



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 Bulgaria: a quantitative study

Noellie Brockdorff¹, Sandra Appleby-Arnold¹, Liberato Camilleri²,
Marco Montalto¹, Alexandra Tsvetkova³

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

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

³ Law and Internet Foundation, Sofia, Bulgaria

November 2012



*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>

The views expressed in this report are the sole responsibility of the authors
and do not necessarily reflect the views of the European Union

Correspondence about this report should be addressed to
Noellie Brockdorff, Department of Cognitive Science,

Table of Contents

1. Key Findings	3
2. Introduction	5
3. Methodology	9
4. The Sample	9
4.1. General Demographics	9
4.2. General Internet Usage	9
5. Results	12
5.1. Online Behaviour	12
5.1.1. General Behaviour	12
5.1.2. Online Shopping Behaviour	14
5.1.3. UGC-related Behaviour	17
5.2. UGC Perceptions and Attitudes	18
5.3. Disclosure of Personal Information	21
5.3.1. Types of Information	21
5.3.2. Risk Perceptions	22
5.3.3. Awareness and Acceptance	27
5.4. Privacy	33
5.4.1. The Value of Privacy	33
5.4.2. Safeguarding Privacy	34
5.4.3. Dealing with Privacy Policies	36
6. Conclusion	38

Acknowledgements

Appendices	39
A.1 English Online Questionnaire	40
A.2 Bulgarian Online Questionnaire	54

1. Key Findings

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

The Bulgarian sample consists of 480 respondents (5.6% of the total sample), of which 36% male and 64% female, with an average age of 32.5 years and 85% tertiary education. With 94% UGC users (total sample 90%), 10.96 mean years of internet usage (total sample 10.67) and 92.0% using the internet at home every day or almost every day (total sample 93%), it is considered a sample of predominantly *experienced* internet users.

However, this level of experience stands in contrast to the Bulgarian respondents' awareness and behaviour regarding the handling of technical details: 64% are aware of "cookies" (total sample 65%), and less than two out of three respondents actually ever disabled them (Bulgaria 62%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with the Bulgarian sample showing results that are below the overall sample average.

75.8% of Bulgarian respondents indicated that they shop online (total sample 87.4%), with the most active group of online shoppers in the age group of 21-30 years (85%), and a preference to pay at the time of or after delivery. Of those Bulgarian respondents who never bought anything online, 12.3% highlighted their lack of trust in online sellers as a reason for this, which is slightly below the overall sample average (15.4%).

The large proportion of Bulgarian respondents (90.8%) who have ever opened an account with a social networking website (SNS) is slightly above the total sample average (86.7%). Regarding other UGC websites, Bulgarian respondents show similar preferences as the average CONSENT respondent, ranging from 7% having ever created an account with multiplayer online games to 28% with photo/video sharing websites.

As main drivers for the use of SNS sites, Bulgarian respondents indicate their interest in networking (Bulgaria 33.6%, total sample 31%) and the worldwide usage (Bulgaria 14.4%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a lower-than-average interest of Bulgarian respondents in networking effects (Bulgaria 25.9%, total sample 34.4%) which is complemented by a substantial 53.2% who indicate dislike or disinterest; only 7.2% give trust issues as reasons – a proportion which is similar to the total sample average (8.1%). In the reasons given for deleting an account, trust issues and concern about information

misuse and/or disclosure are more strongly indicated (Bulgaria 20.0%, total sample 29.9%). Similar proportional reasons are given for deleting an account with UGC websites.

Regarding the perception of general risks related to the disclosure of personal information on UGC websites, Bulgarian respondents appear to be slightly more apprehensive than the overall average. This applies also to the specific risks perceived (information being used by website owners without the user's knowledge or consent, information used to send unwanted commercial offers, personal safety being at risk, becoming a victim of fraud, or reputation being damaged), where Bulgaria scores mostly slightly higher than the total sample average. Bulgarian respondents also show a specific sensitivity towards the likelihood of their personal safety being at risk, where they score substantially higher than the total CONSENT average (Bulgaria 40.1%, total sample 24.4%).

Generally, Bulgarian respondents show a level of awareness regarding the use of personal information by website owners which is similar to the total sample, and an equally similar level of non-acceptance (Bulgaria 12.4%, total sample 15%). Awareness and acceptance of the use of personal information to customise content and advertising is high as well, and with more variability between countries. Here, the Bulgarian respondents show a comparatively low level of awareness, but an average level of acceptance. However, whilst there appears some form of "balance" between user awareness and user acceptance towards these practices, there are substantially lower levels of acceptance of in-depth gathering of information, selling it, or making it available to others. Such practices are seen as largely unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, again, Bulgarian respondents show a level of non-acceptance similar to the total CONSENT sample (Bulgaria 73%, total sample 74%).

Actual experience of privacy invasions is comparably low with Bulgarian respondents scoring above-average 3.06 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). To safeguard their privacy, 45.1% of Bulgarian respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), and 76.1% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively less respondents from Bulgaria (43%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, and about half of Bulgarian respondents never or rarely actually read a site's terms and conditions (51.2%) or privacy policy (53.0%). If reading the privacy policies, respondents rarely read the whole text (Bulgaria 18.3%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Bulgaria 65.3%, 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 Bulgaria. 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 Respondents²	% 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 Bulgarian 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 Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish. Respondents could choose which language to see the questionnaire in by selecting from a pull-down menu on the first page of the questionnaire.

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

In Bulgaria, multiple on-line publications promoting the questionnaire along with the project were combined with a more personal approach towards the potential participants. Several means of promoting the questionnaire were used (links included where applicable):

- An active banner linked directly to the questionnaire was placed on the main page of Bulgarian partner's website for the period between July and December 2011 (until the survey was closed). Also, a separate article dedicated to the questionnaire and its importance was published on the website in both English and Bulgarian (along with all major events under the CONSENT project).
- An article about the questionnaire was published on the most popular Bulgarian legal portal Lex.bg (with more than 100 000 IMP/daily). A link to the questionnaire was also provided: <http://lex.bg/bg/news/view/43065> (available only in Bulgarian)
- An article on the project and the questionnaire was published in the electronic and the paper editions of Computer World (one of the most influential IT magazines in Bulgaria). A link to the questionnaire was also provided: http://computerworld.bg/37328__proekt_celi_da_pomogne_za_ukrepvane_na_pravnata_zashtita_na_potrebitelite_i_raboteshtite_onlajn (available only in Bulgarian)
- The questionnaire was promoted with a special event created in Facebook. A link to the questionnaire was also provided: <https://www.facebook.com/events/148275375267523/> (available only in Bulgarian)
- Over 800 personalized invitations for participation in the questionnaire were sent to partners, experts and participants in other projects in which the Bulgarian partner is involved. The invitations contained general information about the project as well as a request for further promotion of the questionnaire among their partners, members and staff. A link to the questionnaire was also provided.
- Partners and experts of the Bulgarian partner posted and promoted the questionnaire via their Facebook/LinkedIn/Skype accounts (through more than 1200 posts and personal messages). A link to the questionnaires was provided with each message.

4. The Sample

4.1 General Demographics

The data analysis for Bulgaria is based on a sample size of 480, representing 5.6% of the total number of respondents to the study. The gender distribution for the Bulgarian sample is 36% male and 64% female, and the average age of respondents was 32.5 years with a standard deviation of 10 (average age for all CONSENT respondents: 30). 15% of Bulgarian respondents indicated their highest level of education as secondary school or lower, 85% responded indicating tertiary education, but only 13% of respondents were students. Finally, 97.9% described the area where they live as urban or suburban and only 2.1% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 45% of Bulgarian households had access to the internet. But according to Facebook statistics 67% of internet users were Facebook users⁷, which is above the EU 27 average (51%). Within the CONSENT sample regarding overall UGC usage, Bulgarian respondents are slightly “above average” UGC users (94% 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 Bulgarian sample, this relation between years of internet usage and respondents' age can also be observed, both being similar to the total sample average – at the same time, there is a slight gender variation, and with a “gap” that appears to be increasing with age (more than 30 years, see table below).

Bulgaria: Mean years of Internet Usage by Age and Gender			Mean years of Internet Usage	Standard Deviation	Count
Age	20 years or less	Male	6.50	0.707	2
		Female	7.86	2.268	7
	21-30 years	Male	11.31	3.095	48
		Female	10.60	2.274	83
	More than 30 years	Male	13.06	3.425	31
		Female	10.66	3.849	83

Regarding the respondents' location, there is comparably little variation⁸; furthermore, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

⁸ Additionally, the number of respondents from suburban and rural areas are too small to allow for a substantial interpretation.

	Mean years of Internet Usage	Standard Deviation	Count
Urban	11.11	3.269	247
Suburban	10.43	4.721	7
Rural	10.50	3.697	4

Finally, the high frequency of internet usage at home by Bulgarian respondents (92.0%) stands in stark contrast to the Eurobarometer data (30%⁹ every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 37%¹⁰ for Bulgaria. Such difference is, probably, due to a combination of factors: the lower number of respondents in the CONSENT project as compared to Eurobarometer and Eurostat, the snowball technique of promoting the questionnaire described in section 3 above, and the fact that the questionnaire for the CONSENT project was only available on-line and, consequently, the respondents being mostly people who use the internet frequently.

For the specific usage of internet at work, there are currently no comparable data available.

		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	424	26	6	1	2	2	461
	%	92.0%	5.6%	1.3%	0.2%	0.4%	0.4%	100.0%
At work	Count	413	11	3	1	4	19	451
	%	91.6%	2.4%	0.7%	0.2%	0.9%	4.2%	100.0%

⁹ Base however including non-users.

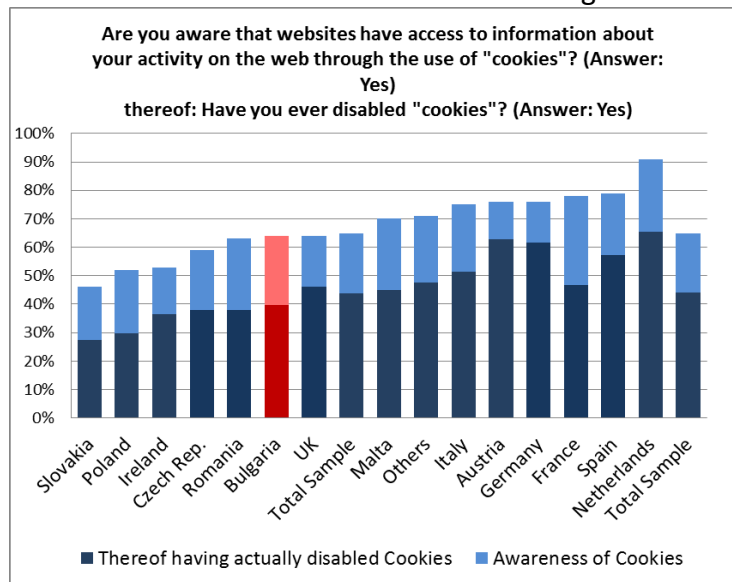
¹⁰ No distinction between usage at home and usage at work.

5. Results

5.1 Online Behaviour

5.1.1 General Behaviour

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

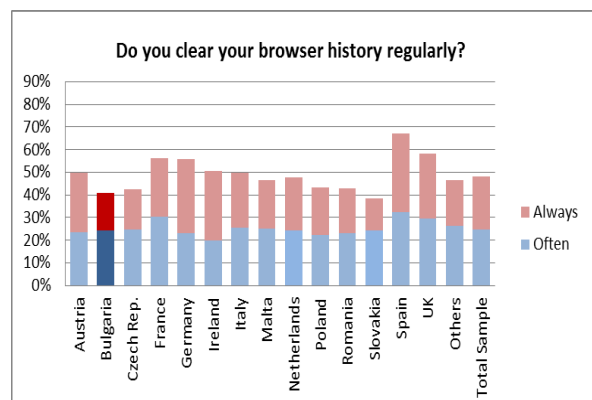
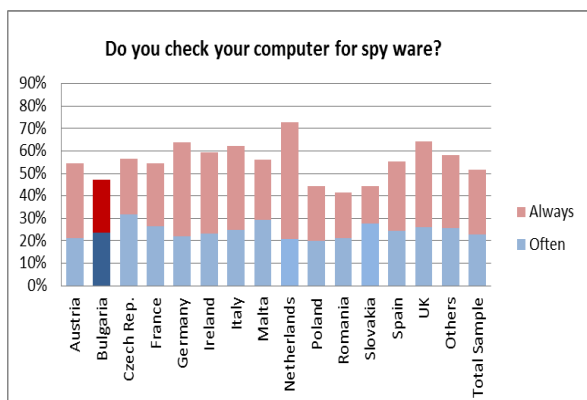
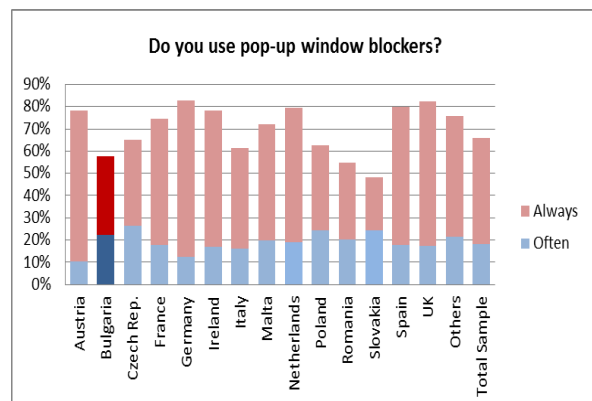
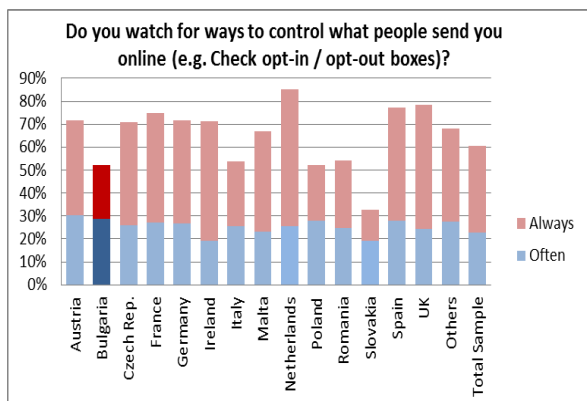


Respondents who disabled cookies.		
Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	93	68%
Ireland	219	69%
Netherlands	207	72%
UK	420	72%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

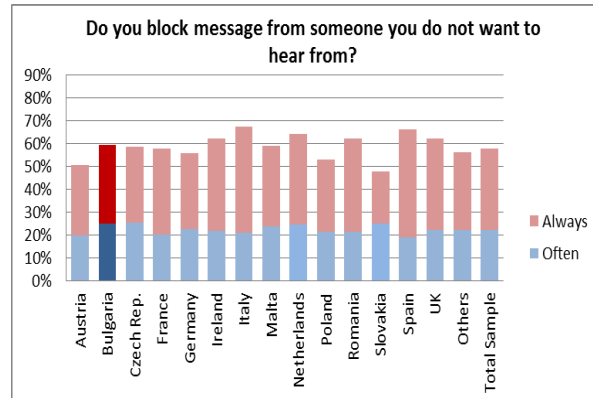
The overall considerably higher frequency of internet usage (at home) within the CONSENT total sample in comparison to the Eurobarometer sample allows for the general assumption that CONSENT respondents are significantly above-average experienced in handling technical details. Here, the Bulgarian respondents show an *awareness* of the use of cookies similar to the overall CONSENT sample (Bulgaria 64%; total sample 65%), within an “East-West divide” (except for Ireland and the UK) that ranges between Slovakia (46%) and the Netherlands (91%).

However, apart from this “average” awareness of cookies indicated by Bulgarian respondents, only 62% of those Bulgarian respondents who were aware of the use of cookies stated that they ever disabled them (total sample 68%). 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.¹¹

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



¹¹ 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.



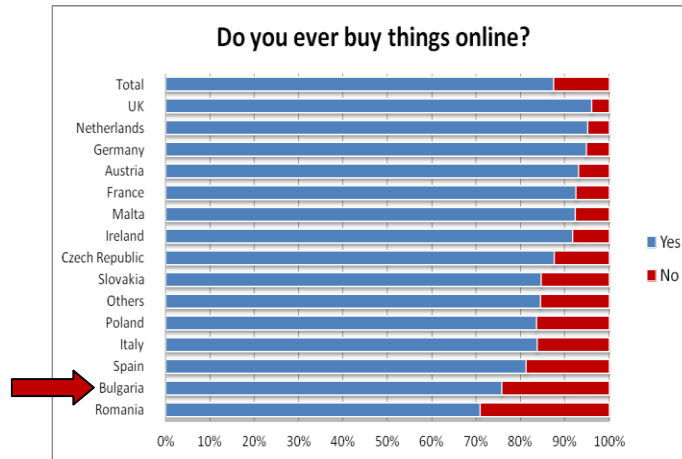
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what 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 blocking messages), Bulgarian respondents show results that are below the total CONSENT sample.

5.1.2 Online Shopping Behaviour

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

Do you ever buy things online? (Answer: Yes)				
Nationality	CONSENT sample	Eurobarometer	Eurostat 2010	Eurostat 2011
Romania	70.8%	26%	9%	13%
Bulgaria	75.8%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	83.8%	35%	25%	27%
Poland	83.6%	56%	45%	45%
Others	84.5%	n.a.	n.a.	n.a.
Slovakia	84.7%	52%	41%	47%
Czech Republic	87.6%	63%	37%	39%
Ireland	91.7%	73%	52%	55%
Malta	92.4%	62%	60%	65%
France	92.5%	66%	69%	66%
Austria	93.1%	62%	60%	60%
Germany	94.8%	72%	72%	77%
Netherlands	95.2%	81%	74%	74%
UK	96.0%	79%	79%	82%
Total Sample	87.4%	60%	57%	58%

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



Bulgaria: Online Shopping practice by Age			Bulgaria: Online Shopping by Location		
Age	Yes	No	Location	Yes	No
20 years or less	50.0%	50.0%	Urban	75.7%	24.3%
21 – 30 years	85.0%	15.0%	Suburban	77.8%	22.2%
> 30 years	68.5%	31.5%	Rural	75.0%	25.0%

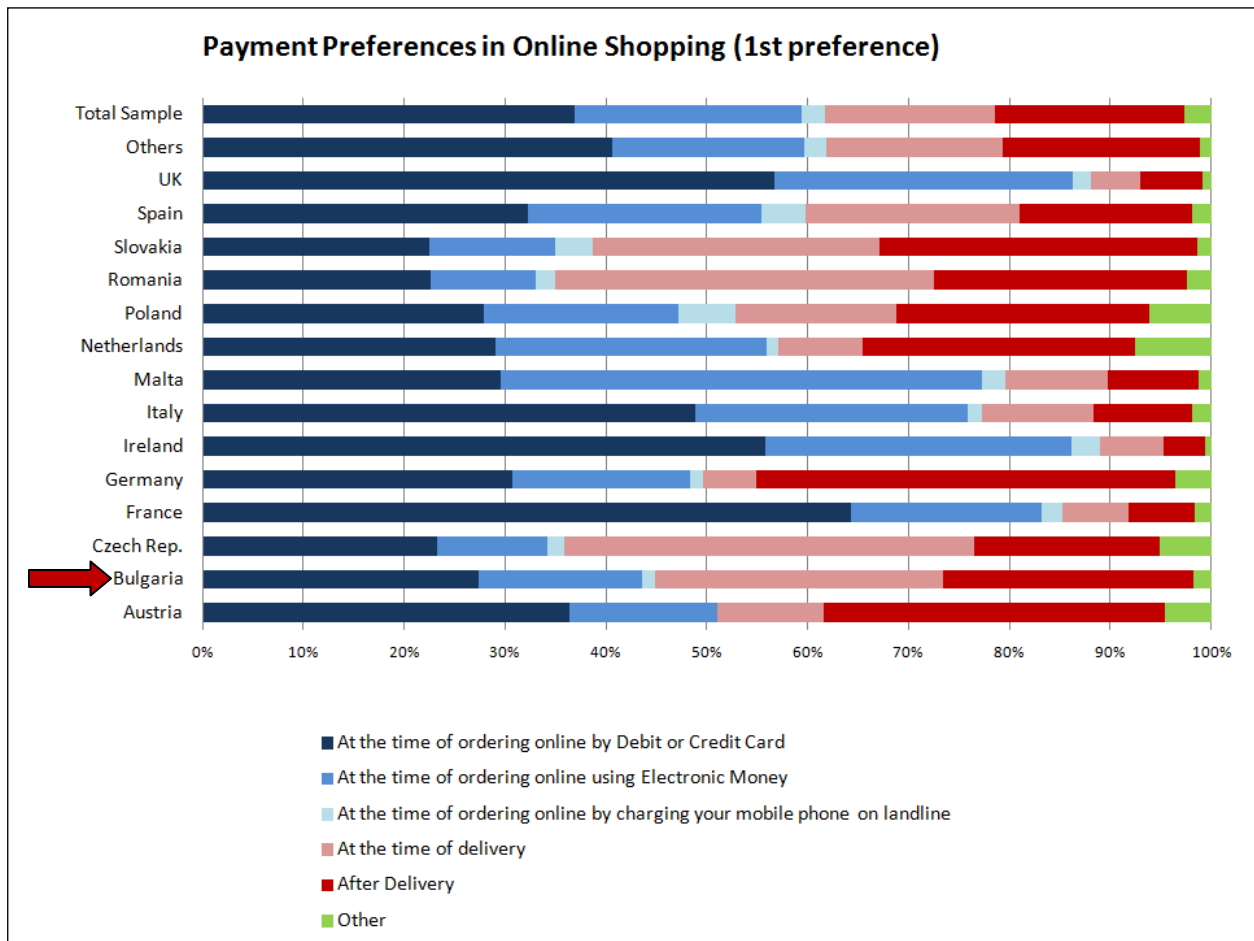
Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% (including Bulgaria with 75.8%) are those traditionally regarded as belonging 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.

The highest incidence of online shopping activity can be observed with Bulgarian respondents aged between 21 and 30 years, but there appears to be *no* substantial link to location (urban / sub-urban / rural).

Regarding online shopping *frequency*, Bulgarian respondents are slightly below average in comparison to other European respondents, with 79.3% shopping between 1-10 times a year (compared to the total sample average of 63.1%), but only 10.8% shopping between 11-20 times a year (total sample 20.5%) and 10.0% more than 20 times a year (total sample 16.4%).

Results also indicate that there is a clearly below-average preference in Bulgaria 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, Bulgarian respondents share with respondents from Germany, Austria and other East European countries a stronger preference for payment to be made at or after the time of delivery. These differences may point at potential trust issues with online shopping providers in these countries, but it may also be a reflection of the availability of the option of payment at or after delivery. As regards Bulgaria, the general lack of initiative to pay at the time of ordering may be related to a general lack of initiative to use on-line payment methods and the relatively high levels of media interest towards cases of on-line fraud and the

stealing of banking card information. Such cases are usually presented by Bulgarian media as leading news which might be a reason for lower levels of trust when providing payment-related data online, and especially before receiving the purchased items and/or services.



Generally, the issue of lack of trust was highlighted by a certain proportion of those Bulgarian respondents who have never bought anything online: Of the 309 responses (multiple answers were allowed in the question “Why haven’t you bought anything online?”), 12.3% stated lack of trust in online sellers was their reason for refraining from online shopping, whereas this trust issue ranges from 5.6% (France) to 46.2% (Malta) with a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: a dislike to disclose financial details online (Bulgaria 15.9%, total sample 14.9%), a fear that when receiving things bought online they will not be what was ordered (Bulgaria 18.8%, total sample 14.2%) and the shopping experience itself – not being able to “see/touch/try things” (Bulgaria 29.1%, 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, there appears to be a slightly increasing preference for payment at the time of delivery (and decreasing acceptance of payment at the time of ordering) with the Bulgarian respondents’ age increasing.

Bulgaria: 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	4	1	0	0	2	1	8
	Percentage	50.0%	12.5%	0.0%	0.0%	25.0%	12.5%	100%
21 – 30 years	Count	66	40	2	58	58	1	225
	Percentage	29.3%	17.8%	0.9%	25.8%	25.8%	0.4%	100%
> 30 years	Count	32	20	2	46	32	4	136
	Percentage	23.5%	14.7%	1.5%	33.8%	23.5%	2.9%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Bulgaria	Count	414	42
	Percentage	90.8%	9.2%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Bulgaria	Percentage	62%	38%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Bulgarian respondents having ever opened a SNS account is slightly above the overall CONSENT results, whereas in the Eurobarometer study Bulgarian users range below the EU27 average. Further analysis reveals that there is a certain difference in opening a SNS account amongst those living in an urban (91%), suburban (89%) or rural (63%) areas, but the numbers of suburban/rural respondents are, again, too low to allow for a meaningful interpretation.

With which UGC websites have you ever created an account for your personal use?				
	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	155	18.4%	2,422	16.7%
Dating websites such as parship. com	63	7.5%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	238	28.3%	4,047	27.9%
Websites which provide recommendations and reviews, such as Tripadvisor	159	18.9%	2,574	17.8%
Micro blogging websites such as Twitter	64	7.6%	1,970	13.6%

Wiki sites such as Wikipedia, my-heritage	104	12.4%	1,675	11.6%
Multi-player online games	59	7.0%	1,161	8.0%

Regarding other UGC websites, Bulgarian respondents show similar preferences as the average CONSENT respondent, ranging from 7% having ever created an account with multiplayer online games to 28% with photo/video sharing websites. Only regarding dating websites, Bulgarians show slightly above-average results (Bulgaria 7.5%, total sample 4.5%).

5.2 UGC Perceptions and Attitudes

Between the different SNS websites available, Bulgarian respondents gave a clear preference to Facebook, 99.7% of them having ever opened an account, in contrast to 96.7% of total respondents. 21.7% of Bulgarian respondents indicated that they had opened an account with Netlog, 14.1% with MySpace, and 11.0% with Google+.

Why would you miss this SNS website (Facebook)?				
	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	121	33.6%	2,751	31.0%
It's easier to use than other sites	27	7.5%	630	7.1%
It has more features than other sites	23	6.4%	683	7.7%
I trust this site more than other sites	14	3.9%	311	3.5%
It's easier to meet new people on this site	14	3.9%	405	4.6%
It is more fashionable	17	4.7%	524	5.9%
It is used worldwide	52	14.4%	1,347	15.2%
It gives you information quickly	46	12.8%	1,035	11.7%
You can find out what is happening worldwide	36	10.0%	893	10.1%
Other	10	2.8%	301	3.4%

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

Why don't you use your account with this SNS site?				
	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	4	2.9%	128	4.0%
This type of website no longer interests me	31	22.3%	952	29.6%
I tried the website but found I didn't like	43	30.9%	573	17.8%
I no longer trust the company running the website	2	1.4%	112	3.5%
My friends / colleagues no longer use this website	36	25.9%	1,105	34.4%
I was concerned about use of information about me	8	5.8%	147	4.6%
Other	15	10.8%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a slightly lower-than-average interest of Bulgarian respondents in networking effects (Bulgaria 25.9%, total sample 34.4%) which is complemented by a substantial 53.2% who indicate dislike or disinterest; only 7.2% give trust issues as a reason (compared to the total sample average of 8.1%).

Why did you delete your account with this SNS site?				
	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	2	13.3%	277	15.5%
The website no longer interests me	6	40.0%	569	31.8%
I no longer trust the company running the site	0	0.0%	130	7.3%
My friends / colleagues no longer use this website	1	6.7%	334	18.7%
I was concerned about use of information about me	2	13.3%	183	10.2%
I want the content that I have created on the website to be deleted	1	6.7%	222	12.4%
Other	3	20.0%	75	4.2%

In the reasons given for *deleting* the account, trust issues and concern about information misuse and/or disclosure are more strongly indicated by Bulgarian respondents as well as the average CONSENT respondent (Bulgaria combined 20.0%¹², total sample 29.9%) than was the case for simply not using the account. However, dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

Why did you delete your accounts with UGC websites?				
	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	69	19.7%	1,012	17.0%
The website no longer interests me	139	39.6%	2,070	34.8%
I no longer trust the company running the site	13	3.7%	305	5.1%
My friends no longer use this website	11	3.1%	455	7.7%
Membership of the website is not worth the money	3	0.9%	304	5.1%
I was concerned about use of information about me	41	11.7%	664	11.2%
I want the content that I have created on the website to be deleted	45	12.8%	685	11.5%
I don't want people to know that I have used this website	21	6.0%	327	5.5%
Other	9	2.6%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is similar to the one for deleting a SNS account. 34.2%¹³ of Bulgarian respondents claimed that they deleted accounts

¹² 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". However, the total number of Bulgarian respondents is too low for a valid result.

¹³ 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".

with UGC websites because of privacy or trust issues, being as such even slightly above the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 59.3%) remain, however, again the stronger motivators.

Bulgaria: 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	26	45.6%	441	54.7%	381	52.6%
Hadn't heard of this type of website before now	7	12.3%	37	4.6%	44	6.1%
Didn't know you could open an account with websites like this before now	0	0.0%	28	3.5%	23	3.2%
None of my friends use this website	3	5.3%	30	3.7%	31	4.3%
It is not worth the money	2	3.5%	18	2.2%	7	1.0%
I was concerned about use of information about me	2	3.5%	11	1.4%	31	4.3%
I visit these sites but don't feel the need to become a member	17	29.8%	241	29.9%	207	28.6%

The main reason for *not opening* an account with an UGC (non-SNS) site appears to be also the lack – or loss – of interest, which is independent from age. The specific concern about information disclosure, however, is slightly increasing with the respondents' age, and although this percentage remains relatively low in Bulgarian respondents (4.3%) 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?	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	14	4%	97	1%
Financial Information	41	10%	194	3%
Work history	147	37%	2,074	30%
ID card / passport number	40	10%	173	3%
Name	335	83%	5,679	83%
Home address	75	19%	1,028	15%
Nationality	236	59%	3,966	58%
Things you do (hobbies etc.)	181	45%	3,626	53%
Tastes and opinions	141	35%	3,002	44%
Photos of you	236	59%	4,635	68%
Who your friends are	166	41%	3,731	55%
Websites you visit	62	15%	1,138	17%
Mobile phone number	145	36%	1,527	22%
Email address	347	86%	5,434	79%
Other	10	3%	243	4%

There are some differences between Bulgaria and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding the disclosure of friends’ relationships, of photos, of hobbies and of tastes and opinions, where Bulgarian respondents reveal less information than the total sample average.¹⁴ On the other side, Bulgarian respondents reveal their mobile phone number substantially more often than the average CONSENT respondent. Additionally, there are some differences to the results of the Eurobarometer survey, which split the question between information released on SNS websites and information given in the context of online shopping:

Eurobarometer Survey: Which types of information have you already disclosed?	Bulgaria		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	2%	3%	3%	5%
Financial Information	16%	5%	33%	10%
Work history	5%	8%	5%	18%

¹⁴ This may, partially, be related to the fact that, in Bulgaria, there are a number of relatively popular websites and Facebook pages dedicated to ridicule and humiliate a particular person or types of persons by exposing their photographs or modified versions thereof, and posting humiliating texts. Additionally, these differences may be a result of the remaining influence of the conservative patriarchal morals and values and general reluctance to reveal details of personal life.

ID card / passport number	25%	14%	18%	13%
Name	84%	76%	90%	79%
Home address	79%	25%	89%	39%
Nationality	29%	47%	35%	47%
Things you do (hobbies etc.)	3%	42%	6%	39%
Tastes and opinions	4%	31%	5%	33%
Photos of you	4%	54%	4%	51%
Who your friends are	2%	34%	2%	39%
Websites you visit	6%	17%	4%	14%
Mobile phone number	42%	18%	46%	23%
Other	1%	0%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Bulgarian respondents in the Eurobarometer study are fairly similar, but the Bulgarian (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 (Bulgaria 79%, EU27 89%) and on SNS websites (Bulgaria 25%, 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.

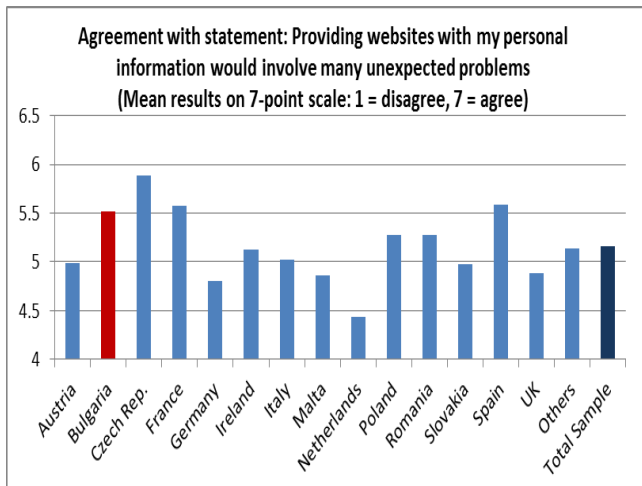
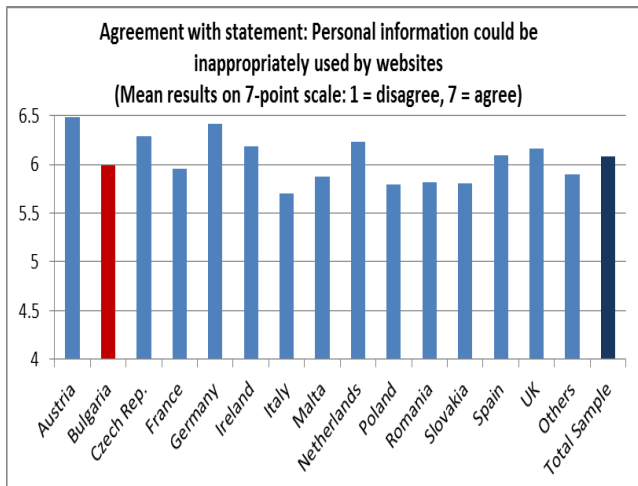
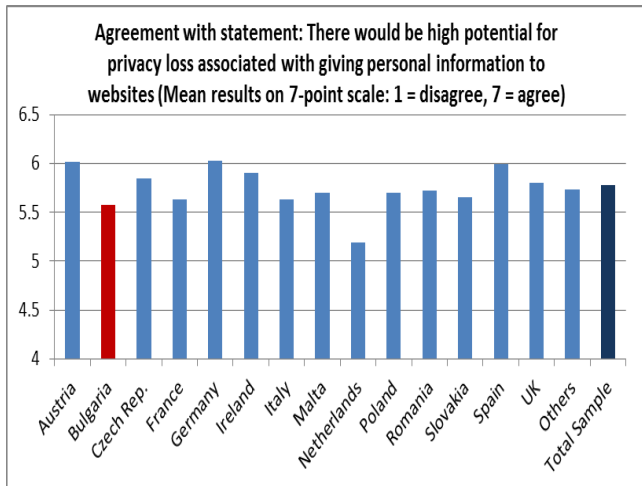
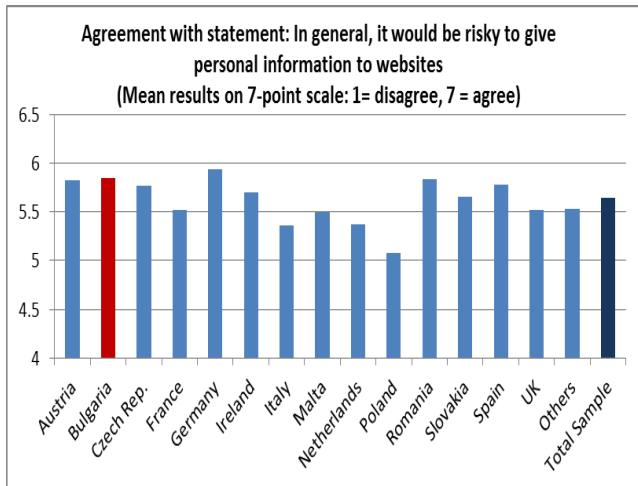
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Bulgaria	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.85	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.58	5.78
Personal information could be inappropriately used by websites	5.99	6.08
Providing websites with my personal information would involve many unexpected problems	5.52	5.16

The set of results in the table above relates to general risk perceptions: Bulgarian respondents, whilst mostly agreeing that giving personal information online is risky, perceive this to be more or a risk than the overall CONSENT average. Similarly, in the Eurobarometer survey 34% of Bulgarian respondents (EU27: 33%) agreed with the statement that disclosing personal information “is not a big issue”, whereas 60% disagreed (EU27: 63%); but 77% of the Bulgarians (EU27: 74%) agreed with the statement that “disclosing information is an increasing part of

modern life”¹⁵ – 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”.

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



¹⁵ 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')	Bulgaria		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	292	78.0%	4,872	73.9%
Information being shared with third parties without your agreement	288	76.4%	4,799	72.7%
Information being shared to send you unwanted commercial offers	298	80.7%	5,342	80.9%
Your personal safety being at risk	145	40.1%	1,596	24.4%
Becoming victim of fraud	134	37.3%	2,082	31.8%
Being discriminated against (e.g. job selection)	66	18.6%	1,491	22.9%
Reputation being damaged	88	24.6%	1,638	25.1%

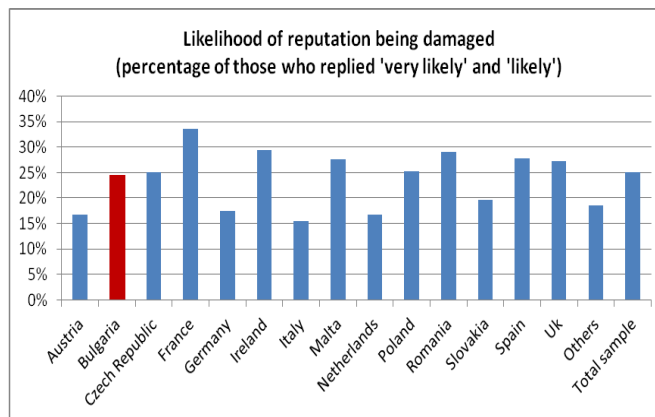
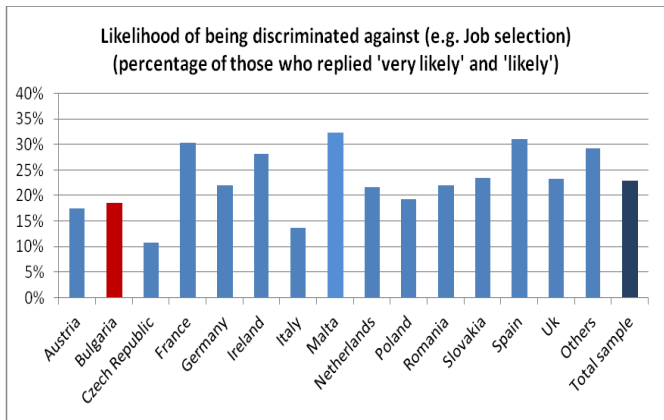
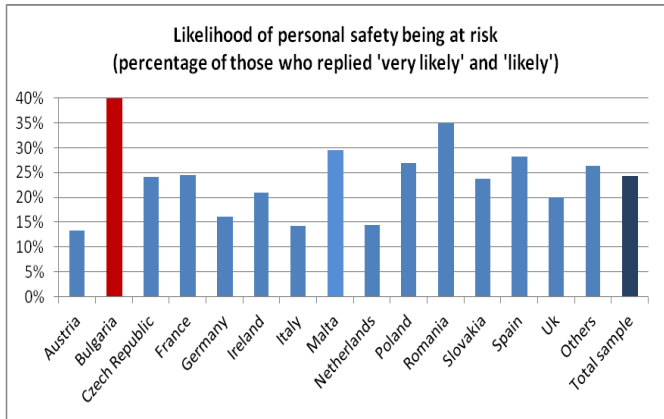
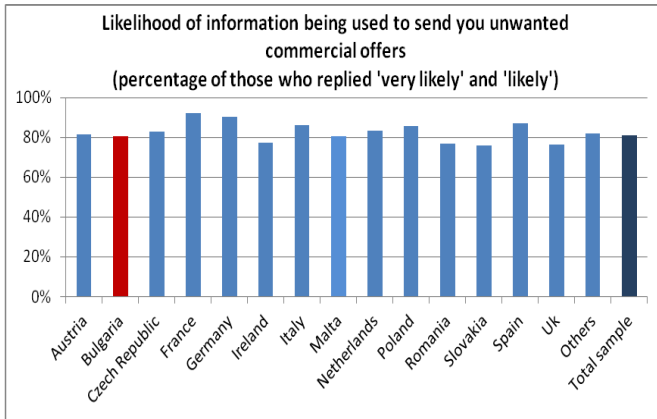
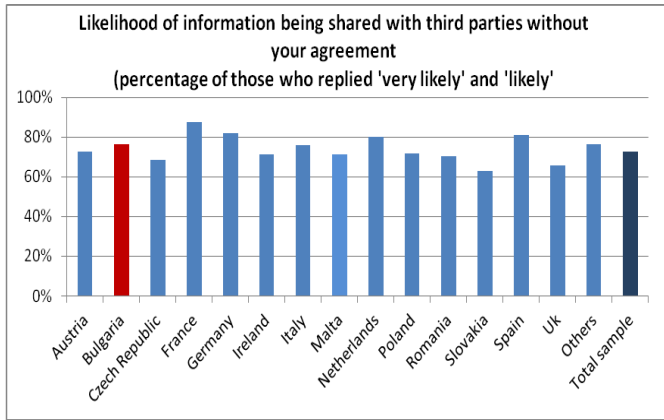
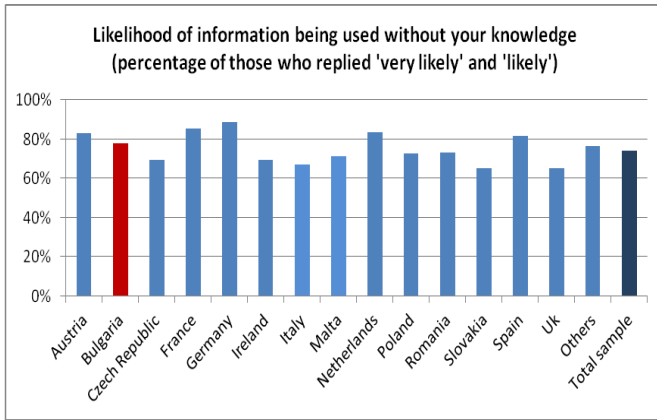
Eurobarometer	Bulgaria		EU27	
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	45%	58%	43%	44%
Information being shared with third parties without your agreement	43%	38%	43%	38%
Information being shared to send you unwanted commercial offers	45%	25%	34%	28%
Your personal safety being at risk	15%	21%	12%	20%
Becoming victim of fraud	36%	39%	55%	41%
Being discriminated against (e.g. job selection)	1%	1%	3%	7%
Reputation being damaged	4%	7%	4%	12%

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

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

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

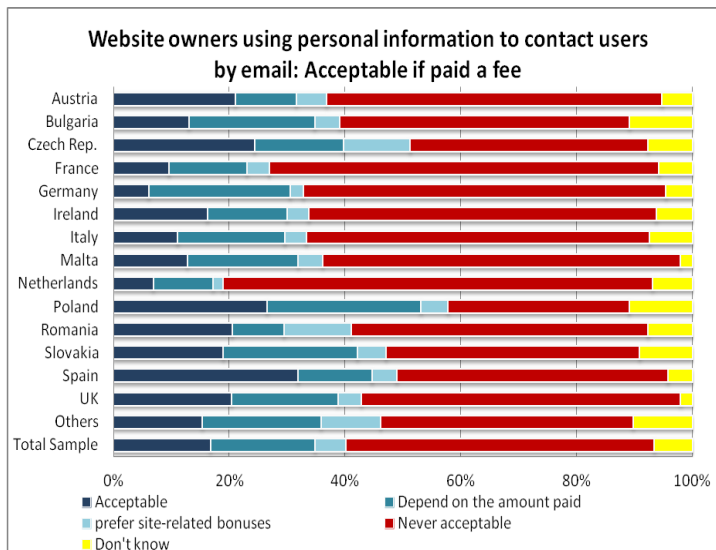
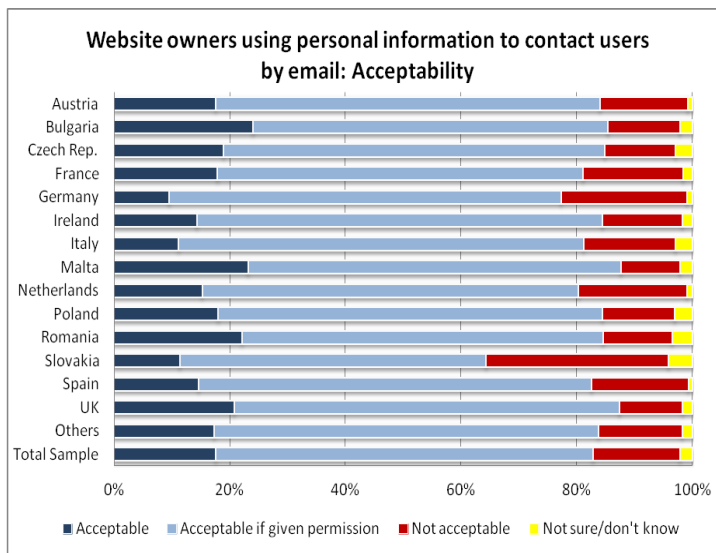
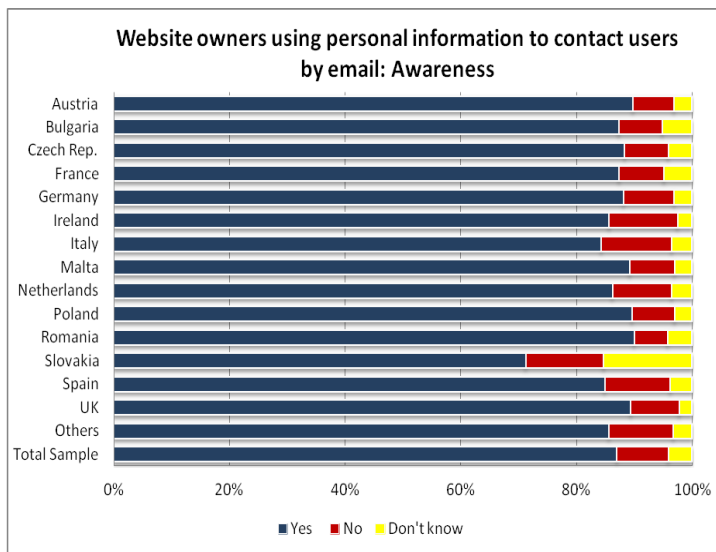
It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat “homogenous” on a similarly high level across countries; however, Bulgarian respondents appear, here, to perceive risks at a similar (or slightly higher) level as/than the average CONSENT respondent. However, there are larger disparities in perception of the more personal risks such as personal safety, risk of job discrimination, the risk to personal reputation and becoming the victim of fraud. Here, respondents from Bulgaria show a specific sensitivity towards the likelihood of their personal safety being at risk, where they score substantially higher than the total CONSENT average. A reason for such result may lie not within the specific internet usage experience of Bulgarian respondents, but in a generally higher level of perceived insecurity as regards the mentioned risks which might ensue from the existing problems and low inefficiency of the police and judicial system, for which there are numerous examples.



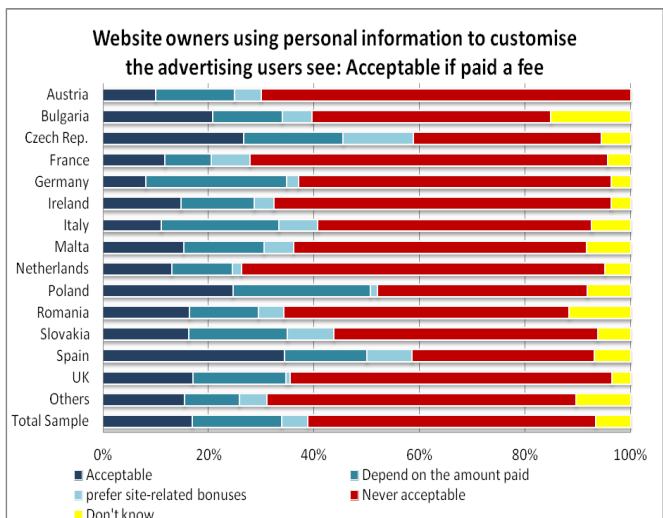
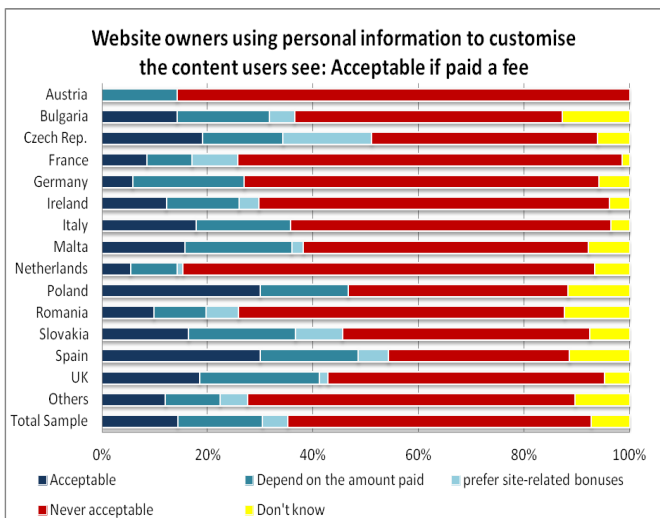
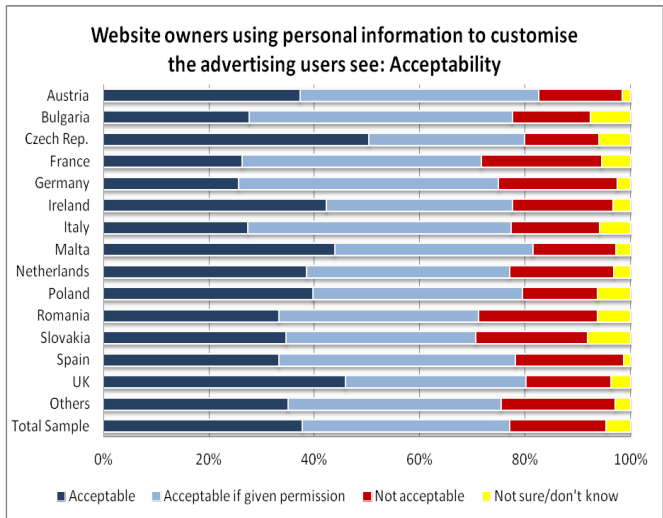
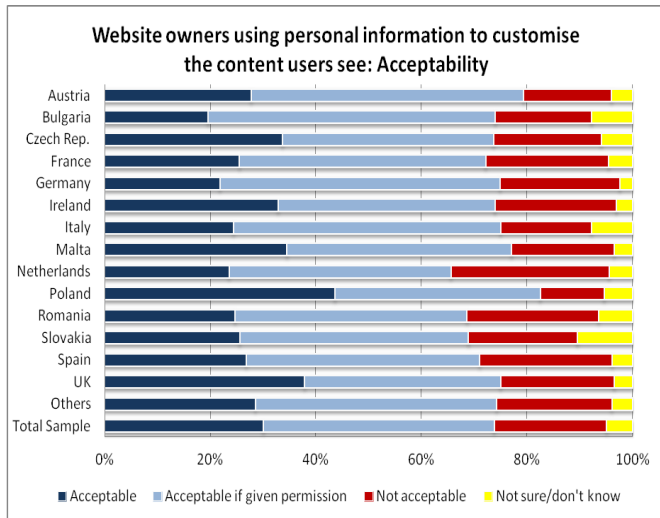
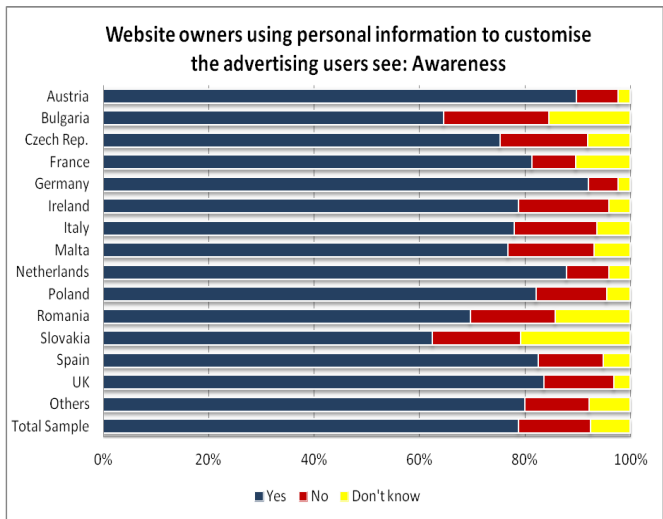
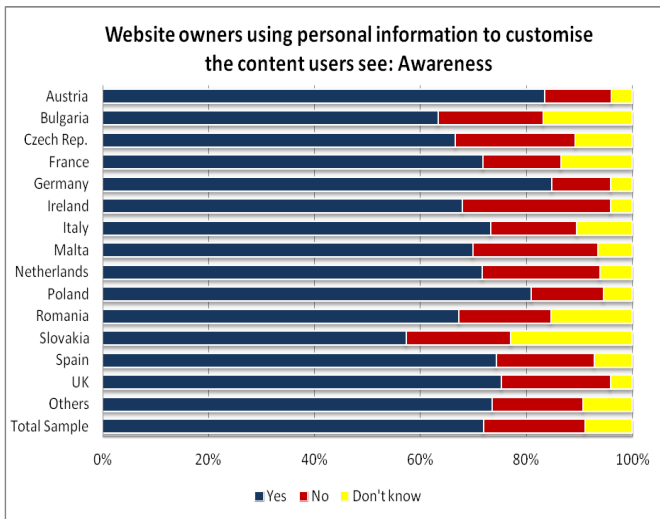
5.3.3 Awareness and Acceptance

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

Generally, Bulgarian respondents show a level of awareness about the use of personal information which is similar to the average CONSENT respondent, within a range between Ireland and Slovakia at the lower end, and Austria and Germany at the upper end. But these differences cannot be simply ascribed to national differences in internet exposure or internet experience. Here, awareness (or non-awareness) may also be linked to internet-related local information policies and regulations.

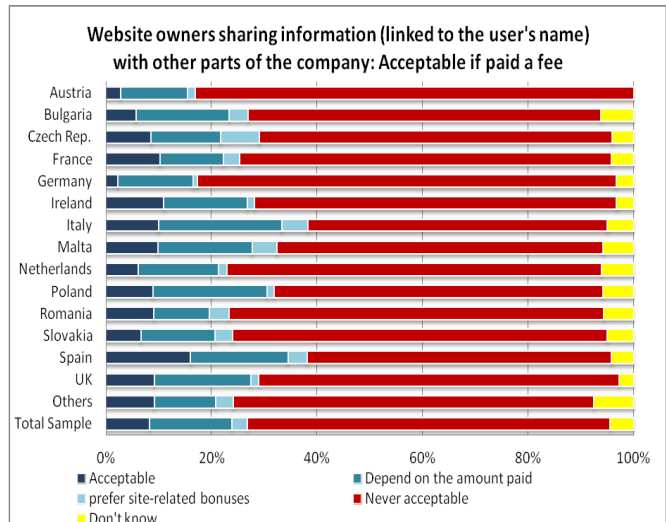
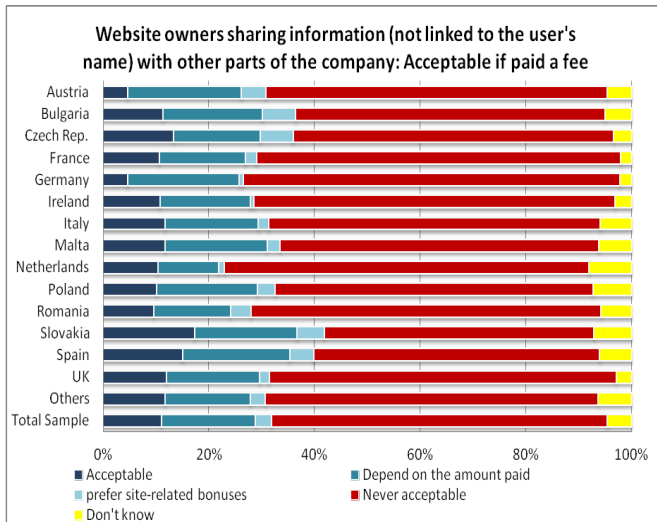
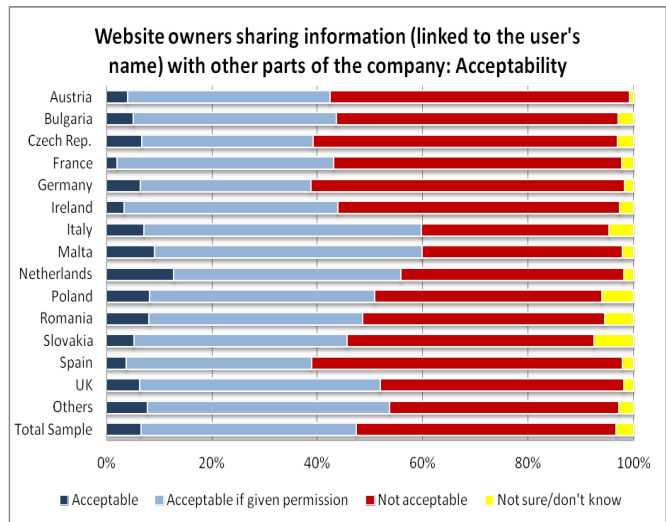
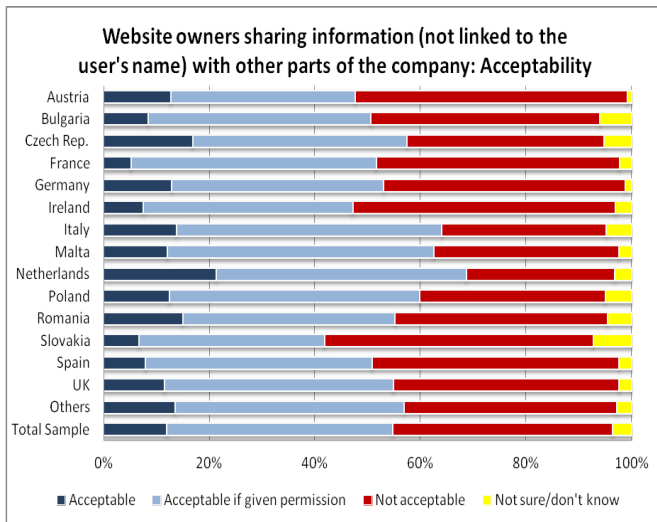
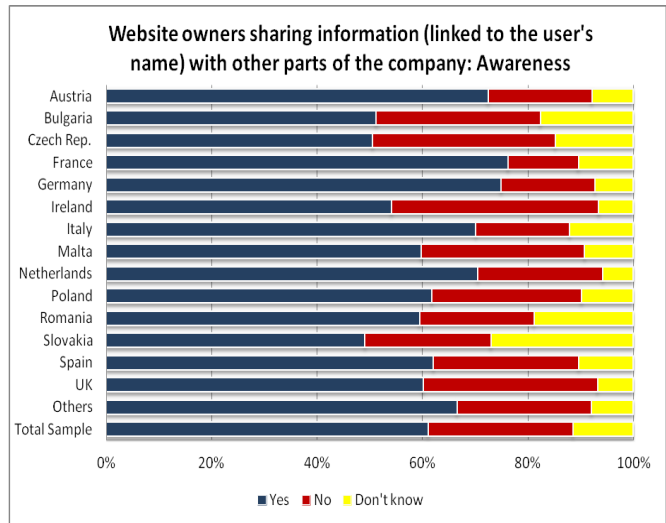
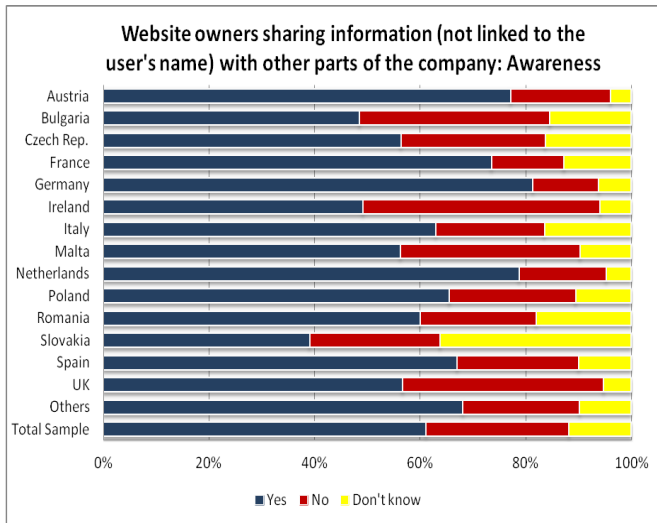


Base: Only respondents who answered that it was unacceptable to contact users by email.



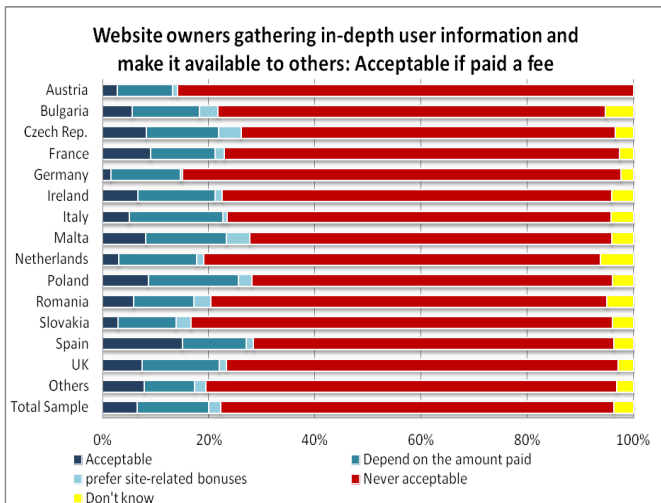
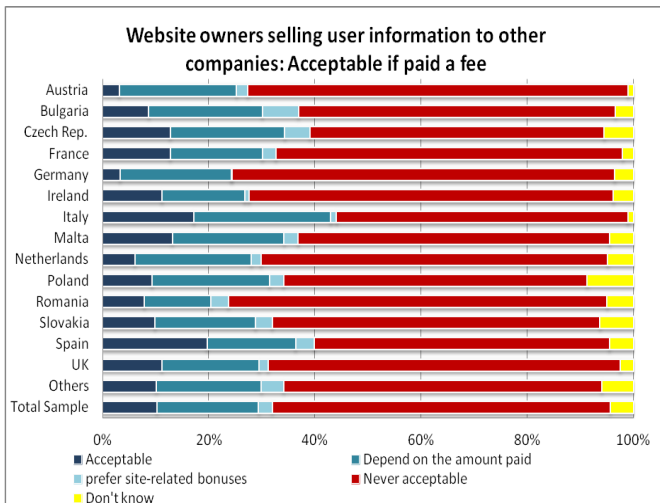
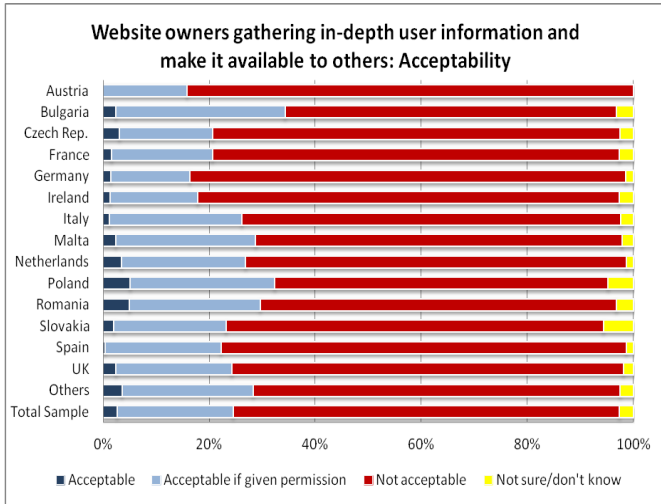
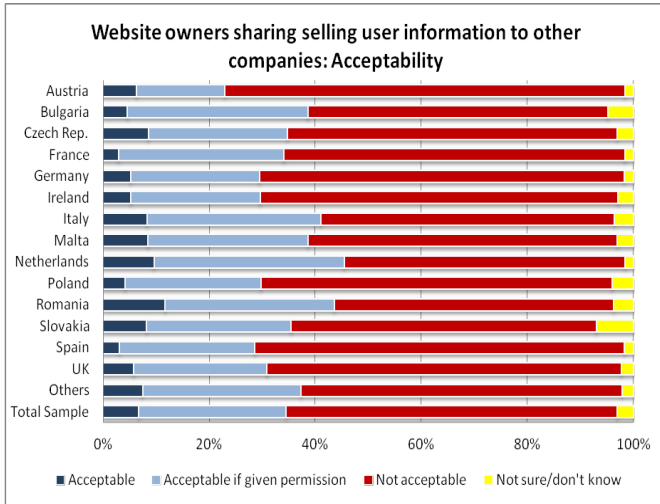
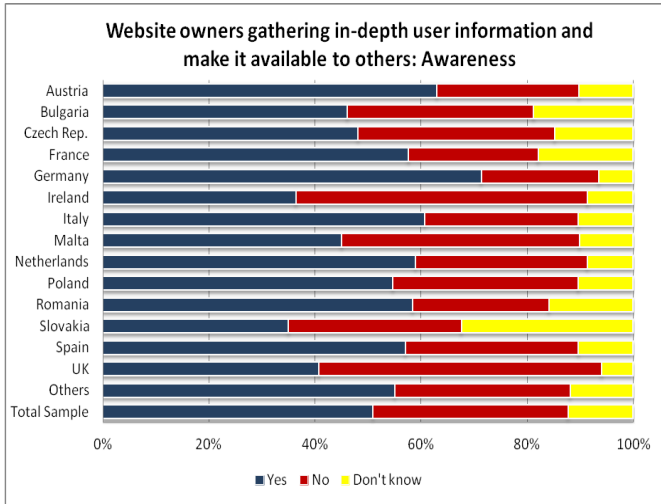
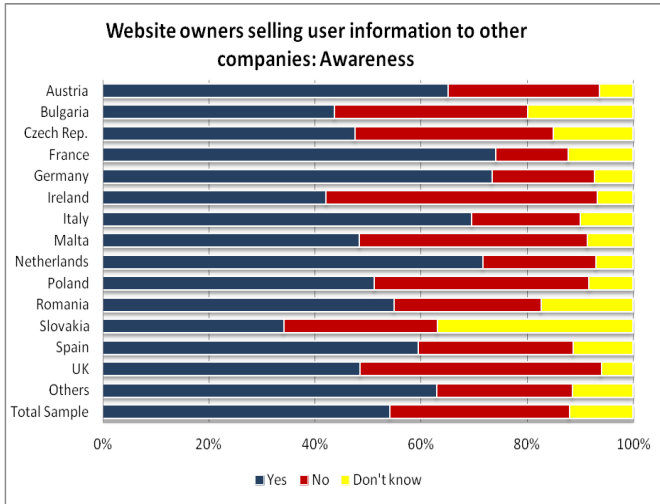
Base: Only respondents who answered it was unacceptable to customize the content users see.

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



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

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



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

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

Regarding the awareness – and acceptance – of specific purposes, the use of personal information by website owners to contact users by email appears to be known about and accepted by most respondents. There are uniform high levels of awareness (above 84%) and acceptance (above 77%) of use of information by website owners to contact users by email, and the large majority of those who deem it acceptable for website owners to use information to contact users by email think that this should only be done if permission has been granted by users. Here, Bulgaria shows levels of awareness and acceptance which are similar to the total sample average (awareness: Bulgaria 87.3%, total sample 87.0%; non-acceptance: Bulgaria 12.4%, total sample 15%).

Of those who do not think it acceptable for information to be used to contact them by email, in most countries the majority still think it unacceptable even if they were to be paid a fee. Here, again, Bulgarian respondents are similar to the total CONSENT average (Bulgaria 50%, total sample 53%).

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

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

However, whereas in being contacted by email as well as in the customisation of content and advertising there still appears to be some form of "balance" between user awareness and user acceptance, overall acceptance levels are clearly decreasing when personal information (both linked and not linked to the user's name) is being shared with other parts of the website owner's company. Gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Bulgarian respondents show a level of non-acceptance similar to the total CONSENT sample (Bulgaria 73%, total sample 74%).

5.4 Privacy

5.4.1 Experience of Privacy Invasions

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

Actual experiences of invasions of privacy are, as is to be expected, much lower than second-hand experience of misuse of information on the internet. Bulgarian respondents score slightly higher than the total sample average in the personal invasion of privacy, but lower in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 50% of Bulgarian respondents had “heard” about violation of privacy or fraud (EU27: 55%), but only 5% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 7% of the Bulgarians actually reported an abuse of personal information.

5.4.2 Safeguarding Privacy

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

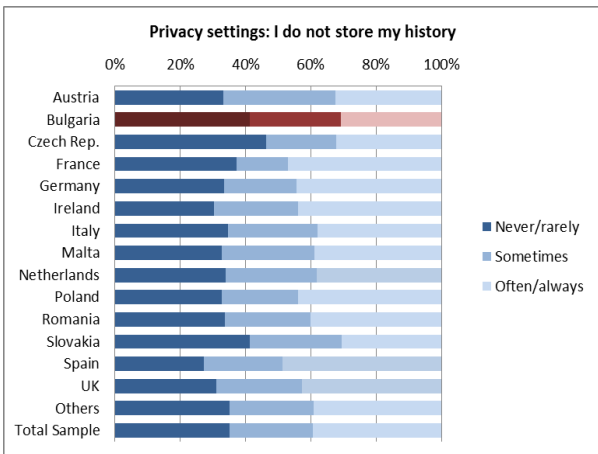
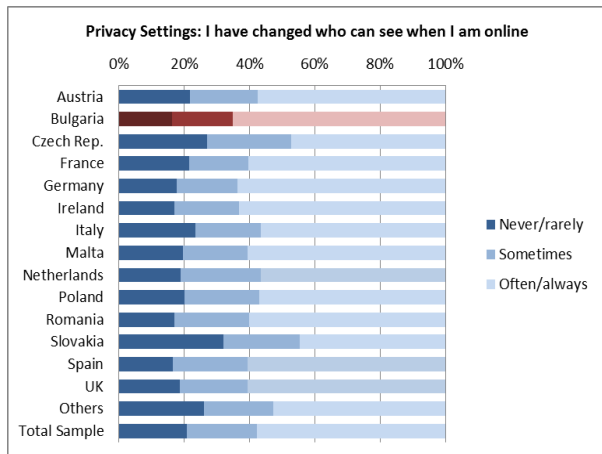
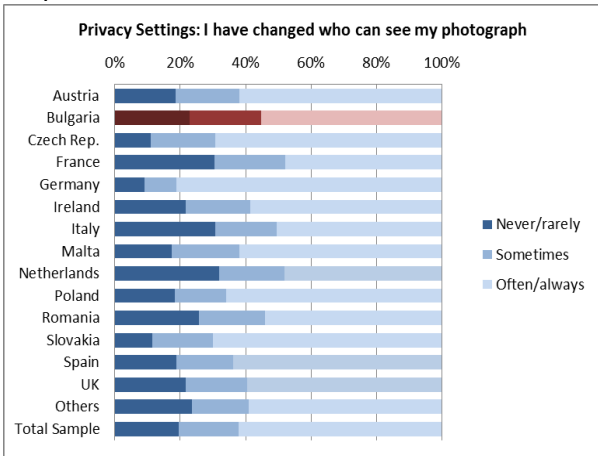
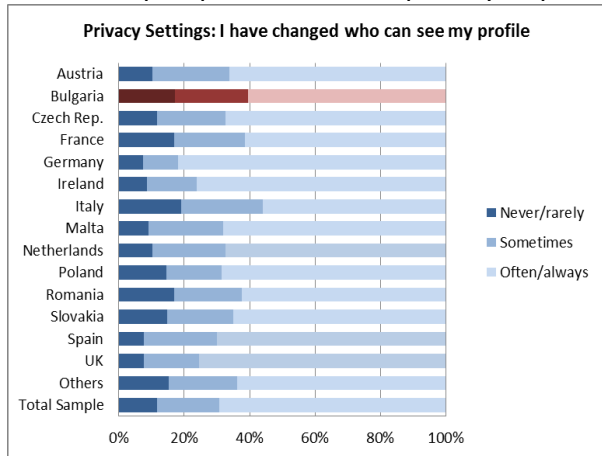
In respect to the question how the respondents safeguard their privacy, 45.1% of the Bulgarian respondents often or always change the privacy settings of their personal profiles on UGC sites. This is below the overall sample average (53.5%). Bulgarian respondents who never or rarely changed privacy settings amounted to 21.2% which is compared to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents “ever tried to change the privacy settings”. There, Bulgarian respondents gave a similar picture (33%; 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 have 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.

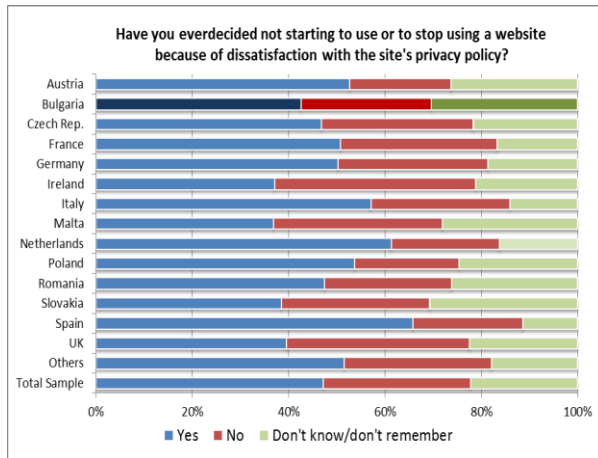
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Bulgaria: 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
Bulgaria	Count	12	71	265
	Percentage	3.4%	20.4%	76.1%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Bulgarian 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 exception of changing who can see one's profile, Bulgarian respondents appear, here, to be generally less restrictive than the total CONSENT average. Additionally, in the setting of who can see one's photograph the widest disparities between country results can be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.



5.4.3 Dealing with Privacy Policies



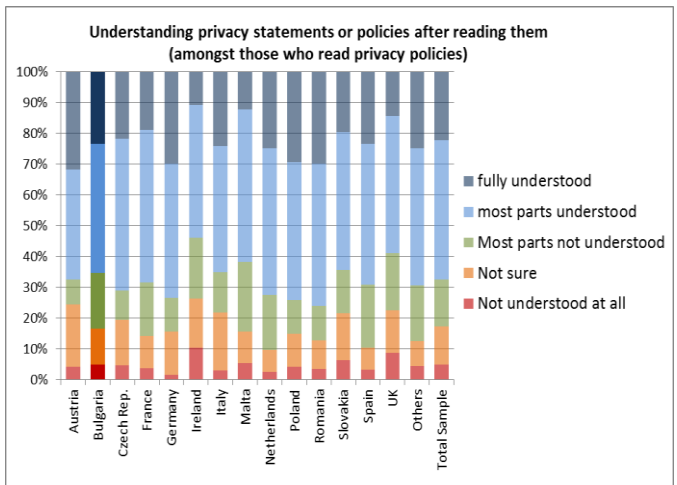
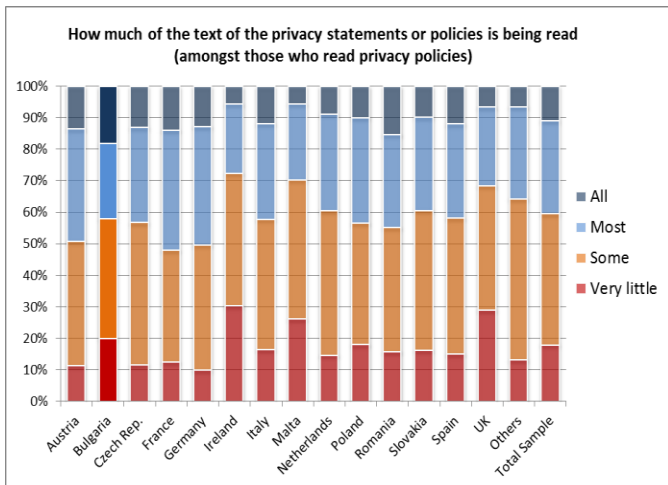
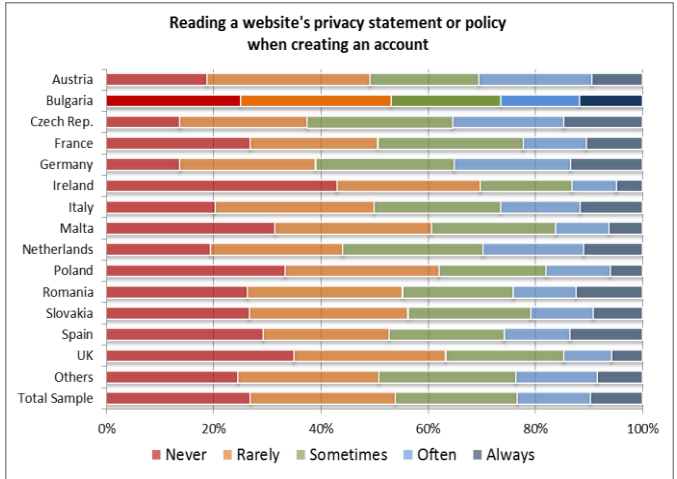
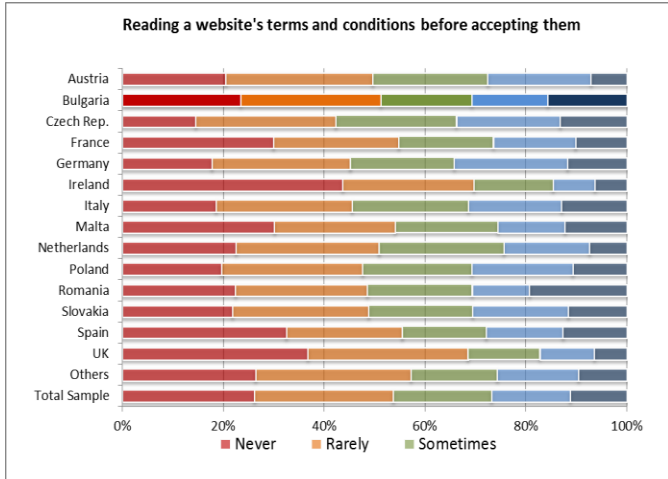
There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparatively smaller proportion of Bulgarian respondents (43%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy, which is at the lower end of the range together with Malta (37%), Ireland (37%), Slovakia (39%) and the UK (40%).

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 Bulgaria (51.2%) rarely or never read the terms and conditions before accepting them. A small core of respondents always read terms and conditions, 15.6% amongst Bulgarian respondents do so which is above the sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Bulgaria 53.0%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%), whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies (total sample 10.2%). This higher score may be due to the relatively low number of respondents and the type of the respondents many of whom may be working or have experience in the field of internet law, personal data protection, etc. due to the way the Bulgarian questionnaire was distributed.¹⁶ Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). 65.3% of Bulgarian respondents claim to understand usually most or all of what they read in privacy policies.

¹⁶ See Section 3. The questionnaire was published on the website of Law and Internet Foundation, the biggest Bulgarian Legal Portal (lex.bg) and was distributed to partners, experts and participants in other projects with the Bulgarian partner.



6. Conclusion

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

However, Bulgarian CONSENT respondents do clearly perceive increased risks – and unexpected problems – regarding the disclosure of personal information on UGC websites, and they are particularly concerned about their personal safety being at risk.

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

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

Probing these reported contradictory practices – i.e. perception of increased risks and increased non-acceptance levels but lack of taking measures to secure privacy (privacy settings and technical measures) – 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 kinds of websites?

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

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

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

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

- 1=yes 2=no

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

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

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

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

3.0 Disclosure Behaviour on UGCs

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

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

16. Don't know

4.0 Perceived Risks

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

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

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

5.0 Behaviour relating to Privacy Settings

Open information box on PERSONAL PROFILES

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

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

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

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

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

5.1.2 How have you changed the privacy settings?

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

5.1.3 Which of these privacy settings have you changed?

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

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

6.0 Perceived Playfulness/Ease of Use/Critical Mass

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

6.2 Using UGC sites is fun

7.3 This website is simple to use.

7.4 I easily remember how to use this website.

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

9.0 Behaviour relating to Terms & Conditions and Privacy Policies

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

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

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

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

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

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

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

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

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

Open information box on PRIVACY POLICIES

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

1=I never read privacy policies

2=I rarely read privacy policies

3=I sometimes read privacy policies

4=I often read privacy policies

5=I always read privacy policies

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

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

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

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

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

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

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

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

10.0 Awareness & Attitudes – Processing of Information

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

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

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

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

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

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

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

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

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

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

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

Open information box on COOKIES

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

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

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

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

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

11.0 Perceived privacy risks

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

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

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

11.3 Personal information could be inappropriately used by websites.

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

12.0 Technical Protection

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

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

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

12.2 Do you use a pop up window blocker?

12.3 Do you check your computer for spy ware?

12.4 Do you clear your browser history regularly?

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

14.0 Privacy victim

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

15.0 Media exposure

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

16.0 Disposition to value privacy

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

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

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

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

17.0 Social Norms

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

17.2 My friends believe I should care about my privacy.

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

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

18.0 Tendency to Self-Disclosure

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

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

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

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

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

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

19.0 General caution

Thinking about your behaviour generally, not just online

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

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

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

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

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

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

20.0 Demographics

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

20.1 Sex 1=male; 2=female

20.2 Age ___ years

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

1=no formal schooling

2=Primary school

3=Secondary/High School

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

20.4 Employment

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

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

20.5 Nationality

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

20.6 Country of residence

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

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

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

20.8 Main Language spoken at home

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

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

A.2 Bulgarian Online Questionnaire

Вашето мнение е от значение!

Помогнете за укрепване на правната защита на потребителите и работещите онлайн

Настоящото проучване е част от изпълнението на проект CONSENT, изпълняван в сътрудничество и с финансовата подкрепа на Европейската комисия чрез Седма рамкова програма, чиято цел е да събере информация за мнението на Интернет потребителите от страните в ЕС във връзка с използването на лични данни, разбирането за лично пространство и предоставянето на съгласие онлайн.

Тази информация ще бъде използвана за подготовката на справки до лицата, определящи националните политики в областта, и до правни експерти, работещи в сферата на насърчаване укрепването на защитата на потребителите и работещите онлайн. Резултатите ще бъдат публикувани също и на сайта на CONSENT.

Попълването на въпросника отнема около 15 минути. Всички отговори са анонимни и няма да бъдат обработвани ваши лични данни като име, e-mail адрес или IP адрес. Може да спрете попълването на въпросника и да се върнете на него на по-късен етап. Съдействието ви по този проект се оценява високо.

Благодарим ви, че отделихте от вашето време, за да участвате в проекта.

За повече информация посетете сайта на CONSENT на адрес: www.consent.law.muni.cz

Политика за обработване на лични данни

В хода на настоящата анкета няма да бъдат събирани каквито и да е лични данни (като напр. име или e-mail адрес). Всички събрани данни са анонимни и няма да бъдат свързани с каквато и да е конкретна лична информация. Сайтът използва опцията „cookie“, за да се позволи връщане „назад“ към въпроси от анкетата и за да се даде възможност за продължаване на анкетата от същото място, докъдето се стигнали преди, в случай че не сте имали възможност да я попълните и изпратите още първия път, когато сте я отворили. Настоящата анкета се съхранява с помощта на Qualtrics (специализиран сайт за провеждане на онлайн проучвания). Повече за Политиката за обработване на лични данни на Qualtrics може да намерите на адрес: www.qualtrics.com/privacy-statement

1.0 Натрупан опит в използването на Интернет

1.1 От колко години използвате Интернет? ____ години.

1.2 Колко често използвате Интернет в следните ситуации?

1=Всеки ден/почти всеки ден;

2=Два или три пъти седмично;

3=Веднъж седмично;

4=Два или три пъти месечно;

5=По-рядко;

6=Никога

1. У дома

2. На работното място

3. На друго място (училище, университет, Интернет кафе, др.)

1.3 Колко често използвате Интернет за всяка от посочените цели?

1=Всеки ден/почти всеки ден;

2=Два или три пъти седмично;

3=Веднъж седмично;

4=Два или три пъти месечно;

5=По-рядко;

6=Никога

A. За забавление

B. С образователна цел

C. Проучване, свързано с работния процес

D. Лични финанси (банкови услуги, търговия на стоковата борса)

E. Актуални събития (новини, спорт, прогноза за времето)

F. С цел туризъм (проучване, резервации)

G. Събиране на информация на продукти

H. Онлайн пазаруване

1.3.H.1 Колко пъти в годината пазарувате онлайн?

1.3.H.2 Как предпочитате да плащате при онлайн пазаруване?

1^{во} предпочитание,

2^{ро} предпочитание,

3^{то} предпочитание.

1. По време на самата поръчка посредством дебитна или кредитна карта

2. По време на самата поръчка посредством електронни пари (напр. чрез PayPal, Moneybookers, т.н.)

3. По време на самата поръчка с плащане през мобилния или стационарния телефон

4. По време на доставка

5. След доставка

6. Друго – моля, опишете

1.3.H.3 Каква е причината никога да не сте пазарували онлайн?

1. Нямам доверие в онлайн търговците
2. Бих желал/а да пазарувам онлайн, но не притежавам дебитна или кредитна карта
3. Бих желал/а да пазарувам онлайн, но намирам за трудно използването на сайтовете за онлайн търговия
4. Не желая да разкривам лична финансова информация в електронното пространство
5. Не желая да публикувам информация за местоживеенето си в електронното пространство
6. Страхувам се, че когато получа доставката, тя няма да отговаря на това, което съм поръчал/а
7. Не ми харесва идеята да връщам закупени продукти от онлайн магазини
8. Предпочитам да имам възможността да видя/пипна/пробвам продуктите преди да ги закупя
9. Не обичам да плащам за доставка на продукти, които съм закупил/а онлайн
10. Друга причина (моля, опишете)

1.3.Н.4 Каква е вероятността да закупите стоки онлайн през следващите шест месеца?

- 1=Много малко вероятно
- 2=Малко вероятно
- 3=Неутрално
- 4=Вероятно
- 5=Много вероятно

I. За комуникация (посредством чат/ електронна поща)

J. За посещение на социални мрежи

К. За друго <моля попълнете>

ALT.1.3 Някога пазарували ли сте онлайн?

ALT 2.0 Използване на услуги с генериране на съдържание от потребителите

ALT.2.1. Някога създавали ли сте си профил в социална мрежа като напр. Facebook, MySpace, classmates.com, и др.

1=да 2=не

ALT.2.2 В кои социални мрежи притежавате профили?

Facebook, MySpace, classmates.com,

<SNS general>

Сибир (<http://www.sibir.bg>)

Netlog (<http://www.bg.netlog.com>)

Други 1 (моля, опишете)

Други 2 (моля, опишете)

ALT.2.2.1 Защо предпочетохте да създадете свой профил в вместо в други сходни социални мрежи?

1. Много хора, които познавам, имат профили там
2. По-лесен е за използване от други сайтове
3. Предлага повече опции от други сайтове
4. Доверявам се повече на този сайт отколкото на други
5. По-лесно е да се запознаеш с нови хора чрез този сайт
6. В момента този сайт е модерен
7. Използва се в цял свят
8. Сайтът е на езика, който предпочитам да използвам
9. Друго

ALT.2.2.2 Все още ли имате и използвате своя профил в <website mentioned>?

1. Все още го имам и го използвам всеки ден/почти всеки ден
2. Все още го имам и го използвам всяка седмица
3. Все още го имам, но го използвам по-рядко от веднъж седмично
4. Все още го имам, но не го използвам
5. Изтрит е

ALT.2.2.2.1 Защо не използвате повече своя профил в <website mentioned>?

1. Вече не се интересувам от такъв тип сайтове
2. Вече нямам достъп до своя профил
3. Опитвах се да използвам услугите на сайта, но не ми харесват
4. Вече нямам доверие в компанията, която притежава сайта
5. Моите приятели/колеги вече не използват този сайт
6. Бях притеснен/а от начина, по който се използва личната ми информация
7. Друго (моля, опишете)

ALT.2.2.2.2 Защо изтрихте своя профил в <website mentioned>?

1. Сайтът вече не представлява интерес за мен
2. Опитвах се да използвам услугите на сайта, но не ми харесват
3. Вече нямам доверие в компанията, която поддържа сайта
4. Моите приятели/колеги вече не използват този сайт
5. Бях притеснен от начина, по който се използва личната ми информация
6. Искам съдържанието, което съм създал на сайта, да бъде изтрито
7. Друго (моля, опишете)

ALT.2.2.3 Притежавате ли все още и използвате ли профилите, които сте създали в социалните мрежи?

1. Все още го имам и го използвам всеки ден/почти всеки ден
2. Все още го имам и го използвам всяка седмица
3. Все още го имам, но го използвам по-рядко от веднъж седмично
4. Все още го имам, но не го използвам
5. Изтрит е

ALT.2.2.3.1 Ако някой от тези сайтове бъде затворен/закрит, кой ще ви липсва най-много?

ALT 2.2.3.1.1 Защо ще ви липсва този сайт?

1. Много от хората, които познавам, имат профили там
2. По-лесен е за използване от други сайтове
3. Предлага повече опции от други сайтове
4. Доверявам се на този сайт повече отколкото на други
5. По-лесно е да се запознаеш с нови хора чрез този сайт
6. В момента този сайт е модерен
7. Използва се в цял свят
8. Информацията се предоставя бързо
9. Можеш да разбереш какво се случва по целия свят
10. Друго (моля, опишете)

ALT.2.2.3.2 Защо използвате този сайт най-често?

1. Много от хората, които познавам, имат профили в него
2. По-лесен е за използване от други сайтове
3. Предлага повече опции от други сайтове
4. Доверявам се на този сайт повече отколкото на други
5. По-лесно е да се запознаеш с нови хора чрез този сайт
6. В момента този сайт е модерен
7. Използва се в цял свят
8. Информацията се предоставя бързо
9. Можеш да разбереш какво се случва по целия свят
10. Друго (моля, опишете)

ALT.2.2.3.3 Защо не използвате вашия профил в <website mentioned>?

1. Вече нямам достъп до своя профил
2. Вече не се интересувам от такъв тип сайтове
3. Опитвах да използвам услугите на сайта, но не ми харесват
4. Вече нямам доверие в компанията, която поддържа сайта
5. Моите приятели/колеги вече не използват този сайт
6. Бях притеснен от начина, по който се използва личната ми информация

7. Друго (моля, опишете)

ALT.2.2.2.2 Защо изтрихте своя профил в <website mentioned>?

1. Опитвах да използвам услугите на сайта, но не ми харесват
2. Сайтът вече не представлява интерес за мен
3. Вече нямам доверие в компанията, която поддържа сайта
4. Моите приятели/колеги вече не използват този сайт
5. Бях притеснен от начина, по който се използва личната ми информация
6. Искам съдържанието, което съм създал на сайта да бъде изтрито
7. Друго (моля, опишете)

Информация за сайтове със съдържание, генерирано от потребителите

Някои видове сайтове позволяват на потребителите да редактират или добавят съдържание, което може да бъде прочетено от други потребители на сайта. Например, това става чрез публикуване на коментари (Facebook) или рецензии (Tripadvisor), включване в дискусии, качване на видео или дигитално съдържание (YouTube, flickr), редактиране на информация (Wikipedia) и др. Тези видове сайтове се наричат сайтове със съдържание, генерирано от потребителите (User Generated Content sites/UGC sites).

ALT 2.9 В кой от посочените сайтове със съдържание, генерирано от потребителите, сте създавали някога профил (не просто сте посещавали сайта) за ваша лична употреба?

B. Бизнес социални мрежи като LinkedIn, Xing.com, Contacto

C. Сайтове за запознанства като parship.com, Аха, Елмаз, Сладур, ГепиМе

D. Сайтове за споделяне на снимки, видео и др., като Youtube, flickr, Vbox7, Data.bg, Snimka.bg, Blog.bg

E. Сайтове, които предоставят препоръки и рецензии (за филми, музика, хотели и т.н.) като last.fm, tripadvisor, БГ Работодател

F. Сайтове за микроблогинг като twitter, Edno23

G. Уики-сайтове като Wikipedia, myheritage

H. Масови онлайн игри от рода на secondlife.com, World of Warcraft, Хановете, BGMAFIA, Natrnick

ALT 2.9.1 Защо никога не сте си създавали профил в такъв тип сайтове?

1. Този вид сайтове не представляват интерес за мен
2. Не съм чувал за такъв вид сайтове до момента
3. Досега не съм знаел/а, че мога да си създавам профил в подобни сайтове
4. Нито един от моите приятели не използва такива сайтове
5. Не си струва да се дават пари за такова нещо
6. Бях притеснен/а от употребата на личната ми информацията
7. Посещавам тези сайтове, но не изпитвам нужда да стана член на такъв
8. Друго

ALT.2.9.2 Все още ли притежавате всички профили, които сте създали в сайтове с генерирано от потребителите съдържание?

1=Все още притежавам всички профили, които някога съм създал в сайтове с генерирано от потребителите съдържание

2=Все още притежавам някои, но други съм изтрил

3=Не, изтрил/а съм всички

ALT.2.9.2.1 Използвали ли сте през последните 6 месеца всички профили, които притежавате в сайтове с генерирано от потребителите съдържание?

1=да 2=не

ALT.2.9.2.1.1 Защо не сте използвали някои от профилите през последните 6 месеца?

1. Вече нямам достъп до своя профил
2. Този не е от типа сайтове, които посещавам редовно
3. Опитвах да го използвам, но не ми хареса
4. Сайтът вече не представлява интерес за мен
5. Вече нямам доверие на компанията, която поддържа сайта
6. Моите приятели вече не използват този сайт
7. Бях притеснен/а за употребата на личната ми информация
8. Друго (моля, опишете)

ALT.2.9.2.2 Защо изтрихте своите профили в сайтовете с генерирано от потребителите съдържание?

1. Изпробвах сайтът, но не ми хареса
2. Сайтът вече не представлява интерес за мен
3. Вече нямам доверие в компанията, която поддържа сайта
4. Моите приятели вече не използват този сайт
5. Членството в сайта не си струва парите
6. Бях притеснен/а за употребата на личната ми информацията
7. Бих искал/а съдържанието, което съм създал/а на сайта, да бъде изтрито
8. Не бих искал/а хората да знаят, че съм използвала този сайт
9. Друго (моля, опишете)

3.0 Начин на разкриване на информация в сайтове със съдържание, генерирано от потребителите

3.1 Мислейки за начина, по който използвате сайтовете със съдържание, генерирано от потребители (социални мрежи, сайтове за споделяне на съдържание, онлайн игри и

др.), какъв тип информация ви се е налагало да разкривате (при самата регистрация или по време на използването на услугите на сайта)?

1. Медицински данни(досие на пациента, здравна информация)
2. Финансова информация (напр. заплата, банкова информация, кредитна история)
3. Професионален опит
4. ЕГН / номер на лична карта
5. Вашето име
6. Домашния ви адрес
7. Националност
8. Извършвани от вас дейности (напр. хобита, практикувани спортове, места, които посещавате)
9. Вашите вкусове и мнения
10. Ваши снимки
11. Вашите приятели
12. Сайтове, които посещавате
13. Мобилния ви номер
14. Електронната ви поща
15. Други (моля, опишете)
16. Не зная

4.0 Рискове

4.1 За всяка от описаните ситуации моля, отбележете вероятността, с която мислите, че могат да ви се случат като резултат от публикуването на вашата лична информация в сайтове с генерирано от потребителите съдържание.

1=Много малко вероятно 2=малко вероятно 3=неутрално 4=вероятно 5=много вероятно

1. Вашата информация се използва без ваше знание
2. Вашата информация е споделяна с трети страни без вашето съгласие
3. Вашата информация е използвана за изпращане на нежелани търговски съобщения
4. Вашата лична сигурност е изложена на риск
5. Вие ставате жертва на измама
6. Вие сте дискриминирани (напр. при подбор на кадри, завишаване на цени, липса на достъп до услуга)
7. Вашата репутация е накърнена

5.0 Поведение, свързано с настройки за предоставяне на лична информация

Информация за персонални профили

Всеки персонален профил в сайт със съдържание, генерирано от потребители (като социални мрежи, сайтове за споделяне на съдържание, онлайн игри) съдържа информация за възраст, местоположение, интереси, лична снимка и секция „за мен”. Видимостта на профила (кой вижда предоставената от вас информация и си

взаимодействия с вас) може в някои случаи да бъде персонализирана чрез управление на настройките за предоставяне на лична информация, предложени от сайта.

5.1 Променяли ли сте някога някои от настройките за предоставяне на лична информация на вашия профил в сайт със съдържание, генерирано от потребители?

1=Никога, 2=Рядко, 3=Понякога, 4=Често, 5=Винаги

5.1.1 Защо никога не сте променяли настройки за предоставяне на лична информация?

1. Не знаех, че такива настройки съществуват
2. Не зная как да променя настройките
3. Страхувам се, че ако променя настройките, сайтът няма да работи както трябва
4. Не знаех, че тези настройки могат да бъдат променени
5. Доверявам се на сайта, че настройките за предоставяне на лична информация по подразбиране са подходящи
6. Доволен/-на съм от стандартните настройки за предоставяне на лични данни
7. Не съм намерил/а време да разгледам възможните опции
8. Друго

5.1.2 Как сте променили настройките за предоставяне на лични данни?

1. Направил/а съм настройките *по-малко ограничаващи* така че да е възможно повече информация за мен да бъде достъпна за другите.
2. Понякога съм променял/а настройките, за да бъдат по-стриктни, а понякога по-свободни от тези по подразбиране
3. Направил/а съм настройките *по-ограничаващи*, така че другите могат да виждат по-малко информация за мен

5.1.3 Кои от следните настройки за предоставяне на лична информация сте променяли?

“никога” “рядко” “понякога” “често” “винаги”

1. Променял/а съм настройките, за това кой може да вижда моя профил
2. Променял/а съм настройките, за това кой може да вижда снимката ми
3. Променял/а съм настройките, за това кой може да вижда дали съм „онлайн”
4. Не съхранявам история на извършваните в профила ми действия
5. Друго

6.0 Начин на възприемане на забавлението

Мислейки за сайта, който използвате (или ако използвате повече от един сайт – моля, отговорете за любимия си), пояснете до каква степен сте съгласни със следните твърдения като отбележите тази стойност от скалата, която най-добре представя вашата гледна точка, където 1 отговаря на ‘не съм съгласен’, а 7 - на ‘съгласен съм’.

- 6.1 Използването на сайтове със съдържание, генерирано от потребителите, е приятно
- 6.2 Използването на сайтове със съдържание, генерирано от потребителите, е забавно
- 6.3 Използването на сайтове със съдържание, генерирано от потребителите, ме прави щастлив/а
- 6.4 Използването на сайтове със съдържание, генерирано от потребителите, стимулира моето любопитство
- 6.5 Използването на сайтове със съдържание, генерирано от потребителите, раздвижва въображението ми

7.0 Степен на лекота при използване

Мислейки за сайта, който използвате/за любимият си сайт с генериране на потребителско съдържание, моля пояснете до каква степен сте съгласни със следните твърдения:

- 7.1 Този сайт е лесен за употреба
- 7.2 Бързо се научих как да работя със сайта
- 7.3 Този сайт е с проста навигация.
- 7.4 Лесно запомних как да използвам този сайт.
- 7.5 Беше лесно да се науча как да използвам този сайт.

8.0 Възприемане на критична маса

Мислейки за сайта, който използвате/за любимият си сайт с генериране на потребителско съдържание, пояснете до каква степен сте съгласни със следните твърдения:

- 8.1 Много от хората, с които поддържам връзка, използват този сайт.
- 8.2 Хората, с които поддържам връзка, ще продължат да използват този сайт и за в бъдеще.
- 8.3 Хората, с които комуникирам посредством този сайт, ще продължат да го използват и за в бъдеще
- 8.4 Много от хората, с които поддържам връзка, използват редовно този сайт.

9.0 Поведение по отношение на Общите условия и политика за обработка на лични данни
Повечето интернет сайтове изискват потребителите да приемат, най-често чрез маркиране на опционално поле, общите условия на сайта, за да добият правото на достъп до съдържанието му.

9.1 Когато създавате профил в сайт, как приемате общите условия/условията за ползване на сайта

5=Винаги прочитам общите условия преди да ги приема

4=Чета често общите условия преди да ги приема

3=Понякога чета общите условия преди да ги приема

2=Рядко чета общите условия преди да ги приема

1=Никога не чета общите условия преди да ги приема

6= Не знам/не съм сигурен/-на какво означава това

9.2 Когато създавате свой профил в сайт с генериране на потребителско съдържание, който не сте ползвали досега, прочитате ли политиката за обработка на лични данни на сайта?

Информация за политиките за обработка на лични данни

В сайтовете, отделно от Общите условия (или понякога като част от тях) е публикувана политиката за обработка на лични данни, в която се казва как личните данни на потребителите, качени в електронното пространство, ще бъдат използвани и кой ще има достъп до тях.

1=Никога не чета политиките за обработка на лични данни

2=Рядко чета политиките за обработка на лични данни

3=Понякога чета политиките за обработка на лични данни

4=Често пъти чета политиките за обработка на лични данни

5= Винаги чета политиките за обработка на лични данни

9.2.1 Когато четете политиките за обработка на лични данни обикновено:

1=четете много малка част от текста 2=четете част от текста 3=четете по-голямата част от текста 4=изчитате целия текст

9.2.2 Когато сте чели политиките за обработка на лични данни, бихте ли казали, че:

1. Не сте сигурен/-на дали ги разбирате или не
2. Обикновено изобщо не ги разбирате
3. Обикновено не разбирате голяма част от тях
4. Обикновено разбирате по-голямата част от тях
5. Обикновено ги разбирате изцяло
6. Не зная/не помня

9.2.3 Някога решавали ли сте да не започнете да използвате даден сайт или да спрете да го използвате, защото политиката за обработване на лични данни не ви удовлетворява?

1=да, 2=не 3=не знам/ не помня

9.3.1 Защо никога не четете политиките/условията за обработване на лични данни?

1. Досега не съм знаел/а за условия за обработване на лични данни
2. Не зная къде да намеря политиката за обработване на лични данни на сайта
3. Политиките за обработване на лични данни са твърде дълги за четене

4. Политиките за обработване на лични данни са твърде сложни за разбиране
5. Ако искам да имам профил в даден сайт, не ме интересува неговата политика за обработване на лични данни
6. Политиката за обработване на лични данни на даден сайт няма никакво значение за мен защото нямам какво да крия
7. Политиката за обработване на лични данни на даден сайт няма никакво значение за мен, тъй като сайтът я пренебрегва така или иначе
8. Ако сайтът наруши моите лични права, законът ще ме защити във всеки случай
9. Друго (моля, попълнете)

10.0 Обща информираност и нагласи – обработване на информация

10.1 Информацията, която включвате във вашия профил, може да бъде използвана от собствениците на сайта за различни цели. Запознати ли сте с това?

1=да, 2=не, 3=не съм сигурен/-на какво значи това

10.2.A Отбележете дали сте били наясно и преди, че собствениците на сайтове могат да използват информацията, която вие предоставяте, за:

1=Да 2=Не 3=Не знам

10.2.B Моля, отбележете какво мислите за използването на включената от вас лична информация във вашия профил от собствените на сайтовете:

1= Допустимо е да го правят, не е нужно да ме питат; 2=Допустимо е, но само ако съм дал/а съгласието си; 3=Не е допустимо; 4=Не съм сигурен / Не знам

1. да персонализирате съдържанието, което вие виждате
2. да персонализирате рекламното съдържание, което виждате
3. комуникация с вас посредством електронна поща
4. споделяне на информация (която не е свързана с вашето име) за вашето поведение онлайн с трети страни в компанията
5. споделяне на информация (която е свързана с вашето име) с трети страни в компанията
6. продава на информация (която не е свързана с вашето име) за вашето поведение онлайн на други компании
7. събиране на подробна информация за вас, посредством техния или други сайтове и предоставянето ѝ на трети страни

10.3 Би ли било приемливо за вас, ако ви се заплаща определена такса , която позволява на сайта да:

1=да, би било приемливо 2=не, никога не би било приемливо 3=ще зависи от сумата 4=бих предпочел/а да получавам бонуси под формата на екстри към услугите на сайта отколкото фиксирана сума 5=не зная

1. подбира съдържанието, което вие виждате
2. подбира рекламното съдържание, което виждате

3. комуникира с вас посредством електронна поща
4. споделя информация (която не е свързана с вашето име) за вашето поведение с трети страни в компанията
5. споделя информация (която е свързана с вашето име) с трети страни в компанията
6. продава информация (която не е свързана с вашето име) за вашето поведение на други компании
7. събира подробна информация за вас информация, посредством техния или други сайтове и я предоставя на трети страни

Информация за т.нар. „бисквитки”

В допълнение на информацията, която самите вие сте предоставили чрез вашия профил или регистрация, сайтовете могат да достъпват и до информация за вашата активност в електронното пространство като напр. кои сайтовете сте посещавали, вашите предпочитания към даден сайт и др. Сайтовете извършват това чрез информация (т.нар. „бисквитки” или “кукикс”), съхранявана от програмата (уеб браузъри като Internet Explorer, Firefox, Safari, др.), които използвате, за да сърфирате в мрежата.

10.4 Запознати ли сте с факта, че сайтовете имат достъп до информация за вашата активност в електронното пространство посредством употребата на “бисквитки”?

1=да, 2=не, 3=не съм сигурен какво означава това

10.4.1 Уеб браузърите ви предоставят опция да откажете разрешение на отделни сайтове да събират информация за вашата онлайн активност чрез премахване на ‘бисквитките’. Някога деактивирали ли сте “бисквитки”?

1=да, 2=не, 3=не помня/не зная

10.4.1.1 Защо до момента не сте деактивирали „бисквитки”?

1. Не съм смятал/а, че е имало нужда
2. Сайтовете не работят правилно, ако премахна опцията за използване на „бисквитки”
3. Сайтовете са по-бавни, ако се премахне опцията за използване на „бисквитки”
4. Не знам как да го направя
5. Друго

11.0 Предполагаеми рискове, свързани с лични данни

Моля, отбележете до каква степен сте съгласни/не сте съгласни със следните твърдения по отношение на личната информация и Интернет, като отбележите по скалата от 1 до 7 коя стойност съответства на вашите представи ,където 1 отговаря на ‘не съм съгласен’, а 7 – на ‘съгласен съм’.

- 11.1 В общия случай е рисковано да се предоставя лична информация на сайтове.
- 11.2 Съществува голяма вероятност за загуба на лично пространство при предоставяне на лична информация на уебсайтове.
- 11.3 Личната информация може да бъде неправилно използвана от сайтовете, които ползвате.
- 11.4 Предоставянето на моята лична информация на сайтовете може да доведе до много неочаквани проблеми.

12.0 Техническа защита

Взимайки предвид вашето поведение в електронното пространство, моля отбележете колко често:

1=никога 2=рядко 3=понякога 4=често 5=винаги 6=не знам какво е това 7=не знам как се прави

- 12.1 следите за различни начини как да контролирате съдържанието, което хората ви изпращат по електронен път (напр. посредством кутии за отметки [check box], с които позволявате да виждате или не определени оферти)?
- 12.2 използвате приложения, блокиращи "изскачащите прозорци" (pop-up прозорци)?
- 12.3 проверявате компютъра си за наличието на шпионски софтуер от типа Spyware?
- 12.4 изчиствате историята на вашата онлайн активност, съхранявана от браузъра ви?
- 12.5 блокирате съобщения или електронни писма от хора, с които не желаете да си комуникирате?

13.0 Проблеми, свързани с личните данни

За всеки от следващите въпроси моля отбележете степента на вашата загриженост, като 1 отговаря на 'изобщо не съм загрижен', а 5 – на 'много загрижен'.

- 13.1 Безпокои ли ви фактът, че съществуват организации онлайн, които не са това, за което се представят?
- 13.2 Безпокои ли ви онлайн кражбата на самоличност?
- 13.3 Загрижени ли сте, че съществуват хора в електронното пространство, които се представят за нещо, което не са?
- 13.4 Загрижени ли сте кой може да се сдобие с достъп до вашите медицински данни по електронен път?
- 13.5 Безпокои ли ви фактът, че докато използвате кредитната си карта за онлайн пазаруване, нейният номер може да бъде придобит/прихванат от трето лице?
- 13.6 Безпокои ли ви фактът, че докато използвате кредитната си карта за онлайн пазаруване, може да бъдете таксувани погрешно?

14.0 Жертва на злоупотреба с лични данни

14.1 Колко често вие лично сте ставали жертва на ситуации, които бихте определили като неуместно нарушаване на личното пространство/личните данни в Интернет, като 1 отговаря на 'никога', а 7 – на 'много често'?

15.0 Медийно излагане

15.1 Колко често през последната една година сте чували или чели за потенциална злоупотреба с информация, събирана Интернет, като 1 отговаря на 'изобщо не съм', а 7 – на 'много често'?

16.0 Тенденция за оценяване на личното пространство

Моля отбележете до каква степен сте съгласни/не сте съгласни с направените по-долу твърдения за персоналната информация, като 1 отговаря на 'не съм съгласен', а 7 – на 'съгласен съм'.

16.1 В сравнение с моите приятели аз съм по-чувствителен/-на към начина, по който компаниите обработват личните ми данни.

16.2 За мен най-важното нещо е да пазя личните си данни в електронното пространство.

16.3 В сравнение с моите приятели аз съм склонен/-на да се безпокоя относно заплахите към личните ми данни.

17.0 Социални норми

17.1 Хора, чието мнение ценя, считат, че опазването на личните данни е много важно.

17.2 Моите приятели считат, че трябва да се грижа за личната си информация.

17.3 Хора, които са важни за мен, мислят, че трябва да бъда внимателен/-на, когато разкривам лична информация онлайн.

За да отговорите на следващите въпроси вземете предвид своето поведение като цяло, а не само в електронното пространство.

18.0 Тенденции за разкриване на лична информация

Отбележете степента, до която следните твърдения отразяват начина, по който вие общувате, като 1 отговаря на 'не съм съгласен', а 5 - на 'съгласен съм'

18.1 Не говоря често за себе си. (R)

18.2 Обикновено говоря за себе си сравнително дълго.

18.3 Рядко изразявам своите виждания/мнения. (R)

18.4 След като веднъж започна, аз напълно разкривам себе си.

18.5 Често разкривам лични съкровени неща без колебание.

19.0 Общо ниво на предпазливост

С оглед на вашето поведение като цяло, а не само в електронното пространство, вие:

1=никога 2=рядко 3=понякога 4=често 5=винаги

19.1 нарязвате ли/изгаряте ли личните си документи преди да ги изхвърлите?

19.2 прикривате ли ПИН кода за достъп до банковата си карта, когато теглите от АТМ или плащате безкасово на пост терминал?

19.3 регистрирате ли се само на сайтове, които имат политика за обработване на лични данни?

19.4 интересувате ли се дали сайта, който използвате, е регистриран като администратор на лични данни, преди да създадете собствената си регистрация?

19.5 четете ли напълно общите условия за ползване преди да ги приемете?

20.0 Демографски признаци

Тази секция е предназначена за предоставяне на информация за вас. Може да я оставите празна, но би било от голяма полза за нашето проучване, ако я попълните.

20.1 Пол 1=мъж; 2=жена

20.2 Възраст __ години

20.3 Коя е най-високата степен на образованието, която се завършили?

1=без формално образование

2=основно образование

3=средно образование

4=висше образование

20.4 Заетост

Неактивен на пазара на труда	
Отговорен към поддържане на домакинство / без настоящо занимание / неработещ	1
Студент	2
Трайно или временно безработен	3
Пенсионер или временно нетрудоспособен	4
Самонаето лице	
Фермер	5
Рибар	6
Специалист (адвокат, медицинско лице, счетоводител, архитект, т.н.)	7
Собственик на магазин,	8

занаятчия, и др. самонаети	
Собственик на частна компания (самостоятелно или в партньорство)	9
Наето лице	
Специалисти/експерти (лекар, адвокат, счетоводител, архитект)	10
Общо управление, висше ръководство (изпълнителни директори, генерален директор, директор и т.н.)	11
Средно управленско ниво (началник отдел, младши ръководител), учител, технически специалист и др.	12
Чиновник	13
Нает на позиция, свързана с пътуване (търговец, шофьор, др.)	14
Нает на позиция, предоставяща услуга (напр. в болници, ресторанти, полиция, пожарна служба и др.)	15
Супервайзор	16
Квалифицирани производствени работници	17
Други (неквалифицирани) производствени работници, служители	18

20.5 Националност

австриец, белгиец, англичанин, българин, кипърец, чех, датчанин, холандец, естонец, финландец, французин, германец, грък, унгарец, ирландец, италианец, латвиец, литовец, малтиец, поляк, португалец, румънец, словак, словенец, испанец, швед, друго

20.6 Местожителство

Австрия, Белгия, България, Кипър, Чехия, Дания, Естония, Финландия, Франция, Германия, Гърция, Унгария, Ирландия, Италия, Латвия, Литва, Малта, Холандия, Полша, Португалия, Румъния, Словакия, Словения, Испания, Швеция, Обединеното кралство, Друго

20.7 Живеете в:

градски район/ селски район/ в предградие?

20.8 Официалните езици в държавата, в която живеете са:

баскски, български, каталонски, чешки, датски, холандски, английски, естонски, финландски, френски, галисийски, немски, гръцки, унгарски, ирландки, италиански, латвийски, литовски, люксембургски, малтийски, полски, португалски, румънски, словашки, словенски, испански, шведски, Друг (моля, опишете)

20.9 Религия 1=будист, 2=християнин, 3= хинди, 4=евреин, 5=мюсюлманин, 6=сикх, 7=не съм религиозен, 8=друга религия (моля, опишете)