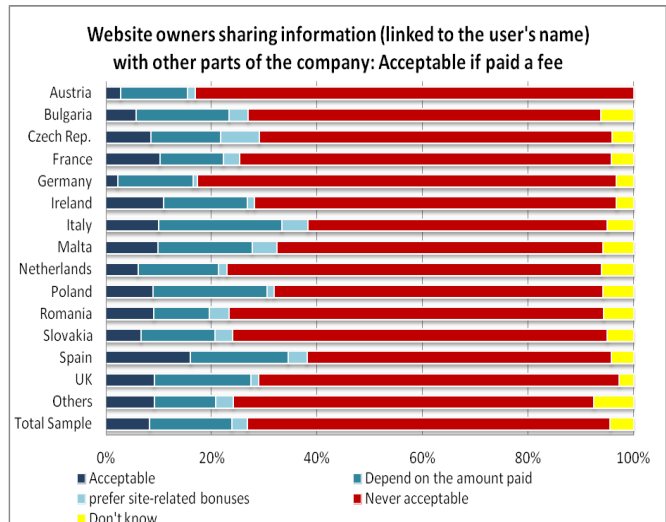
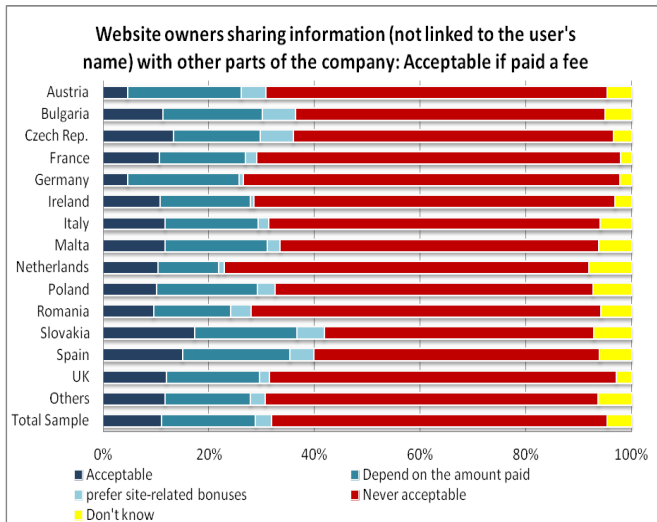
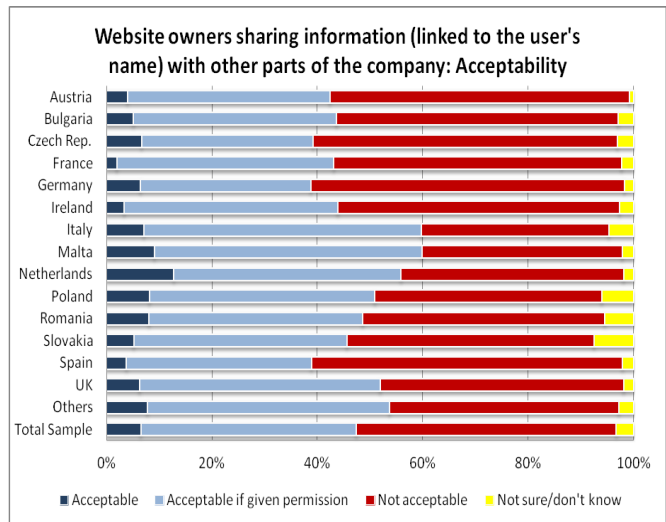
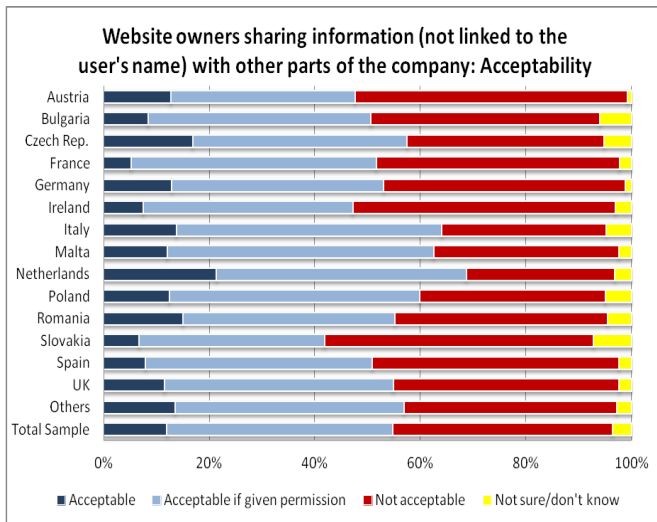
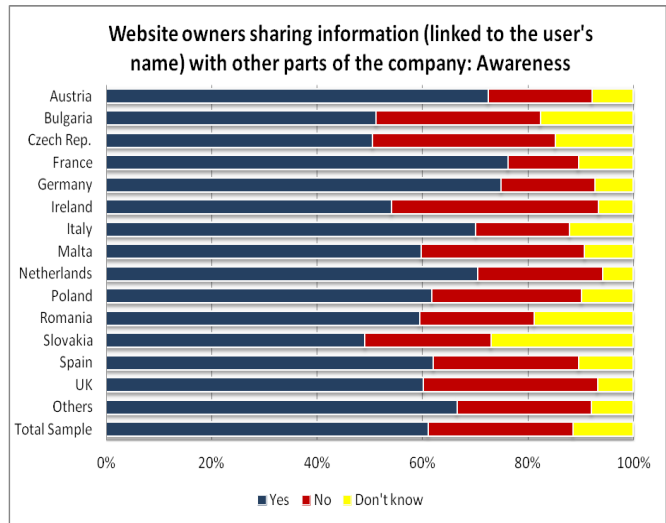
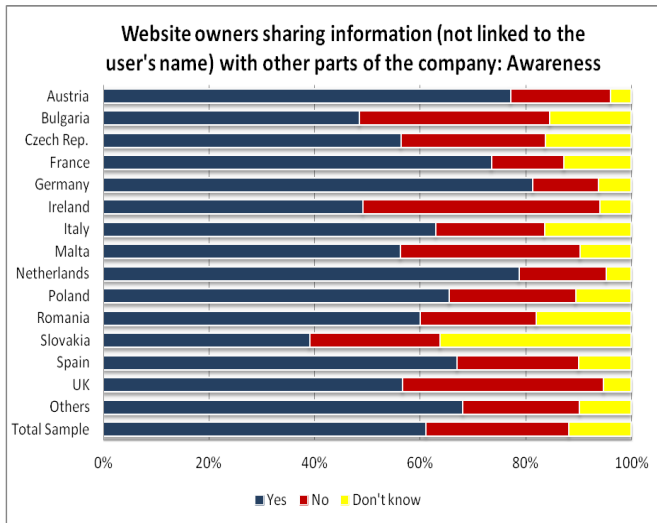


Base: Only respondents who answered that it was unacceptable to contact users by email.



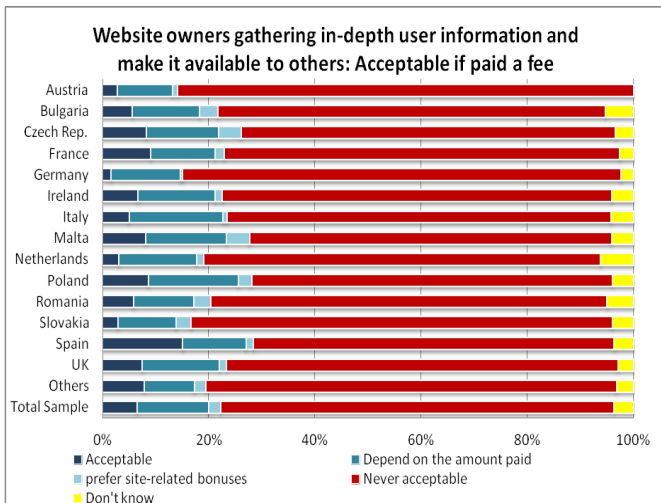
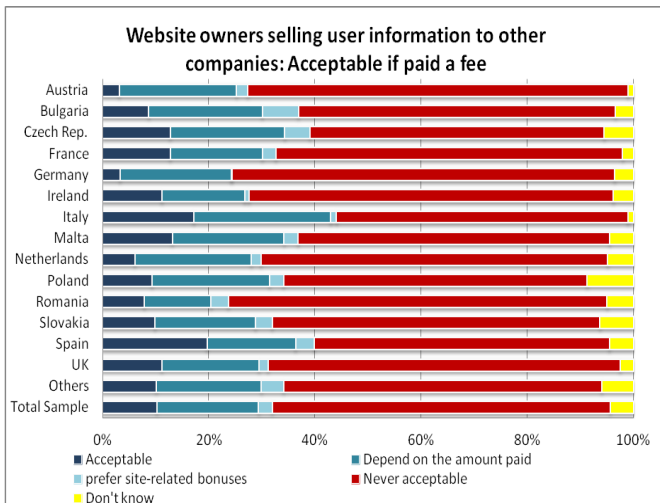
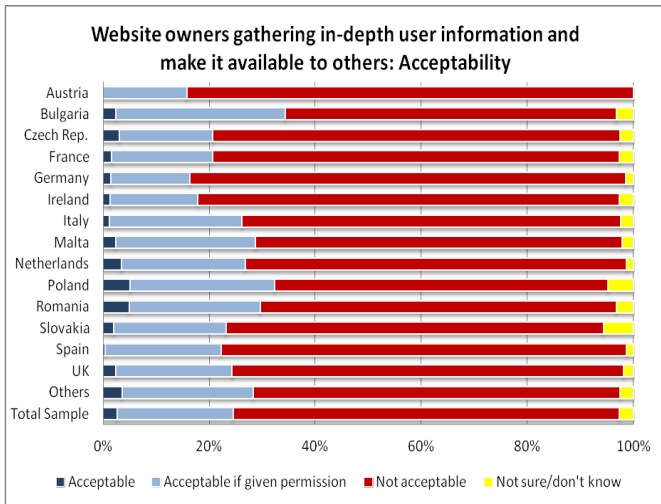
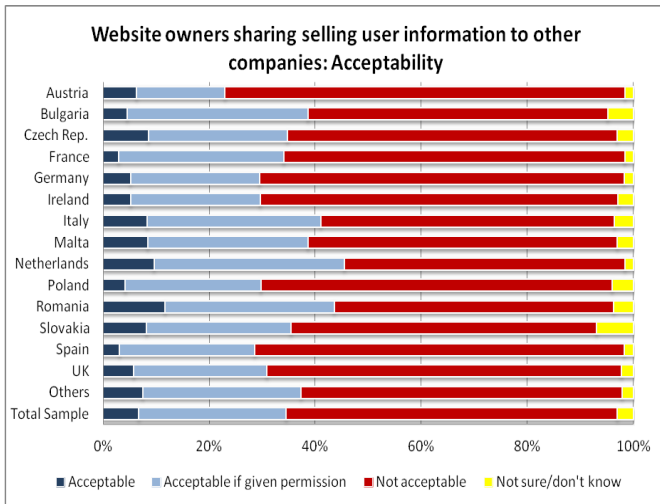
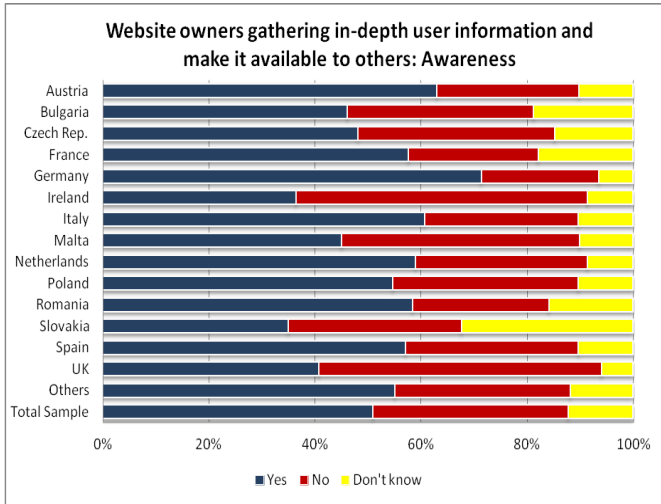
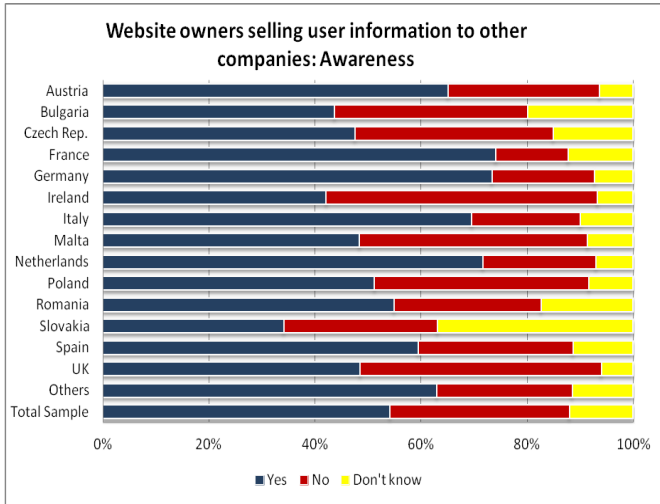
Base: Only respondents who answered it was unacceptable to customize the content users see.

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. Whereas, here, Poland shows a high level of awareness (89.6%), it also registers a low level of non-acceptance (Poland 12.5%, total sample 15%).

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, Polish respondents are, together with respondents particularly from the Czech Republic and Spain, clearly below the total CONSENT average (Poland 31%, total sample 53%).

There is generally 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, again, the Polish respondents show a high level of awareness, but also an above-average level of acceptance. Interestingly, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, they are generally more willing to consider commercial trade-offs in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising (whilst the customisation of content may be far less clear to respondents), 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, Polish respondents show together with respondents from Spain and Malta the lowest level of non-acceptance (Poland 68%, total sample 74%).

## 5.4 Privacy

### 5.4.1 Experience of Privacy Invasions

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

Actual experiences of invasions of privacy are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Polish respondents score slightly lower than the total sample average in both the personal invasion of privacy, and in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 44% of Polish 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, 3% of the Polish 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%
<b>Poland</b>	<b>536</b>	<b>6.0%</b>	<b>14.2%</b>	<b>29.7%</b>	<b>25.9%</b>	<b>24.3%</b>
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%
<b>Total Sample</b>	<b>6,770</b>	<b>8.1%</b>	<b>9.9%</b>	<b>28.4%</b>	<b>23.6%</b>	<b>29.9%</b>

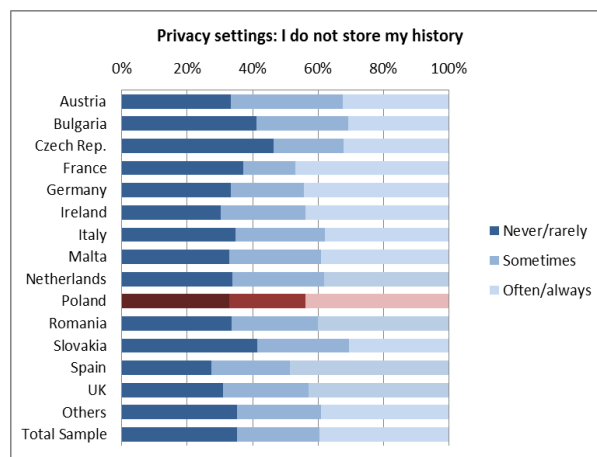
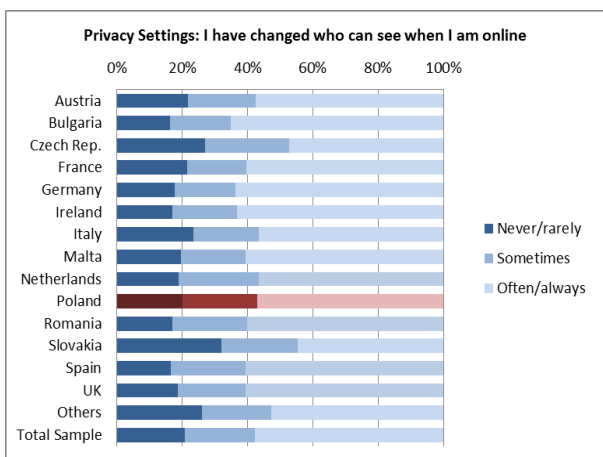
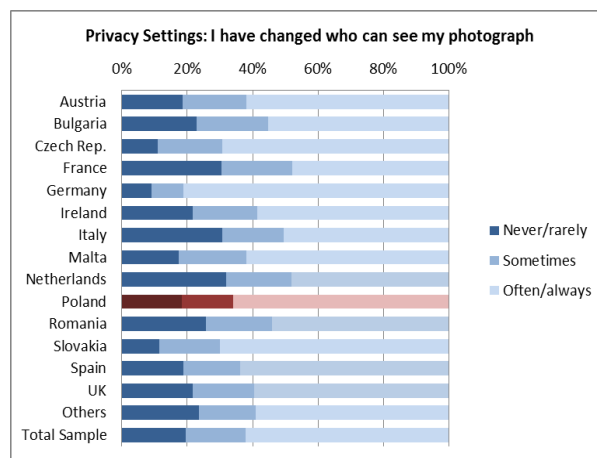
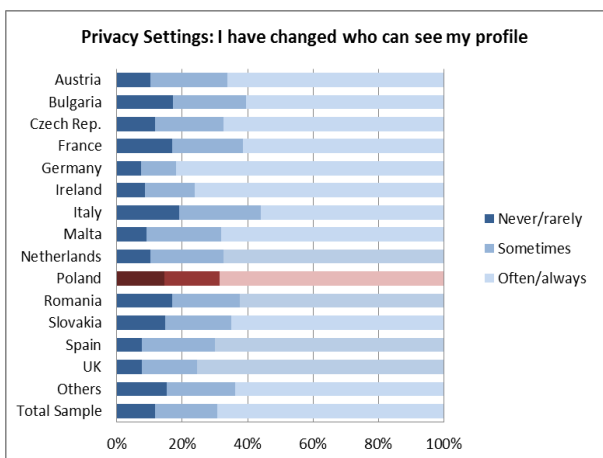
In respect to the question how the respondents safeguard their privacy, 50.2% of the Polish respondents often or always change the privacy settings of their personal profiles on UGC sites. This is slightly below the overall sample average (53.5%). On the other side, Polish respondents who never or rarely changed privacy settings amounted to 20.2% which is slightly higher 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, Polish respondents gave a similar picture (46%; 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.

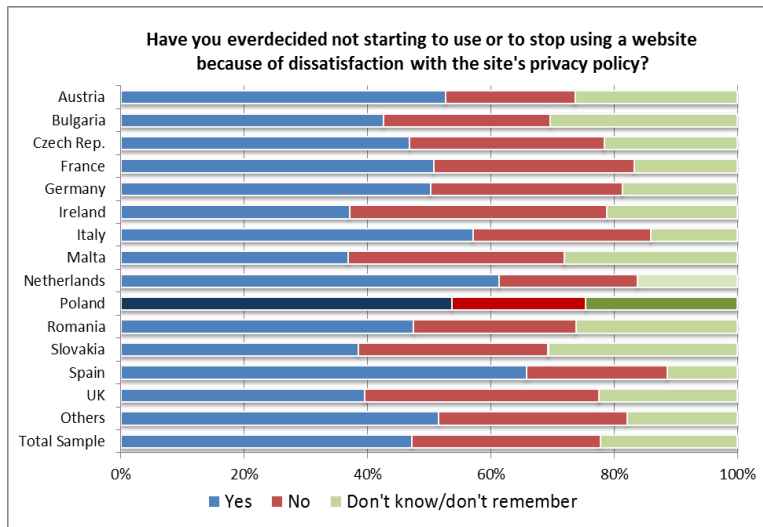
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Poland: 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
Poland	Count	17	87	383
	Percentage	3.5%	17.9%	78.6%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

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



### 5.4.3 Dealing with Privacy Policies



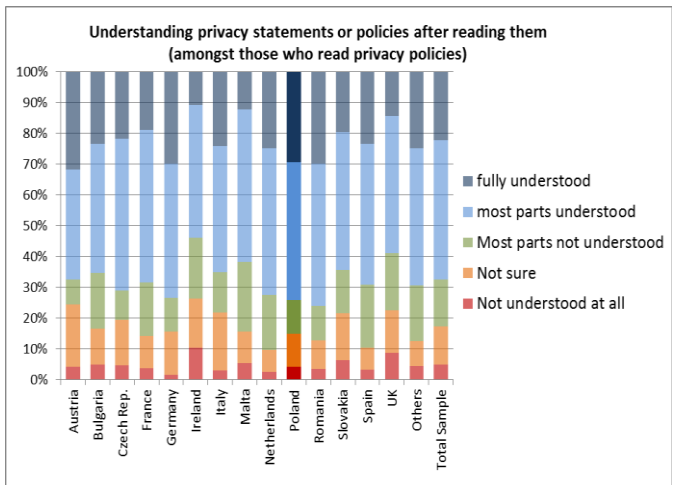
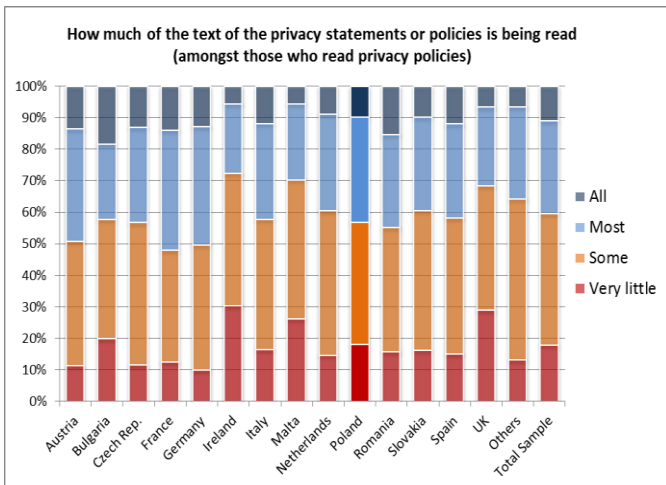
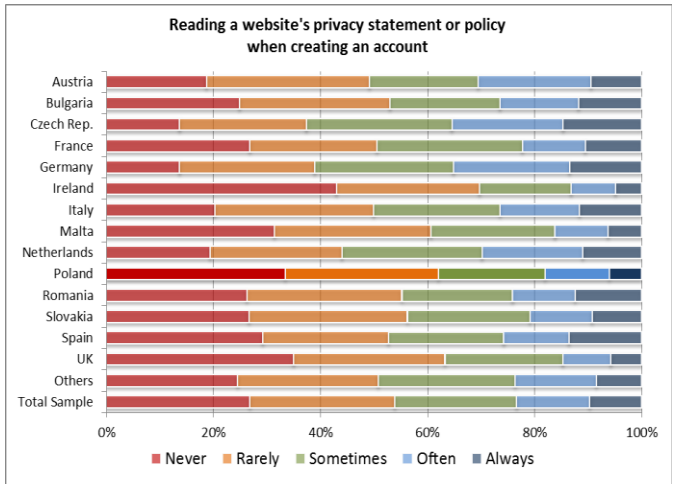
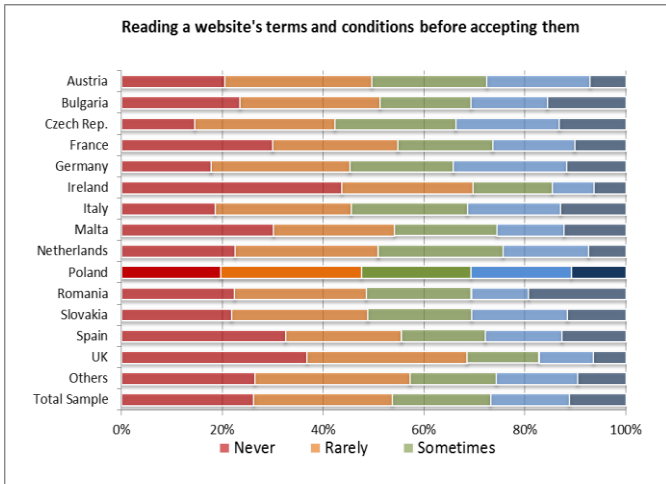
There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably larger proportion of Polish respondents (54%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy. This would confirm the aforementioned attitude of Polish respondents to accept privacy trade-off's, but not signing up when they are dissatisfied with

the specific terms offered for such trade-off.

Results from the set of graphs below suggest that many respondents are giving consent without potentially being aware of what they are consenting to – reverting to the default as they either perceive the usage of such services as safe (due to the lack of information), or they feel themselves not being in the position to negotiate the offered service's terms of usage. Thus, 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 Poland (47.6%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 10.7% amongst Polish respondents do so which is similar to the sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Poland 62.1%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). Only 9.9% of Polish respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). Here, 74.2% of Polish respondents claim to understand usually most or all of what they read in privacy policies.



## 6. Conclusion

The Polish CONSENT respondents represent a sample of comparably young, predominantly experienced – and very frequent – internet users in a local environment with a strong dynamic towards increasing SNS usage. At the same time, it appears that their ability – or willingness – to take technical measures to maintain or increase their personal internet security does not keep up with this high-frequency usage.

Correspondingly, Polish CONSENT respondents do perceive increased general risks regarding the disclosure of personal information on UGC websites, but mostly around the total CONSENT sample average (with the exception of slightly above-average concerns regarding the risk of being faced with unexpected problems). Regarding the perception of specific risks, they are, again, either around the average or slightly more aware.

This *specific* risk awareness is also reflected in *general* levels of awareness regarding the various practices of website owners: Levels of awareness and non-acceptance are, again, mostly around the total sample average – with a slightly increased willingness to accept some of these practices (receiving emails, and the customisation of content or advertising, but *not* the sharing or selling of information) under certain conditions or against receiving financial compensation. This, when linked back to the comparably high level of awareness, may point to a certain level of perceived control – or the lack of negative experiences of predominantly young respondent users – regarding these website owners' practices.

Particularly the latter interpretation would be supported by the practice of only half of Polish respondents indicating that they have often or always changed their privacy settings.

In this context, though, the quality of privacy policies appears to have a noticeable impact on the behaviour of the majority of Polish respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy, which would point at the aforementioned willingness to accept commercial trade-off's to a certain extent – but only if the terms and conditions (or policies) involved are deemed acceptable. However, this contrasts with the result that less than half of the Polish respondents are never or rarely reading them.

Probing the contradictory “gap” between these reported practices and perceptions will require – and be one of the core tasks of – further 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](http://www.consent.law.muni.cz)

### Privacy Policy

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

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

### 1.0 Internet experience

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

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

1=Everyday/almost every day;

2=Two or three times a week;

3=about once a week;

4=two or three times a month;

5=less often;

6=never

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

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

1=yes 2=no

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

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

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

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

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

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

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

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

ALT 2.0 UGC services usage

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

1=yes 2=no

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- B. Business networking websites such as LinkedIn, Xing.com**
- C. Dating websites such as parship.com**
- D. Websites where you can share photos, videos, etc., such as YouTube, Flickr**
- E. Websites which provide recommendations and reviews (of films, music, books hotels etc), such as last.fm, tripadvisor**
- F. Micro blogging sites such as twitter**
- G. Wiki sites such as Wikipedia, myheritage**
- H. Multiplayer online games such as secondlife.com, World of Warcraft**

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

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

### 20.5 Nationality

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

### 20.6 Country of residence

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

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

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

**20.8 Main Language spoken at home**

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

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

## A.2 Polish Online Questionnaire

### 0.0. Wprowadzenie

Niech Twoje zdanie się liczy!  
Pomóż wzmocnić ochronę prawną konsumentów i użytkowników usług online.

Niniejsza ankieta jest częścią projektu CONSENT współfinansowanego przez Komisję Europejską w ramach 7 Programu Ramowego Badań i Innowacyjności - który ma na celu zebranie opinii użytkowników Internetu ze wszystkich krajów UE w sprawie danych osobowych, prywatności i wyrażania zgody online na przetwarzanie danych osobowych.

Odpowiedzi zostaną wykorzystane do przygotowania spotkań informacyjnych dla europejskich polityków i ekspertów prawnych. Celem spotkań będzie wzmocnienie ochrony prawnej konsumentów i użytkowników online. Wyniki zostaną opublikowane na stronie internetowej projektu CONSENT.

Wypełnienie ankiety zajmuje około 15 minut. Wszystkie odpowiedzi są anonimowe, a z uczestnictwem w badaniu nie wiąże się przekazanie żadnych danych osobowych, takich jak imię i nazwisko, adres e-mail lub adres IP. W każdej chwili możesz zatrzymać się i wrócić do ankiety w terminie późniejszym. Twoja pomoc w tym projekcie jest bardzo istotna.

Dziękujemy za poświęcenie czasu na udział w tym projekcie.

Więcej informacji możesz znaleźć na stronie internetowej projektu CONSENT [www.consent.law.muni.cz](http://www.consent.law.muni.cz)

### Polityka prywatności

Wypełnienie ankiety nie jest związane z przekazaniem żadnych danych osobowych. Wszystkie informacje przekazane podczas badania pozostaną anonimowe i nie są powiązane z jakimikolwiek danymi osobowymi o uczestnikach. Strona używa plików cookies, aby pozwolić Ci wrócić do kwestionariusza i kontynuować od tego miejsca, w którym byłeś/byłaś poprzednio, jeśli nie dokończysz wypełniania ankiety za jednym razem.

Ankieta przygotowana została przy pomocy produkty firmy Qualtrics.

Polityka Prywatności Qualtrics dostępna jest na [www.qualtrics.com/privacy-statement](http://www.qualtrics.com/privacy-statement).

1.0 Doświadczenie z Internetem

1.1 Przez ile lat korzysta Pan/Pani z Internetu? \_\_\_ Lat.

1.2 Jak często korzystasz z Internetu w poniższych sytuacjach?

1	=	codziennie	lub	prawie	codziennie
2	=	dwa	lub	trzy	razy w tygodniu
3	=	mniej	więcej	raz	w tygodniu
4	=	dwa	lub	trzy	razy w miesiącu



- 5 = rzadziej  
 6 = nigdy
1. W domu
  2. W pracy
  3. Gdzie indziej (szkoła, uniwersytet, kawiarenka internetowa, itp.)

**1.3 Jak często korzystasz z Internetu dla każdego z poniższych celów?**

- 1 = codziennie lub prawie codziennie
- 2 = dwa lub trzy razy w tygodniu
- 3 = mniej więcej raz w tygodniu
- 4 = dwa lub trzy razy w miesiącu
- 5 = rzadziej
- 6 = nigdy

- A. Rozrywka
- B. Edukacja
- C. Wyszukiwanie informacji związanych z pracą
- D. Finanse osobiste (bankowość, inwestycje)
- E. Aktualności (wiadomości, sport, pogoda)
- F. Turystyka (wyszukiwanie informacji, rezerwacje)
- G. Gromadzenie informacji na temat produktów

**H. Zakupy online**

**1.3.H.1 Ile razy w roku robisz zakupy online?**

**1.3.H.2 Dokonując zakupów online, jak wolisz płacić?**

**Preferencja 1-2-3**

1. Podczas zakupów, za pomocą karty kredytowej lub debetowej
2. Podczas zakupów, za pomocą pieniędzy elektronicznych, takich jak Paypal, Moneybookers, itp.
3. Podczas zakupów, za pomocą SMS lub opłaty pobieranej przez operatora telekomunikacyjnego
4. W trakcie dostawy
5. Po dostawie
6. Inne - proszę podać szczegóły

**1.3.H.3 Dlaczego nigdy nic nie kupiłeś online?**

1. Nie ufam sprzedawcom online
2. Chciał(a)bym kupować online, ale nie mam karty kredytowej ani debetowej
3. Chciał(a)bym kupować online, ale witryny sklepów internetowych są trudne w użyciu
4. Nie lubię ujawniać online informacji na temat moich finansów
5. Nie lubię ujawniać online informacji gdzie mieszkam
6. Obawiam się, że mogę otrzymać rzeczy, których nie zamawiał(a)m
7. Nie podoba mi się pomysł zwracania rzeczy do sklepów internetowych
8. Wolę móc zobaczyć/dotknąć/spróbować rzeczy przed zakupem
9. Nie lubię płacić za dostawę rzeczy kupionych online

10. Inny powód (proszę podać szczegóły)

**1.3.H.4 Jak prawdopodobne jest, że w ciągu najbliższych sześciu miesięcy dokonasz zakupu online?**

1 = bardzo mało prawdopodobne  
2 = mało prawdopodobne  
3 = trudno powiedzieć  
4 = prawdopodobne  
5 = bardzo prawdopodobne

**I. Komunikacja z innymi (chat/e-mail)**

**J. Portale społecznościowe**

**K. Inne <wpisz>**

**ALT.1.3 Czy kupujesz rzeczy online?**

ALT 2.0 Korzystanie z usług UGC online

**ALT.2.1. Czy kiedykolwiek utworzyłeś/utworzyłaś konto w serwisie społecznościowym, takim jak Facebook, MySpace, Classmates, itd.?**

1 = tak 2 = nie

**ALT.2.2 W których serwisach społecznościowych utworzyłeś konto?**

Facebook, MySpace, Classmates, <NaszaKlasa, Grono, Puls> Inne 1 (podaj proszę szczegóły), Inne 2 (podaj proszę szczegóły)

**ALT.2.2.1 Dlaczego wybrałeś/wybrałaś ... a nie inny serwis?**

1. Wielu ludzi, których znam, ma już konto w tym serwisie  
2. Jest łatwiejszy w użyciu niż inne  
3. Ma więcej funkcji niż inne  
4. Ufam tej witrynie bardziej niż innym  
5. Łatwiej jest spotkać nowych ludzi na tej stronie  
6. Jest "modniejszy"  
7. Jest używany na całym świecie  
8. Jest w języku, którym wolę się posługiwać  
9. Inne

**ALT.2.2.2 Czy nadal masz i korzystasz z konta, które otworzyłeś na <wspomniana strona>?**

1. Mam i używam codziennie lub prawie codziennie  
2. Mam i używam co tydzień  
3. Mam, ale używam rzadziej niż raz w tygodniu  
4. Mam, ale nie używam  
5. Usunąłem/usunęłam konto

**ALT.2.2.2.1 Dlaczego nie używasz <wspomniana strona>?**

1. Tego typu strony mnie już nie interesują
2. Nie mogę uzyskać dostępu do konta
3. Strona mi się nie podoba
4. Nie ufam prowadzącemu stronę
5. Moi znajomi/koledzy nie korzystają z tej strony
6. Miałem obawy co do sposobu wykorzystania informacji o mnie
7. Inne (proszę podać szczegóły)

**ALT.2.2.2.2 Dlaczego usunąłeś/usunęłaś swoje konto z <wspomniana strona>?**

1. Strona mnie już nie interesuje
2. Strona mi się nie podoba
3. Nie ufam prowadzącemu stronę
4. Moi znajomi/koledzy nie korzystają z tej strony
5. Miałem obawy co do sposobu wykorzystania informacji o mnie
6. Chcę, aby usunięto treść, którą utworzyłem(a) na tej stronie
7. Inne (proszę podać szczegóły)

**ALT.2.2.3 Czy nadal masz i korzystasz z konta, które otworzyłeś na serwisach społecznościowych?**

1. Mam i używam codziennie lub prawie codziennie
2. Mam i używam średnio raz w tygodniu
3. Mam, ale używam rzadziej niż raz w tygodniu
4. Mam, ale nie używam
5. Usunąłem/usunęłam konto

**ALT.2.2.3.1 Jeżeli jeden z tych serwisów przestałby działać, którego najbardziej by Ci brakowało?**

**ALT 2.2.3.1.1 Dlaczego brakowałoby Ci tej strony?**

1. Wielu ludzi, których znam, ma już konto w tym serwisie
2. Jest łatwiejszy w użyciu niż inne
3. Ma więcej funkcji niż inne
4. Ufam tej witrynie bardziej niż innym
5. Łatwiej jest poznać nowych ludzi na tej stronie
6. Jest „modniejsza”
7. Jest używany na całym świecie
8. Daje szybki dostęp do informacji
9. Można dowiedzieć się, co się dzieje na świecie
10. Inne <podaj proszę szczegóły>

**ALT.2.2.3.2 Dlaczego używasz tego serwisu najczęściej?**

1. Wielu ludzi, których znam, ma już konto na tym serwisie

2. Jest łatwiejszy w użyciu niż inne
3. Ma więcej funkcji niż inne
4. Ufam tej witrynie bardziej niż innym
5. Łatwiej jest poznać nowych ludzi na tej stronie
6. Jest "modniejsza"
7. Jest używany na całym świecie
8. Daje szybki dostęp do informacji
9. Można dowiedzieć się, co się dzieje na świecie
10. Inne <podaj proszę szczegóły>

**ALT.2.2.3.3 Dlaczego nie używasz konta na <wspomniana strona>?**

1. Nie mogę uzyskać dostępu do konta
2. Tego typu strony już mnie nie interesują
3. Strona mi się nie podoba
4. Nie ufam prowadzącemu stronę
5. Moi znajomi/koledzy nie korzystają z tej strony
6. Miałem(a)m obawy co do sposobu wykorzystywania informacji o mnie
7. Inne <podaj proszę szczegóły>

**ALT.2.2.2.2 Dlaczego usunąłeś/usunęłaś swoje konto na <wspomniana strona>?**

1. Strona mi się nie podoba
2. Strona mnie już nie interesuje
3. Nie ufam prowadzącemu stronę
4. Moi znajomi/koledzy nie korzystają już z tej strony
5. Miałem(a)m obawy co do sposobu wykorzystywania informacji o mnie
6. Chcę, aby usunięto treść, którą utworzyłem(a)m na tej stronie
7. Inne <podaj proszę szczegóły>

**Otwarte pole informacji o serwisach społecznościowych**  
**Niektóre rodzaje stron pozwalają użytkownikom edytować lub dodać zawartość do serwisu, tak aby inni użytkownicy strony mogli ją odczytać. Odbywa się to poprzez np. zamieszczanie komentarzy (np. Facebook) lub opinii (np. TripAdvisor), dołączanie do dyskusji i zamieszczanie filmów lub zdjęć (np. YouTube, Flickr), edytowanie materiałów (np. Wikipedia) i tak dalej. Strony tego typu nazywane serwisami Treści Tworzonych przez Użytkowników (TTU).**

**ALT 2.9 Na której z poniższych serwisów Treści Tworzonych przez Użytkowników (TTU) kiedykolwiek utworzyłeś konto na swój własny użytek?**

**B. Stronach sieci biznesowych, takich jak LinkedIn, Xing.com, Goldenline**

**C. Stronach randkowych, takich jak Sympatia.onet.pl**

**D. Stronach, na których można dzielić się zdjęciami, wideo, itp., takich jak YouTube, Flickr**

**E. Stronach internetowych, które zawierają rekomendacje i opinie (filmów, muzyki, książek hoteli itp.), takich jak last.fm, tripadvisor**

- F. Strony mikro-blogów, jak twitter  
 G. Strony Wiki, takie jak Wikipedia, MyHeritage  
 H. Gry online, takie jak secondlife.com, World of Warcraft

**ALT 2.9.1 Dlaczego nigdy nie założyłeś konta na tego rodzaju stronie internetowej/tego rodzaju stronach internetowych?**

1. Strony tego rodzaju mnie nie interesują
2. Nie słyszałem/słyszałam o tego rodzaju stronach
3. Nie wiedziałem/wiedziałam, że na tego rodzaju stronach można założyć konto
4. Żaden z moich znajomych nie korzysta z tej strony
5. Szkoda mi pieniędzy
6. Miałem/miałam obawy co do sposobu wykorzystania informacji o mnie
7. Odwiedziłem tę stronę, ale nie czułem/czułam potrzeby stania się użytkownikiem
8. Inne

**ALT.2.9.2 Czy nadal masz wszystkie konta, które otworzyłeś w serwisach TTU?**

- 1 = Tak, wszystkie  
 2 = Niektóre mam, inne usunąłem/usunęłam  
 3 = Nie, usunąłem/usunęłam wszystkie

**ALT.2.9.2.1 Czy w ciągu ostatnich 6 miesięcy używałeś każdego z kont, jakie masz w serwisach TTU?**

- 1 = tak 2 = nie

**ALT.2.9.2.1.1 Dlaczego nie używałeś niektórych z tych serwisów w ciągu ostatnich 6 miesięcy?**

1. Nie mogę uzyskać dostępu do konta
2. Nie jest to rodzaj strony, z której korzystam regularnie
3. Strona mi się nie podoba
4. Strona mnie już nie interesuje
5. Nie ufam już prowadzącemu stronę
6. Moi znajomi już z niej nie korzystają
7. Miałem/miałam obawy co do sposobu wykorzystania informacji o mnie
8. Inne (podaj szczegóły)

**ALT.2.9.2.2 Dlaczego usunąłeś/usunęłaś swoje konto ze stron TTU?**

1. Strona mi się nie podoba
2. Strona mnie już nie interesuje
3. Nie ufam już prowadzącemu stronę
4. Moi znajomi/koledzy nie korzystają już z tej strony
5. Szkoda mi pieniędzy na opłaty członkowskie
6. Miałem/miałam obawy co do sposobu wykorzystania informacji o mnie
7. Chcę, żeby usunięto zamieszczone tam przeze mnie treści

8. Nie chcę, żeby inni wiedzieli, że korzystałem z tej strony
9. Inne (podaj szczegóły)

### 3.0 Ujawnianie informacji na stronach TTU

**3.1 Kiedy myślisz o sposobie korzystania przez siebie ze stron TTU (takich jak serwisy społecznościowe, strony do dzielenia się treścią lub strony z grami online), które z poniższych informacji już ujawniłeś/ujawniłaś (w trakcie rejestracji lub korzystania ze stron internetowych)?**

1. Informacje medyczne (dokumentacja pacjenta, informacje o stanie zdrowia)
2. Informacje finansowe (wynagrodzenie, dane konta bankowego, historia kredytowa)
3. Twoja historia zatrudnienia
4. PESEL\numer dowodu osobistego\numer paszportu
5. Twoje imię i nazwisko
6. Twój adres domowy
7. Twoją narodowość
8. Co zrobisz (np. hobby, sport, miejsca do których jeździsz)
9. Twoje gusta i opinie
10. Twoje zdjęcia
11. Kim są twoi przyjaciele
12. Odwiedzane strony internetowe
13. Twój numer komórkowy
14. Twój adres e-mail
15. Inne (jakie?)
16. Nie wiem

### 4.0 Postrzegane ryzyka

**4.1 Dla każdej z poniższych sytuacji wskaż za jak prawdopodobne uważasz, że następująca sytuacja będzie miała miejsce w wyniku umieszczenia Twoich danych osobowych na stronie serwisu TTU.**

1 = bardzo mało prawdopodobne, 2 = mało prawdopodobne 3 = neutralne 4 = prawdopodobne  
5 = bardzo prawdopodobne

1. Twoje dane zostaną wykorzystywane bez Twojej wiedzy
2. Twoje dane zostaną udostępniony osobom trzecim bez Twojej zgody
3. Twoje dane zostaną wykorzystywane do wysyłania tobie niechcianych ofert handlowych
4. Zagrożone zostanie Twoje bezpieczeństwo
5. Staniesz się ofiarą oszustwa
6. Będziesz dyskryminowany (np. przy rekrutacji do pracy, podwyższeniu opłaty za usługę, nie uzyskasz dostępu do usługi)
7. Zaszkodzi to Twojej reputacji

### 5.0 Zachowania odnoszące się do ustawień prywatności

Otwarte pole informacji na temat ustawień prywatności

Profil osobisty na stronie TTU (takiej jak serwisy społecznościowe, strony do dzielenia się treścią lub strony z grami online) składa się z informacji dotyczących m.in. wieku, lokalizacji, zdjęcia profilowego lub sekcji „o mnie.” Widoczność profilu – określenie, kto może widzieć Ciebie i z Tobą nawiązać kontakt - może być w niektórych przypadkach spersonalizowana przez ustawienia prywatności oferowane przez stronę.

**5.1 Czy kiedykolwiek zmieniłeś/zmieniłaś jakiegokolwiek ustawienia prywatności swojego profilu na stronie TTU?**

1 = nigdy, 2 = rzadko, 3 = czasami, 4 = często, 5 = zawsze

**5.1.1 Dlaczego nigdy nie zmieniłeś/zmieniłaś ustawień prywatności?**

1. Nie wiedziałem/wiedziałam, że coś takiego istnieje
2. Nie wiem, jak zmienić ustawienia
3. Obawiam się, że w przypadku zmiany ustawień prywatności strona nie będzie działać poprawnie
4. Nie wiedziałem, że można zmienić ustawienia
5. Ufałem, że ustawienia strony są prawidłowe
6. Jestem zadowolony ze standardowych ustawień prywatności
7. Nie miałem(a)m czasu na badanie dostępnych opcji
8. Inne

**5.1.2 Jak zmieniłeś/zmieniłaś ustawienia prywatności?**

1. Zmieniłem/zmieniłam ustawienia prywatności na mniej rygorystyczne, aby więcej informacji o mnie było dostępnych innym
2. Czasami zmieniałem/zmieniałam ustawienia prywatności na mniej rygorystyczne, a czasem na bardziej
3. Zmieniłem/zmieniłam ustawienia prywatności na bardziej rygorystyczne, aby inni mogli zobaczyć mniej informacji na mój temat.

**5.1.3 Które z następujących ustawień prywatności zmieniłeś/zmieniłaś?**  
„nigdy” „rzadko” „czasami” „często” „zawsze”

1. Zmieniłem/zmieniłam ustawienia tego, kto może zobaczyć mój profil
2. Zmieniłem/zmieniłam ustawienia tego, kto może zobaczyć moje zdjęcie
3. Zmieniłem/zmieniłam ustawienia tego, kto może zobaczyć, że jestem online
4. I nie przechowuję historii moich działań w Internecie
5. Inne

6.0 \_\_\_\_\_ Postrzegana \_\_\_\_\_ przyjemność

Myśląc o serwisie TTU, którego używasz lub o Twoim ulubionym serwisie, jeśli używasz więcej niż jednego, wskaż proszę, do jakiego stopnia zgadzasz się z następującymi stwierdzeniami, klikając punkt na skali reprezentujący Twoje zdanie, w którym 1 = „nie zgadzam się” a 7 „zgadzam się”.





2	=	rzadko	czytam	polityki	prywatności
3	=	czasami	czytam	polityki	prywatności
4	=	często	czytam	polityki	prywatności
5	=	zawsze	czytam	polityki	prywatności

**9.2.1 Kiedy czytasz oświadczenia o prywatności/politykę prywatności, czy zazwyczaj:**

1 = czytam bardzo niewiele tekstu 2 = czytam część tekstu 3 = czytam większość tekstu 4 = czytam cały tekst

**9.2.2 Po przeczytaniu oświadczenia o prywatności lub polityki prywatności, czy możesz powiedzieć, że:**

1. Nie jestem pewien/pewna, czy zrozumiałem/zrozumiałam treść
2. Zazwyczaj w ogóle nie rozumiem ich treści
3. Zazwyczaj nie rozumiem większości treści
4. Zazwyczaj rozumiem większość treści
5. Zazwyczaj rozumiem je w pełni
6. Nie wiem/nie pamiętam

**9.2.3 Czy kiedykolwiek zdecydowałeś/zdecydowałaś się nie korzystać ze strony internetowej lub zaprzestać korzystania z niej, ponieważ nie byłeś/byłaś usatysfakcjonowany/a jej polityką prywatności?**

1 = tak, 2 = nie 3 = nie wiem/nie pamiętam

**9.3.1 Dlaczego nie czytasz oświadczeń o prywatności ani polityk prywatności?**

1. Nie wiedziałam/wiedziałam, że coś takiego istnieje
2. Nie wiem, gdzie znaleźć politykę prywatności
3. Polityki prywatności są zbyt długie
4. Polityka prywatności są zbyt trudne do zrozumienia
5. Nie dbam o politykę prywatności, jeśli chcę mieć konto na stronie
6. Polityki prywatności nie grają dla mnie roli, bo nie mam nic do ukrycia
7. Polityki prywatności są bez znaczenia, bo serwisy i tak je ignorują
8. Jeśli strona naruszy moje prawo do prywatności, i tak ochroni mnie prawo
9. Inne (jakie?)

**10.0 Świadomość i postawy –Przetwarzanie Informacji**

**10.1 Informacje, które umieszczasz na koncie lub profilu mogą być wykorzystywane przez właścicieli strony w wielu celach. Czy byłeś(a)ś tego świadomy?**

1 = tak, 2 = nie, 3 = nie wiem, co to oznacza

**10.2 Wskaż proszę, czy byłeś świadomy, że właściciele strony mogą wykorzystać informacje, które są na twoim koncie lub w profilu:**

1 = tak 2 = nie 3 = nie wiem

**10.2.B Wskaż proszę, co myślisz o właścicielach stron internetowych wykorzystujących dane**

**osobowe, które umieszczasz w koncie/profilu do:**  
1 = Jest to dopuszczalne, nie muszą mnie pytać, 2 = Jest to dopuszczalne tylko, jeśli wyrażę zgodę, 3 = Nie do przyjęcia, 4 = Nie jestem pewien/nie wiem

1. Dostosowania treści do potrzeb użytkowników
2. Dostosowania reklamy do potrzeb użytkowników
3. Kontaktu przez e-mail
4. Dzielenia się informacjami (niezwiązanymi z imieniem ani nazwiskiem) z innymi częściami firmy
5. Dzielenia się informacjami (związanymi z imieniem ani nazwiskiem) z innymi częściami firmy
6. Sprzedawania informacji (niezwiązanych z imieniem ani nazwiskiem) na temat twojego zachowania innym firmom
7. Zbierania dokładnych informacji na Twój temat ze strony serwisu oraz innych stron i udostępniania ich innym

**10.3 Czy zgodziłbyś się, aby płacono ci za umożliwienie stronie:**  
1 = tak, byłoby to dopuszczalne 2 = nie, nigdy nie byłoby to dopuszczalne 3 = zależy od zaoferowanej kwoty 4 = zamiast pieniędzy wolał(a)bym otrzymywać dodatkowe korzyści z korzystania ze strony, 5 = nie wiem

1. Dostosowania treści do Twoich potrzeb
2. Dostosowania reklam do Twoich potrzeb
3. Kontaktowania się z Tobą przez e-mail
4. Dzielenia się informacjami (niezwiązanymi z imieniem ani nazwiskiem) z innymi częściami firmy
5. Dzielenia się informacjami (związanymi z imieniem ani nazwiskiem) z innymi częściami firmy
6. Sprzedawania informacji (niezwiązanych z imieniem ani nazwiskiem) na temat Twojego zachowania innym firmom
7. Zbierania dokładnych informacji na Twój temat ze strony serwisu oraz innych stron i udostępniania ich innym

**Otwarte pole informacji o plikach COOKIES**  
Oprócz informacji, które sam przekazujesz na koncie lub profilu konta, strony internetowe mogą również mieć dostęp do informacji o twoim zachowaniu na stronie, takich jak odwiedzane strony, preferencje na stronie, itp. Strony używają w tym celu informacji (czasem określanych jako "cookie") przechowywanych przez program (np. przeglądarkę internetową jak Internet Explorer, Firefox, Safari, itp.), którego używasz do surfowania w Internecie

**10.4 Czy masz świadomość, że strony internetowe mają dostęp do informacji na temat Twojej aktywności na stronie używając "cookies"?**  
1 = tak 2 = nie 3 = nie wiem, co to oznacza

**10.4.1 Przeglądarki dają Ci możliwość odmowy zgody na przechowywanie informacji o Twoich**

**działaniach poprzez wyłączenie cookies w przeglądarce. Czy kiedykolwiek wyłączyłeś cookies w swojej przeglądarce internetowej**  
1 = tak 2 = nie 3 = nie pamiętam/nie wiem

- 10.4.1.1 Dlaczego nigdy nie wyłączyłeś/wyłączyłaś cookies?**
- 1. Nie uważam, że to potrzebne**
  - 2. Strony nie działają dobrze, jeśli wyłączę się cookies**
  - 3. Strony internetowe są wolniejsze, jeśli wyłączę się cookies**
  - 4. Nie wiem, jak wyłączyć obsługę plików cookies**
  - 5. Inne**

**11.0 Postrzeganego ryzyka dla prywatności**

**Wskaż proszę stopień, w którym zgadzasz się lub nie zgadzasz z poniższymi stwierdzeniami na temat danych osobowych i Internetu, klikając na punkt na skali, który najlepiej odzwierciedla Twoje poglądy, gdzie 1 = nie zgadzam się i 7 = zgadzam się.**

- 11.1 Byłoby w ogóle ryzykowne ujawniać dane osobowe na stronach internetowych.  
11.2 Ujawnianie danych osobowych na stronach internetowych rodzi duże niebezpieczeństwo utraty prywatności.  
11.3 Dane osobowe mogłyby zostać niewłaściwie użyte przez właścicieli stron internetowych.  
11.4 Ujawnianie na stronach moich danych osobowych mogłoby zrodzić szereg nieprzewidzianych problemów.

**12.0 Ochrona Techniczna**

Przywołując w pamięci swoje zachowania w Internecie, wskaż proszę, jak często podejmujesz następujące czynności:  
1 = nigdy 2 = rzadko 3 = czasami 4 = często 5 = zawsze 6 = nie wiem, co to jest 7 = nie wiem jak

- 12.1 Czy szukasz sposobów kontrolowania, co ludzie przekazują Ci online (jak pola wyboru, które pozwalają ci na włączenie się lub wyłączenie z niektórych ofert)?  
12.2 Czy korzystasz z blokady wyskakujących okienek?  
12.3 Czy sprawdzasz komputer pod kątem oprogramowania szpiegującego?  
12.4 Czy regularnie czyścisz historię przeglądarki?  
12.5 Czy blokujesz wiadomości od osób, z którymi nie chcesz się kontaktować?

**13.0 Obawy co do prywatności**

**Dla każdego z poniższych pytań wskaż, w jakim stopniu masz obawy, gdzie 1 = wcale, a 5 = bardzo duże**

- 13.1 Czy masz obawy, że podmioty działające w sieci nie są tym, kim twierdzą że są?  
13.2 Czy obawiasz się możliwości kradzieży tożsamości?  
13.3 Czy obawiasz się, że w Internecie inni użytkownicy nie są tymi, za których się podają?

13.4 Czy obawiasz się, że ktoś za pośrednictwem Internetu może mieć dostęp do Twojej dokumentacji medycznej?

5.13 Czy obawiasz się że jeśli używasz karty kredytowej robiąc zakupy w Internecie, Twój numer karty kredytowej może zostać ujawniony/przechwycony przez kogoś innego?

6.13 Czy obawiasz się, że używając karty kredytowej robiąc zakupy w Internecie, należność zostanie nieprawidłowo naliczona?

14.0 Ofiara naruszenia prywatności

14.1 Jak często osobiście padłeś(-aś) ofiarą tego, co mógłbyś nazwać naruszeniem prywatności w Internecie, gdzie 1 = nigdy i 7 = bardzo często?

15.0 Informacje w mediach

15.1 Jak często w ciągu ostatniego roku słyszałeś lub czytałeś o potencjalnych nadużyciach informacji zebranych w Internecie, gdzie 1 = wcale i 7 = bardzo często?

16.0 Zapewnienie prywatności

Wskaż, w jakim stopniu zgadzasz się lub nie zgadzają się z poniższych stwierdzeniami na temat danych osobowych, gdzie 1 = nie zgadzam się i 7 = zgadzam się.

16.1 W porównaniu do moich znajomych jestem bardziej wrażliwy na to, jak firmy internetowe wykorzystują moje dane osobowe.

16.2 Ochrona prywatności w Internecie jest dla mnie rzeczą najważniejszą.

16.3 W porównaniu do moich znajomych bardziej obawiam się naruszeń prywatności w Internecie

17.0 Normy społeczne

17.1 Ludzie, których opinię cenię, uważają, że ochrona danych osobowych jest bardzo ważna.

17.2 Moi znajomi uważają, że powinienem dbać o swoją prywatność.

17.3 Ludzi, którzy są dla mnie ważni, uważają, że powinienem być ostrożny/a ujawniając swoje dane osobowe.

Odpowiadając na kolejne pytania, pomyśl o swoim zachowaniu w ogóle, nie tylko online.

18.0 Skłonność do zwierzeń

Wskaż, w jakim stopniu następujące oświadczenia odzwierciedlają Twój sposób komunikowania się z innymi, gdzie 1 = nie zgadzam i 5 = zgadzam się

18.1 Nie mówię często o sobie. (R)

18.1 Zwykle mówię o sobie dość długo.

18.3 Rzadko wyrażam swoje osobiste opinie i przekonania. (R)

18.4 Jak już raz zacznę, bezpośrednio i całkowicie zaczynam się zwierzać.

18.5 Często bez wahania ujawniam intymne, osobiste szczegóły o sobie.

19.0 Ogólna rozważa

**Myśląc o swoim zachowaniu w ogóle, nie tylko online**  
 1 = nigdy 2 = rzadko 3 = czasami 4 = często 5 = zawsze

**19.1 Czy niszczysz/palisz dokumenty osobiste, kiedy się ich pozbywasz?**

**19.2 Czy ukrywasz swój numer PIN karty, kiedy korzystasz z bankomatów/dokonujesz zakupów?**

**19.3 Czy rejestrujesz się tylko na stronach, które mają politykę prywatności?**

**19.4 Czy szukasz na stronie internetowej certyfikatu prywatności przed przekazaniem swoich danych?**

**19.5 Czy czytasz całe umowy licencyjne przed zawarciem umowy?**

20.0 Demografia

**Ta sekcja dotyczy informacji o Tobie. Możesz pozostawić ją pustą, ale wypełnienie jej bardzo pomoże nam w badaniu.**

**20.1 Płeć** 1 = mężczyzna; 2 = kobieta

**20.2 Wiek** lat \_\_\_\_\_

**20.3 Jaki jest Twój poziom wykształcenia?**

1 = Brak formalnego wykształcenia  
 2 = Szkoła podstawowa  
 3 = Szkoła średnia/Liceum  
 4 = Wykształcenie wyższe (uniwersytet, uczelnia techniczna, itp.)

**20.4** **Zatrudnienie**

<b>Nieaktywny</b>	
Odpowiedzialny za zwykłe zakupy i doglądanie domu albo bez obecnego zatrudnienia, nie pracuję	1
Jestem studentem/studentką	2
Bezrobotny(a) lub czasowo niezatrudniony(a)	3
Na emeryturze lub niezdolny do pracy z powodu choroby	4
<b>Praca na własny rachunek</b>	
Rolnik	5
Rybak	6
Wolny zawód (prawnik, lekarz, księgowy(a), architekt, etc.)	7
Właściciel sklepu, rzemieślnik,	8

samozatrudniony w inny sposób	
Właściciel lub współwłaściciel przedsiębiorstwa	9
<b>ZATRUDNIONY</b>	
Zatrudniony na etacie specjalista/specjalistka (jako lekarz, prawnik, architekt, księgowy(a))	10
Ogólny zarząd, dyrektor lub członek kadry kierowniczej wyższego szczebla (dyrektor zarządzający, dyrektor generalny, inny dyrektor)	11
Średnia kadra zarządzająca (kierownik działów, młodszy kierownik, nauczyciele, inżynierowie)	12
Pracownik pracujący głównie przy biurku	13
Pracownik podróżujący (sprzedawca, kierowca, itp.)	14
Pracownik świadczący usługi (w szpitalu, restauracji, policji, straży pożarnej, etc.)	15
Pracownik nadzorujący	16
Robotnik wykwalifikowany	17
Inny (niewykwalifikowany) pracownik fizyczny	18

## 20.5 Obywatelstwo

austriackie, belgijskie, brytyjskie, bułgarskie, cypryjskie, czeskie, duńskie, holenderskie, estońskie, fińskie, francuskie, niemieckie, greckie, węgierskie, irlandzkie, włoskie, łotewskie, litewskie, maltańskie, polskie, portugalskie, rumuńskie, słowackie, słoweńskie, hiszpańskie, szwedzkie, inne

## 20.6 Kraj zamieszkania

Austria, Belgia, Bułgaria, Cypr, Czechy, Dania, Estonia, Finlandia, Francja, Niemcy, Grecja, Węgry, Irlandia, Włochy, Łotwa, Litwa, Malta, Holandia, Polska, Portugalia, Rumunia, Słowacja, Słowenia, Hiszpania, Szwecja, Wielka Brytania, inne

## 20.7 Miejsce zamieszkania: miasto/wieś/przedmieście?

## 20.8 Główny język używany w domu:

baskijski, bułgarski, czeski, duński, holenderski, estoński, fiński, francuski, galicyjski, niemiecki, grecki, węgierski, irlandzki, włoski, łotewski, litewski, luksemburski, maltański, polski, portugalski, rumuński, słowacki, słoweński, hiszpański, szwedzki, inny <podaj szczegóły>

**20.9 Religia:** 1 = buddyjska, 2 = chrześcijańska, 3 = hinduska, 4 = żydowska 5 = muzułmańska, 6 = sikhijska, 7 = żadna, 8 = inna (podaj proszę szczegóły)