



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 the Netherlands: a quantitative study

Noellie Brockdorff¹, Sandra Appleby-Arnold¹, Liberato Camilleri², Marco
Montalto¹, Jeanne Pia Mifsud Bonnici³, Bart Custers⁴

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

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

³ Groningen Centre for Law and Governance, University of Groningen, Groningen, Netherlands

⁴ Centre for Law and Digital Technologies, Leiden University, Leiden, Netherlands

January 2013



*This project has received funding from the European Union's Seventh Framework Programme
for research, technological development and demonstration under grant agreement no 285582.*

CONSENT

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

The project was co-financed by the European Union within the Seventh Framework Programme (2007-2013).
<http://www.consent.law.muni.cz>

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

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1. Key Findings

This document presents the results that are relevant to the Netherlands 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 x questions and was available online in several European languages, including Dutch, between July and December 2011.

The Dutch sample consists of 392 respondents (4.5% of the total sample), of which 71% male and 29% female, with an average age of 42 and 85% tertiary education. With 87% UGC users (total sample 90%), 13.77 mean years of internet usage (total sample 10.67) and 94.3% 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.

This level of experience is confirmed by the Dutch respondents' awareness and behaviour regarding the handling of technical details: 91% are aware of "cookies" (total sample 65%), though just over two out of three respondents actually ever disabled them (Netherlands 72%, total sample 68%). On the level of specific technical measure 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 Dutch sample showing results that are clearly above the overall sample average.

95.2% of Dutch respondents indicated that they shop online (total sample 87.4%), with little disparities between the different age groups and a preference to pay (via Debit/Credit card or Electronic Money) at the time of ordering. Of those Dutch respondents who never bought anything online, only 8.2% highlighted their lack of trust in online sellers as a reason for this, which differs slightly from the overall sample average (15.4%). However, the main reason given for refraining from online shopping was a dislike of disclosing personal information (financial details / address) where the Netherlands scored substantially above the total average (34.7%, total sample 23.8%) which can also be viewed as a trust and privacy issue

The large proportion of Dutch respondents (80.8%) who have ever opened an account with a social networking website (SNS) is slightly smaller than the total sample average (86.7%) and confirms Facebook's own statistics where Dutch users also range slightly below the EU27 average (Netherlands 43%, total EU27 average 51%). Regarding other UGC websites, Dutch respondents stand out with 26.5% having ever created an account with a business networking website (total sample 16.7%); all other UGC website types are under the 25% mark.

As main drivers for the use of SNS sites, Dutch respondents indicate their interest in networking (Netherlands 29.6%, total sample 31%) and the worldwide usage (Netherlands 18.7%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a comparably lower-than-average interest of Dutch respondents in networking effects (Netherlands 18.8%, total sample 34.4%) which is complemented by a substantial 21.4% who give trust issues as

reasons – more than twice as high as the total sample average (8.3%). In the reasons given for deleting an account, trust issues and concern about information misuse and/or disclosure are even more strongly indicated; 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, Dutch respondents perceived there to be less risks than the overall sample average. However, they do perceive a clearly increased risk of information misuse (6.23 on a 7 point scale, 1=disagree and 7=agree). On the level of specific risks perceived, more than 80% of Dutch respondents consider it likely or very likely that information disclosed on UGC sites is used or shared without their knowledge or consent, and that it is used to send them unwanted commercial offers, proportions being above the overall sample average. Regarding the more “personal” risks, respondents from the Netherlands are the 2nd lowest with a perceived risk to personal safety as a result of disclosure of information on UGC sites at 14.4% (total sample 24.4%), and 3rd lowest for the perceived risk of becoming a victim of fraud (23.1%, total sample 31.8%) and damage to personal reputation (16.8%, total sample 25.1%).

Generally, Dutch respondents show an overall increased awareness about the use of personal information by website owners. There are high levels of awareness and acceptance of the use of information by website owners to contact users by email (awareness 86.2%, acceptance 80.3%). Similarly high is the awareness and acceptance of the use of personal information to customise content and advertising. However, whilst there appears some form of “balance” between user awareness and user acceptance towards these practices, there are substantially lower levels of acceptance of in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable (Netherlands 75%, total sample 74%).

Actual experience of privacy invasions is comparably low with Dutch respondents scoring 2.92 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 58% of Dutch respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 78.5% (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, comparably more respondents from the Netherlands (61%, total sample 47%) decided not to use a website due to their dissatisfaction with the site’s privacy policy, but over half of Dutch respondents never or rarely actually read a site’s terms and conditions (50.9%) or privacy policy (60.7%). If reading the privacy policies, respondents rarely read the whole text (Netherlands 8.7%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Netherlands 72.4%, total sample 63.6%).

2. Introduction

The analyses and results in this document are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT¹ project.

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

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

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

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

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

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

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

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

Consequently, the frequency of internet usage amongst CONSENT respondents is slightly higher than in studies with samples that reflect the general population (in particular Eurobarometer³ and Eurostat⁴).

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

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

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

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

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

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

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

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

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

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

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

3. Methodology

The English and Dutch 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, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

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

In the Netherlands, the University of Groningen (RUG) and the eLaw@Leiden of the University of Leiden were involved in promoting the questionnaire. Both institutions focused on bringing the questionnaire to their networks of interest.

Both institutions promoted the questionnaire by:

- Sending personalised emails to academic staff and students in their respective institutions. Recipients were asked to snowball the link to relatives, friends and colleagues, to reach a large segment of population (regarding age, occupation, education level etc.)
- Promotion through the media office of both universities
- Banners placed on the website of the University of Groningen and the eLaw@Leiden pages
- Articles in the regional and national press promoting awareness of the project and questionnaires such as in the AD, the Dagblad van het Noorden. Articles were published on both digital and paper version
- Articles on specialised blogs/online journals such as the Informatie Professional
- Using social networks to create snowball effects - such as on personal pages on Facebook, Twitter, LinkedIn
- Mentioning on national forums and blogs
- Promotion by other local consumer organisations via banners (Platform voor de informatiesamenleving, www.mijndigitalewereld.nl).

4. The Sample

4.1 General Demographics

The data analysis for the Netherlands is based on a sample size of 392, representing 4.5% of the total number of respondents to the study. The gender distribution for the Dutch sample is 71% male and 29% female, and the average age of respondents was 42 years with a standard deviation of 16 (average age for all respondents: 30). 15% of Dutch respondents indicated their highest level of education as secondary school or lower, 85% responded indicating tertiary education; however, only 17% of respondents were students. Finally, 86% described the area where they live as urban or suburban and only 14% as rural, reflecting the comparably high population density in the Netherlands.

4.2 General Internet Usage

Following Eurostat 2011, 94% of Dutch households had access to the internet. But according to Facebook statistics only 43% of internet users were Facebook users, which is below the EU 27 average (51%). However, the Netherlands share with Slovakia and Poland the highest increase of Facebook users between November 2011 and May 2012 last 6 months (Netherlands 21%, Slovakia 22%, Poland 16%, total sample average 6%)⁷, and within the CONSENT sample regarding overall UGC usage Dutch respondents are only slightly “below average” UGC users (87% vs. total sample 90%).

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

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

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

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

Netherlands: Mean years of Internet Usage by Age and Gender		Mean years of Internet Usage	Standard Deviation	Count	
Age	20 years or less	Male	10.00	1.000	3
		Female	8.33	1.633	6
	21-30 years	Male	13.00	2.000	32
		Female	11.80	2.000	25
	More than 30 years	Male	15.23	3.239	91
		Female	14.09	4.512	23

Regarding the respondents' location, there is comparably little variation; additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

Netherlands: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	13.93	3.146	120
Suburban	13.00	3.885	34
Rural	14.85	4.086	26

Finally, the high frequency of internet usage at home by Dutch respondents (94.3%) is fully confirmed by the Eurobarometer data (94% every day or almost every day). However, there is a clear variation in CONSENT data and Eurobarometer data regarding the daily (or almost daily) usage of internet at work (CONSENT Netherlands sample 80.8%, Eurobarometer 55%).

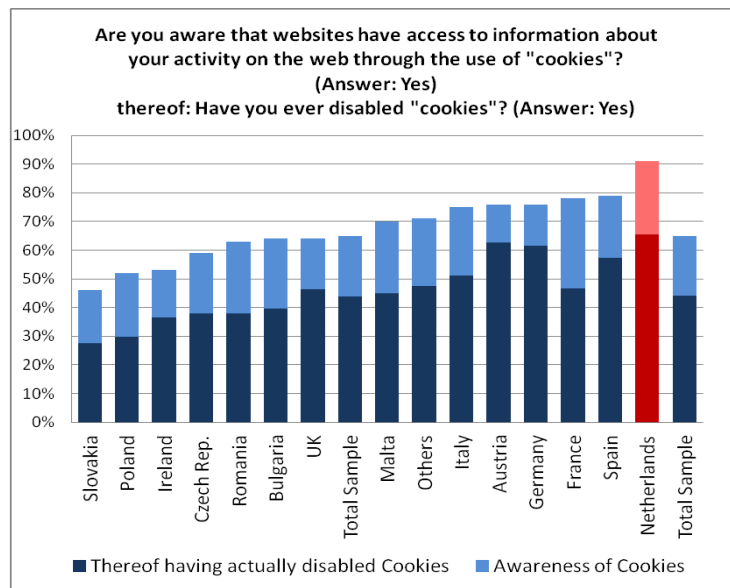
Netherlands: Frequency of Internet Usage								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	365	29	3	2	3	2	387
	%	94.3%	3.1%	0.8%	0.5%	0.8%	0.5%	100.0%
At work	Count	278	12	1	2	9	42	344
	%	80.8%	3.5%	0.3%	0.6%	2.6%	12.2%	100.0%

5. Results

5.1 Online Behaviour

5.1.1 General Behaviour

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



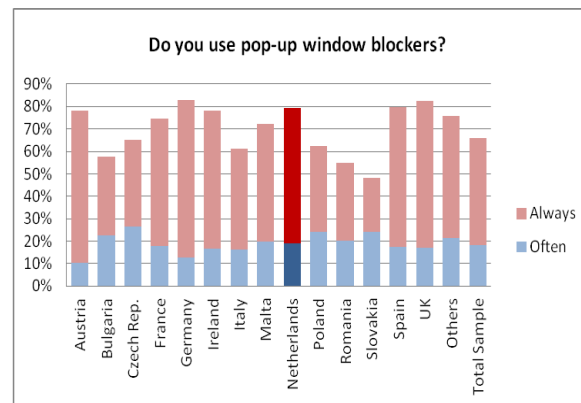
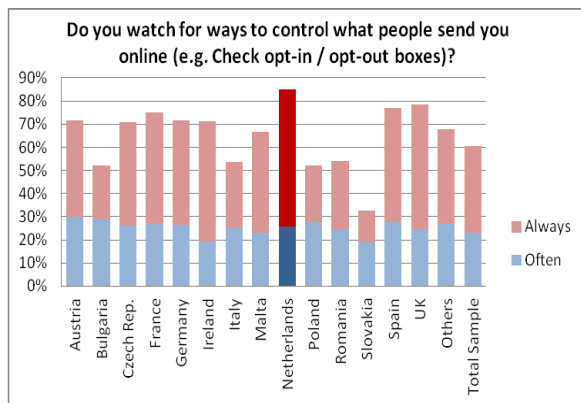
Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%
Spain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

Germany	388	81%
Austria	80	92%
Total Sample	3,031	68%

The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. Here, the Dutch respondents show the highest *awareness* of the use of cookies (91%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between the Netherlands (91%) and Slovakia (50%). This high awareness may be attributed in part to the fact that the Dutch parliament was, at the time of the distribution of the questionnaire, discussing the use of cookies and the introduction of new legislation.⁸

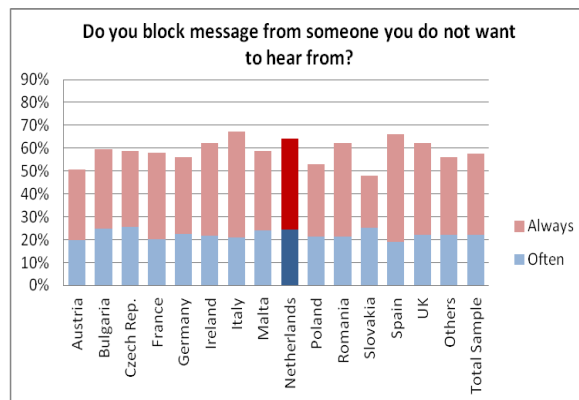
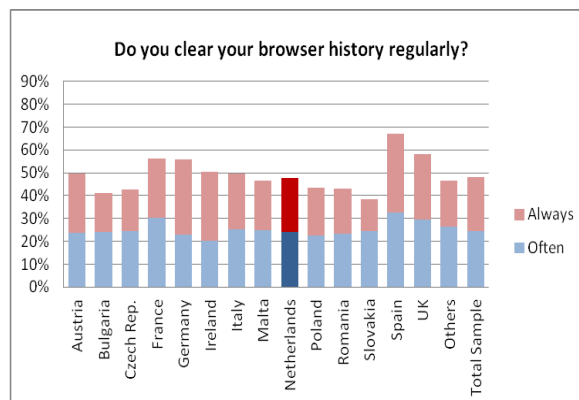
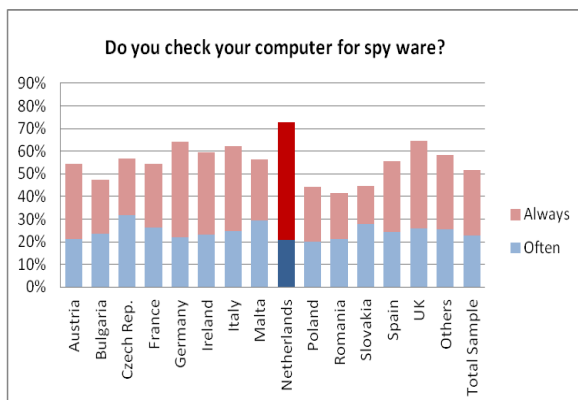
Notwithstanding this strong awareness of cookies claimed by Dutch respondents, only 72% of those Dutch respondents who were aware of the use of cookies stated that they ever disabled them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia.⁹

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



⁸ See e.g. new report in June 2011: <http://www.rijksoverheid.nl/onderwerpen/ict/nieuws/2011/06/22/vrij-internet-vastgelegd-in-telecomwet.html>; accessed 01/2013.

⁹ Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.



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

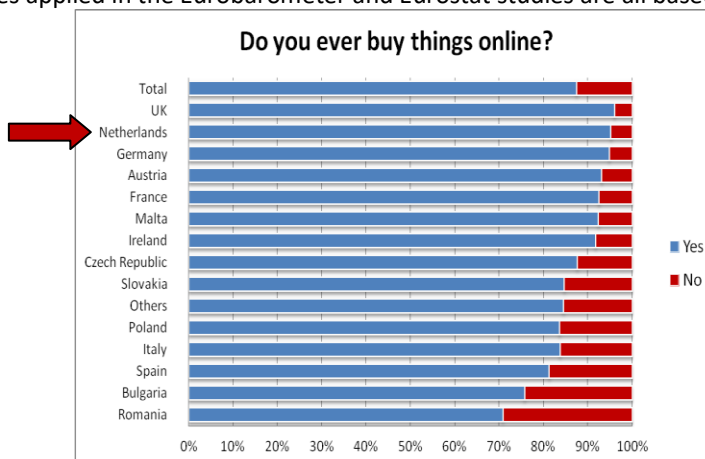
5.1.2 Online Shopping Behaviour

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

Do you ever buy things online? (Answer: Yes)				
Nationality	CONSENT sample	Eurobarometer	Eurostat 2010	Eurostat 2011
Romania	70.8%	26%	9%	13%
Bulgaria	75.5%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.3%	35%	25%	27%
Poland	83.6%	56%	45%	45%
Others	84.5%	n.a.	n.a.	n.a.

Slovakia	84.7%	52%	41%	47%
Czech Republic	87.6%	63%	37%	39%
Ireland	91.7%	73%	52%	55%
Malta	92.4%	62%	60%	65%
France	92.5%	66%	69%	66%
Austria	93.1%	62%	60%	60%
Germany	94.8%	72%	72%	77%
Netherlands	95.2%	81%	74%	74%
UK	96.0%	79%	79%	82%
Total Sample	87.4%	60%	57%	58%

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



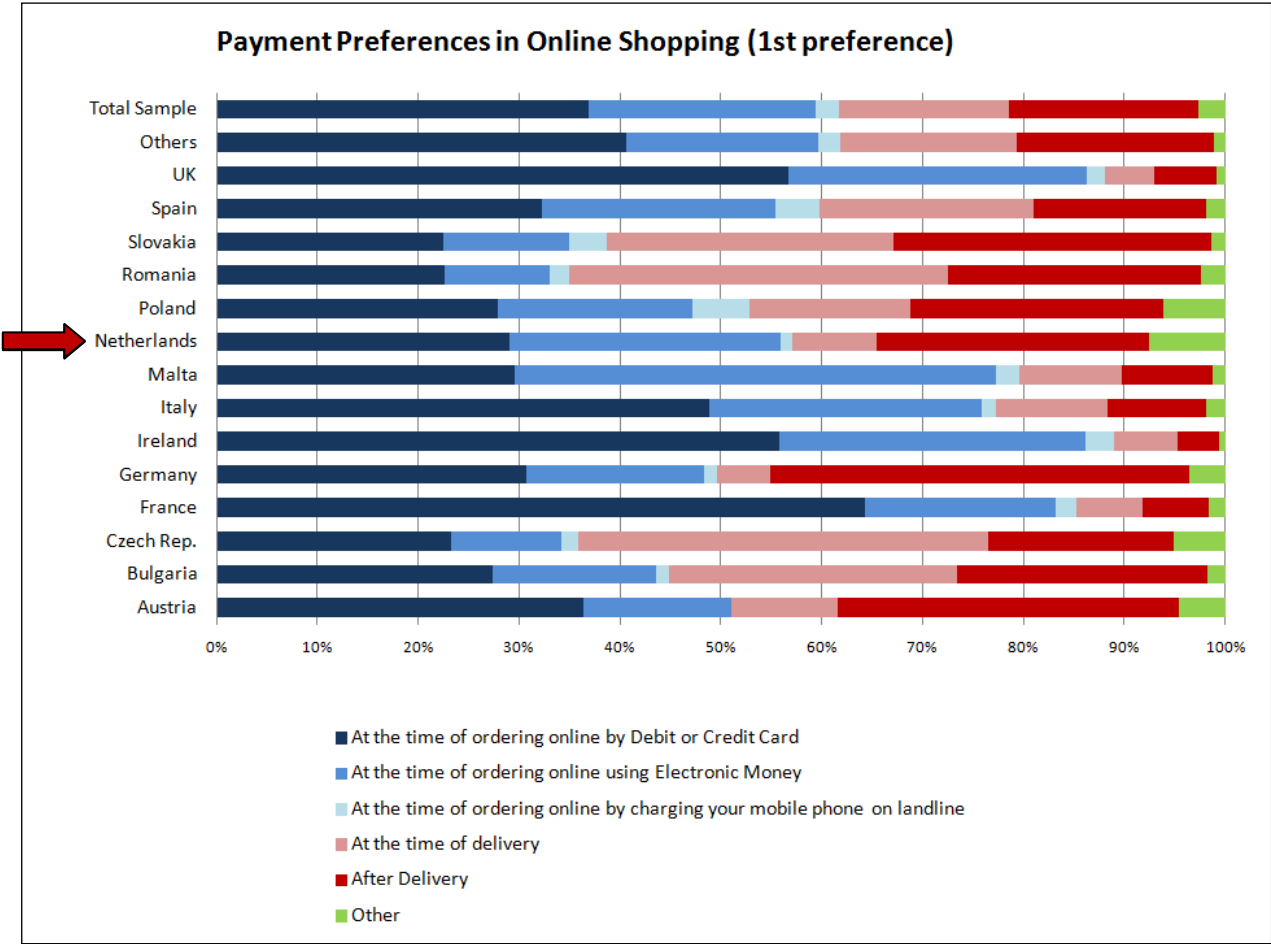
Netherlands: Online Shopping practice by Age			Netherlands: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	100.0%	0.0%	Urban	97.5%	2.5%
21 – 30 years	100.0%	0.0%	Suburban	93.0%	7.0%
> 30 years	95.1%	4.9%	Rural	97.6%	2.4%

Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online, with the Netherlands ranging second (behind the UK) with 95.2%. Five of the remaining seven countries which scored lower than 90% are those traditionally regarded as belonging to the former eastern bloc, the remaining two, Italy and Spain may be seen as representative of a southern European flank. Thus, there can be observed a certain East/South-West/North divide; however, e.g. the figures for Malta do not “fit” into such classification.

Online shopping activity of the Dutch respondents appears to be *not* substantially linked to either age or location.

Regarding online shopping *frequency*, Dutch respondents are slightly above average in comparison to other European respondents, with 55.0% shopping between 1-10 times a year (compared to the total sample average of 63.1%) and 28.8% shopping between 11-20 times a years (total sample 20.5%).

Results indicate that there is a slightly below-average preference in the Netherlands 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, Dutch respondents share with respondents from Germany, Austria and East European countries a stronger preference for payment to be made at or after the time of delivery. These differences may point at potential trust issues with online shopping providers in these countries, but it may also be a reflection of the availability of the option of payment at or after delivery.



Generally, the issue of lack of trust itself was only highlighted by few of those Dutch respondents who have never bought anything online. Of these 49 respondents 8.2% 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%. However, the main reason for refraining from online shopping was a dislike of disclosing personal information (financial details / address) where the Netherlands scored substantially above the total average (34.7%, total sample 23.8%) which can also be viewed as a trust and privacy issue. Additionally, the shopping experience itself – not being able to “see/touch/try things” played a certain role in the respondents’ decision (Netherlands 26.5%, total sample 26%).

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

Netherlands: Payment Preferences in Online Shopping (1st preference) by Age								
Age		At the time of ordering online by Debit or Credit card	At the time of ordering online using Electronic Money	At the time of ordering by charging your mobile phone on landline	At the time of delivery	After delivery	Other	Total
20 years or less	Count	6	4	0	0	2	0	12
	Percentage	50.0%	33.3%	0.0%	0.0%	16.7%	0.0%	100%
21 – 30 years	Count	39	31	0	7	21	5	103
	Percentage	37.9%	30.1%	0.0%	6.8%	20.4%	4.9%	100%
> 30 years	Count	61	57	1	20	68	20	227
	Percentage	26.9%	25.1%	0.4%	8.8%	30.0%	8.8%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Netherlands	Count	294	70
	Percentage	80.8%	19.2%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Netherlands	Percentage	53%	47%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Dutch respondents having ever opened a SNS account is slightly smaller than the overall CONSENT results and confirms the Facebook statistics in which Dutch users also range slightly below the EU27 average (see also section 4.2). Further analysis reveals that there is no substantial difference in opening a SNS account amongst those living in an urban (88%), suburban (82%) or rural (79%) areas.

With which UGC websites have you ever created an account for your personal use?				
	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	218	26.5%	2,422	16.7%
Dating websites such as parship. com	34	4.1%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	175	21.3%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	96	11.7%	2,574	17.8%

Micro blogging websites such as Twitter	148	18.0%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	88	10.7%	1,675	11.6%
Multi-player online games	64	7.8%	1,161	8.0%

The percentage of Dutch respondents having ever created accounts with business networking websites (26.5%) stands clearly above the average for the total sample. This higher incidence of accounts with business websites is counter-balanced by smaller percentages of respondents who open accounts with photo/video sharing websites and recommendation and review websites.

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Dutch respondents gave a clear preference to Facebook, 82.6% of them having ever opened an account, in contrast to 96.7% of total respondents. 55.6% of Dutch respondents indicated that they had opened an account with Hyves, 35.3% with Schoolbank.nl, and 12.7% with MySpace.

Why would you miss this SNS website (Facebook)?				
	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	103	29.6%	2,751	31.0%
It's easier to use than other sites	32	9.2%	630	7.1%
It has more features than other sites	23	6.6%	683	7.7%
I trust this site more than other sites	14	4.0%	311	3.5%
It's easier to meet new people on this site	16	4.6%	405	4.6%
It is more fashionable	15	4.3%	524	5.9%
It is used worldwide	65	18.7%	1,347	15.2%
It gives you information quickly	42	12.1%	1,035	11.7%
You can find out what is happening worldwide	17	4.9%	893	10.1%
Other	21	6.0%	301	3.4%

From the table above it appears that for Dutch respondents an important driver for the use of Facebook is networking and, to a lesser extent, its worldwide coverage, but with Dutch respondents being some of the less motivated by networking amongst all CONSENT respondents, within a wide variation between countries, ranging from the UK (25.7%) at the lower end to Malta (44.3%). 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?				
	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	4	2.1%	128	4.0%
This type of website no longer interests me	54	28.1%	952	29.6%
I tried the website but found I didn't like	35	18.2%	573	17.8%
I no longer trust the company running the website	17	8.9%	112	3.5%
My friends / colleagues no longer use this website	36	18.8%	1,105	34.4%
I was concerned about use of information about me	24	12.5%	147	4.6%
Other	22	11.5%	198	6.2%

At the same time, in the reasons for not using the SNS account can be observed a comparably lower-than-average interest of Dutch respondents in networking effects (Netherlands 18.8%, total sample 34.4%) and a substantial 21.4% who give trust issues as reasons – more than twice as high as the total sample average (8.3%).

Why did you delete your account with this SNS site?				
	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	15	11.5%	277	15.5%
The website no longer interests me	40	30.5%	569	31.8%
I no longer trust the company running the site	16	12.2%	130	7.3%
My friends / colleagues no longer use this website	14	10.7%	334	18.7%
I was concerned about use of information about me	21	16.0%	183	10.2%
I want the content that I have created on the website to be deleted	18	13.7%	222	12.4%
Other	7	5.3%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are even more strongly indicated by Dutch respondents (combined 29.9%¹⁰ of total sample, Netherlands 41.9%) than was the case for simply not using the account. The total sample indicates dislike and disinterest as 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?				
	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	41	16.2%	1,012	17.0%
The website no longer interests me	71	28.1%	2,070	34.8%
I no longer trust the company running the site	29	11.5%	305	5.1%
My friends no longer use this website	5	2.0%	455	7.7%
Membership of the website is not worth the money	11	4.3%	304	5.1%
I was concerned about use of information about me	35	13.8%	664	11.2%
I want the content that I have created on the website to be deleted	33	13.0%	685	11.5%
I don't want people to know that I have used this website	20	7.9%	327	5.5%
Other	8	3.2%	123	2.1%

The distribution of reasons for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 45.2%¹¹ of Dutch respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues. This compares to 33.3% of total respondents with similar concerns. This positions the Netherlands somewhat at the "top end" and being particularly sensitive towards the use of their information and trust issues, sharing these concerns particularly with France (45.3%), Germany (41.6%) and Austria (40.6%).

¹⁰ 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".

¹¹ 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".

Netherlands: 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	29	69.0%	185	58.0%	539	59.2%
Hadn't heard of this type of website before now	0	0.0%	2	0.6%	19	2.1%
Didn't know you could open an account with websites like this before now	0	0.0%	7	2.2%	16	1.8%
None of my friends use this website	1	2.4%	3	0.9%	6	0.7%
It is not worth the money	0	0.0%	6	1.9%	19	2.1%
I was concerned about use of information about me	0	0.0%	17	5.3%	87	9.6%
I visit these sites but don't feel the need to become a member	12	28.6%	99	31.0%	224	24.6%

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

5.3 Disclosure of Personal Information

5.3.1 Types of Information

Thinking of your usage of UGC sites, which types of information have you already disclosed?	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	5	2%	97	1%
Financial Information	5	2%	194	3%
Work history	145	46%	2,074	30%
ID card / passport number	4	1%	173	3%
Name	269	86%	5,679	83%
Home address	43	14%	1,028	15%
Nationality	171	54%	3,966	58%
Things you do (hobbies etc.)	141	45%	3,626	53%
Tastes and opinions	104	33%	3,002	44%
Photos of you	186	59%	4,635	68%
Who your friends are	159	51%	3,731	55%
Websites you visit	51	16%	1,138	17%
Mobile phone number	61	19%	1,527	22%
Email address	208	66%	5,434	79%
Other	22	7%	243	4%

There are some differences between the Netherlands 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 above-average usage of business networking sites) and the disclosure of hobbies, tastes and opinions, photos and friends' relationships (which corresponds with the below-average usage of SNS websites in general). However, there are some differences from 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?	Netherlands		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	2%	4%	3%	5%
Financial Information	37%	8%	33%	10%
Work history	3%	20%	5%	18%
ID card / passport number	20%	8%	18%	13%
Name	98%	84%	90%	79%
Home address	96%	36%	89%	39%
Nationality	42%	51%	35%	47%
Things you do (hobbies etc.)	7%	52%	6%	39%
Tastes and opinions	3%	31%	5%	33%
Photos of you	3%	58%	4%	51%

Who your friends are	1%	42%	2%	39%
Websites you visit	3%	12%	4%	14%
Mobile phone number	55%	20%	46%	23%
Other	1%	1 %	1%	1%

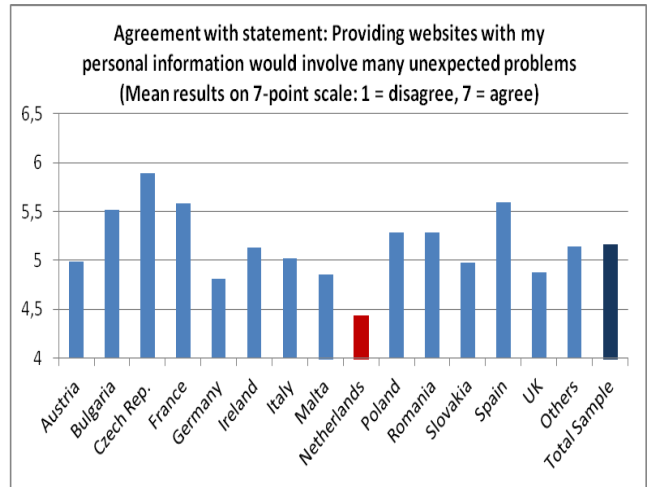
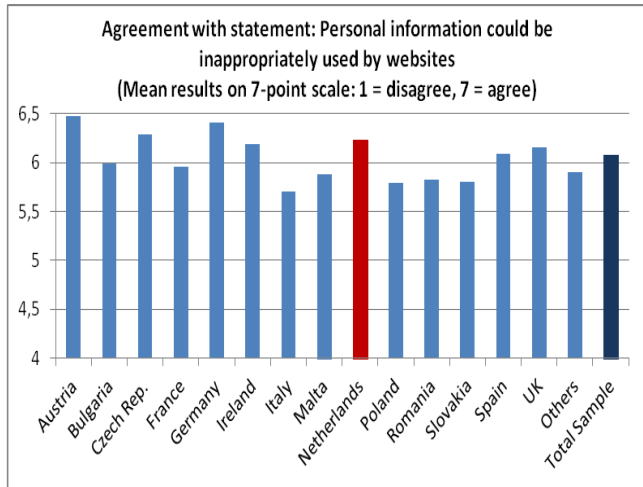
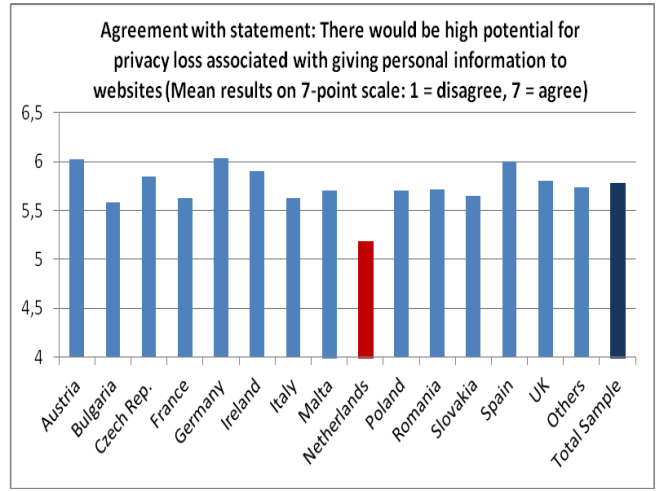
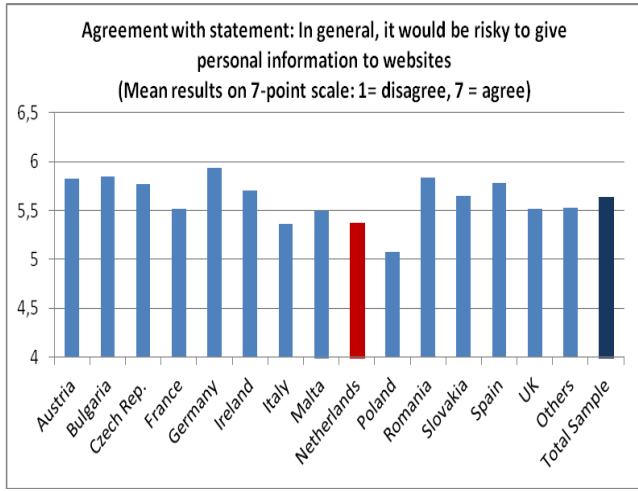
Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Dutch respondents in the Eurobarometer study are fairly similar to each other, but the Dutch (as well as all) CONSENT respondents are significantly less likely to have disclosed their 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 (Netherlands 96%, EU27 89%) and on SNS websites (Netherlands 36%, EU27 39%) supports the assumption that CONSENT respondents, the majority of which are very regular SNS users, consider their home address at a different level of privacy than hobbies, tastes and opinions, photos, or friends relationships.

5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Netherlands	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.37	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.19	5.78
Personal information could be inappropriately used by websites	6.23	6.08
Providing websites with my personal information would involve many unexpected problems	4.44	5.16

The set of results in the table above relates to general risk perceptions. Dutch respondents, whilst mostly agreeing that giving personal information online is risky, perceive it to be less risky than the overall CONSENT sample does. Similarly, in the Eurobarometer survey 39% of Dutch respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 61% disagreed (EU27: 63%); but 72% of the Dutch (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of modern life”¹² – 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”. Dutch CONSENT respondents, whilst perceiving reduced general risks and risk of privacy loss, they do perceive a clearly increased risk of information misuse at a level which is slightly above the overall CONSENT sample average. Additionally, though on a slightly lower level than the overall average, more Dutch respondents agreed than disagreed that providing websites with personal information involves unexpected problems.

¹² 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')	Netherlands		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	257	83.7%	4,872	73.9%
Information being shared with third parties without your agreement	244	80.0%	4,799	72.7%
Information being shared to send you unwanted commercial offers	256	83.4%	5,342	80.9%
Your personal safety being at risk	44	14.4%	1,596	24.4%
Becoming victim of fraud	70	23.1%	2,082	31.8%
Being discriminated against (e.g. job selection)	66	21.7%	1,491	22.9%
Reputation being damaged	51	16.8%	1,638	25.1%

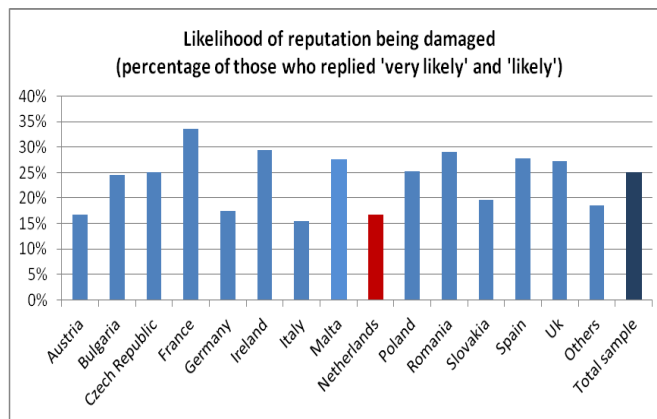
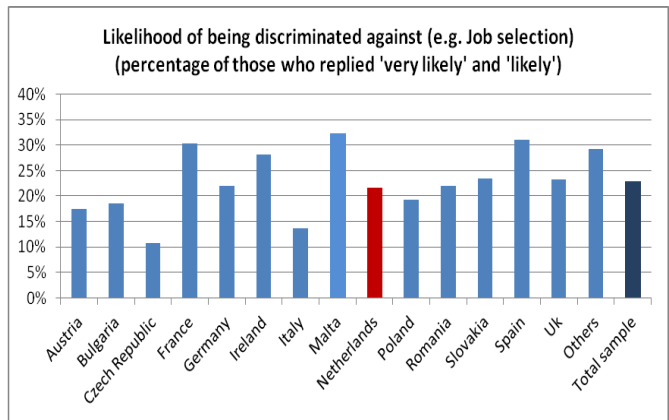
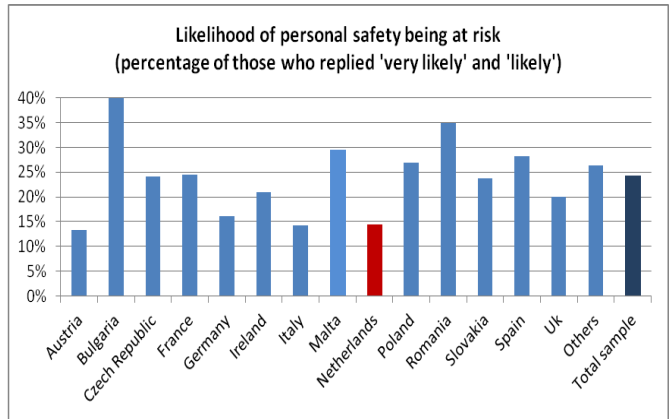
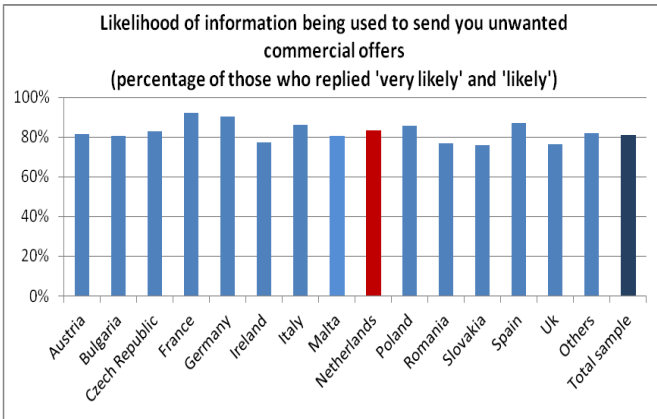
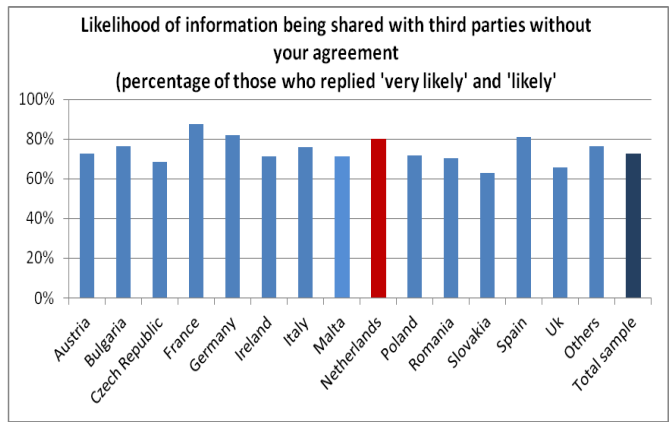
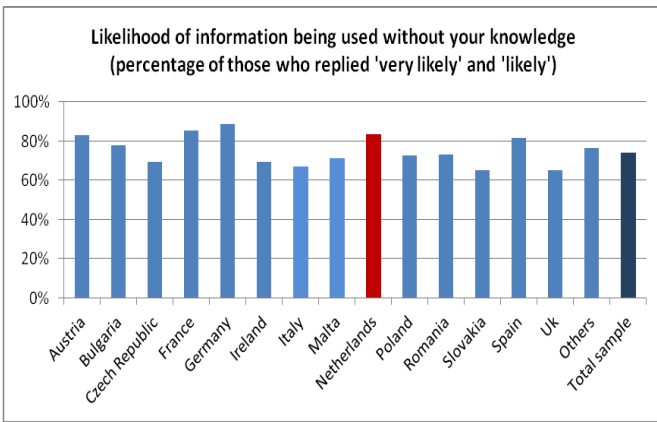
Eurobarometer	Netherlands		EU27	
	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)				
Information being used without your knowledge	49%	47%	43%	44%
Information being shared with third parties without your agreement	55%	53%	43%	38%
Information being shared to send you unwanted commercial offers	56%	42%	34%	28%
Your personal safety being at risk	4%	12%	12%	20%
Becoming victim of fraud	36%	26%	55%	41%
Being discriminated against (e.g. job selection)	1%	5%	3%	7%
Reputation being damaged	2%	11%	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%).

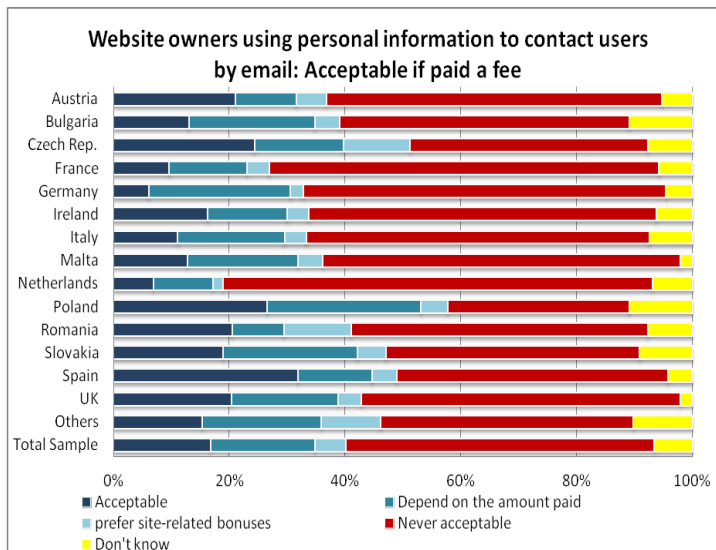
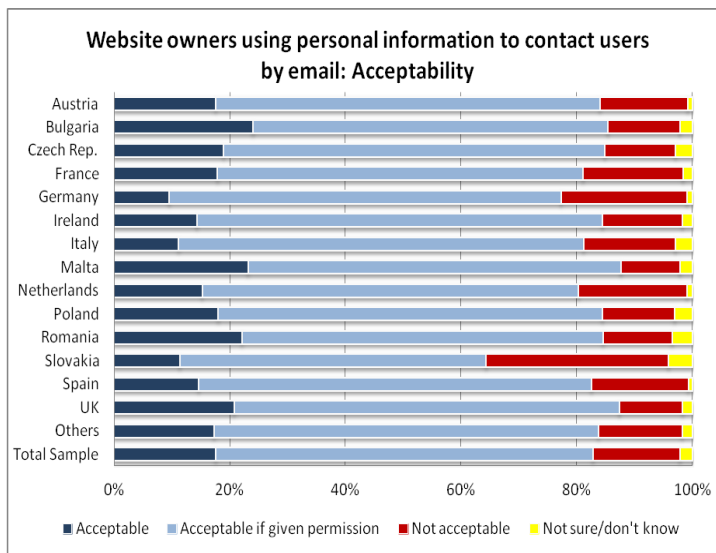
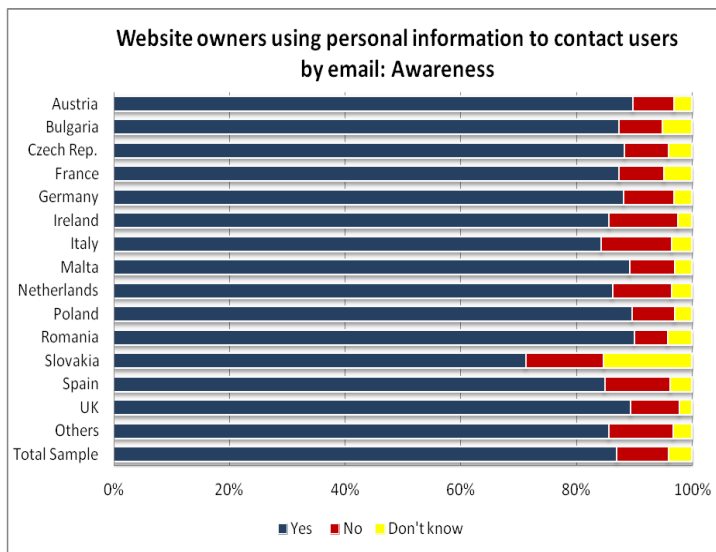
It is also interesting to note that whereas responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from the Netherlands are amongst those countries which show a lower level of perceived risk: They are the 2nd lowest with a perceived risk to personal safety at 14.4% (overall average 24.4%), and 3rd lowest for the perceived risk of becoming a victim of fraud (23.1%, total sample 31.8%) and damage to personal reputation (16.8%, total sample 25.1%). Overall, it appears that the perception of personal risks within the UGC environment may be partially entwined with other everyday experiences.



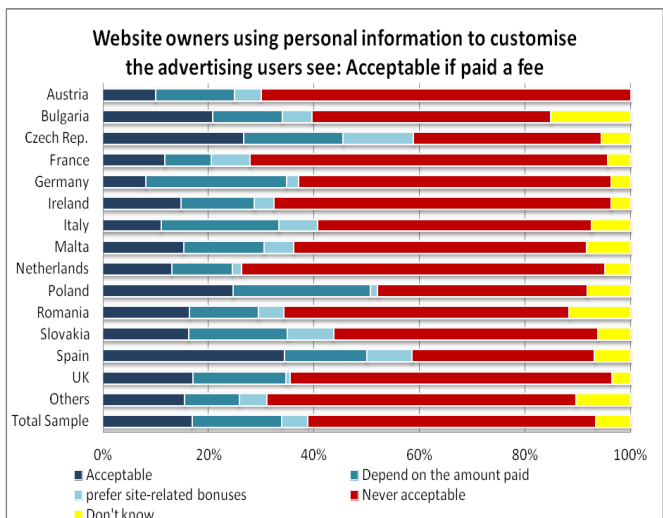
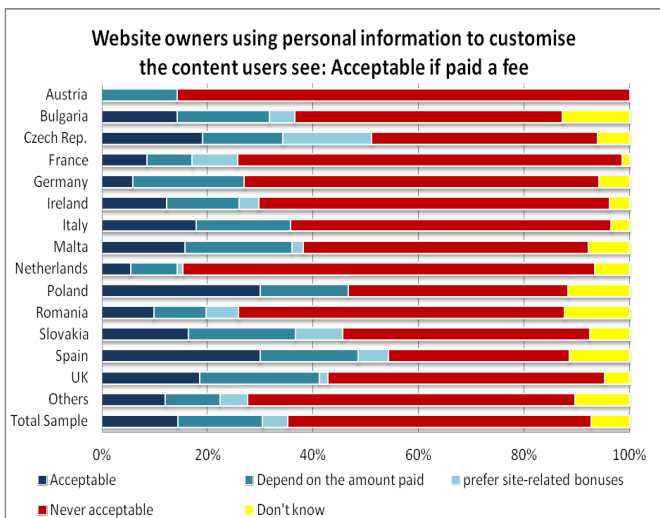
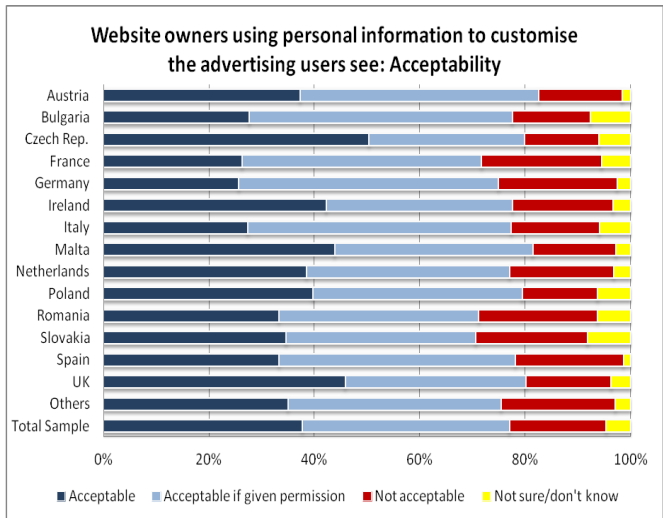
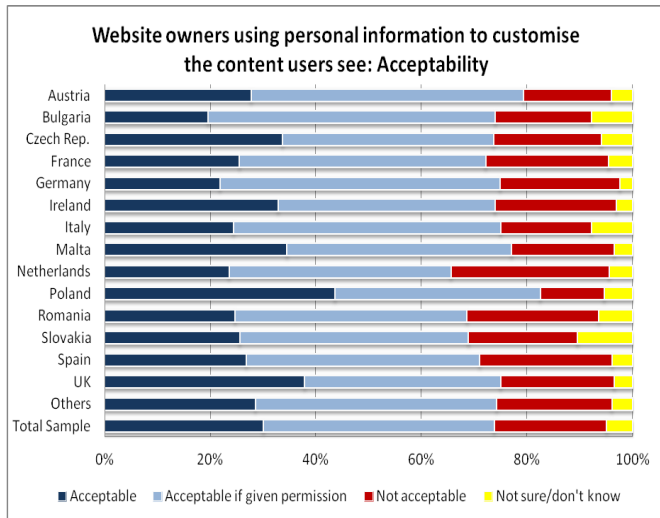
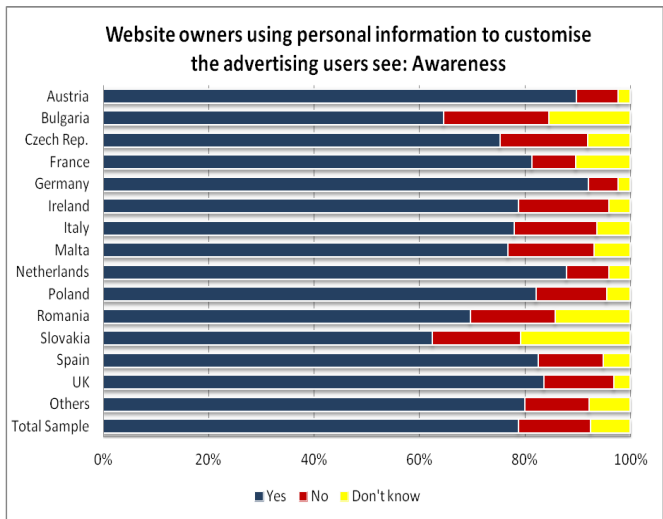
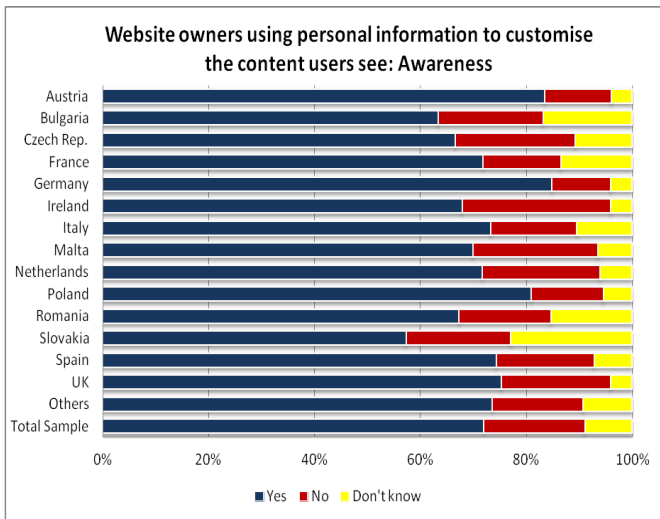
5.3.3 Awareness and Acceptance

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

Dutch respondents show an overall increased awareness about the use of personal information, at a similar level as Italy, Poland and Spain (but below Austria and Germany), compared to some countries where respondents were less aware (Ireland, UK, Slovakia). These differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may be rather linked to internet-related local information policies and regulations.

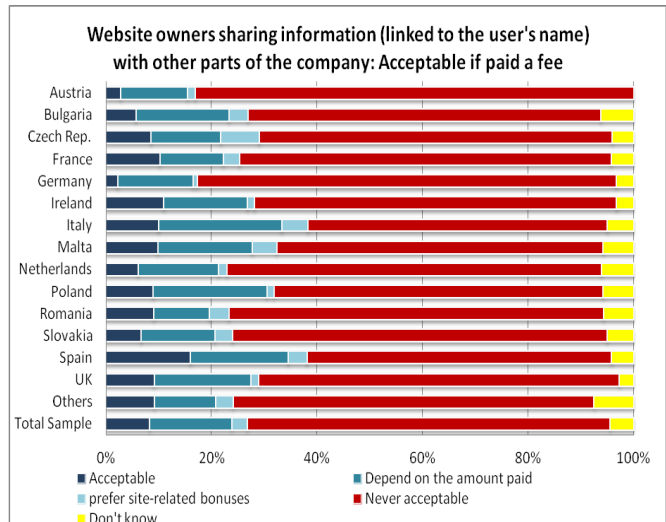
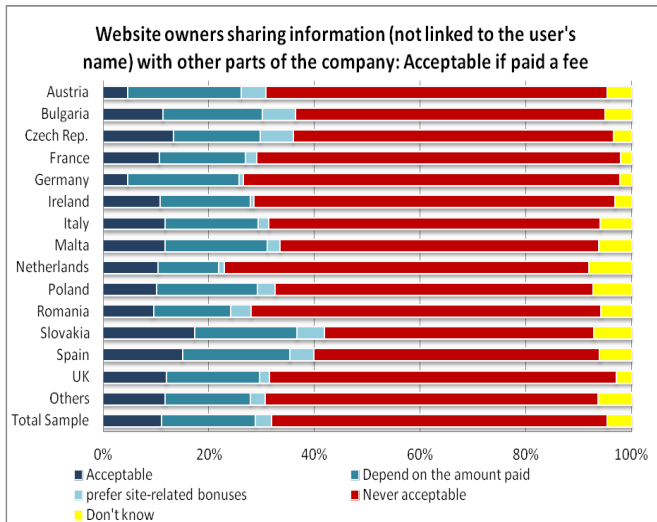
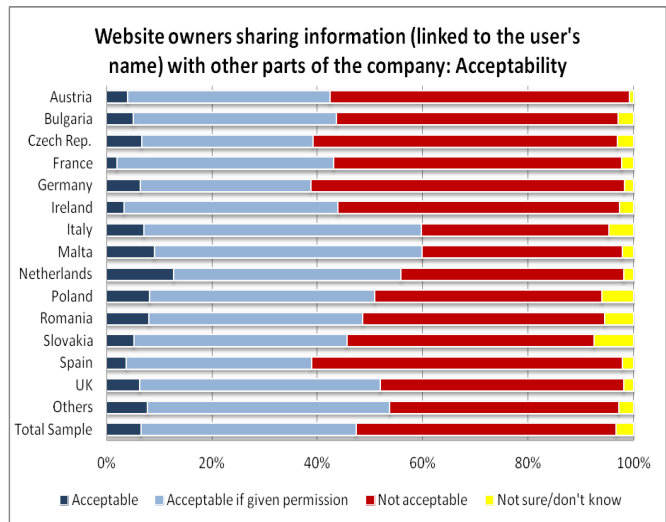
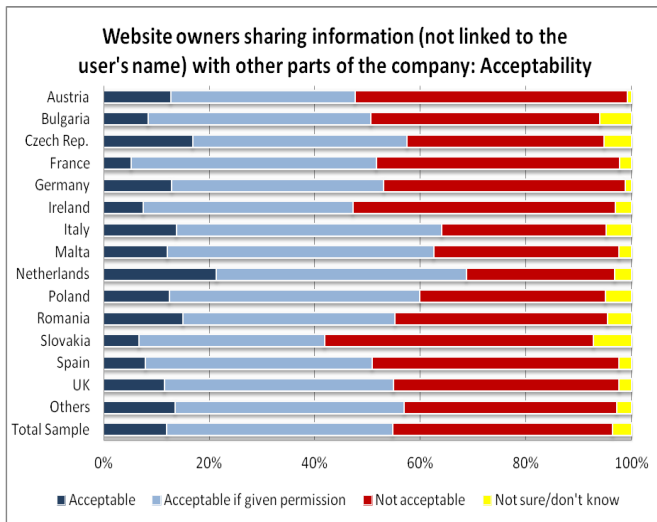
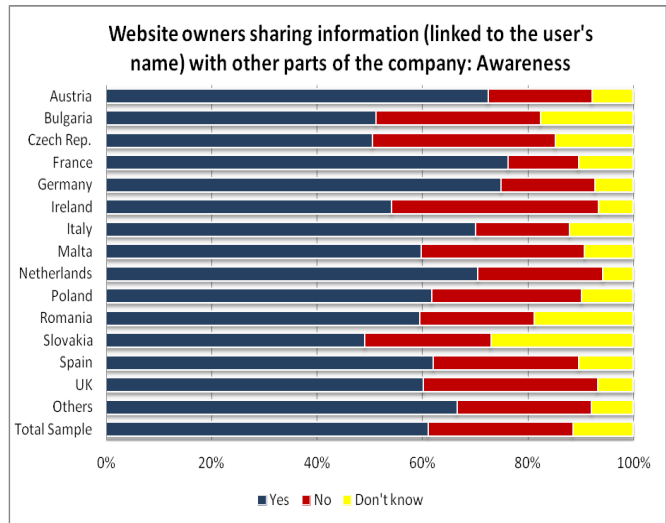
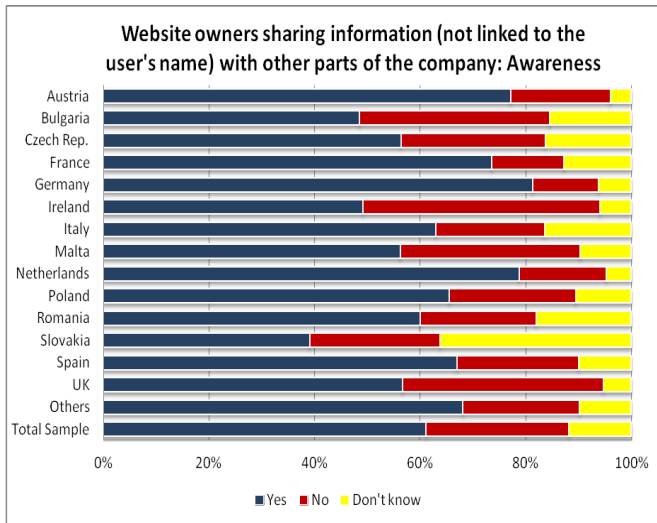


Base: Only respondents who answered that it was unacceptable to contact users by email.



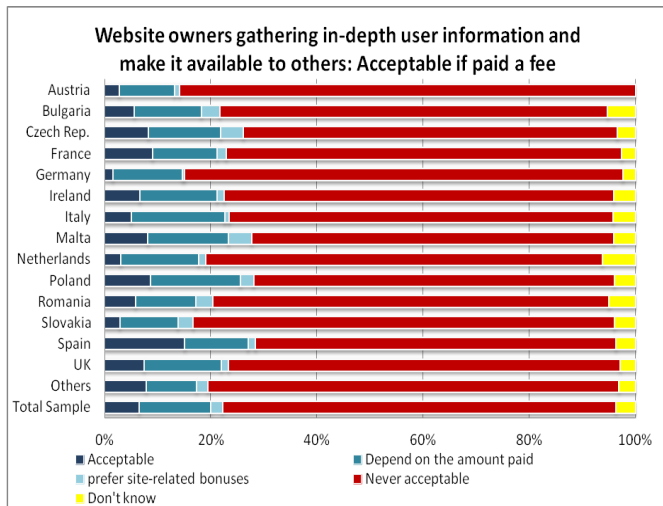
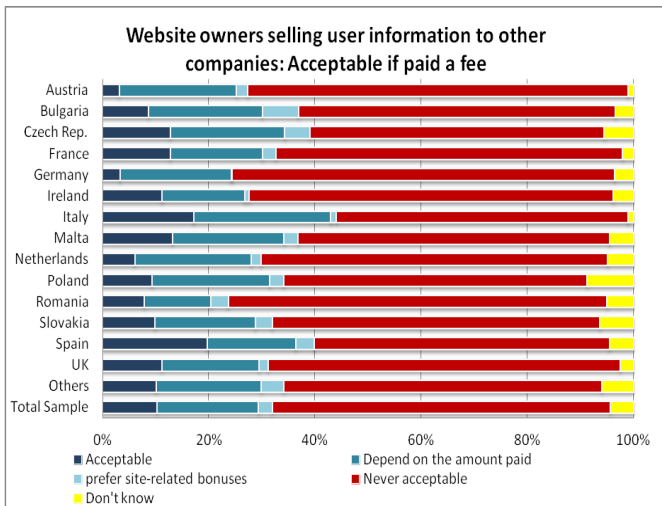
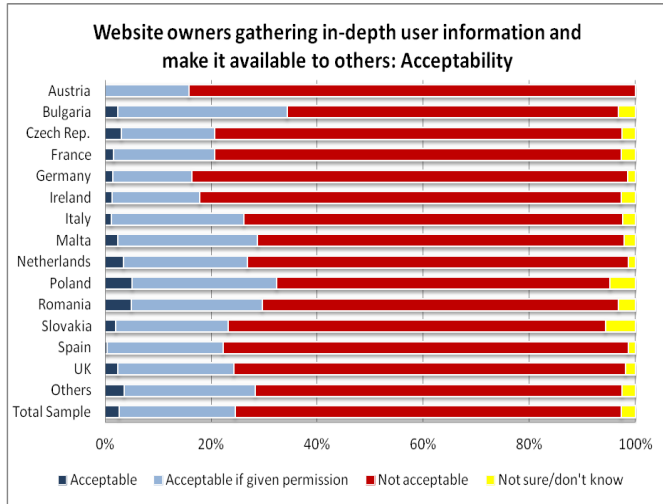
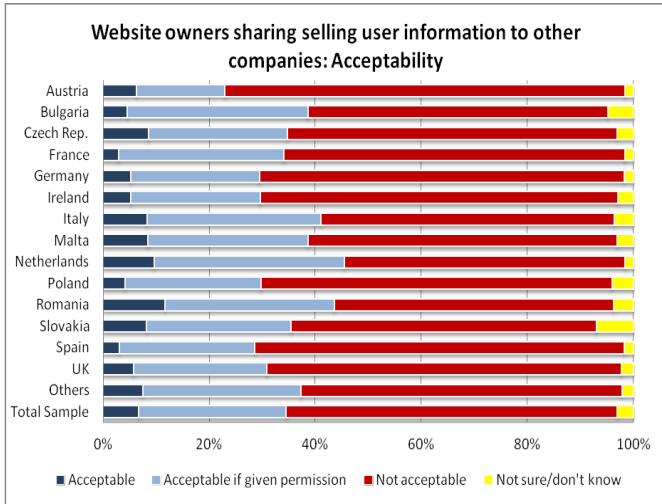
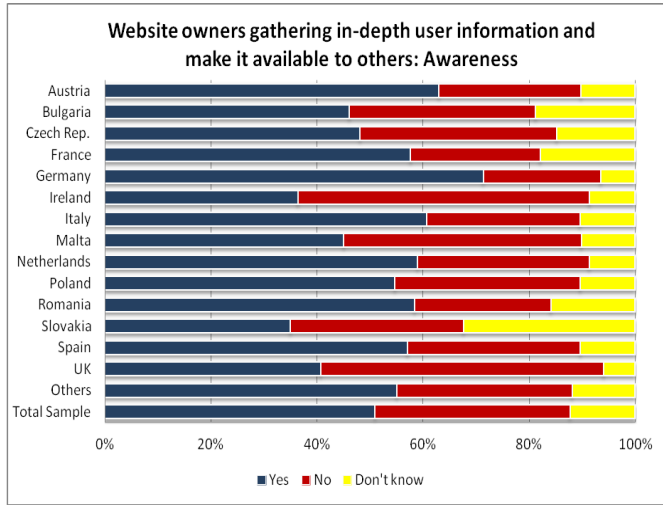
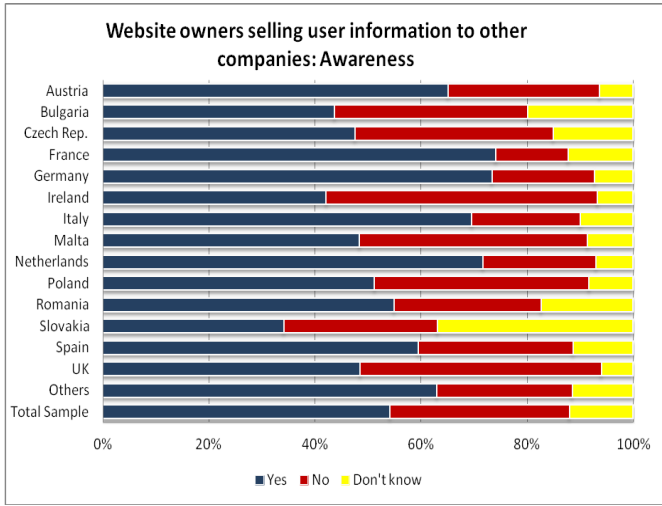
Base: Only respondents who answered it was unacceptable to customize the content users see.

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



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

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



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

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

Regarding the awareness – and acceptance – of the use of personal information by website owners for specific purposes, using personal information 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, with the exception of Slovakia (awareness 71.2%, acceptance 64.4%). 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. Results for Dutch respondents are around the sample average for awareness, and slightly below average in approving of such practice. Of those who do not think it acceptable for information to be used to contact them by email, in most countries (except Czech Republic, Poland, Slovakia and Spain) the majority still think it unacceptable even if they were to be paid a fee, led by the Dutch respondents where 74% (total sample 53%) deem commercial trade-offs unacceptable. There is also little support for the idea of receiving site related bonuses in return for information being used to contact users by email.

Awareness and acceptance of the use of personal information to customise content and advertising is also high, though not at the levels of use of information to contact users by email and with more variability between countries. Here, the Dutch respondents show an above-average awareness of the customisation of advertising, the lowest acceptance level of all CONSENT respondents in the customisation of content, and, again, a very low acceptance of commercial trade-offs.

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.

5.4 Privacy

5.4.1 Experience of Privacy Invasions

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

Actual experiences of invasions of privacy are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Dutch respondents' score is very similar to the total sample average on personal invasion of privacy, and slightly above the average in hearing or reading about misuse of information. The Eurobarometer study has similar results: 54% of Dutch respondents had "heard" about violation of privacy or fraud (EU27: 55%), but only 10% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 6% of the Dutch actually reported an abuse of personal information.

5.4.2 Safeguarding Privacy

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

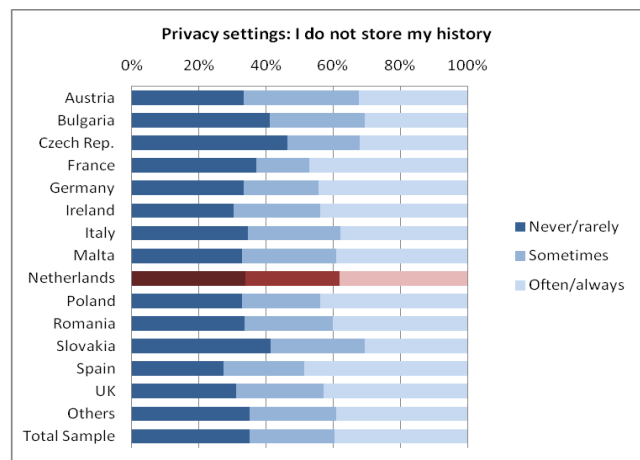
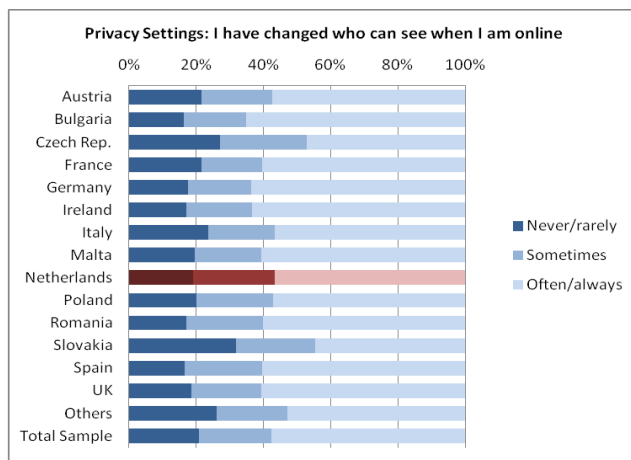
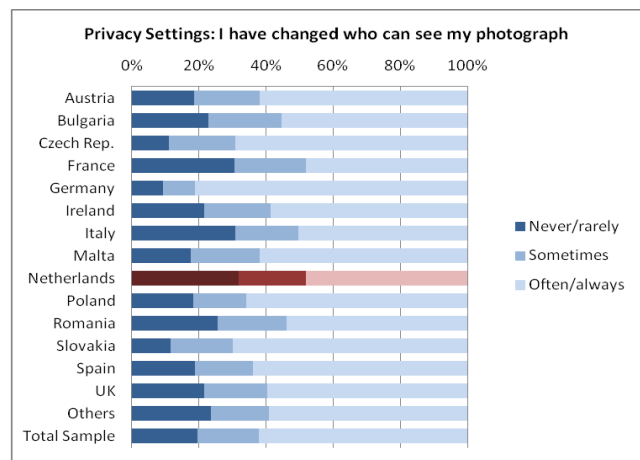
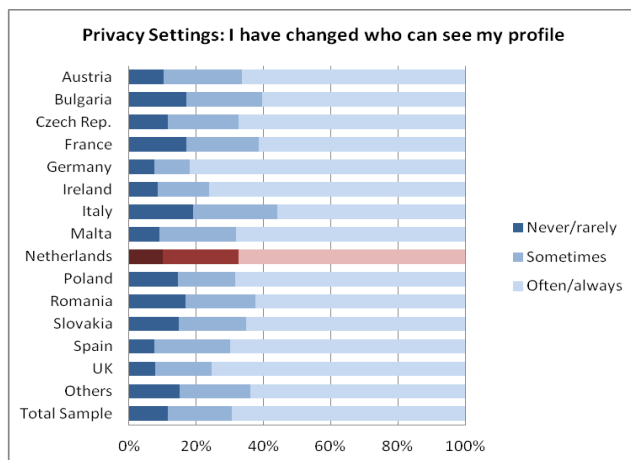
In respect to the question how respondents safeguard their privacy, over half of the Dutch respondents (58.0%) often or always change the privacy settings of their personal profiles on UGC sites. This is slightly above the overall sample average (53.5%). Dutch respondents who never or rarely changed privacy settings amounted to 18.6% which is comparable to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Dutch respondents gave a similar picture (57%; 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.

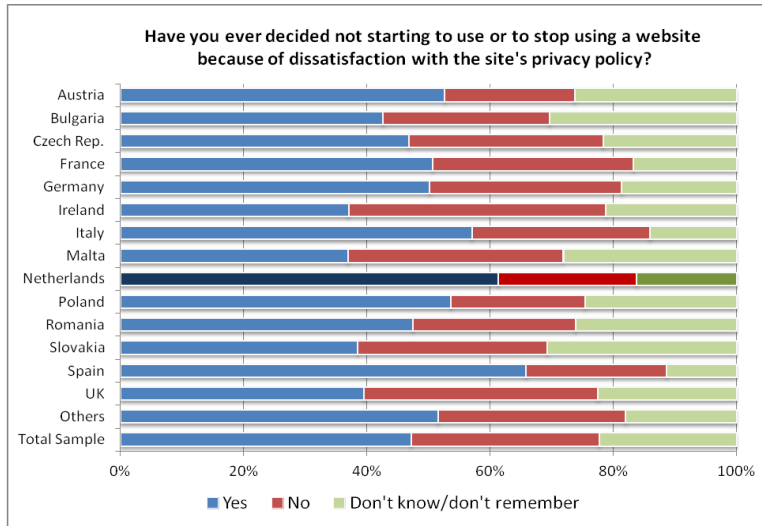
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Netherlands: 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
Netherlands	Count	1	54	201
	Percentage	0.4%	21.1%	78.5%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Dutch 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), with the Netherlands, again, being similar to the total CONSENT average – with the exception of who can see one's photograph online, where Dutch respondents are less apprehensive than the total average. It is also in this setting of who can see one's photograph, where the widest disparities between country results can be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.



5.4.3 Dealing with Privacy Policies

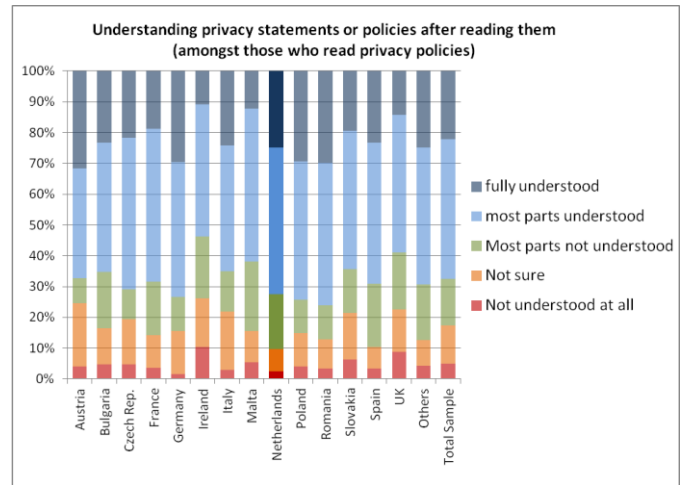
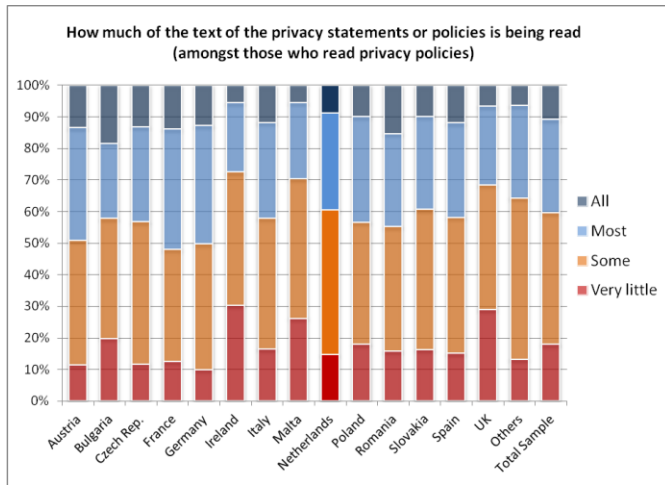
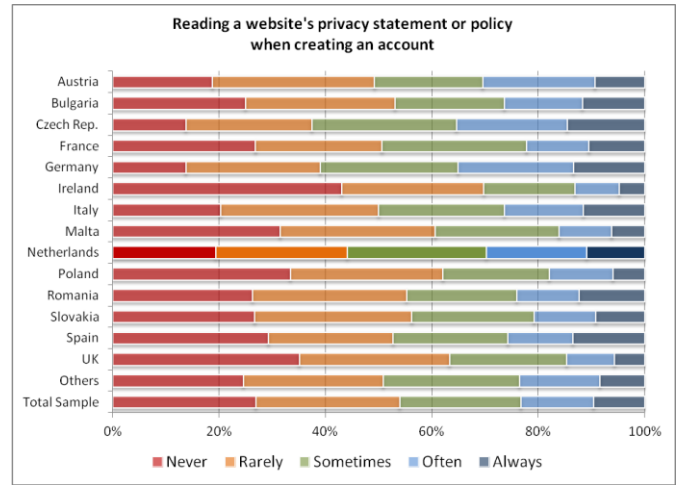
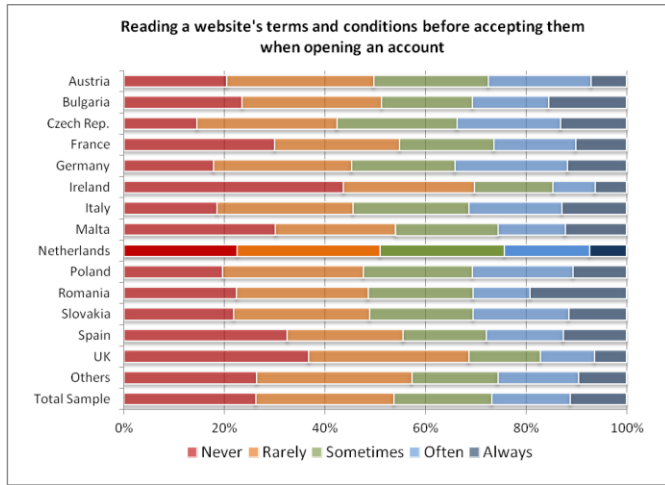


There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. Comparatively many respondents from the Netherlands (61%, total sample 47%) have decided not to use a website due to dissatisfaction with the site's privacy policy; whereas in Malta and Ireland only 37% of respondents claim to have done so.

Results from the set of graphs below suggest that many respondents are giving consent without being aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them, with some variability between countries. At one end of the range, 45.2% of respondents in Germany and 45.5% of respondents in Italy rarely or never read the terms and conditions. At the other end of the range, 69.7% of Irish respondents and 68.6% of UK respondents rarely or never read websites' terms and conditions. Just over half of respondents from the Netherlands (50.9%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 7.4% amongst Dutch respondents do so which is slightly below the sample average (11.3%).

A 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 (Netherlands 60.7%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (sample total read all the text 10.8%). Only 8.7% of Dutch respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the 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%). 72.4% of Dutch respondents claim to understand usually most or all of what they read in privacy policies.



6. Conclusion

The Dutch CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a dynamic local environment with a strong increase in SNS usage. At the same time, it also appears that their (in comparison to the total CONSENT sample average) high level of taking technical measures to maintain or increase their personal internet security is – to a large extent - keeping up with this high-frequency usage.

Correspondingly, whilst clearly perceiving increased risks regarding the disclosure of personal information on UGC websites on a “technical” level, it appears that Dutch CONSENT respondents are mostly less concerned than the average CONSENT respondent – in particular regarding potential privacy loss, unexpected problems, and “personal” consequences such as personal safety, fraud or reputational damage.

Their 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 very high, and their willingness to accept these practices under conditions or against receiving financial compensation is amongst the lowest within the total CONSENT sample. This, if being linked back to their comparatively high awareness of general technical protection measures and the low perception of personal risks, may point at a certain level of perceived control towards these website owners’ practices.

However, just over half of the Dutch respondents indicated that they have changed their privacy settings often or always, and regarding specific protection measures asked for, such as the accessibility of their personal profile, their pictures, restrictions who can see when they are online, or the storage of their history, Dutch CONSENT respondents indicated an average risk-aware behaviour.

On the other side, the quality of privacy policies does appear to have a certain impact on the behaviour of more than two thirds of Dutch respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy, although it is still more than 50% of the Dutch respondents who are never or rarely reading them.

Probing these reported perceptions, attitudes and practices – in particular the high risk awareness but average usage of privacy settings and comparably low reading practice of privacy policies, and whether or not this is related to the aforementioned technical protection measures taken and perceived control – will require and be one of the core tasks of further research as set out in the qualitative research planned in CONSENT Work Package 8.

Acknowledgements

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

Appendices

A.1 English Online Questionnaire

0.0 Introduction

Make your views count!

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

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

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

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

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

For more information visit the CONSENT website at www.consent.law.muni.cz

Privacy Policy

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

This questionnaire is hosted by Qualtrics. The Qualtrics privacy policy may be viewed at www.qualtrics.com/privacy-statement.

1.0 Internet experience

1.1 For how many years have you used the Internet? ___ years.

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

1=Everyday/almost every day;

2=Two or three times a week;

3=about once a week;

4=two or three times a month;

5=less often;

6=never

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

ALT.1.3 Do you ever buy things online?

1=yes 2=no

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

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

1st preference, 2nd preference, 3rd preferences.

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

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

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

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

1=very unlikely

2=unlikely

3=neutral

4=likely

5=very likely

ALT 2.0 UGC services usage

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

1=yes 2=no

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

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

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

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

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

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

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

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

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

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

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

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

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

ALT 2.2.3.1.1 Why would you miss this site?

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

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

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

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

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

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

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

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

Open information box on UGC SITES

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

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

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

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

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

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

- 1=I still have all the accounts I've opened with UGC sites
- 2=I have some but have deleted others
- 3=no, I've deleted them all

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

- 1=yes 2=no

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

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

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

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

3.0 Disclosure Behaviour on UGCs

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

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

16. Don't know

4.0 Perceived Risks

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

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

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

5.0 Behaviour relating to Privacy Settings

Open information box on PERSONAL PROFILES

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

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

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

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

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

5.1.2 How have you changed the privacy settings?

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

5.1.3 Which of these privacy settings have you changed?

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

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

6.0 Perceived Playfulness/Ease of Use/Critical Mass

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

6.2 Using UGC sites is fun

7.3 This website is simple to use.

7.4 I easily remember how to use this website.

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

9.0 Behaviour relating to Terms & Conditions and Privacy Policies

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

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

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

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

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

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

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

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

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

Open information box on PRIVACY POLICIES

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

1=I never read privacy policies

2=I rarely read privacy policies

3=I sometimes read privacy policies

4=I often read privacy policies

5=I always read privacy policies

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

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

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

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

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

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

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

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

10.0 Awareness & Attitudes – Processing of Information

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

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

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

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

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

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

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

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

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

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

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

Open information box on COOKIES

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

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

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

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

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

11.0 Perceived privacy risks

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

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

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

11.3 Personal information could be inappropriately used by websites.

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

12.0 Technical Protection

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

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

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

12.2 Do you use a pop up window blocker?

12.3 Do you check your computer for spy ware?

12.4 Do you clear your browser history regularly?

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

14.0 Privacy victim

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

15.0 Media exposure

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

16.0 Disposition to value privacy

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

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

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

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

17.0 Social Norms

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

17.2 My friends believe I should care about my privacy.

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

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

18.0 Tendency to Self-Disclosure

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

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

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

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

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

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

19.0 General caution

Thinking about your behaviour generally, not just online

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

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

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

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

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

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

20.0 Demographics

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

20.1 Sex 1=male; 2=female

20.2 Age ___ years

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

1=no formal schooling

2=Primary school

3=Secondary/High School

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

20.4 Employment

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

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

20.5 Nationality

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

20.6 Country of residence

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

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

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

20.8 Main Language spoken at home

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

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

A.2 Dutch Online Questionnaire

0.0 Inleiding

Laat uw mening er toe doen!

Help mee de positie van online consumenten en gebruikers te versterken.

Deze enquête is onderdeel van het CONSENT-project - een gezamenlijk project, medegefinancierd door de Europese commissie onder het PF7-programma- dat beoogt de opinies en ervaringen van internetgebruikers uit alle Europese Unie landen te verzamelen betreffende het gebruik van persoonlijke informatie, privacy en het online toestemming geven.

Deze informatie zal worden gebruikt bij de voorbereiding van voorlichting aan Europese beleidsmakers en juridische experts, ter bevordering en versterking van de juridische bescherming van consumenten en internetgebruikers. De resultaten worden tevens gepubliceerd op de CONSENT-website.

Het invullen van de enquête duurt ongeveer 20 minuten. De ingevulde enquêtes zijn anoniem, persoonlijke bijzonderheden zoals naam, e-mailadres en IP-adres zullen niet worden verwerkt. U kunt stoppen en terugkeren naar de vragenlijst op een later tijdstip. *Uw medewerking aan dit project wordt zeer gewaardeerd.*

Hartelijk dank voor uw tijd en deelname aan dit project.

Voor meer informatie kunt u de CONSENT website bezoeken: www.consent.law.muni.cz

Privacy Policy

Voor deze enquête worden geen persoonsgegevens (zoals naam of e-mail) verzameld of verder verwerkt. De enquête is anoniem en niet te koppelen aan uw persoonlijke informatie of identiteit. Deze site plaatst wel een "cookie". Deze cookie is enkel bedoeld om u in staat te stellen om verder te gaan met het invullen van de enquête vanaf het punt waar u bent gestopt als u de enquête niet in één keer hebt ingevuld. Deze enquête wordt aangeboden via Qualtrics. De privacy policy van Qualtrics kunt u hier vinden: www.qualtrics.com/privacy-statement

1.0 Internetervaring

1.1 Hoeveel jaar gebruikt u internet? jaar

1.2 Hoe vaak gebruikt u internet in de volgende situaties?

1= Elke dag/ bijna elke dag;

2= Twee of drie keer per week;

3= Ongeveer één keer per week;

4= Twee of drie keer per maand;

5= Minder vaak;

6= Nooit

1. Thuis

2. Op uw werkplek

3. Ergens anders (school, universiteit, internetcafé enz.)

1.3 Hoe vaak gebruikt u internet voor de volgende doeleinden?

1= Elke dag/ bijna elke dag;

- 2= Twee of drie keer per week;
- 3= Ongeveer één keer per week;
- 4= Twee of drie keer per maand;
- 5= Minder vaak;
- 6= Nooit

- A. Entertainment**
- B. Educatief**
- C. Werkgerelateerd onderzoek**
- D. Persoonlijke financiën (bankzaken, aandelenhandel)**
- E. Actualiteiten (nieuws, sport, weer)**
- F. Reizen (oriëntatie, reserveringen)**
- G. Informatie verzamelen over producten**
- H. Online artikelen kopen**

1.3.H.1 Hoe vaak per jaar koopt u artikelen via internet?

1.3.H.2. Wanneer u een online aankoop doet, hoe prefereert u te betalen?

1e voorkeur, 2e voorkeur, 3e voorkeur.

1. Op het moment van online bestellen met een pinpas of creditcard
2. Op het moment van online bestellen door gebruik te maken van elektronische gelddiensten, zoals Paypal, Moneymakers etc.
3. Op het moment van online bestellen via opgeladen tegoed op een mobiele of vaste telefoon (prepaid).
4. Op het moment van bezorging
5. Na bezorging
6. Anders – gelieve nadere informatie te geven.

1.3.H.3 Waarom hebt u nog nooit iets online gekocht?

1. Ik vertrouw online verkopers niet
2. Ik wil graag online kopen, maar ik heb geen pinpas of creditcard
3. Ik wil graag online kopen, maar webwinkels zijn moeilijk in gebruik
4. Ik houd niet van het onthullen van mijn financiële gegevens online
5. Ik houd niet van het onthullen van mijn woonadres online
6. Ik vrees dat wanneer ik de gekochte artikelen ontvang dit niet de producten zijn die ik heb besteld
7. Ik vind het idee niet prettig om artikelen te retourneren naar online winkels
8. Ik geef de voorkeur aan het zien/aanraken/proberen van dingen alvorens ik ze koop
9. Ik houd niet van betalen voor de bezorgkosten van producten die ik online heb gekocht
10. Andere redenen (gelieve nadere informatie te geven)

1.3.H.4. Hoe waarschijnlijk is het dat u online een artikel zal kopen in de komende zes maanden?

1. Zeer onwaarschijnlijk
2. Onwaarschijnlijk
3. Neutraal
4. Waarschijnlijk
5. Zeer waarschijnlijk

I. Communicatie met anderen (chat/e-mail)

J. Social networksites

K. Anders <vul in>

ALT.1.3 Koopt u weleens iets online?

ALT. 2.0 Gebruik van User Generated Content (UGC) diensten

ALT. 2.1 Hebt u ooit een account aangemaakt op een sociale netwerksite zoals Hyves, Facebook, Myspace, Schoolbank enz.?

1= Ja 2= Nee

ALT.2.2 Op welke sociale netwerksite hebt u een account aangemaakt?

Facebook

MySpace

Classmates

Hyves

Legal 360

Schoolbank.nl

Relatieplanet.nl

Anders 1 (Gelieve toe te lichten)

Anders 2 (Gelieve toe te lichten)

ALT 2.2.1. Waarom hebt u ervoor gekozen om een account aan te maken op in plaats van op een andere website?

1. Veel mensen die ik ken hebben een account op deze website
2. Deze website is gemakkelijker in gebruik dan andere websites
3. Deze website heeft meer functies dan andere websites
4. Ik vertrouw deze website meer dan andere websites
5. Het is makkelijker om nieuwe mensen te ontmoeten op deze website
6. Deze website is modieuzer
7. Deze website wordt wereldwijd gebruikt
8. Deze website is in de taal van mijn voorkeur
9. Anders

ALT 2.2.2 Hebt en gebruikt u nog steeds het account dat u hebt aangemaakt op <Website mentioned>?

1. Ik heb dit nog steeds en ik gebruik het elke dag/bijna elke dag
2. Ik heb dit nog steeds en ik gebruik het elke week
3. Ik heb dit nog steeds, maar ik gebruik het minder dan eens per week
4. Ik heb dit nog steeds, maar ik gebruik het niet
5. Ik heb de account verwijderd

ALT.2.2.2.1 Waarom gebruikt u uw account op <website mentioned> niet meer?

1. Dit type website interesseert mij niet meer
2. Ik heb geen toegang meer tot mijn account
3. Ik heb de website geprobeerd maar ik vond het niet leuk
4. Ik vertrouw het bedrijf die deze website aanbiedt niet meer
5. Mijn vrienden/collega's gebruiken deze website niet meer
6. Ik was bezorgd over het gebruik van informatie over mij door deze website
7. Anders (gelieve toe te lichten)

ALT 2.2.2.2 Waarom hebt u uw account verwijderd op <website mentioned>

1. Dit type website interesseert mij niet meer
2. Ik heb de website geprobeerd maar ik vond het niet leuk
3. Ik vertrouwde het bedrijf die de website draaiende houdt niet meer
4. Mijn vrienden/collega's gebruiken deze website niet meer
5. Ik was bezorgd over het gebruik van informatie over mij door deze dienst
6. Ik wilde de inhoud die ik heb gemaakt op deze website verwijderd hebben
7. Anders (gelieve toe lichten)

ALT. 2.2.3 Hebt u en gebruikt u het account dat u hebt aangemaakt op een *social networksite*?

1. Ik heb dit nog steeds en ik gebruik het elke dag/bijna elke dag
2. Ik heb dit nog steeds en ik gebruik het elke week
3. Ik heb dit nog steeds maar gebruik het minder dan eens per week
4. Ik heb dit nog steeds maar ik gebruik het niet
5. Ik heb het account verwijderd

ALT 2.2.3.1 Indien een van deze websites zou worden afgesloten, welke zou u het meest missen?

ALT 2.2.3.1.1 Waarom zou u deze website missen?

1. Veel mensen die ik ken hebben een account op deze website
2. Het is gemakkelijker in gebruik dan andere websites
3. Het heeft meer functies dan andere websites
4. Ik vertrouw deze website meer dan andere websites
5. Het is makkelijker om nieuwe mensen te ontmoeten op deze website
6. Deze website is modieuzer
7. Deze website wordt wereldwijd gebruikt

8. Het geeft mij snel informatie
9. Je kunt nagaan wat er wereldwijd gebeurt
10. Anders (gelieve toe te lichten)

Alt.2.2.3.2. Waarom gebruikt u deze website het meest?

1. Veel mensen die ik ken hebben een account op deze website
2. Het is gemakkelijker in gebruik dan andere websites
3. Het heeft meer functies dan andere websites
4. Ik vertrouw deze website meer dan andere websites
5. Het is makkelijker om nieuwe mensen te ontmoeten op deze website
6. Deze website is modieuzer
7. Deze website wordt wereldwijd gebruikt
8. Het geeft mij snel informatie
9. Je kunt nagaan wat er wereldwijd gebeurt
10. Anders (gelieve toe te lichten)

ALT .2.2.3.3 Waarom gebruikt u uw account niet meer op <website mentioned>?

1. Ik heb geen toegang meer tot mijn account
2. Dit soort website interesseert mij niet meer
3. Ik heb de website geprobeerd maar ik vond het niet leuk
4. Ik vertrouw het bedrijf die deze website aanbiedt niet meer
5. Mijn vrienden/collega's gebruiken deze website niet meer
6. Ik was bezorgd over het gebruik van informatie over mij door deze website
7. Anders (Gelieve toe te lichten)

ALT. 2.2.2.2 waarom hebt u uw account verwijderd op <website mentioned>?

1. Ik heb de website geprobeerd maar ik vond het niet leuk
2. Deze website interesseert mij niet meer
3. Ik vertrouw het bedrijf die deze website aanbiedt niet meer
4. Mijn vrienden/collega's gebruiken deze website niet meer
5. Ik was bezorgd over het gebruik van informatie over mij
6. Ik wilde de inhoud die ik heb gegeven op deze website verwijderd hebben
7. Anders (gelieve toe lichten)

Open invulvelden op UGC sites

Sommige websites geven hun gebruikers de mogelijkheid om de inhoud van de eigen gebruikerspagina of delen van de website te veranderen of te bewerken, zodat dit kan worden gelezen door andere gebruikers van de website. Dit wordt gedaan door bijvoorbeeld het plaatsen van opmerkingen (bijv. Facebook) of recensies (bijv. Tripadvisor), door deel te nemen aan discussies, video's en digitaal materiaal up te loaden (bijv. YouTube, Flickr), het bewerken van materiaal (bijv. Wikipedia), enzovoorts. Deze typen websites worden 'User Generated Content' (UGC) websites genoemd.

ALT.2.9 Op welke van de volgende *User Generated Content* (UGC) websites hebt u ooit een account gecreëerd (dus niet slechts bezocht) voor persoonlijk gebruik?

- B. Zakelijke netwerkwebsites zoals LinkedIn en Xing.com**
- C. Dating-websites zoals Parship.com**
- D. Website waarop foto's, video's enz. kunnen worden gedeeld, zoals Youtube en Flickr**
- E. Websites die voorzien in aanbevelingen en recensies (films, muziek, boeken, hotels, enz.) zoals Last.fm en Tripadvisor**
- F. Microblogging websites, zoals Twitter**
- G. Wikiwebsites zoals Wikipedia en Myheritage**
- H. Multiplayer online games zoals Secondlife.com en World of Warcraft**

ALT.2.9.1 Waarom hebt u nooit een account geopend op dit type websites/deze typen websites?

1. Dit type website interesseert mij niet
2. Ik had tot nu toe nog niet eerder gehoord van dit type website
3. Ik wist tot nu toe niet dat ik een account kon openen op websites als deze
4. Geen van mijn vrienden gebruikt deze website
5. Het is het geld niet waard
6. Ik was bezorgd over het gebruik van informatie over mij
7. Ik bezoek deze websites, maar ik heb niet de behoefte om lid te worden
8. Anders

ALT.2.9.2 Hebt u nog steeds alle accounts die u hebt aangemaakt op UGC-websites?

1 = Ja, ik heb nog steeds alle accounts die ik heb aangemaakt op UGC-sites

2 = Ik heb er nog een paar en ik heb er een paar verwijderd

3 = Nee, ik heb ze allemaal verwijderd

ALT.2.9.2.1. Hebt u in het afgelopen jaar alle accounts gebruikt die u hebt aangemaakt op de UGC-websites?

1=ja 2=nee

ALT. 2.9.2.1.1. Waarom hebt u sommige accounts niet meer gebruikt in de afgelopen 6 maanden?

1. Ik heb geen toegang meer tot mijn account
2. Het is niet het type website dat ik normaliter gebruik
3. Ik heb de website geprobeerd maar ik vond het niet leuk
4. De website interesseert mij niet meer
5. Ik vertrouw het bedrijf dat deze dienst/website aanbiedt niet meer
6. Mijn vrienden gebruiken deze website niet meer
7. Ik was bezorgd over het gebruik van informatie over mij
8. Anders (gelieve toe te lichten)

ALT 2.9.2.2 Waarom hebt u uw accounts verwijderd op de UGC-websites?

1. Ik heb de website geprobeerd maar ik vond het niet leuk
2. De website interesseert mij niet meer
3. Ik vertrouw het bedrijf die deze dienst/website aanbiedt niet meer
4. Mijn vrienden gebruiken deze website niet meer
5. Lidmaatschap van deze website is het geld niet waard
6. Ik was bezorgd over het gebruik van informatie over mij door deze dienst
7. Ik wilde de inhoud die ik op deze website heb vrijgegeven verwijderd hebben
8. Ik wil niet dat mensen weten dat ik gebruik heb gemaakt van deze website
9. Anders (gelieve toe te lichten)

3.0 Openbaarmakingsgedrag op UGC's

3.1 Denkend aan uw gebruik van UGC-websites (zoals *social networksites*, *sharingsites* en *gamingsites*), welke van de volgende typen informatie hebt u reeds openbaar gemaakt bij registratie, of door het gebruik van deze website?

1. Medische informatie (patiëntendossier, informatie over uw gezondheid)
2. Financiële informatie (bijv. salaris, bankgegevens, kredietregistratie)
3. Uw arbeidsgeschiedenis (cv)
4. Uw Burgerservicenummer/identiteitskaart (ID-kaart) nummer/paspoortnummer
5. Uw naam
6. Uw woonadres
7. Uw nationaliteit
8. Dingen die u doet (bijv. hobby's, sporten, plaatsen waar u naar toe gaat)
9. Uw smaak en opinie
10. Foto's van uzelf
11. Wie uw vrienden zijn
12. Websites die u bezoekt
13. Uw mobiele telefoonnummer
14. Uw e-mailadres
15. Anders (vul in)
16. Weet niet

4.0 Perceptie risico's

4.1 Geef aan voor elke van deze situaties hoe waarschijnlijk u het acht dat dit als gevolg van het plaatsen van persoonlijke informatie op UGC-websites kan gebeuren:

1. Zeer onwaarschijnlijk 2. Onwaarschijnlijk 3. Neutraal 4. Waarschijnlijk 5. Zeer waarschijnlijk

1. Uw informatie wordt gebruikt zonder dat u het weet
2. Uw informatie wordt gedeeld met derden zonder uw toestemming
3. Uw informatie wordt gebruikt om u ongewenste commerciële aanbiedingen toe te sturen
4. Uw persoonlijke veiligheid loopt gevaar
5. U wordt slachtoffer van fraude
6. U wordt gediscrimineerd (bijv. met betrekking tot baansselectie, krijgen van prijsverhogingen, het niet krijgen van toegang tot een dienst)

7. Uw reputatie loopt schade op

5.0 Gedrag in verband met Privacy Settings

Open informatievak bij persoonlijke profielen.

Een persoonlijk profiel op een UGC website (zoals een social network site, share site of game site) bevat informatie over u zoals bijvoorbeeld uw leeftijd, locatie, interesses, een geüploade foto en een 'about me' ('over mij') sectie. Zichtbaarheid van uw profiel – wie kan uw informatie zien en wie kan reageren op uw account – kan in sommige gevallen worden aangepast door het beheren van de privacyinstellingen van de website.

5.1 Hebt u ooit de privacy-instellingen van uw persoonlijke profiel op een UGC-website aangepast?

1=nooit, 2=zelden, 3=soms, 4=vaak, 5=altijd

5.1.1 Waarom hebt u nog nooit de privacy-instellingen aangepast?

1. Ik wist niet van het bestaan van privacy-instellingen
2. Ik weet niet hoe ik de privacy-instellingen moet veranderen
3. Ik ben bang dat wanneer ik de privacy-instellingen verander, de website niet meer goed functioneert
4. Ik wist niet dat ik de privacy-instellingen kon veranderen
5. Ik vertrouw er op dat de website goede privacy-instellingen hanteert
6. Ik ben tevreden met de standaard privacy-instellingen
7. Ik heb geen tijd kunnen vinden om de beschikbare opties te bestuderen
8. Anders

5.1.2 Hoe hebt u de privacy-instellingen aangepast?

1. Ik heb de privacy-instellingen minder strikt gemaakt, zodat *meer informatie over mij beschikbaar is voor anderen*
2. Soms heb ik de privacy-instellingen strikter ingesteld en soms minder strikt
3. Ik heb de privacy-instellingen strikter gemaakt, zodat anderen *minder informatie over mij kunnen zien*

5.1.3

Welke van deze privacyinstellingen hebt u veranderd?

“nooit” “zelden” “soms” “vaak” “altijd”

1. Ik heb veranderd wie mijn profiel kan zien
2. Ik heb veranderd wie mijn foto kan zien
3. Ik heb veranderd wie kan zien wanneer ik online ben
4. Ik bewaar mijn geschiedenis niet
5. Anders

6.0 Perceptie plezier

Denkend aan de UGC-website die u gebruikt of, indien u er meer dan één gebruikt, uw favoriete UGC-website, kunt u aangeven in hoeverre u het eens bent met de volgende stellingen? U kunt dit doen door de wijzer van de schaal op het aantal punten te zetten dat het beste uw mening weergeeft, waarbij 1 = oneens en 7 = eens.

- 6.1 Het gebruik van UGC-websites is aangenaam
- 6.2 Het gebruik van UGC-websites is leuk
- 6.3 Het gebruik van UGC-websites maakt mij gelukkig
- 6.4 Het gebruik van UGC-websites stimuleert mijn nieuwsgierigheid
- 6.5 Het gebruik van UGC-websites wekt mijn verbeelding op

7.0 Perceptie gebruiksgemak

Nog steeds denkend aan de UGC-website die u gebruikt/uw favoriete UGC-website, kunt u aangeven tot op welke hoogte u het eens bent met de volgende stellingen?

- 7.1 Deze website is makkelijk in gebruik
- 7.2 Ik heb snel geleerd hoe ik deze website dien te gebruiken
- 7.3 Deze website is simpel te gebruiken
- 7.4 Ik heb gemakkelijk onthouden hoe ik deze website moet gebruiken
- 7.5 Het was makkelijk om te leren hoe ik deze website moet gebruiken

8.0 Perceptie Kritische Massa

Wederom denkend aan de UGC-website die u gebruikt/uw favoriete UGC-website, kunt u aangeven tot op welke hoogte u het eens bent met de volgende stellingen?

- 8.1 Veel mensen waarmee ik contact heb gebruiken deze website
- 8.2 De mensen waarmee ik contact heb zullen deze website blijven gebruiken in de toekomst
- 8.3 De mensen waarmee ik communiceer door middel van deze website zullen deze website in de toekomst blijven gebruiken
- 8.4 Veel van de mensen waarmee ik contact heb gebruiken deze website regelmatig

9.0 Gedrag in verband met de algemene voorwaarden en *privacy policy*

De meeste internetwebsites eisen dat gebruikers de algemene voorwaarden accepteren, meestal door het aanklikken van een selectievakje, alvorens u toegang hebt tot de website.

9.1 Hoe accepteert u de algemene voorwaarden wanneer u een account aanmaakt op een website?

- 5= Ik lees altijd de algemene voorwaarden alvorens ik deze accepteer
- 4= Ik lees vaak de algemene voorwaarden alvorens ik deze accepteer
- 3= Ik lees soms de algemene voorwaarden alvorens ik deze accepteer
- 2= Ik lees zelden de algemene voorwaarden alvorens ik deze accepteer
- 1= Ik lees nooit de algemene voorwaarden alvorens ik deze accepteer
- 6= Weet niet/Ik ben er niet zeker van wat dit betekent

9.2 Wanneer u een account aanmaakt op een website die u hiervoor niet hebt gebruikt, leest u dan de privacyverklaring of *privacy policy* van deze website?

Open informatievak *PRIVACY POLICY*.

Op internetwebsites, los van de algemene voorwaarden (of soms als een gedeelte hiervan) zetten privacyverklaringen of *privacy policy* uiteen hoe persoonlijke informatie die gebruikers online zetten wordt gebruikt en wie hier toegang toe hebt.

- 1= Ik lees nooit de *privacy policy*
- 2= Ik lees zelden de *privacy policy*
- 3= Ik lees soms de *privacy policy*
- 4= Ik lees vaak de *privacy policy*
- 5= Ik lees altijd de *privacy policy*

9.2.1 Wanneer u privacyverklaringen of *privacy policy* leest, leest u dan gebruikelijk:

1 = een heel klein gedeelte van de tekst 2 = een gedeelte van de tekst 3 = het meeste van de tekst 4 = de gehele tekst

9.2.2 Wanneer u de *privacy* verklaring/statement of *privacy policy* hebt gelezen, wat zou u dan zeggen:

- 1. Ik weet niet zeker of ik ze wel of niet begreep
- 2. Meestal begrijp ik ze helemaal niet
- 3. Meestal begrijp ik het grootste gedeelte van ze niet
- 4. Meestal begreep ik het grootste gedeelte wel
- 5. Meestal begreep ik ze compleet
- 6. Weet niet/ Ik kan het mij niet herinneren

9.2.3 Hebt u ooit besloten om een website niet te gaan gebruiken of om te stoppen met gebruiken omdat u ontevreden was over de *privacy policy* van de website?

1= Ja, 2=Nee, 3= Weet niet/ Ik kan het mij niet herinneren

9.3.1 Waarom leest u nooit een *privacy*verklaringen of *privacy policy*?

- 1. Ik wist niet van een *privacy policy* af tot op heden
- 2. Ik weet niet waar ik de *privacy policy* kan vinden op een website
- 3. Een *privacy policy* is te lang om te lezen
- 4. Een *privacy policy* is te lastig te begrijpen
- 5. Wanneer ik een account wil op een website geef ik niet om de *privacy policy* van deze website
- 6. De *privacy policy* op een website maakt voor mij geen verschil, want ik heb niets om te verbergen
- 7. De *privacy policy* op een website maakt geen verschil, want de websites negeren de *policy* toch
- 8. Indien de websites mijn privacy willen aantasten zal de wet mij altijd beschermen
- 9. Anders (vul in)

10.0 Besef en houding verwerking van informatie

De informatie die u opneemt in uw account of profiel op een website mag door de houder van de website worden gebruikt voor een aantal doeleinden. Was u zich hiervan bewust?

1= Ja, 2=Nee, 3=Ik weet niet zeker wat dit betekent

10.2A Kunt u aangeven of u er zich van bewust was dat de beheerder van websites de informatie die u hebt opgenomen in uw account kan gebruiken voor:

1 = Ja, 2 = Nee, 3 = Weet niet

10.2B Kunt u aangeven wat u ervan vindt dat websitebeheerders uw persoonlijke informatie van uw account/profiel gebruikt om:

1= Dit is aanvaardbaar, zij hoeven geen toestemming te vragen; 2=Dit is aanvaardbaar, maar alleen met mijn toestemming; 3= Onaanvaardbaar; 4= Niet zeker/weet niet

1. De inhoud die u ziet aan te passen
2. De advertenties die u ziet aan te passen
3. U te contacteren via e-mail
4. De informatie (niet gerelateerd aan uw naam) over uw gedrag te delen met andere onderdelen van het bedrijf
5. De informatie (gerelateerd aan uw naam) over uw gedrag te delen met andere onderdelen van het bedrijf
6. De informatie (niet gerelateerd aan uw naam) over uw gedrag te verkopen aan andere bedrijven
7. Diepgaande informatie over u te verzamelen van hun eigen website en van andere websites en dit beschikbaar te maken voor anderen

10.3 Zou het aanvaardbaar zijn wanneer u een vergoeding krijgt voor de toestemming aan de website om:

1=Ja dit is aanvaardbaar 2=Dit is nooit aanvaardbaar 3=Het is afhankelijk van de hoogte van de vergoeding 4= Ik geef de voorkeur om websitegerelateerde bonussen te ontvangen in plaats van een vergoeding 5= Weet niet

1. De inhoud die u ziet aan te passen
2. De advertenties die u ziet aan te passen
3. U te contacteren via e-mail
4. De informatie (niet gerelateerd aan uw naam) over uw gedrag te delen met andere onderdelen van het bedrijf
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7. Diepgaande informatie over u te verzamelen van hun eigen website en van andere websites en dit beschikbaar te maken voor anderen

Open invulveld bij COOKIES

Behalve de informatie die u zelf beschikbaar hebt gesteld op uw account of profiel, kunnen websites ook toegang hebben tot informatie over uw webactiviteiten, zoals de websites die u hebt bezocht, uw voorkeuren op websites enzovoorts. Websites doen dit door informatie (soms een 'cookie' genoemd) op te slaan via het programma (webbrowsers zoals Internet Explorer, Firefox, Safari etc.) dat u gebruikt om op het web te surfen.

Bent u zich ervan bewust dat websites toegang hebben tot uw informatie over uw activiteiten op het web, door het gebruik van 'cookies'?

1=ja, 2=nee, 3=ik weet niet zeker wat dit betekent

10.4.1 Webrowsers geven u de optie om toestemming te weigeren aan websites om informatie over uw activiteiten op te slaan, door middel van het uitschakelen van 'cookies' op uw webbrowser. Hebt u ooit cookies op uw webbrowser uitgeschakeld?

1=ja 2=nee 3=dat ben ik vergeten/dat weet ik niet

10.4.1.1 Waarom hebt u nog nooit cookies uitgeschakeld?

1. Ik denk niet dat het nodig is
2. Websites werken niet goed wanneer je cookies uitschakelt
3. Websites zijn langzamer wanneer je cookies uitschakelt
4. Ik weet niet hoe ik cookies moet uitschakelen
5. Anders

11. Perceptie privacy-risico's

Kunt u aangeven in hoeverre u het eens of oneens bent met de volgende stellingen over persoonlijke informatie op internet? U kunt dit doen door de wijzer van de schaal op het cijfer te zetten dat het beste uw mening weergeeft, waarbij 1 = oneens en 7 = eens.

11.1 In het algemeen is het risicovol persoonlijke informatie te geven op websites

11.2 Het geven van persoonlijke informatie aan websites zou een groot risico op het verliezen van mijn privacy met zich meebrengen

11.3 Persoonlijke informatie kan verkeerd worden gebruikt door websites

11.4 Het verstrekken van persoonlijke informatie aan websites zal veel onverwachte problemen opleveren

12. Technische bescherming

Denkend aan hoe u zich online gedraagt, kunt u aangeven hoe vaak u het volgende doet:

1 = nooit 2 = zelden 3 = soms 4 = vaak 5 = altijd 6 = ik weet niet wat dit betekent 7 = weet niet hoe

12.1 Probeert u manieren te vinden om controle uit te oefenen op wat mensen u online versturen (zoals selectievakjes die u de mogelijkheid geven om wel of niet in te gaan op bepaalde aanbiedingen)?

12.2 Gebruikt u een pop-up blocker?

12.3 Controleert u uw computer op spy ware? (spionagesoftware)

12.4 Controleert u regelmatig uw surfgeschiedenis?

12.5 Blokkeert u berichten/e-mails van iemand waarvan u geen berichten/e-mails wilt ontvangen?

13. Bezorgdheid over privacy

Geef aan voor elk van de volgende vragen in welke mate u hier bezorgd over bent.

1 = Helemaal niet bezorgd en 5 = zeer bezorgd

- 13.1 Bent u bezorgd over online organisaties die niet zijn wie zij beweren te zijn?
- 13.2 Bent u bezorgd over diefstal van online identiteiten?
- 13.3 Bent u bezorgd over personen online die niet zijn wie zij beweren te zijn?
- 13.4 Bent u bezorgd over wie mogelijk elektronisch toegang heeft tot uw medisch dossier?
- 13.5 Bent u bezorgd dat wanneer u uw creditcard gebruikt om iets te kopen op het internet, uw creditcardnummer zal worden verkregen/onderschept door iemand anders?
- 13.6** Bent u bezorgd dat wanneer u uw creditcard gebruikt om iets te kopen een verkeerd bedrag wordt afgeschreven?

14.0 Slachtoffer privacyschending

14.1 Hoe frequent bent u persoonlijk slachtoffer geweest van wat voor u aanvoelde als een ongepaste inbreuk op uw privacy op het internet, waarbij 1= nooit en 7= zeer frequent

15.0 Media-uitingen

Hoe vaak hebt u het afgelopen jaar gehoord of gelezen over potentieel misbruik van informatie verzameld op het internet waarbij 1= nooit en 7= zeer vaak?

16.0 Belang van privacy

Kunt u aangeven in hoeverre u het eens of oneens bent met de volgende stellingen over persoonlijk informatie waar 1 = oneens en 7 = eens is.

- 16.1 Vergeleken met mijn vrienden ben ik gevoeliger over hoe online bedrijven mijn persoonlijke informatie behandelen
- 16.2 Het behoud van mijn online privacy is voor mij het allerbelangrijkst
- 16.3 Vergeleken met mijn vrienden ben ik meer bezorgd over bedreigingen van mijn persoonlijke privacy

17.0 Sociale normen

- 17.1 Mensen van wie ik de mening / het advies waardeer, vinden dat het behoud van persoonlijke privacy zeer belangrijk is
- 17.2 Mijn vrienden vinden dat ik om mijn privacy moet geven
- 17.3 Mensen die belangrijk voor mij zijn, vinden dat ik voorzichtig moet zijn wanneer ik persoonlijke informatie online openbaar maak

Voor de volgende vragen dient u aan uw gedrag in het algemeen te denken en niet slechts aan uw online gedrag.

18.0 Neiging tot zelfonthulling

Geef de mate aan in hoeverre de volgende stellingen uw communicatie met andere mensen typeert waar 1 = oneens en 5 = eens is.

- 18.1 Ik praat niet veel over mijzelf (R)
- 18.2 Ik praat meestal over mijzelf voor vrij lange perioden
- 18.3 Slechts zelden uit ik mijn persoonlijke overtuigingen en opinies(R)
- 18.4 Zodra ik ben begonnen zijn mijn onthullingen intiem en volledig
- 18.5 Ik geef vaak zonder aarzeling intieme, persoonlijke informatie over mijzelf prijs

19.0 Algemene voorzichtigheid

Denkend aan uw gedrag in het algemeen, niet slechts online.

1 = nooit, 2 = zelden, 3 = soms, 4 = vaak, 5 = altijd

19.1 Versnippert / verbrandt u uw persoonlijke documenten wanneer u deze weggooit?

19.2 Schermt u uw pincode af wanneer u een pinautomaat of pinapparatuur gebruikt?

19.3 Meldt u zich alleen aan bij websites die een *privacy policy* hebben?

19.4 Zoekt u naar een privacy-certificaat op een website alvorens u zich aanmeldt?

19.5 Leest u de complete licentie-overeenkomst alvorens u deze accepteert?

20.0 Demografie

Deze sectie is gerelateerd aan uw informatie. Deze sectie mag u open laten, maar het zou ons onderzoek enorm helpen wanneer u dit invult.

20.1 **Geslacht** 1= man 2 = vrouw

20.2 **leeftijd: ... jaar**

20.3 **Wat is het hoogst genoten onderwijsniveau dat u hebt afgerond?**

1 = Geen officiële school

2 = Lagere school

3 = Middelbare school

4 = Vervolgonderwijs, MBO, HBO, universiteit

20.4 **Beroep**

Niet actief op de arbeidsmarkt	
Verantwoordelijk voor de dagelijkse boodschappen en het huishouden, niet werkend of zonder aanstelling	1
Student	2
Werkloos of tijdelijk werkloos	3
Met pensioen of niet in staat om te werken wegens ziekte	4
Zelfstandige	
Agrariër	5
Visser	6
Zelfstandig beroepsgekwalficeerd (advocaat, arts, accountant, architect enz.)	7
Eigenaar van een winkel, een vakman of een ander zelfstandig beroep	8

Eigenaar van een onderneming of partner in een bedrijf	9
Werknemer	
Onzelfstandig beroepsgekwalficeerde, in dienst (advocaat, arts, accountant, architect, enz.)	10
<i>General manager</i> , bestuurder of werkzaam in het topmanagement, directeur	11
<i>Middle manager</i> , ander management (afdelingshoofd, junior manager, onderwijzer, technicus)	12
Werknemerspositie, hoofdzakelijk werkzaam aan een bureau	13
Werknemerspositie, hoofdzakelijk onderweg voor deze functie (<i>salesman</i> , chauffeur)	14
Werknemerspositie, hoofdzakelijk niet aan een bureau, dienstverlenend (ziekenhuis, restaurant, politie, brandweer enz.)	15
Toezichthouder	16
Geschoolde (hand)arbeider	17
Ander ongeschoolde (hand)arbeider, bediende	18

20.5 Nationaliteit:

Oostenrijks, Belgisch, Brits, Bulgaars, Cyprioot, Tsjechisch, Deens, Nederlands, Ests, Fins, Frans, Duits, Grieks, Hongaars, Iers, Italiaans, Lets, Litouws, Maltees, Pools, Portugees, Roemeens, Slowaaks, Sloveens, Spaans, Zweeds, Anders

20.6 Land van herkomst:

Oostenrijk, België, Bulgarije, Cyprus, Tsjechische Republiek, Denemarken, Estland, Finland, Frankrijk, Duitsland, Griekenland, Hongarije, Ierland, Italië, Letland, Litouwen, Malta, Nederland, Polen, Portugal, Roemenië, Slowakije, Slovenië, Spanje, Zweden, Groot Brittannië, Anders

20.7 Hoe kunt u de regio waar u leeft beschrijven? Stad / Platteland / Voorstad

20.8 Gesproken taal binnenshuis

Baskisch, Bulgaars, Catalaans, Tsjechisch, Deens, Nederlands, Engels, Ests, Fins, Frans, Galisch, Duits, Grieks, Hongaars, Iers, Italiaans, Lets, Litouws, Luxemburgs, Maltees, Pools, Portugees, Roemeens, Slowaaks, Sloveens, Spaans, Zweeds, Anders <Geef aan welke taal>

20.9 Religie: 1 = Boeddhistisch 2 = Christelijk 3 = Hindoeïstisch 4 = Joods 5 = Islamitisch 6 = Sikh 7 = Geen religie 8 = Anders <Geef aan welke religie>