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 Italy: a quantitative study

Noellie Brockdorff[1], Sandra Appleby-Arnold[1], Liberato Camilleri[2], Marco Montalto[1], Luciano D'Andrea[3]

[1] Department of Cognitive Science, University of Malta, Msida, Malta
[2] Department of Statistics and Operations Research, University of Malta, Msida, Malta
[3] Laboratorio di Scienze della Cittadinanza, Rome, Italy

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

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1.   Key Findings

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

The Italian sample consists of 204 respondents (2.4% of the total sample), of which 51.1% male and 48.9% female, with an average age of 41 and 72.5% tertiary education. With 88% UGC users (total sample 90%), 12.82 mean years of internet usage (total sample 10.67) and 81.2% using the internet at home every day or almost every day (total sample 93%), it is a considered a sample of predominantly *experienced* internet users.

This level of experience is in line with the Italian respondents' awareness and behaviour regarding the handling of technical details: 75% are aware of "cookies" (total sample 65%), and more than two out of three respondents actually ever disabled them (Italy 68%, total sample 68%). On the level of specific technical measures taken to maintain or increase personal internet security, some practices (checking for spyware, clearing the browser history, blocking emails) are more established than others (pop-up window blockers, checking opt-in / opt-out boxes), with the Italian sample showing results that are generally above the overall sample average

83.3% of Italian respondents indicated that they shop online (total sample 87.4%), with an increase in shopping online with increasing age and a strong preference to pay at the time of ordering online by debit or credit card or by using electronic money. Of those Italian respondents who never bought anything online, 13.9% highlighted their lack of trust in online sellers as a reason for this, which is similar to the overall sample average (15.4%).

The large proportion of Italian respondents (86.9%) who have ever opened an account with a social networking website (SNS) is also very similar to the total sample average (86.7%). Regarding other UGC websites, Italian respondents stand out with 25.7% having ever created an account with a business net-working website (total sample 16.7%); all other UGC website types are clearly under the 25% mark.

As main drivers for the use of SNS sites, Italian respondents indicate their interest in networking (Italy 38.6%, total sample 31%) and the worldwide usage (Italy 16.7%, total sample 15.2%). In the reasoning for not using the SNS account can be observed a lower-than-average interest of Italian respondents in networking effects (Italy 21.4%, total sample 34.4%) which is complemented by a substantial 35.7% who indicate disinterest; none of the respondents give trust issues as reasons (total sample 8.1%). In the reasons given for deleting an account, trust issues and concern about information misuse and/or disclosure are more strongly indicated but still clearly below the total sample average (Italy 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, Italian respondents appear to generally perceive less risk than the overall average. This applies also to most of the specific risks perceived (information being used by website owners without the user's knowledge, personal safety being at risk, becoming a victim of fraud, being discriminated against or reputation being damaged); where Italy scores clearly lower than the total sample average. Only regarding the likelihood of information being used by website owners without the user's consent (Italy 76.1%, total sample 72.7%) and the likelihood of information being used to send unwanted commercial offers (Italy 86.0%, total sample 80.9%) Italian respondents perceive a higher risk than the average CONSENT respondent.

Generally, Italian respondents show similar-to-average or above-average levels of awareness amongst CONSENT respondents regarding the various uses of personal information by website owners, and also average levels of acceptance (if given permission). Additionally, it appears that most CONSENT respondents, whilst accepting the customisation of content more than the customisation of advertising, are generally more willing to consider commercial trade-off's in advertising than in the customisation of content. This may relate to the comparatively higher awareness of advertising, but, potentially, also to a privacy-related fine line drawn between the sphere of "private" (and not to be commercialised) content and the "public" sphere of advertising. However, gathering in-depth information about users and making it available or selling it to others is largely seen as unacceptable, and commercial trade-offs in this respect also meet little acceptance by all CONSENT respondents. Here, Italian respondents show again an average level of non-acceptance (Italy 72%, total sample 74%).

Actual experience of privacy invasions is slightly above-average with Italian respondents scoring 3.05 (total sample 2.89) on a 7 point scale (1=never, 7=very frequently). However, to safeguard their privacy, only 38.4% of Italian respondents often or always change the privacy settings of their personal profiles on UGC sites (total sample 53.5%), but 71.3% (total sample 79.7%) of those who change privacy settings indicated that they made the privacy settings stricter so that others can see less information about them.

In dealing with privacy policies, comparatively more respondents from Italy (57%, total sample 47%) ever decided not to use a website due to their dissatisfaction with the site's privacy policy, but about half of Italian respondents never or rarely actually read a site's terms and conditions (45.5%) or privacy policy (50.0%). If reading the privacy policies, respondents rarely read the whole text (Italy 11.7%, total sample 10.8%), although being rather confident that – when reading it – the text is mostly or fully understood (Italy 65.0%, total sample 63.6%).

2. Introduction

The analyses and results in this document are based on an online survey regarding the awareness, values and attitudes of user generated content (UGC) website users towards privacy. This study was undertaken as part of the CONSENT[1] project.

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

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

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

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

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[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 Eurobarometer[3] and Eurostat[4]).

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

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[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). Moreover, a broader analysis of cultural differences affecting the perception of privacy on the web is provided in a specific CONSENT report (Work Package 13).

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

3.   Methodology

The English and Italian versions of the online questionnaire used in this study may be viewed in Appendix A.1 and A.2. The questionnaire was also translated into Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, Hungarian, German, Greek, 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 Italy, various channels were used for disseminating information on the online questionnaire and survey.

- A banner on the online questionnaire was posted on the LSC website (http:www.scienzecittadinanza.org) in July 2011 and information on the survey was given in September.
- A set of university professors (around 15) from different universities (mainly from Faculties of Computer sciences) were informed about the study in order to circulate information on the survey among colleagues and students.
- Posts on the survey were posted on LinkedIn and on Facebook, in July 2011 and renewed several times during the entire duration of the study.
- Snow-ball dissemination of the online questionnaire was done within the personal and professional contacts of LSC and CNR researchers, starting from July 2011 for the entire duration of the study.
- Information about the survey was circulated among CNR researchers in September 2011.
- A group of Italian providers of ICTs services were contacted in September 2011 to circulate information on the survey through their clients.
- Around 70 UGCs were contacted and informed about the study. One of them publicized in its website the online CONSENT questionnaire in September 2011.
- Associations of blogs and networks of blogs received the LSC press release on the online CONSENT questionnaire in September 2011.
- A mailing list including around 750 addresses of people LSC is in contact with was used to send targeted information on the survey in September 2011
- A press-release on the survey was sent to 40 national newspapers (including also the main national press agency), 2 newspapers specialized on sport and 4 magazines specialized on internet in October 2011.
- A set of 15 legal studies specialized on privacy-related issues was informed about the study in October 2011.
- A group of 20 secondary schools in Rome were contacted by email to inform them about the online CONSENT questionnaire in October 2011.

Also important associations of parents were contacted about the online CONSENT questionnaire in October 2011.

4. The Sample

4.1 General Demographics

The data analysis for Italy is based on a sample size of 204, representing 2.4% of the total number of respondents to the study. The gender distribution for the Italian sample is 51.1% male and 48.9% female, and the average age of respondents was 41 years with a standard deviation of 12 (average age for all CONSENT respondents: 30).[7] 27.5% of Italian respondents indicated their highest level of education as secondary school or lower, 72.5% responded indicating tertiary education, and 9.8% of respondents were students. Finally, 93.6% described the area where they live as urban or suburban and only 6.4% as rural.

4.2 General Internet Usage

Following Eurostat 2011, 62% of Italian households had access to the internet, and according to Facebook statistics 60% of internet users were Facebook users, which is above the EU 27 average (51%). At the same time, Italy had a low increase of Facebook users between November 2011 and May 2012 (5.22%), within a wide spread of increasing usage in Europe, ranging between the UK (1.52%) and Romania (21.91%)[8]. Within the CONSENT sample regarding overall UGC usage, Italian respondents are "average" UGC users (88% 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%

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[7] As can be seen in different parts of this Report, some of the differences in the scores between the Italian sample and the total CONSENT sample may be explained on the basis of the higher average age of the Italian sample in comparison to that of the other national samples (and, thus, the total sample average). In this regard it should also be noted that the presence of students among the Italian respondents is significantly lower than in the total sample.

[8] Source: Socialbakers.com; accessed 05/2012.

Total Sample	6,977	90%	10%

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

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

Italy: Mean years of Internet Usage by Age and Gender			Mean years of Internet Usage	Standard Deviation	Count
Age	20 years or less	Male	6.00	1.414	5
		Female	5.00	0.000	2
	21-30 years	Male	10.13	1.808	8
		Female	10.50	2.658	16
	More than 30 years	Male	14.35	3.640	54
		Female	13.36	3.718	45

Regarding the respondents' location, there is also little variation; however, the numbers of respondents from suburban or rural areas are too small to provide a valid result. Additionally, the definition of location may also be influenced by the respective respondent's self-ascriptions and personal interpretations.

Italy: Mean years of Internet Usage by Location			
	Mean years of Internet Usage	Standard Deviation	Count
Urban	12.81	3.878	108
Suburban	12.80	5.095	10
Rural	13.25	4.950	8

Finally, the high frequency of internet usage at home by Italian respondents (81.2%) stands in stark contrast to the Eurobarometer data (28%[9] every day or almost every day), and still varies substantially from the Eurostat 2011 data which state 49%[10] for Italy. For the specific usage of internet at work, there are currently no comparable data available. Such differences between CONSENT data and those of Eurobarometer and Eurostat for Italy on the frequency of internet usage can be at least partially explained considering that, as stated above, the structure of the CONSENT sample is different from that of the samples developed by Eurobarometer and Eurostat. People with tertiary education are actually over-represented in the Italian sample with respect to the Italian population. Since the percentage of people with a tertiary education accessing internet is around 20% higher than the Italian average[11], it is likely that even the percentage of the internet frequent users will be higher accordingly.

Italy: Frequency of Internet Usage								
		Every day / almost every day	2-3 times a week	About once a week	2-3 times a month	Less often	Never	Total
At home	Count	160	20	8	1	6	2	197
	%	81.2%	10.2%	4.1%	0.5%	3.0%	1.0%	100.0%
At work	Count	163	3	1	4	2	10	183
	%	89.1%	1.6%	0.5%	2.2%	1.1%	5.5%	100.0%

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[9] Base however including non-users.
[10] No distinction between usage at home and usage at work.
[11] CENSIS, Decimo Rapporto Censis/Ucsi sulla comunicazione "I media siamo noi. L'inizio dell'era biomediatica", Rome, October 2012.

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.
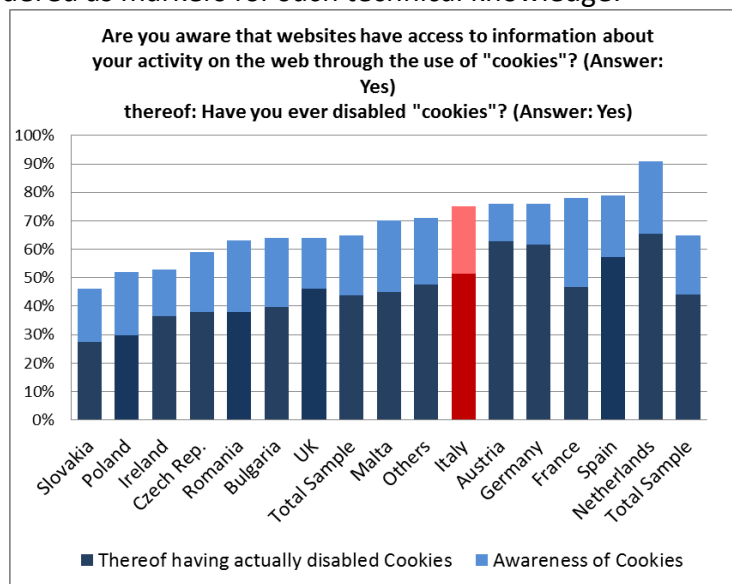
Respondents who disabled cookies. Base=those who are aware of the use of cookies		
Nationality	Count	Percentage
Poland	161	57%
France	146	60%
Romania	264	60%
Slovakia	123	60%
Bulgaria	157	62%
Czech Rep.	254	64%
Malta	211	64%
Others	138	67%
Italy	**93**	**68%**
Ireland	219	69%
Netherlands	207	72%
UK	420	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. The Italian respondents themselves show a comparatively high level of *awareness* of the use of cookies (75%; total sample 65%), within an "East-West divide" (except for Ireland and the UK) that ranges between Slovakia (48%) and the Netherlands (91%).

Additionally to this comparatively high awareness of cookies indicated by Italian respondents, 68% of those Italian respondents who were aware of the use of cookies stated that they ever disabled them. Here, the distribution between the different countries may be linked to a combination of factors, ranging from country-specific levels of technical internet experience to general user inertia [12].

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

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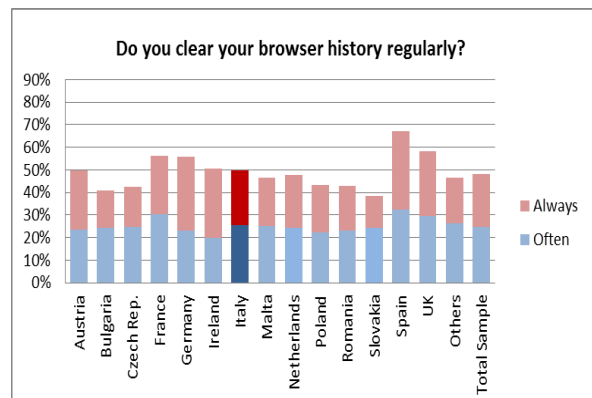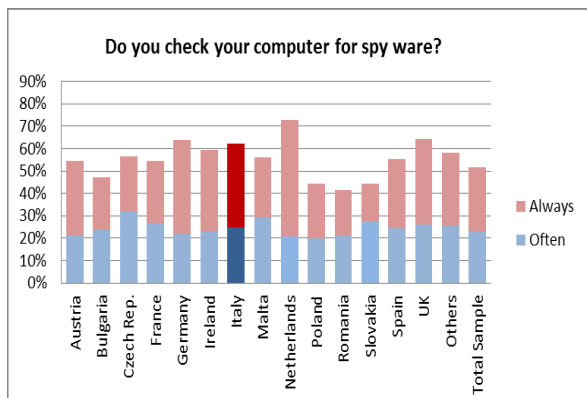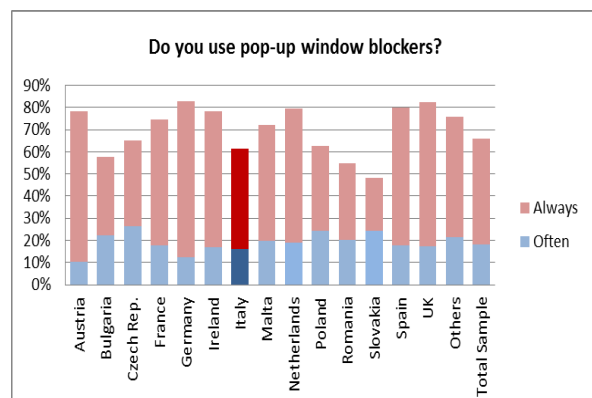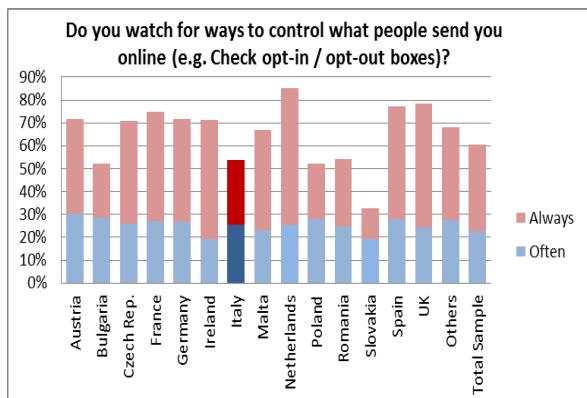
[12] Differences between awareness and actual practices may, here, also be linked to the fact that many websites do not work properly if cookies are generally disabled (rather than deleted on a selective basis). Additionally, it can also be browser-dependent how easy (or difficult) it is to disable cookies.

Do you block message from someone you do not want to hear from?
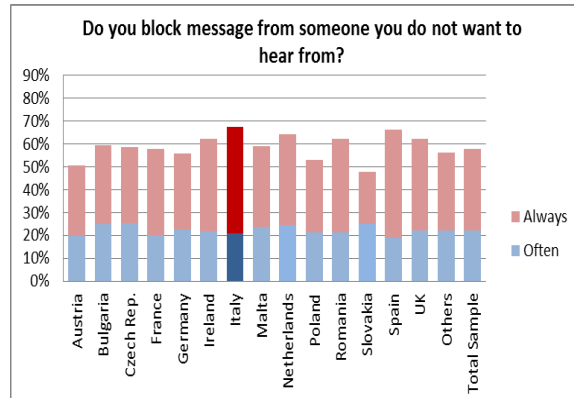
On a general level, some practices (pop-up window blockers, checking opt-in / opt-out boxes, blocking emails) are more established than others (checking for spyware, clearing the browser history), with frequencies ranging from 60.4% of all respondents always or often watching for ways to control what 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 checking opt-in / opt-out boxes and using pop-up window blockers), Italian respondents show results that are at the higher end of the total CONSENT sample.

5.1.2 Online Shopping Behaviour

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

Do you ever buy things online? (Answer: Yes)				
Nationality	**CONSENT sample**	**Eurobarometer**	**Eurostat 2010**	**Eurostat 2011**
Romania	70.8%	26%	9%	13%
Bulgaria	75.8%	21%	11%	13%
Spain	81.3%	39%	36%	38%
Italy	**83.8%**	**35%**	**25%**	**27%**
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.

Do you ever buy things online?
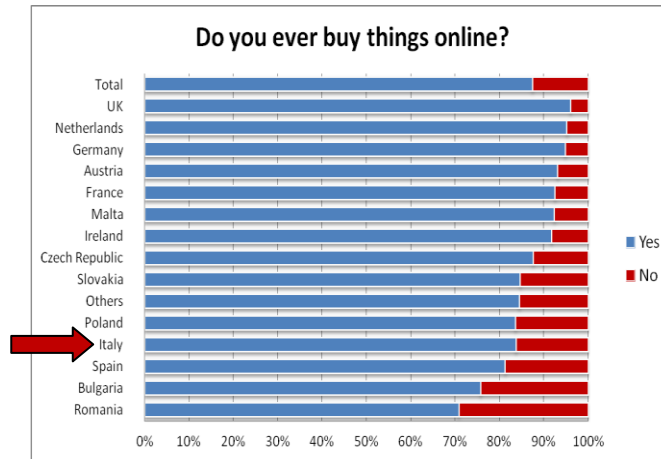
	Italy: Online Shopping practice by Age			Italy: Online Shopping by Location		
Age	**Yes**	**No**	**Location**	**Yes**	**No**
20 years or less	57.1%	42.9%	Urban	84.5%	15.5%
21 – 30 years	85.3%	14.7%	Suburban	85.7%	14.3%
> 30 years	87.6%	12.4%	Rural	90.9%	9.1%

Of the 14 countries analysed in the CONSENT study, seven countries had over 90% of respondents stating that they shopped online and a total sample average of 87.4%. Five of the remaining seven countries which scored lower than 90% 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. In the case of Italy, it is to be noted that the development of ecommerce occurred slightly later than in other European countries. This was due to the fact that the diffusion of credit cards, debit cards and e-banking started later, too. However, in the last years, the pace of diffusion of such payment means has increased rapidly, also due to specific policies devised by the Italian government. This has resulted in a significant increase in the use of ecommerce (+38% in the period 2010-2011[13]).

Additionally, differences between CONSENT data and those from other official sources (Eurobarometer, Eurostat) can be partially explained with the over-representation of higher-level educated people in the CONSENT sample. As shown by different sources[14], the higher is the education level, the higher is the use of credit and debit cards.

Online shopping activity of the Italian respondents may be linked to age but not to location. However, the comparatively small number of respondents in the categories "20 years or less" (7), suburban (14) and rural (11) allows only for a very limited interpretation.

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[13] Studio Emarkerter sul commercio online – comparazione Regno Unito, Germania, Francia e Spagna; 1.
[14] Relazioni annuali Banca d'Italia, years 2009; 2010; 2011; Davide Casaleggio "L'e-commerce diventa maggiorenne", in Milano Finanza, ottobre 2012.

Regarding online shopping *frequency*, Italian respondents are slightly below average in comparison to other European respondents, with 74.4% shopping between 1-10 times a year (compared to the total sample average of 63.1%) but only 11.6% shopping between 11-20 times a years (total sample 20.5%) and 14.0% more than 20 times a year (total sample 16.4%).

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

Payment Preferences in Online Shopping (1st preference)

Legend:
- 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 online by charging your mobile phone on landline
- At the time of delivery
- After Delivery
- Other
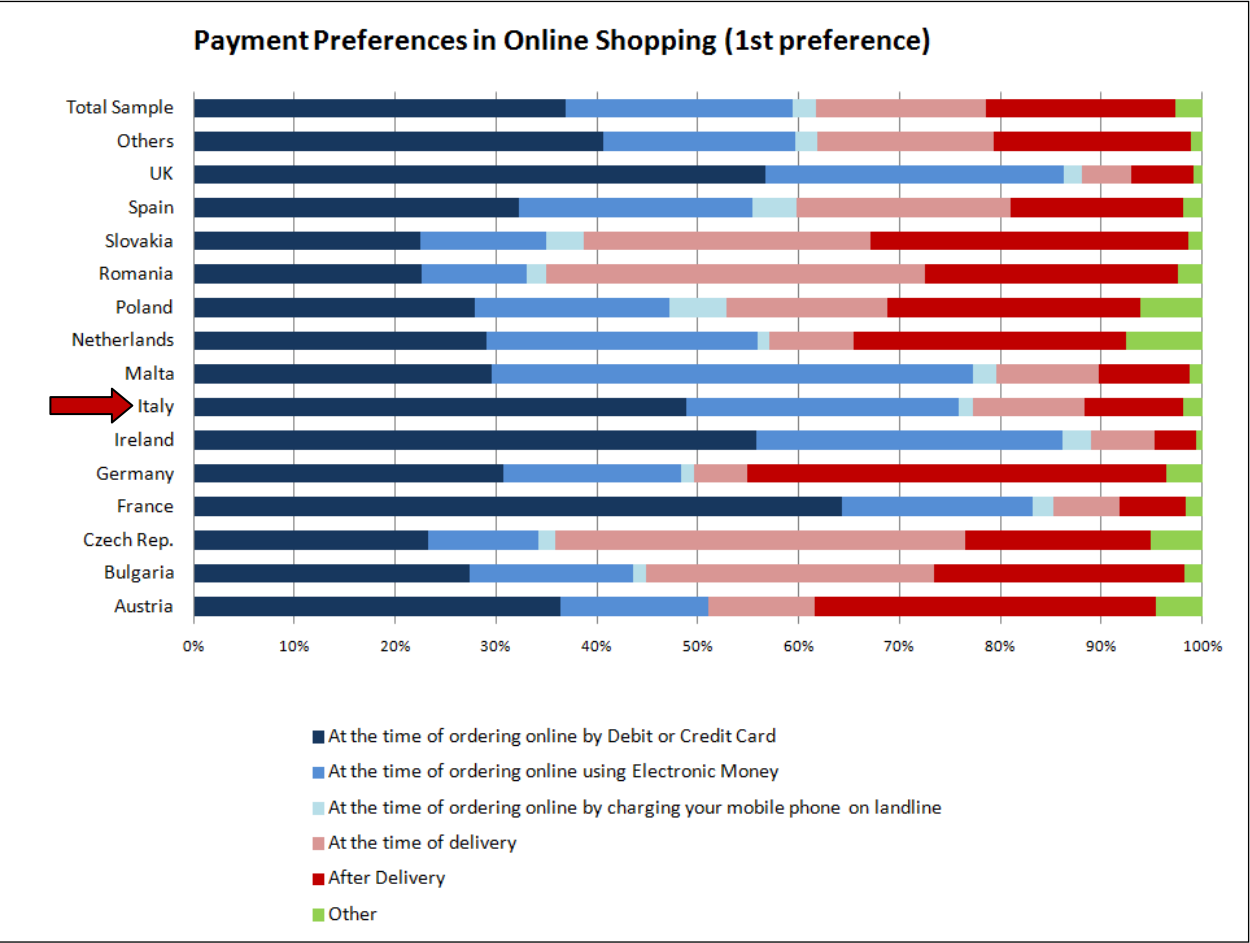
Generally, the issue of lack of trust was highlighted by a certain proportion of those Italian respondents who have never bought anything online: Of 72 responses, 13.9% indicated a lack of trust in online sellers for refraining from online shopping, with this trust issue ranging between 5.6% (France) and 46.2% (Malta) and a total sample average of 15.4%. The main reasons for refraining from online shopping additional to trust issues were: not owning a debit or credit card (Italy 12.5%, total sample 4.6%), a fear that when receiving things bought online

they will not be what was ordered (Italy 15.3%, total sample 14.2%) and the shopping experience itself – not being able to "see/touch/try things" (Italy 27.8%, 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 an decreasing preference for payment using Electronic Money with the Italian respondents' age increasing.

Italy: 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	2	3	0	0	0	0	5
	Percentage	40.0%	60.0%	0.0%	0.0%	0.0%	0.0%	100%
21 – 30 years	Count	12	14	1	7	8	1	43
	Percentage	27.9%	32.6%	2.3%	16.3%	18.6%	2.3%	100%
> 30 years	Count	74	35	2	13	12	3	139
	Percentage	53.2%	25.2%	1.4%	9.4%	8.6%	2.2%	100%

5.1.3 UGC-related Behaviour

	Have you ever created an account with a SNS website?		
		Yes	No
Italy	Count	172	26
	Percentage	86.9%	13.1%
Total Sample	Count	6,970	1,068
	Percentage	86.7%	13.3%
Eurobarometer: Italy	Percentage	48%	51%
Eurobarometer: EU27	Percentage	52%	48%

The proportion of Italian respondents having ever opened a SNS account is very similar to the overall CONSENT results and confirms the Eurobarometer data in which Italian users are also similar to the EU27 average.

With which UGC websites have you ever created an account for your personal use?	Italy		Total Sample	
	Count	Percentage	Count	Percentage
Business net-working websites such as LinkedIn	92	25.7%	2,422	16.7%
Dating websites such as parship. com	8	2.2%	651	4.5%
Websites where you can share photos, videos, etc., such as YouTube	88	24.6%	4,047	27.9%
Websites which provide recommendations	56	15.6%	2,574	17.8%

and reviews, such as Tripadvisor				
Micro blogging websites such as Twitter	43	12.0%	1,970	13.6%
Wiki sites such as Wikipedia, my-heritage	51	14.2%	1,675	11.6%
Multi-player online games	20	5.6%	1,161	8.0%

The percentages of Italian respondents having ever created accounts with business networking websites (25.7%) and wiki sites (14.2%) stand above the percentage for the total sample. This higher incidence of accounts with business networking website and wiki sites is counter-balanced by smaller percentages of respondents who open accounts with photo/video sharing websites, recommendation/review websites and micro blogging websites. This may be, partially, due to the higher average age of the Italian respondents in comparison to the average age of the total sample, assuming that adults tend to use business networking websites more frequently than younger people.

5.2   UGC Perceptions and Attitudes

Between the different SNS websites available, Italian respondents gave a preference to Facebook (having opened an account with) which was preferred by 98.1% of Italian respondents (MySpace 15.3%, Google+ 12.1%) being as such very similar to the proportion of total CONSENT respondents having ever opened an account with Facebook (96.7%).

Why would you miss this SNS website (Facebook)?				
	Italy		Total Sample	
	Count	Percentage	Count	Percentage
Many people I know have an account with this site	44	38.6%	2,751	31.0%
It's easier to use than other sites	9	7.9%	630	7.1%
It has more features than other sites	6	5.3%	683	7.7%
I trust this site more than other sites	2	1.8%	311	3.5%
It's easier to meet new people on this site	4	3.5%	405	4.6%
It is more fashionable	4	3.5%	524	5.9%
It is used worldwide	19	16.7%	1,347	15.2%
It gives you information quickly	9	7.9%	1,035	11.7%
You can find out what is happening worldwide	10	8.8%	893	10.1%
Other	7	6.1%	301	3.4%

From the table above it appears that for Italian 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?				
	Italy		Total Sample	
	Count	Percentage	Count	Percentage
I can no longer access my account	0	0.0%	128	4.0%
This type of website no longer interests me	12	28.6%	952	29.6%
I tried the website but found I didn't like	15	35.7%	573	17.8%
I no longer trust the company running the website	0	0.0%	112	3.5%
My friends / colleagues no longer use this website	9	21.4%	1,105	34.4%
I was concerned about use of information about me	0	0.0%	147	4.6%
Other	6	14.3%	198	6.2%

At the same time, in the reasoning for not using the SNS account can be observed a significantly lower-than-average interest of Italian respondents in networking effects (Italy 21.4%, total sample 34.4%) which is complemented by 35.7% who indicate dislike; none of the respondents (0.0%) 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?				
	Italy		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like it	0	0.0%	277	15.5%
The website no longer interests me	3	30.0%	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	3	30.0%	334	18.7%
I was concerned about use of information about me	1	10.0%	183	10.2%
I want the content that I have created on the website to be deleted	1	10.0%	222	12.4%
Other	2	20.0%	75	4.2%

In the reasons given for *deleting* the account (although the limited number of respondents allows, again, only for a very limited interpretation), trust issues and concern about information misuse and/or disclosure are still clearly below average, but more strongly indicated by Italian respondents (Italy combined 20.0%[15], total sample 29.9%) than was the case for simply not using the account. However, as in the total sample, dislike and disinterest remain the major motivators for people deleting their accounts (as was the case for non-usage of the account).

Why did you delete your accounts with UGC websites?				
	Italy		Total Sample	
	Count	Percentage	Count	Percentage
I tried the website but found I didn't like	15	16.3%	1,012	17.0%
The website no longer interests me	34	37.0%	2,070	34.8%
I no longer trust the company running the site	3	3.3%	305	5.1%
My friends no longer use this website	6	6.5%	455	7.7%
Membership of the website is not worth the money	14	15.2%	304	5.1%

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

I was concerned about use of information about me	9	9.8%	664	11.2%
I want the content that I have created on the website to be deleted	8	8.7%	685	11.5%
I don't want people to know that I have used this website	3	3.3%	327	5.5%
Other	0	0.0%	123	2.1%

The distribution of reasoning for deleting an UGC (non-SNS) account is very similar to the one for deleting a SNS account. 25.1%[16] of Italian respondents claimed that they deleted accounts with UGC websites because of privacy or trust issues, being as such below the average percentage of 33.3% of total respondents with similar concerns. Dislike and disinterest (combined 53.3%) remain again the strongest motivators.

Italy: 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	20	52.6%	86	51.8%	342	55.3%
Hadn't heard of this type of website before now	2	5.3%	9	5.4%	28	4.5%
Didn't know you could open an account with websites like this before now	0	0.0%	6	3.6%	18	2.9%
None of my friends use this website	5	13.2%	10	6.0%	6	1.0%
It is not worth the money	0	0.0%	6	3.6%	14	2.3%
I was concerned about use of information about me	0	0.0%	5	3.0%	19	3.1%
I visit these sites but don't feel the need to become a member	11	28.9%	44	26.5%	191	30.9%

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.

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

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?	Italy		Total Sample	
	Count	Percentage	Count	Percentage
Medical Information	2	1%	97	1%
Financial Information	1	1%	194	3%
Work history	52	31%	2.074	30%
ID card / passport number	4	2%	173	3%
Name	132	78%	5,679	83%
Home address	17	10%	1,028	15%
Nationality	115	68%	3,966	58%
Things you do (hobbies etc.)	77	46%	3,626	53%
Tastes and opinions	68	40%	3,002	44%
Photos of you	98	58%	4,635	68%
Who your friends are	67	40%	3,731	55%
Websites you visit	25	15%	1,138	17%
Mobile phone number	28	17%	1,527	22%
Email address	135	80%	5,434	79%
Other	8	5%	243	4%

There are some differences between Italy and the majority of CONSENT respondents in other countries on the types of information disclosed online – in particular regarding photos of oneself and who one's friends are. However, there are some differences to the results of the Eurobarometer survey, which split the question between information released on SNS websites and information given in the context of online shopping:

Eurobarometer Survey: Which types of information have you already disclosed?	Italy		EU 27	
	On online shopping websites	On SNS websites	On online shopping websites	On SNS websites
Medical Information	11%	8%	3%	5%
Financial Information	21%	11%	33%	10%
Work history	13%	17%	5%	18%
ID card / passport number	32%	17%	18%	13%
Name	69%	69%	90%	79%
Home address	67%	24%	89%	39%
Nationality	27%	49%	35%	47%
Things you do (hobbies etc.)	11%	41%	6%	39%
Tastes and opinions	11%	36%	5%	33%
Photos of you	12%	46%	4%	51%
Who your friends are	9%	38%	2%	39%
Websites you visit	5%	13%	4%	14%
Mobile phone number	34%	15%	46%	23%

Other	3%	2%	1%	1%

Levels of disclosure regarding hobbies, tastes and opinions, photos and friends relationships on SNS websites amongst Italian respondents in the Eurobarometer study are fairly similar to each other, but the Italian (as well as all) CONSENT respondents are significantly less likely to have disclosed their ID card / passport number and their home address. The substantial difference between Eurobarometer respondents in disclosing the home address on online shopping sites (Italy 67%, EU27 89%) and on SNS websites (Italy 24%, 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.
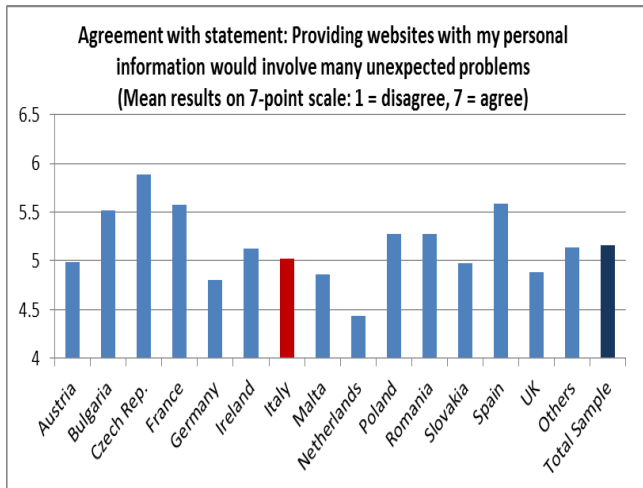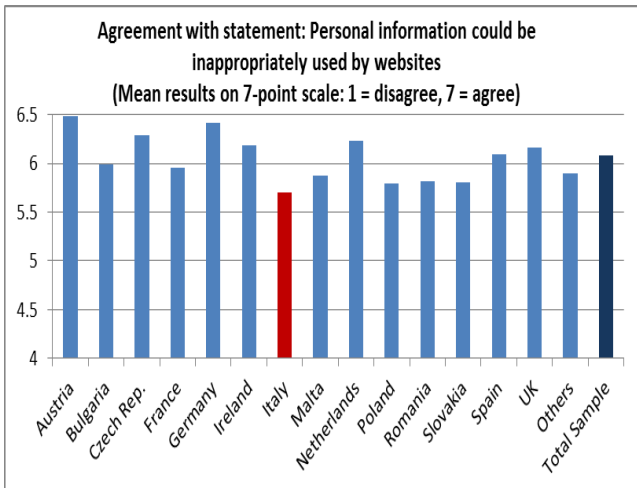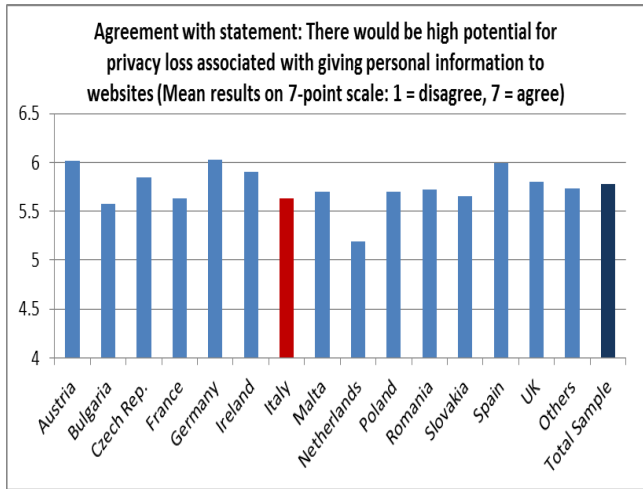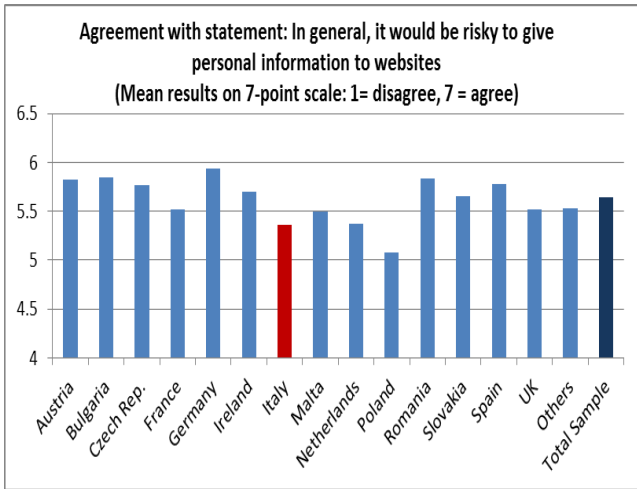
5.3.2 Risk Perceptions

Perception of general risks related to the disclosure of personal information (Rated on a 7-point scale, 1 = disagree, 7 = agree)	Italy	Total Sample
	Mean	Mean
In general, it would be risky to give personal information to websites	5.36	5.64
There would be high potential for privacy loss associated with giving personal information to websites	5.63	5.78
Personal information could be inappropriately used by websites	5.70	6.08
Providing websites with my personal information would involve many unexpected problems	5.02	5.16

The set of results in the table above relates to general risk perceptions: Italian respondents, whilst mostly agreeing that giving personal information online is risky, perceive slightly less risk than the overall CONSENT average. Similarly, in the Eurobarometer survey 38% of Italian respondents (EU27: 33%) agreed with the statement that disclosing personal information "is not a big issue", whereas 58% disagreed (EU27: 63%), and 80% of the Italians (EU27: 74%) agreed with the statement that "disclosing information is an increasing part of modern life"[17] – a statement which could be read as a certain acceptance of risk but may, partially, also be blurred with differing interpretations of a "modern life".

Additionally, Italian CONSENT respondents perceive the risk of privacy loss, the risk of information misuse and being faced with unexpected problems at a level which also is below the overall CONSENT average.

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[17] The base for these Eurobarometer questions was both internet users and non-users. However, on a EU27 level the results show no substantial differences between users and non-users.

Agreement with statement: In general, it would be risky to give personal information to websites (Mean results on 7-point scale: 1= disagree, 7 = agree)

Austria, Bulgaria, Czech Rep., France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total Sample

Agreement with statement: There would be high potential for privacy loss associated with giving personal information to websites (Mean results on 7-point scale: 1 = disagree, 7 = agree)

Austria, Bulgaria, Czech Rep., France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total Sample

Agreement with statement: Personal information could be inappropriately used by websites (Mean results on 7-point scale: 1 = disagree, 7 = agree)

Austria, Bulgaria, Czech Rep., France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total Sample

Agreement with statement: Providing websites with my personal information would involve many unexpected problems (Mean results on 7-point scale: 1 = disagree, 7 = agree)

Austria, Bulgaria, Czech Rep., France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total Sample

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Expectations that the following is likely to happen as a result of disclosing information on UGC sites (combined answers 'likely' and 'very likely')	Italy		Total Sample	
	Count	Percentage	Count	Percentage
Information being used without your knowledge	109	67.2%	4,872	73.9%
Information being shared with third parties without your agreement	124	76.1%	4,799	72.7%
Information being shared to send you unwanted commercial offers	141	86.0%	5,342	80.9%
Your personal safety being at risk	23	14.3%	1,596	24.4%
Becoming victim of fraud	45	27.8%	2,082	31.8%
Being discriminated against (e.g. job selection)	22	13.6%	1,491	22.9%
Reputation being damaged	25	15.5%	1,638	25.1%

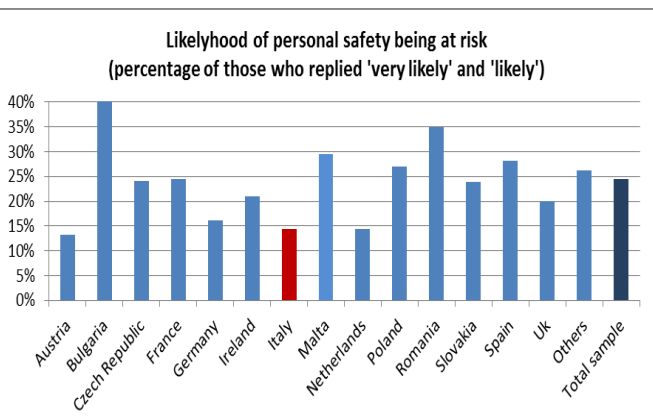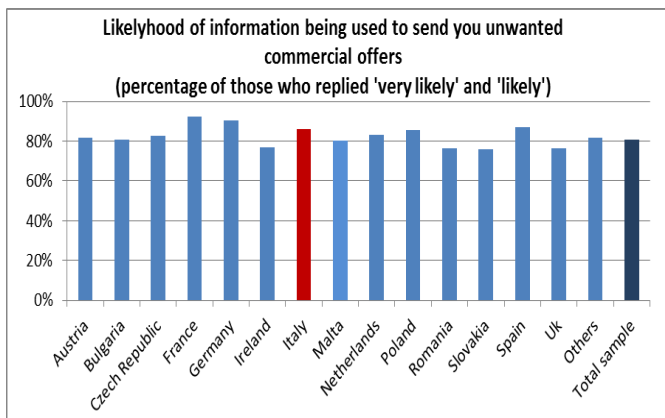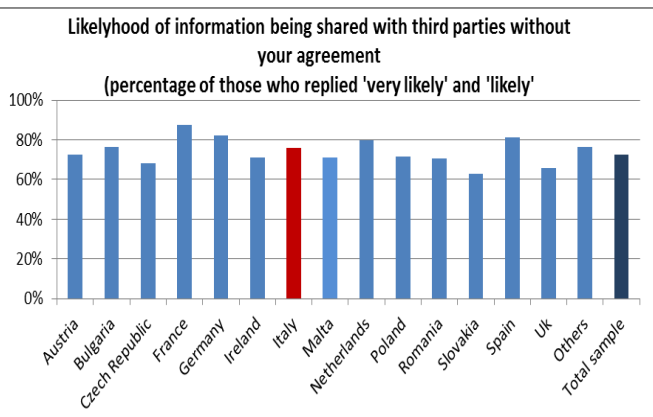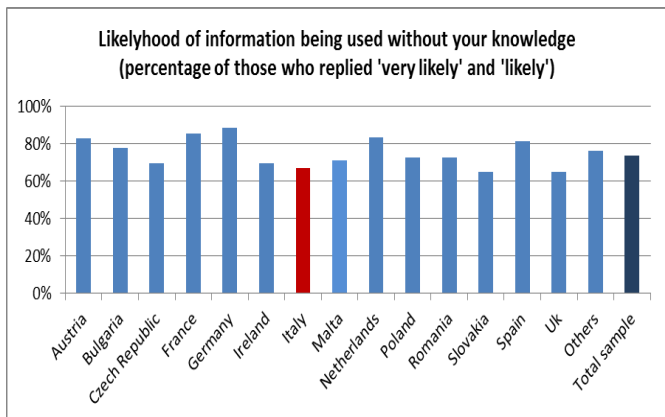| Eurobarometer	Italy		EU27	
What are the most important risks connected with disclosure of personal information (Respondents could choose up to 3 answers)	In Online Shopping	On SNS websites	In Online Shopping	On SNS websites
Information being used without your knowledge	39%	41%	43%	44%
Information being shared with third parties without your agreement	34%	36%	43%	38%
Information being shared to send you unwanted commercial offers	36%	25%	34%	28%
Your personal safety being at risk	12%	16%	12%	20%
Becoming victim of fraud	33%	26%	55%	41%
Being discriminated against (e.g. job selection)	4%	4%	3%	7%
Reputation being damaged	5%	10%	4%	12%

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

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

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

It is also interesting to note that responses regarding the likelihood of the top three situations are somewhat "homogenous" on a similarly high level across countries; Italian respondents generally appear to perceive these risks at a level rather similar to the average CONSENT respondent.

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 Italy show a level of perception which is clearly below the total sample average.

Likelyhood of information being used without your knowledge
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 100%.

Likelyhood of information being shared with third parties without your agreement
(percentage of those who replied 'very likely' and 'likely'

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 100%.

Likelyhood of information being used to send you unwanted commercial offers
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 100%.

Likelyhood of personal safety being at risk
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 40%.

Likelyhood of becoming a victim of fraud
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 60%.

Likelyhood of being discriminated against (e.g. Job selection)
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 40%.

Likelyhood of reputation being damaged
(percentage of those who replied 'very likely' and 'likely')

Bar chart showing percentages by country (Austria, Bulgaria, Czech Republic, France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total sample). Y-axis from 0% to 40%.
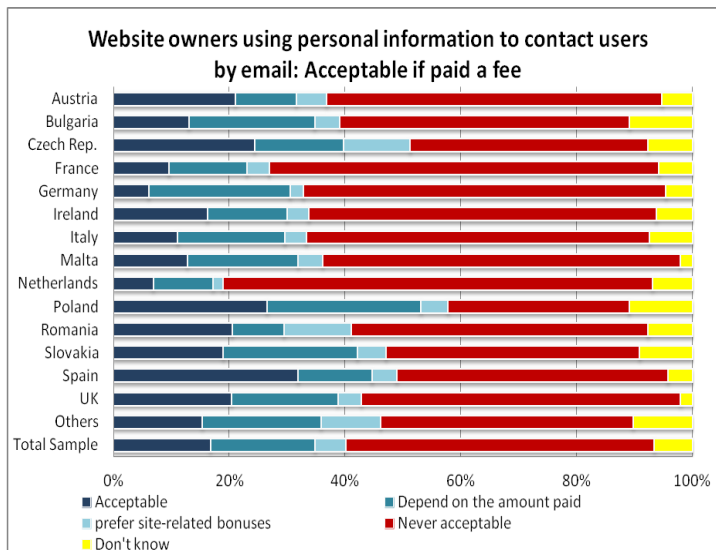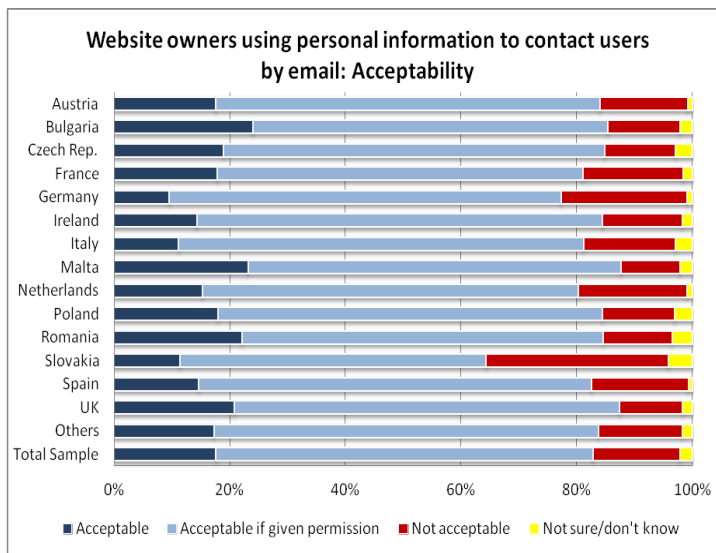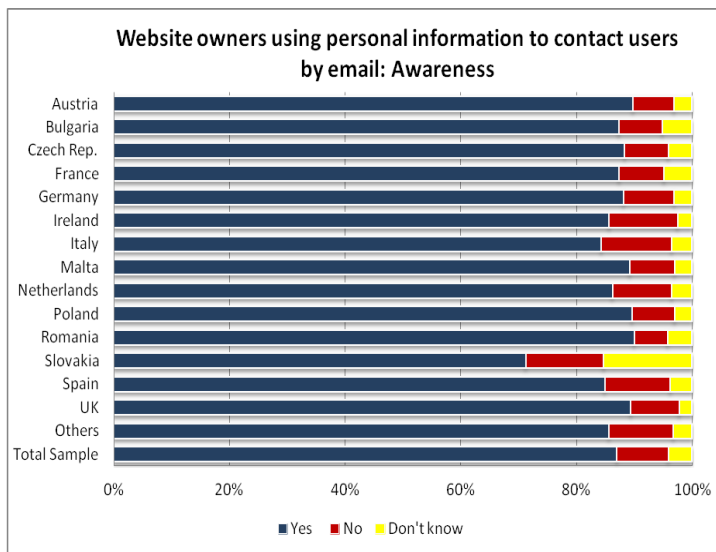
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5.3.3 Awareness and Acceptance

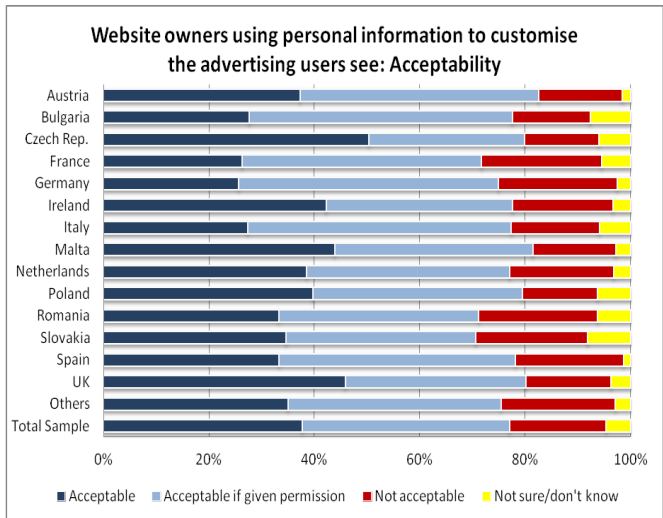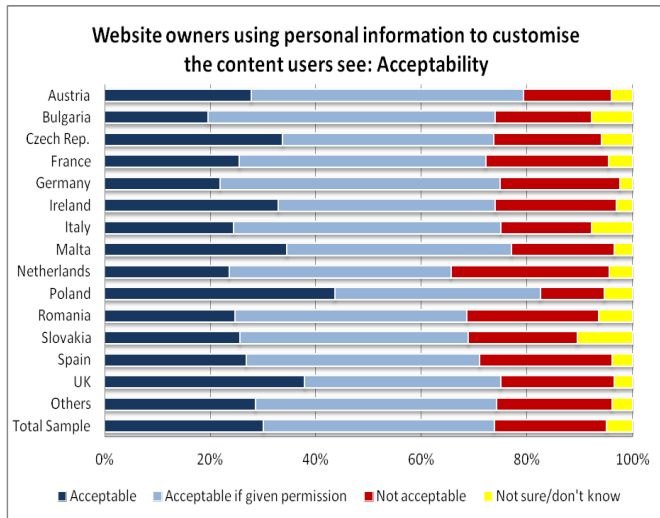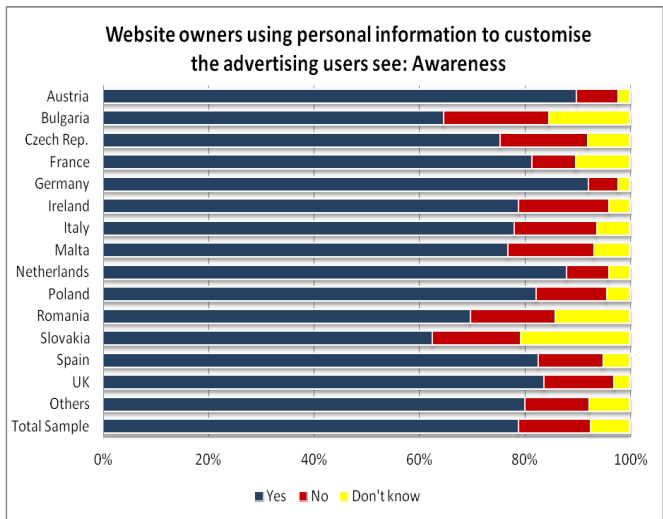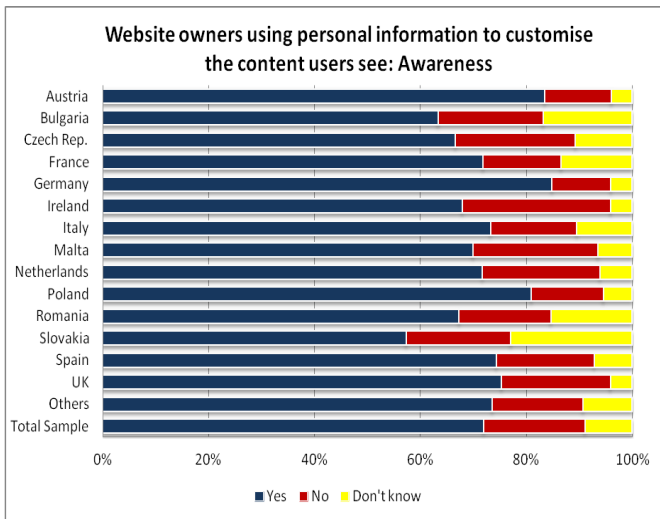| Were you aware that the information you include in your account on a website may be used by the website owners for a number of purposes?				
	Count	Yes	No	Not sure what this means
Austria	128	88.3%	6.2%	5.5%
Bulgaria	403	72.0%	18.6%	9.4%
Czech Republic	687	76.7%	15.9%	7.4%
France	319	70.8%	9.4%	19.7%
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, Italian respondents show a high level of awareness amongst CONSENT respondents about the use of personal information, at a similar level as the Netherlands, Poland and Spain. But differences, here, cannot be simply ascribed to national differences in internet exposure or internet experience.

For explaining such a trend, tone should consider that in the last 15 years many campaigns and awareness rising initiatives have been promoted by the Italian Privacy Protection Authority on privacy protection on the Web. Moreover, the Authority made a big effort to promote a dialogue between public institutions and enterprises on personal data management and to account for its activity, publishing an annual report where inspections, cases of violations and sanctions imposed are reported.
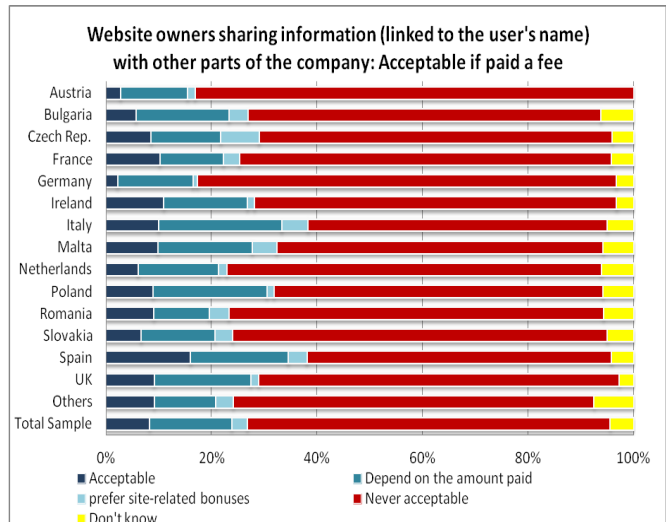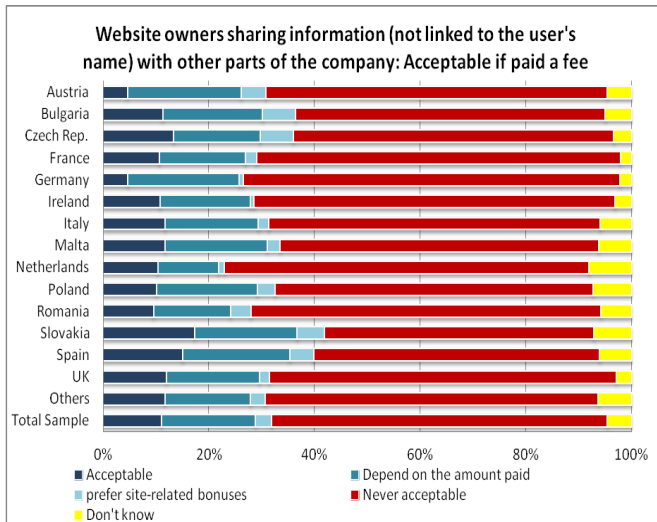
Website owners using personal information to contact users by email: Awareness

Legend: ■ Yes ■ No ■ Don't know

Website owners using personal information to contact users by email: Acceptability

Legend: ■ Acceptable ■ Acceptable if given permission ■ Not acceptable ■ Not sure/don't know

Website owners using personal information to contact users by email: Acceptable if paid a fee

Legend: ■ Acceptable ■ Depend on the amount paid ■ prefer site-related bonuses ■ Never acceptable ■ Don't know
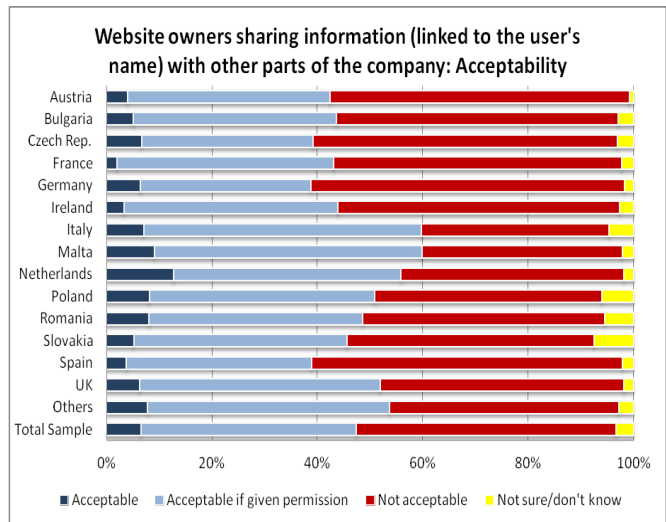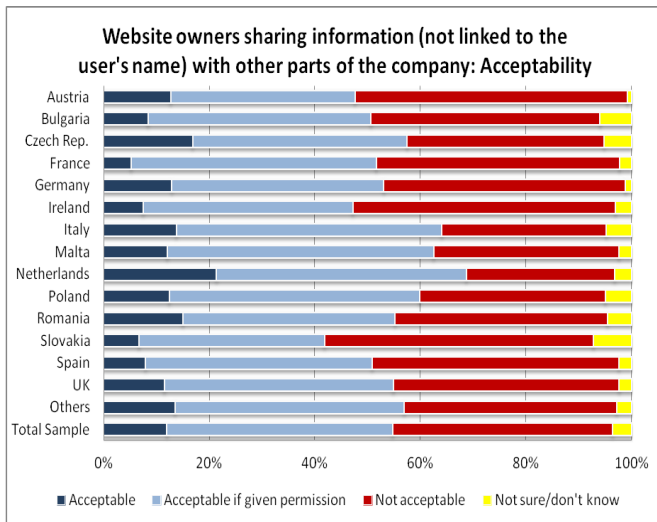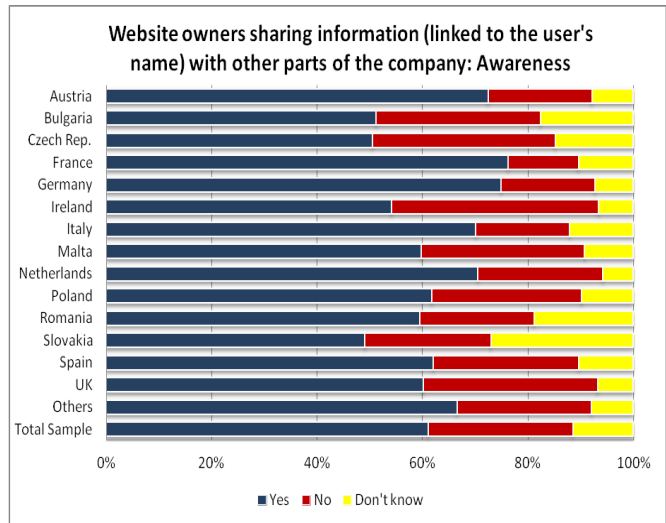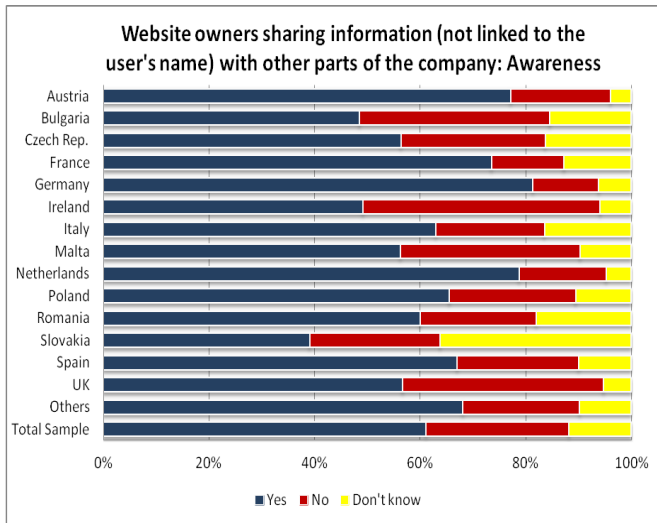
Base: Only respondents who answered that it was unacceptable to contact users by email.

Website owners using personal information to customise the content users see: Awareness

Legend: Yes, No, Don't know

Countries (top to bottom): Austria, Bulgaria, Czech Rep., France, Germany, Ireland, Italy, Malta, Netherlands, Poland, Romania, Slovakia, Spain, UK, Others, Total Sample

Website owners using personal information to customise the advertising users see: Awareness

Legend: Yes, No, Don't know

Website owners using personal information to customise the content users see: Acceptability

Legend: Acceptable, Acceptable if given permission, Not acceptable, Not sure/don't know

Website owners using personal information to customise the advertising users see: Acceptability

Legend: Acceptable, Acceptable if given permission, Not acceptable, Not sure/don't know

Website owners using personal information to customise the content users see: Acceptable if paid a fee

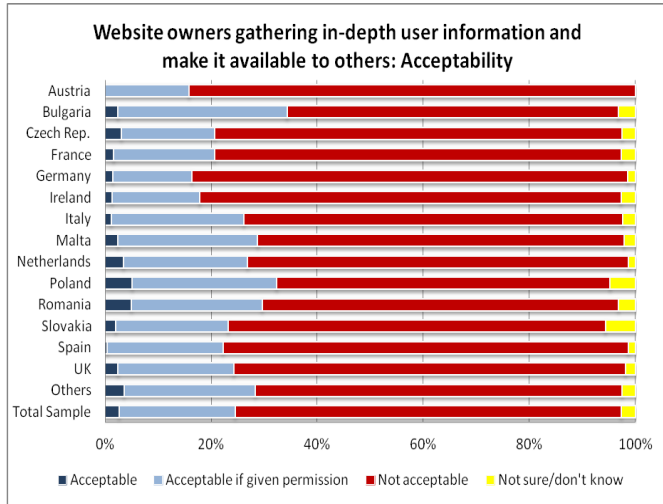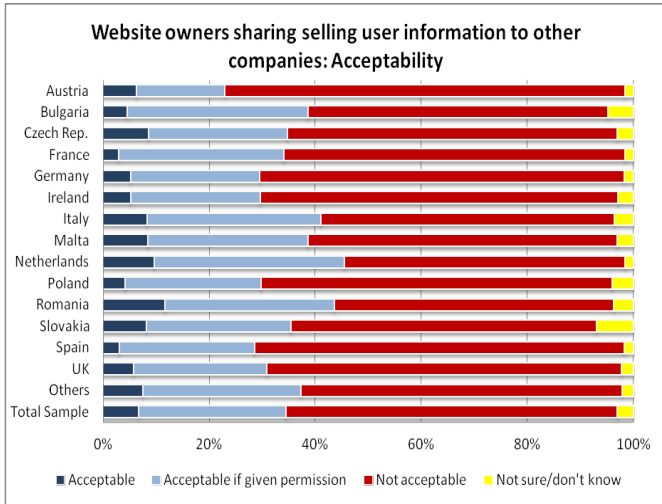Legend: Acceptable, Depend on the amount paid, prefer site-related bonuses, Never acceptable, Don't know

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

Website owners using personal information to customise the advertising users see: Acceptable if paid a fee

Legend: Acceptable, Depend on the amount paid, prefer site-related bonuses, Never acceptable, Don't know

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

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Website owners sharing information (not linked to the user's name) with other parts of the company: Awareness

Website owners sharing information (linked to the user's name) with other parts of the company: Awareness

Website owners sharing information (not linked to the user's name) with other parts of the company: Acceptability

Website owners sharing information (linked to the user's name) with other parts of the company: Acceptability

Website owners sharing information (not linked to the user's name) with other parts of the company: Acceptable if paid a fee

Website owners sharing information (linked to the user's name) with other parts of the company: Acceptable if paid a fee

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.

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Website owners selling user information to other companies: Awareness

Website owners gathering in-depth user information and make it available to others: Awareness

Website owners sharing selling user information to other companies: Acceptability

Website owners gathering in-depth user information and make it available to others: Acceptability

Website owners selling user information to other companies: Acceptable if paid a fee

Website owners gathering in-depth user information and make it available to others: Acceptable if paid a fee

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.

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

Of those who do not think it acceptable for information to be used to contact them by email, in most countries the majority still think it unacceptable even if they were to be paid a fee. Here, Italian respondents are slightly above the total CONSENT average (Italy 59%, 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. Italian respondents show a similar-to-average or above-average level of awareness, and also an average level of acceptance (if given permission). 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, Italian respondents show again an average level of non-acceptance (Italy 72%, 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. Italian respondents score slightly higher than the total sample average in the personal invasion of privacy, and lower than the total sample average in hearing or reading about misuse of information. The Eurobarometer study shows similar results: 48% of Italian respondents had "heard" about violation of privacy or fraud (EUR27: 55%), but only 17% (EU27: 12%) had been affected themselves (or family/friends). In the Eurostat 2010 research, 6% of the Italians actually reported an abuse of personal information.

5.4.2 Safeguarding Privacy

Nationality	Count	Have you ever changed the privacy settings of your personal profile on a UGC site?				
		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, 38.4% of the Italian respondents often or always change the privacy settings of their personal profiles on UGC sites. This is clearly below the overall sample average (53.5%). Italian respondents who never or rarely changed privacy settings amounted to 29% which is high compared to 18% of total respondents. The Eurobarometer survey included a similar question, asking whether the respondents "ever tried to change the privacy settings". There, Italian respondents gave a similar picture (44%; EU27: 51%). However, "trying" is a more vague expression which asks more for (more or less serious) intentions rather than actual practices.

On an overall level the CONSENT data reveal a strong confidence (into providers' practices) of those users who never changed privacy settings. In fact 38.6% of respondents either trusted the site to set appropriate privacy settings, or they were happy with the standard settings. Another 14.7% "did not find the time to look at the available options", revealing a certain user inertia.
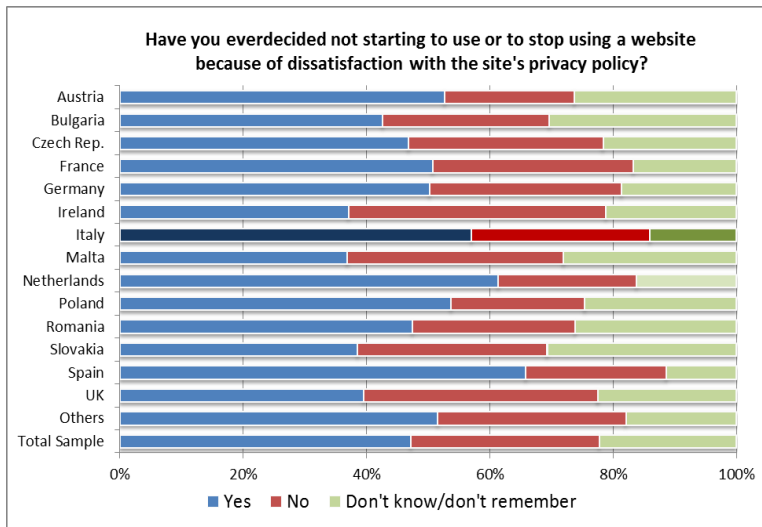
Given that only 8.1% of respondents stated that they have never changed privacy settings, a focus on the practices of those who actually *did* change their settings reveals more substantial results – also on a country level:

Italy: 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
Italy	Count	7	30	92
	Percentage	5.4%	23.3%	71.3%
Total Sample	Count	177	1,028	4,744
	Percentage	3.0%	17.3%	79.7%

Here, Italian 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). In changing who can see when one is online, in storing one's history, and – in particular – who can see one's profile and who can see one's photograph online, Italian respondents are less restrictive than the total CONSENT average. It is in the setting of who can see one's photograph, where the widest disparities between country results can be observed, allowing for the assumption that, here, levels of technical experience merge with different perspectives on the privacy of personal pictures.

5.4.3 Dealing with Privacy Policies

Have you ever decided not starting to use or to stop using a website because of dissatisfaction with the site's privacy policy?

Austria
Bulgaria
Czech Rep.
France
Germany
Ireland
Italy
Malta
Netherlands
Poland
Romania
Slovakia
Spain
UK
Others
Total Sample

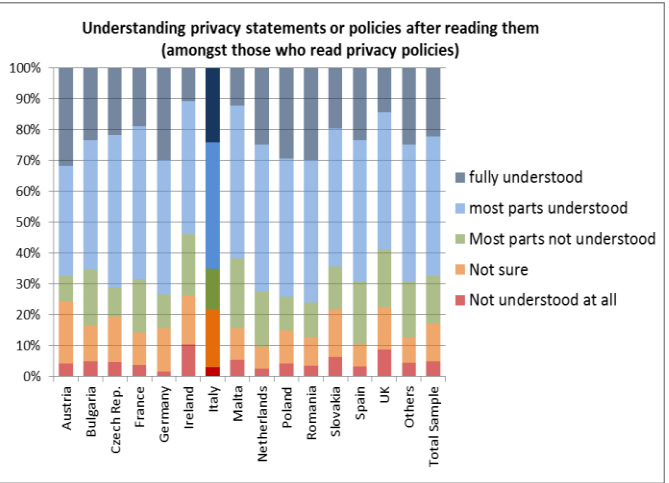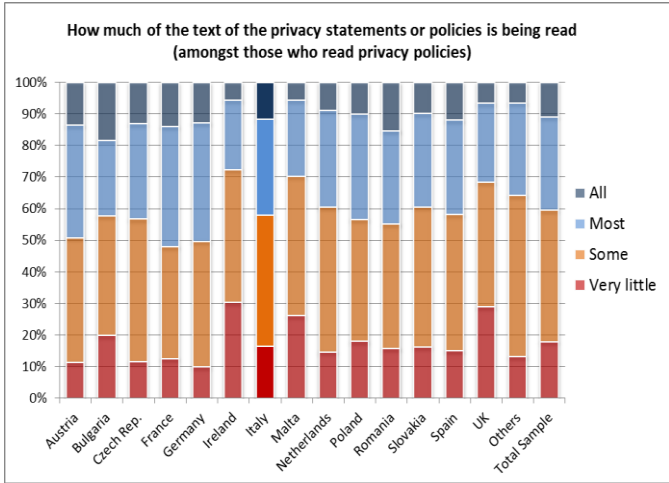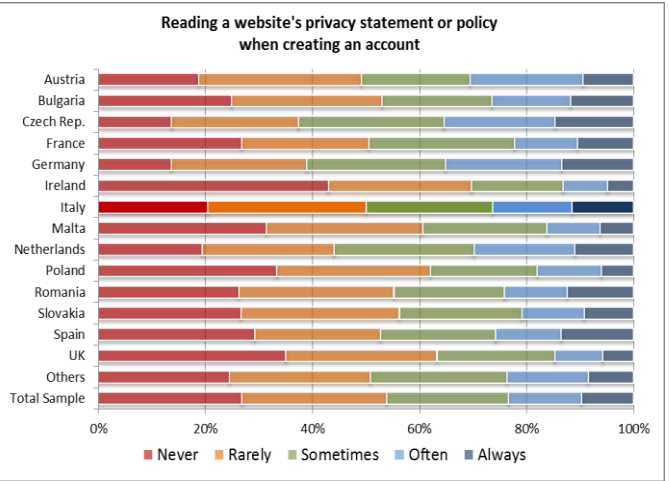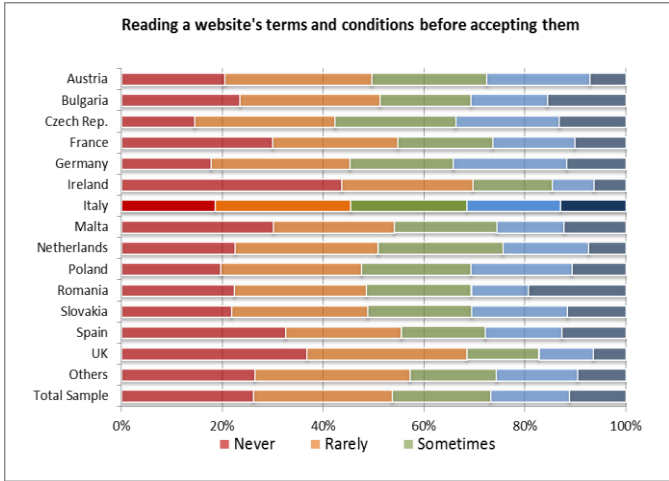0%   20%   40%   60%   80%   100%

■ Yes   ■ No   ■ Don't know/don't remember

There is much variability between responses from different countries on the question relating to the impact of privacy policies on behaviour. A comparably larger proportion of Italy respondents (57%, total sample 47%) have ever decided not to use a website due to dissatisfaction with the site's privacy policy.

Results from the set of graphs below suggest that many respondents are giving consent without potentially being aware of what they are consenting to. A significant proportion of respondents rarely or never read a website's terms and conditions before accepting them, with some variability between countries. At one end of the range, 45.2% of respondents in Germany and 45.5% of respondents in Italy rarely or never read the terms and conditions. At the other end of the range, 69.7% of Irish respondents and 68.6% of UK respondents rarely or never read websites' terms and conditions. A small core of respondents always read terms and conditions, 12.9% amongst Italian respondents do so which is slightly above the sample average (11.3%).

A fairly similar pattern of results was recorded for reading of websites' privacy policies when creating an account with a substantial number of respondents never or rarely reading them (Italy 50.0%, total sample 54%).

The majority of those who do read privacy policies do not read the whole text (total sample 89.2%). 11.7% of Italian respondents read all the text, whereas as many as 18.3% of Bulgarian respondents read all the text of privacy policies. Despite the generally low number of respondents who read all of the text of privacy policies, there is a fair deal of confidence that what is read in privacy policies is fully or mostly understood (sample average 63.6%). Here, 65.0% of Italian respondents claim to understand usually most or all of what they read in privacy policies.

Reading a website's terms and conditions before accepting them

Legend: Never, Rarely, Sometimes

Reading a website's privacy statement or policy when creating an account

Legend: Never, Rarely, Sometimes, Often, Always

How much of the text of the privacy statements or policies is being read (amongst those who read privacy policies)

Legend: All, Most, Some, Very little

Understanding privacy statements or policies after reading them (amongst those who read privacy policies)

Legend: fully understood, most parts understood, Most parts not understood, Not sure, Not understood at all

6.   Conclusion

The Italian CONSENT respondents represent a sample of predominantly experienced – and very frequent – internet users in a local environment with generally high SNS usage.

At the same time, it also appears that their (in comparison to the total CONSENT sample average) high level of taking technical measures to maintain or increase their personal internet security is – to a large extent - keeping up with this high-frequency usage; at the same time, trust issues and concern about information misuse only play a minor (and compared to the total CONSENT sample below-average) role for those respondents who decided not to use or delete their UGC accounts.

However, these – at first sight contradictory – results are in line with those regarding the British respondents' risk perceptions: Here, they are mostly at a level below the total sample average regarding their perception of general risks as well as specific risks (with the exception of website owners' sharing of user information without their agreement and receiving unwanted commercial offers).

This comparably low expectation of risks has to seen in relation to the generally high levels of awareness regarding the various practices of website owners – in particular regarding the less "commonly known" practices such as sharing, selling and in-depth gathering of user information – pointing at a possible interpretation that Italian respondents perceive themselves as being able to control privacy-related risks online.

But less than 2 out of 5 Italian CONSENT respondents indicated that they have changed their privacy settings often or always (which is clearly below the total sample average), and regarding the specific protection measures asked for – particularly restrictions who can see their profile and their photograph) – the Italian respondents indicated a less conservative behaviour which, given the indicated risk awareness, point towards a certain acceptance of risk.

In this context (and linking such attitude back to the presumed perception of control), the quality of privacy policies appears to have a noticeable impact on the behaviour of the majority of Italian respondents, in particular the non-usage of a UGC website due to dissatisfaction with its privacy policy. However, this contradicts the result that about half of the Italian (as well as the average CONSENT) respondents are never or rarely reading them.

Overall, it appears that Italian respondents oscillating between a perceived need for privacy protection and a desire to "live" their own internet-based experience without strong limitations, blocking out risks by particularly concentrating on "technical" protection measures. Probing such interpretation 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

Appendices

A.1   English Online Questionnaire

Make your views count!
And help in strengthening the legal protection of consumers and online users.

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

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

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

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

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

Privacy Policy
No personal information (such as name or e-mail) is collected in this questionnaire. All data collected are anonymous and are not linked to any personal information. This site uses a "cookie" to allow you to return to the questionnaire and continue from the same place you were before if you do not complete and submit it the first time you visit.
This questionnaire is hosted by Qualtrics. The Qualtrics privacy policy may be viewed at www.qualtrics.com/privacy-statement.
1.0 Internet experience

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

1.2 How often do you use the internet in the following situations?
1=Everyday/almost every day;
2=Two or three times a week;
3=about once a week;
4=two or three times a month;
5=less often;
6=never

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

ALT.1.3 Do you ever buy things online?
1=yes 2=no

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

1.3.H.2 When making purchases online how do you prefer to pay?
1st preference, 2nd preference, 3rd preferences.
1. At the time of ordering online by Debit card or Credit card
2. At the time of ordering online using Electronic Money such as Paypal, Moneybookers, etc
3. At the time of ordering online by charging your mobile phone or landline
4. At the time of delivery
5. After delivery
6. Other - please give details

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

1.3.H.4 How likely are you to purchase items online in the next six months?
1=very unlikely
2=unlikely
3=neutral
4=likely
5=very likely

ALT 2.0 UGC services usage

ALT.2.1. Have you ever created an account with a social networking website such as Facebook, MySpace, classmates, etc
1=yes 2=no

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

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

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

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

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

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

ALT.2.2.2.1 Why don't you use your account with *<website mentioned>***?**
   1. This type of website no longer interests me
   2. I can no longer access my account
   3. I tried the website but found I didn't like it
   4. I no longer trust the company running the website
   5. My friends/ colleagues no longer use this website
   6. I was concerned about use of information about me
   7. Other (please give details)

ALT.2.2.2.2 Why did you delete your account with *<website mentioned>***?**
   1. The website no longer interests me
   2. I tried the website but found I didn't like it
   3. I no longer trust the company running the website
   4. My friend/ colleagues no longer use this website
   5. I was concerned about use of information about me
   6. I want the content that I have created on the website to be deleted
   7. Other (please give details)

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

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

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

ALT 2.2.3.1.1 Why would you miss this site?
1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

ALT.2.2.3.2 Why do you use this site most often?
1. Many people I know have an account with this site
2. It's easier to use than other sites
3. It has more features than other sites
4. I trust this site more than other sites
5. It's easier to meet new people on this site
6. It is more fashionable
7. It is used worldwide
8. It gives you information quickly
9. You can find out what is happening worldwide
10. Other <please give details>

ALT.2.2.3.3 Why don't you use your account with <*website mentioned*>**?**
1. I can no longer access my account
2. This type of website no longer interests me
3. I tried the website but found I didn't like it
4. I no longer trust the company running the website
5. My friends/ colleagues no longer use this website
6. I was concerned about use of information about me
7. Other (please give details)

ALT.2.2.2.2 Why did you delete your account with <*website mentioned*>**?**
1. I tried the website but found I didn't like it

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

Open information box on UGC SITES

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

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

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

ALT 2.9.1 Why haven't you ever opened an account on this kind of website/these kind of websites?
1. This kind of website does not interest me
2. Hadn't heard of this type of website before now
3. Didn't know you could open an account with websites like this before now
4. None of my friends use this website
5. It is not worth the money
6. I was concerned about use of information about me
7. I visit these sites but don't feel the need to become a member
8. Other

ALT.2.9.2 Do you still have all the accounts you opened with UGC websites?
1=I still have all the accounts I've opened with UGC sites
2=I have some but have deleted others
3=no, I've deleted them all

ALT.2.9.2.1 Have you used ALL the accounts you have with UGC websites in the past 6 months?
1=yes 2=no

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

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

ALT.2.9.2.2 Why did you delete your accounts with UGC websites?
1. I tried the website but found I didn't like it
2. The website no longer interests me
3. I no longer trusted the company running the website
4. My friends no longer use the website
5. Membership of the website is not worth the money
6. I was concerned about use of information about me
7. I want the content that I have created on the website to be deleted
8. I don't want people to know that I have used this website
9. Other (please give details)

3.0 Disclosure Behaviour on UGCs

3.1 Thinking of your usage of UGC sites (such as social networking sites, sharing sites, and gaming sites), which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?
1. Medical information (patient record, health information)
2. Financial information (e. g salary, bank details, credit record)
3. Your work history
4. Your national identity number (*USE APPROPRIATE TERM IN EACH COUNTRY*)\ card number\ passport number
5. Your name
6. Your home address
7. Your nationality
8. Things you do (e.g. hobbies, sports, places you go)
9. Your tastes and opinions
10. Photos of you
11. Who your friends are
12. Websites you visit
13. Your mobile phone number
14. Your email address
15. Other (write in)

16. Don't know

4.0 Perceived Risks
4.1 For each of these situations please indicate how likely you think that this could happen as a result of your putting personal information on UGC sites.
1=very unlikely 2=unlikely 3=neutral 4=likely 5=very likely

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

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

5.1 Have you ever changed any of the privacy settings of your personal profile on a UGC site?
1=Never, 2= Rarely, 3= Sometimes, 4= Often, 5=Always

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

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

5.1.3 Which of these privacy settings have you changed?
"never" "rarely" "sometimes" "often" "always"
1. I have changed who can see my profile
2. I have changed who can see my photograph
3. I have changed who can see when I am online
4. I do not store my history
5. Other (please give details)

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

6.2 Using UGC sites is fun
7.3 This website is simple to use.
7.4 I easily remember how to use this website.
8.1 Many people I am in touch with use this website.

9.0 Behaviour relating to Terms & Conditions and Privacy Policies
Most internet websites require that users accept, normally by ticking a box, the website's Terms & Conditions before giving you access to the website.
9.1 When you create an account with a website how do you accept the site's terms and conditions?
> 5=I **always read** the terms & conditions before accepting them
> 4= I **often read** the terms & conditions before accepting them
> 3= I **sometimes read** the terms & conditions before accepting them
> 2=I **rarely read** the terms & conditions before accepting them
> 1=I **never read** the terms & conditions before accepting them
> 6= don't know/not sure what this means

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

Open information box on PRIVACY POLICIES
On internet websites, apart from Terms & Conditions (or sometimes as part of them) privacy statements or privacy policies set out how the personal information users enter online will be used and who will have access to it.
1=I never read privacy policies
2=I rarely read privacy policies
3=I sometimes read privacy policies
4=I often read privacy policies
5=I always read privacy policies

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

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

9.2.2 When you have read privacy statements or privacy policies would you say that?
1. I'm not sure whether I understood them or not
2. I usually did not understand them at all
3. I usually did not understand most parts of them
4. I usually understood most parts of them
5. I usually understood them fully
6. Don't know/don't remember

9.2.3 Have you ever decided to not start using a website or to stop using a website because you were dissatisfied with the site's privacy policy?
1=yes, 2=no 3=don't know/don't remember

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

10.0 Awareness & Attitudes – Processing of Information
10.1 The information you include in your account or profile on a website may be used by the website owners for a number of purposes. Were you aware of this?
1=yes, 2=no, 3=not sure what this means

10.2.A Please indicate whether you were aware that websites owners can use the information you include in your account or profile to:
1=Yes 2=No 3=Don't know

10.2.B Please indicate what you think about website owners making use of the personal information you include in your account/profile to:
 1= It's an acceptable thing to do, they don't have to ask me; 2=It's acceptable but only if I give permission; 3=Not acceptable; 4=not sure/ don't know
1. **customize the content you see**
2. **customize the advertising you see**

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

10.3 Would it be acceptable to you if you were paid a fee to allow the website to:
1=yes it would be acceptable 2=no it would never be acceptable 3=it would depend on the amount paid 4=I would prefer to be given site related bonuses rather than money fee 5=don't know
1. **customize the content you see**
2. **customize the advertising you see**
3. **contact you by email**
4. **share information (not linked to your name) about your behaviour with other parts of the company**
5. **share your information (linked to your name with other parts of the company**
6. **sell information (not linked to your name) about your behaviour to other companies**
7. **gather in-depth personal information about you from their own and other websites and make it available to others**

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

10.4 Are you aware that websites have access to information about your activity on the web through the use of "cookies"?
1=yes, 2=no 3=not sure what this means

10.4.1 Web browsers give you the option of refusing permission to websites to store information about your activities by disabling cookies in your web browser. Have you ever disabled cookies in your web browser
1=yes, 2=no, 3=don't remember/don't know

11.0 Perceived privacy risks

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

11.1 In general, it would be risky to give personal information to websites.
11.2 There would be high potential for privacy loss associated with giving personal information to websites.
11.3 Personal information could be inappropriately used by websites.
11.4 Providing websites with my personal information would involve many unexpected problems.

12.0 Technical Protection
Thinking of how you behave online, please indicate how often you do the following:
1=never 2=rarely 3=sometimes 4=often 5=always 6=don't know what this is 7=don't know how

12.1 Do you watch for ways to control what people send you online (such as check boxes that allow you to opt-in or opt-out of certain offers)?
12.2 Do you use a pop up window blocker?
12.3 Do you check your computer for spy ware?
12.4 Do you clear your browser history regularly?
12.5 Do you block messages/emails from someone you do not want to hear from?

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

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

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

16.1 Compared to my friends, I am more sensitive about the way online companies handle my personal information.
16.2 To me, it is the most important thing to keep my online privacy.
16.3 Compared to my friends, I tend to be more concerned about threats to my personal privacy.

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

17.2 My friends believe I should care about my privacy.

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

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

18.0 Tendency to Self-Disclosure

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

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

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

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

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

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

19.0 General caution

Thinking about your behaviour generally, not just online

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

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

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

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

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

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

 20.0 Demographics

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

20.1 Sex 1=male; 2=female

20.2 Age __ years

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

1=no formal schooling

2=Primary school

3=Secondary/High School

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

20.4 Employment

NON-ACTIVE	

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

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

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

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

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

20.8 Main Language spoken at home

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

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

A.2   Italian Online Questionnaire

0.0 Introduzione

Fai valere il tuo punto di vista!
E aiuta a sostenere la tutela legale dei consumatori e degli utenti online.

Questa indagine è parte del progetto CONSENT – un progetto in collaborazione, co-finanziato dalla Unione Europea nell'ambito del 7° Programma quadro della ricerca scientifica e tecnologica – realizzato con l'intento di raccogliere i punti di vista degli utenti di internet di tutti i paesi dell'Unione Europea sull'uso delle informazioni personali, sulla privacy e sul conferimento del consenso online.

Le informazioni raccolte saranno utilizzate per dare indicazioni ai policy-makers europei e agli esperti in questioni legali orientate a incoraggiare un rafforzamento della tutela dei consumatori e degli utenti della rete. I risultati saranno anche pubblicati sul sito internet di CONSENT.

Compilare il questionario richiede circa 15 minuti. Tutte le risposte sono anonime e nessuna informazione personale – quali il tuo nome, la tua email o il tuo indirizzo IP – saranno trattati. Puoi interrompere la compilazione del questionario in qualsiasi momento e riprenderla più tardi. Ti saremmo grati se potessi fornire la tua collaborazione a questo progetto.

Grazie per aver trovato il tempo per contribuire a questo progetto.

Per maggiori informazioni, può visitare il sito del progetto CONSENT: www.consent.law.muni.cz

Politica della privacy
Nessuna informazione personale (come ad esempio il nome o l'email) viene richiesta nel questionario. Tutti i dati raccolti sono anonimi e non fanno riferimento ad alcuna informazione personale. Questo sito usa i "cookie" per permetterti di ritornare sul questionario e di continuare dallo stesso punto in cui ti eri interrotto nella compilazione, nel caso in cui non lo avessi completato e inviato al termine della prima visita. Questo questionario è ospitato da Qualtrics. La politica della privacy di Qualtrics può essere letta presso il seguente indirizzo: www.qualtrics.com/privacy-statement

1.0 Esperienza di internet

1.1 Da quanti anni usi internet? ___ anni.

1.2 Quanto spesso usi internet nelle seguenti situazioni?
1=tutti i giorni/quasi tutti i giorni;

2=due/tre volte a settimana;
3=circa una volta alla settimana;
4=due o tre volte al mese;
5=meno frequentemente;
6=mai

4. A casa
5. Al lavoro
6. Altrove (scuola, università, internet-caffè, ecc.)

ALT.1.3 Hai mai acquistato prodotti online?

1.3.H.1 Quante volte in un anno hai acquistato online dei prodotti?

1.3.H.2 Quando fai degli acquisti online, come preferisci pagare?
1° preferenza, 2° preferenza, 3° preferenza.
7. Al momento di fare l'ordine online con carta di credito o carta di debito
8. Al momento di fare l'ordine online utilizzando sistemi di moneta elettronica come Paypal, Moneybookers, ecc.
9. Al momento di fare l'ordine online attraverso un accredito sul tuo telefono cellulare, sul palmare o sul telefono fisso.
10. Al momento della consegna
11. Dopo la consegna
12. Altro – specifica per favore

1.3.H.3 Perchè non hai mai acquistato nulla online?
11. Non ho fiducia in chi vende online
12. Avrei voluto acquistare online, ma non ho una carta di credito o un carta di debito
13. Avrei voluto acquistare online ma i siti di dei negozi online sono difficili da usare
14. Non voglio rivelare online le mie informazioni finanziarie
15. Non voglio rivelare online informazioni su dove vivo
16. Temo che quando ricevo le cose che ho acquistato, esse non saranno quelle che ho ordinato.
17. Non mi piace l'idea di dover restituire ai negozi online le cose acquistate
18. Preferisco essere in grado di vedere/toccare/provare le cose prima di comprarle
19. Non mi piace di dover pagare per la consegna dei beni acquistati online
20. Altre ragioni (per favore, specificare)

1.3.H.4 Quanto ritieni probabile che tu possa acquistare prodotti online nei prossimi sei mesi?
1=molto improbabile
2=improbabile

3=neutrale
4=probabile
5=molto probabile.

ALT 2.0 Uso dei servizi di UGC

ALT.2.1. Hai mai creato un account su un sito di social network come Facebook, MySpace, chatta.it, ciaopeople; contattisocial, puntochat , ecc.
1=sì 2=no

ALT.2.2 Su quali siti di social network hai aperto un account?
Facebook, MySpace, chatta.it, ciaopeople; contattisocial, puntochat   Altro 1 (per favore specificare). Altro 2 (per favore specificare)

ALT.2.2.1 Perché hai scelto di aprire un account su …….. piuttosto che su un altro sito?
10. Molte persone che conosco hanno un account su questo sito
11. E' più facile da usare rispetto ad altri siti
12. Ha caratteristiche migliori di altri siti
13. Ho più fiducia in questo sito che negli altri siti
14. Su questo sito è più facile conoscere nuove persone
15. E' più di moda
16. E' usato in tutto il mondo
17. Usa la lingua che preferisco utilizzare
18. Altro

ALT.2.2.2 Hai ancora e utilizzi l'account che hai aperto su *indicare il sito web*
6.   Ce l'ho ancora e la uso tutti i giorni/quasi tutti i giorni
7.   Ce l'ho ancora e la uso ogni settimana
8.   Ce l'ho ancora, ma la uso meno di una volta alla settimana
9.   Ce l'ho ancora, ma non la uso
10. Ho cancellato il mio account

ALT.2.2.2.1 Perché non usi l'account su *indicare il sito*?
8.   Questo tipo di siti non mi interessa più
9.   Non posso più accedere al mio account
10. Ho provato questo sito ma ho visto che non mi piaceva
11. Non ho più fiducia nell'impresa che gestisce il sito
12. I miei amici (le mie amiche)/colleghi (le colleghe) non usano più questo sito
13. Ero preoccupata/o dell'uso delle informazioni su di me
14. Altro (per favore specificare)

ALT.2.2.2.2 Perché hai cancellato il tuo account su *<indicare il sito>***?**
8. Il sito non mi interessa più
9. Ho provato questo sito ma ho visto che non mi piaceva
10. Non ho più fiducia nell'impresa che gestisce il sito
11. I miei amici (le mie amiche)/colleghi (colleghe) non usano più questo sito
12. Ero preoccupata/o dell'uso delle informazioni su di me
13. Voglio che i contenuti che ho creato nel sito vengano cancellati
14. Altro (per favore specificare)

ALT.2.2.3 **Hai ancora e utilizzi gli account che hai aperto nei siti di social network**?
6. Ce li ho ancora e li uso tutti i giorni o quasi tutti i giorni
7. Ce li ho ancora e li uso ogni settimana
8. Ce li ho ancora ma li uso meno di una volta la settimana
9. Ce li ho ancora ma non li uso
10. Ho cancellato i miei account

ALT.2.2.3.1 Se uno di questi siti venisse chiuso, quale ti mancherebbe di più?

ALT 2.2.3.1.1 Perché ti mancherebbe questo sito?
11. Molte persone che conosco hanno un account su questo sito
12. E' più facile da usare di altri siti
13. Ha caratteristiche migliori di altri siti
14. Ho fiducia in questo sito più che in altri siti
15. Su questo sito è più facile conoscere nuove persone
16. E' più di moda
17. E' usato in tutto il mondo
18. Ti fornisce informazioni rapidamente
19. Puoi venire a sapere ciò che avviene nel mondo
20. Altro <per favore, specificare>

ALT.2.2.3.2 Perché usi questo sito così spesso?
1. Molte persone che conosco hanno un account su questo sito
2. E' più facile da usare di altri siti
3. Ha caratteristiche migliori di altri siti
4. Ho fiducia in questo sito più che in altri siti
5. Su questo sito è più facile conoscere nuove persone
6. E' più di moda
7. E' usato in tutto il mondo
8. Ti fornisce informazioni rapidamente
9. Puoi venire a sapere ciò che avviene nel mondo
10. Altro <per favore, specificare>

ALT.2.2.3.3 Perchè non usi il tuo account su *...<indicare il sito>* **?**

8. Non posso più accedere al mio account
9. Questo tipo di siti non mi interessa più
10. Ho provato questo sito ma ho visto che non mi piaceva
11. Non ho più fiducia nell'impresa che gestisce il sito
12. I miei amici (le mie amiche)/colleghi (colleghe) non usano più questo sito
13. Ero preoccupata/o dell'uso delle informazioni su di me
14. Altro (per favore specificare)

ALT.2.2.2.2 Perché hai cancellato l'account su *<indicare il sito>***?**
6. Ho provato questo sito ma ho visto che non mi piaceva
7. Il sito non mi interessa più
8. Non ho più fiducia nell'impresa che gestisce il sito
9. I miei amici (le mie amiche)/colleghi (colleghe) non usano più questo sito
10. Ero preoccupata/o dell'uso delle informazioni su di me
11. Voglio che i contenuti che ho creato sul sito vengano cancellati
12. Altro (per favore specificare)

Apri la finestra di informazione sui siti UGC
Alcuni tipi di siti consentono agli utenti di pubblicare o di aggiungere contenuti sul sito che possono essere letti dagli altri utenti della rete. Questo può essere fatto, per esempio, postando dei commenti (per esempio, Facebook) o delle rassegne (come tripadvisor), unendosi a discussioni on-line, caricando video e altri materiali digitali (come YouTube, flickr), editando testi (ad esempio Wikipedia), ecc. Questo tipo di siti internet sono chiamati siti con contenuti generati dagli utenti – UGC (User Generated Content).

ALT 2.9 Con quali dei seguenti siti con contenuti generati dagli utenti (UGC) hai creato un tuo account (e non semplicemente visitato)?

B. Siti di network professionali come Linkedin, Link2me o Viadeo.
C. Siti di incontri come Theclub, Meetic o Nirvam.
D. Siti dove condividere fotografie, video, ecc. come Youtube, Flickr o Diggita.
E. Siti che forniscono raccomandazioni e rassegne (di film, di musica, di libri, di alberghi, ecc.) come last.fm o tripadvisor.
F. Siti di micro blogging come twitter o meemi.
G. Siti Wiki come Wikipedia o nonciclopedia.
H. Siti di giochi con molti giocatori come secondlife.com, terrediextramondo o la quartaera.

ALT 2.9.1 Perché non hai mai aperto un account su questo tipo/questi tipi di siti internet?
9. Questo tipo di siti non mi interessa
10. Non avevo mai sentito parlare di questo tipo di siti prima d'ora
11. Non sapevo che si potesse aprire un account con questo tipo di siti prima d'ora
12. Nessuno dei miei amici (amiche) usa questo tipo di siti

13. Non ne vale la spesa
14. Ero preoccupata/o sull'uso delle informazioni su di me
15. Visito questi siti, ma non sento il bisogno di iscrivermi
16. Altro

ALT.2.9.2 Hai ancora tutti gli account che hai aperto sui siti UGC?
1=Ho ancora tutti gli account che avevo aperto nei siti UGC
2=Ne ho conservati qualcuno e gli altri li ho cancellati
3=No, li ho cancellati tutti

ALT.2.9.2.1 Hai usato negli ultimi sei mesi TUTTI gli account che hai sui siti UGC?
1=sì 2=no

ALT.2.9.2.1.1 Perché non hai utilizzato negli ultimi 6 mesi alcuni dei tuoi accounts?

9. Perché non ho più accesso al mio account
10. Perché non è il tipo di sito che uso regolarmente
11. Ho provato il sito ma ho visto che non mi piaceva
12. E' un sito che non mi interessa più
13. Non ho più fiducia nell'impresa che lo gestisce
14. I miei amici (amiche) non usano più questo sito
15. Ero preoccupata/o sull'uso delle informazioni su di me
16. Altro (per favore specificare)

ALT.2.9.2.2 Perché hai cancellato i tuoi account sui siti UGC?
10. Ho provato questo sito e ho visto che non mi piaceva
11. Il sito non mi interessa più
12. Non ho più fiducia nell'impresa che gestisce il sito
13. I miei amici non usano più il sito
14. Non vale la pena essere iscritti al sito
15. Ero preoccupata/o dell'uso delle informazioni su di me
16. Voglio che i contenuti che ho creato nel sito vengano cancellati
17. Non voglio che la gente sappia che ho usato questo sito
18. Altro (per favore specificare)

3.0 Parlare di sé/Mostrare se stessi sui siti UGC
3.1 Pensando al tuo uso dei siti UGC (come per esempio i siti di social network, quelli per condividere materiali o per giocare), quali dei seguenti tipi di informazioni hai dato (al momento della registrazione o semplicemente quando lo usi)?
17. Informazioni mediche (dati sanitari, informazioni sulla salute)
18. Informazioni finanziarie (come per esempio, il salario, dettagli bancari, informazioni sull'affidabilità creditizia)

19. Il tuo curriculum di lavoro
20. Il tuo codice fiscale o il numero della tua carta d'identità o del passaporto
21. Il tuo nome
22. Il tuo indirizzo di casa
23. La tua nazionalità
24. Le cose che fai (ad esempio, hobby, sport, i luoghi che frequenti)
25. I tuoi gusti e le tue opinioni
26. Le tue fotografie
27. Chi sono i tuoi amici (le tue amiche)
28. I siti che visiti
29. Il numero del tuo telefono cellulare
30. Il tuo indirizzo email
31. Altro (specificare)
32. Non so

4.0 Rischi percepiti

4.1 Per ognuna di queste situazioni, per favore indica quanto ritieni probabile che esse si possano verificare, come effetto dell'aver fornito dati personali sui siti UGC.
1=molto improbabile 2=improbabile 3=neutrale 4=probabile 5=molto probabile

8. **I tuoi dati potrebbero essere usati o a tua insaputa**
9. **Le tue informazioni potrebbero essere condivise con terze parti senza il tuo consenso**
10. **I tuoi dati potrebbero essere usati per spedirti offerte commerciali non richieste**
11. **La tua sicurezza personale potrebbe essere a rischio**
12. **Potresti diventare vittima di frodi**
13. **Potresti essere discriminato (per esempio nel trovare lavoro, nell'acquisto di beni con prezzi maggiorati, nel mancato accesso a un servizio)**
14. **La tua reputazione potrebbe essere danneggiata**

5.0 Comportamento relativo alle impostazioni sulla privacy
Apri il box informativo sui PROFILI PERSONALI
Un profilo personale in un sito UGC (come quelli di social network, di condivisione di materiali, di giochi online) consiste nella messa online di una serie di informazioni quali la tua età, il luogo dove vivi, i tuoi interessi, le foto caricate nella sezione "a proposito di me". La visibilità del profilo – chi può vedere i tuoi dati e interagire con te – in alcuni casi può essere personalizzata regolando le impostazioni sulla privacy (privacy setting) offerte dal sito.

5.1 Hai mai cambiato qualcuna delle impostazioni sulla privacy del tuo profilo personale in un sito UGC?
1=Mai, 2= Raramente, 3= Qualche volta, 4= Spesso, 5=Sempre

5.1.1 Perché non hai mai cambiato le impostazioni sulla privacy?
9. Non sapevo che esistevano impostazioni sulla privacy
10. Non so come si cambiano le impostazioni

11. Temo che se cambio le impostazioni sulla privacy il sito non funzioni correttamente
12. Non sapevo che potevo cambiare le impostazioni
13. Confido che il sito abbia impostazioni sulla privacy adeguate
14. Mi stanno bene le impostazioni standard sulla privacy
15. Non avevo tempo di cercare le opzioni disponibili
16. Altro

5.1.2 Come hai cambiato le impostazioni sulla privacy?

4. Ho cambiato le impostazioni sulla privacy in senso meno restrittivo, in modo che gli altri potessero accedere a maggiori informazioni su di me.
5. Talvolta ho cambiato le informazioni sulla privacy in senso più restrittivo, altre volte in senso meno restrittivo.
6. Ho cambiato le impostazioni sulla privacy in senso più restrittivo, in modo che gli altri potessero accedere a minori informazioni su di me.

5.1.3 Quali di queste impostazioni sulla privacy hai cambiato?

"mai" "raramente" "qualche volta" "spesso" "sempre"

6. Ho modificato l'impostazione relativa a chi potesse vedere il mio profilo
7. Ho modificato l'impostazione relativa a chi potesse vedere la mia foto
8. Ho modificato l'impostazione relativa a chi potesse vedere quando sono online
9. Non conservo le informazioni relative a quello che ho fatto in passato sul sito
10. Altro

6.0/7.0/8.0 Divertimento percepito

Pensando al sito UGC che usi o, se ne usi più di uno, al tuo favorito, puoi per favore indicarmi quanto sei d'accordo con le affermazioni che seguono, cliccando sul punto della scala che meglio rappresenta le tue opinioni, dove 1=disaccordo e 7=accordo.

6.2 Usare i siti UGC è divertente

7.3 Questo sito è facile da usare.

7.4 Ricordo facilmente come usare questo sito.

8.1 Molte persone con le quali sono in contatto usano questo sito.

9.0 Comportamento rispetto ai "Termini e alle condizioni di uso e alle politiche di privacy"

Molti siti internet richiedono che l'utente accetti, solitamente cliccando su un box, i "termini e le condizioni di uso" prima di consentire l'accesso al sito.

9.1 Quando crei un tuo account su un sito, come ti comporti nell'accettare i termini e le condizioni d'uso?

5=Leggo **sempre** i termini e le condizioni d'uso prima di accettarle

4= Leggo **spesso** i termini e le condizioni d'uso prima di accettarle

3=**Qualche** volta leggo i termini e le condizioni d'uso prima di accettarli

2=**Raramente** leggo i termini e le condizioni d'uso prima di accettarli

1=Non leggo **mai** i termini e le condizioni d'uso prima di accettarli
6= Non so/non sono sicura/o di capire ciò di cui si sta parlando

9.2 Quando crei un tuo account su un sito che non hai mai usato prima, leggi le dichiarazioni sulla privacy o le politiche sulla privacy adottate dal sito?

Apri il box informativo sulle POLITICHE SULLA PRIVACY (PRIVACY POLICIES)
Nei siti internet, oltre ai termini e alle condizioni di uso (o talvolta come parti di questi ultimi), sono riportate anche le dichiarazioni sulla privacy o le politiche sulla privacy seguite, che stabiliscono come le informazioni personali degli utenti messe on online potranno essere usate e chi potrà accedere ad esse.
1=Non leggo mai le dichiarazioni relative alle politiche sulla privacy
2=Raramente leggo le dichiarazioni relative politiche sulla privacy
3=Qualche volta leggo le politiche sulla privacy
4=Spesso leggo le politiche sulla privacy
5=Leggo sempre le politiche sulla privacy.

9.2.1 Quando leggi le dichiarazioni sulla privacy/le politiche sulla privacy del sito, di solito:
1=ti soffermi molto poco sul testo 2=leggi alcune parti del testo 3=leggi la maggior parte del testo 4=leggi tutto il testo

9.2.2 Quando hai letto le dichiarazioni sulla privacy o le politiche sulla privacy del sito, potresti dire che:
7. Non sono sicuro se le ho comprese o no
8. Di solito non le comprendo affatto
9. Di solito non comprendo la maggior parte di esse
10. DI solito comprendo la maggior parte di esse
11. Di solito le comprendo bene
12. Non so/non ricordo

9.2.3 Ti è mai capitato di decidere di non iniziare a usare un sito internet o di interromperne l'uso perché eri insoddisfatta/o delle politiche sulla privacy del sito?
1=sì, 2=no 3=non so/non ricordo

9.3.1 Perché non hai mai letto le dichiarazioni sulla privacy o le politiche sulla privacy del sito?
10. Non sapevo nulla delle politiche sulla privacy prima d'ora
11. Non so dove trovare nel sito le politiche sulla privacy
12. Le politiche sulla privacy sono troppo lunghe da leggere
13. Le politiche sulla privacy sono troppo difficili da comprendere

14. Se voglio aprire un account su un sito, non mi curo delle sue politiche sulla privacy
15. Sono indifferente alle politiche sulla privacy dei siti, perché non ho niente da nascondere
16. Sono indifferente alle politiche sulla privacy dei siti dato che i gestori dei siti in ogni caso le ignorano
17. Se il sito internet viola la mia privacy, la legge in ogni caso mi tutelerà
18. Altro (specificare)

10.0 Consapevolezza e orientamenti – Trattamento dell'informazioni

10.1 Le informazioni su di te contenute nel tuo account o nel tuo profilo potrebbero essere usate dal gestore del sito per un certo numero di finalità. Ne eri consapevole?

1=sì, 2=no, 3=non sono sicuro di cosa si sta parlando

10.2.A Per favore, potresti indicare se eri consapevole del fatto che il gestore del sito può usare le informazioni che tu hai inserito nel tuo account o nel tuo profilo per:

1=Sì 2=No 3=Non so

10.2.B Per favore, potresti indicare quello che pensi del gestore del sito internet che usa le informazioni personali che hai inserito nel tuo account/profilo per:

1= E' una cosa accettabile da fare, essi non devono nemmeno chiedermelo 2=E' una cosa accettabile, ma solo con il mio consenso; 3=Non è accettabile; 4=non sono sicuro/ non so

8. **Personalizzare i contenuti che vedi**
9. **Personalizzare la pubblicità che vedi**
10. **Contattarti per email**
11. **Condividere informazioni (non riconducibili a te) sui tuoi comportamenti con altri settori dell'impresa che gestisce il sito**
12. **Condividere informazioni che ti riguardano (e riconducibili a te) con altri settori dell'organizzazione che gestisce il sito**
13. **Vendere ad altre imprese informazioni (non riconducibili a te) sui tuoi comportamenti**
14. **Raccogliere in profondità informazioni personali su di te dal loro sito e da altri siti e renderle disponibili ad altri soggetti**

10.3 Sarebbe per te accettabile se ti venisse pagato un compenso per consentire ai gestori del sito di:

1=Sì sarebbe accettabile 2=no, non sarebbe mai accettabile 3=dipende da quanto pagano 4=preferirei che mi venisse dato un bonus del sito piuttosto che dei soldi 5=non so

1. **Personalizzare i contenuti che vedi**
2. **Personalizzare la pubblicità che vedi**
3. **Contattarti per email**
4. **Condividere informazioni (non riconducibili a te) sui tuoi comportamenti con altri settori dell'impresa che gestisce il sito**

5. Condividere informazioni che ti riguardano (e riconducibili a te) con altri settori dell'organizzazione che gestisce il sito
6. Vendere ad altre imprese informazioni (non riconducibili a te) sui tuoi comportamenti
7. Raccogliere in profondità informazioni personali su di te dal loro sito e da altri siti e renderle disponibili ad altri soggetti

Apri il box di informazione COOKIES
In aggiunta ai dati che tu stesso hai fornito nel tuo account o nel tuo profilo, i siti possono anche avere accesso ad informazioni sulle tue attività in rete come quelle sui siti che hai visitato, sulle tue preferenze, ecc.. I siti internet lo fanno attraverso informazioni (talvolta indicate come "cookies") contenute nei programmi (browser) che usi per navigare in rete (come Internet Explorer, Firefox, Safari, ecc.).

10.4 Sei consapevole del fatto che i siti hanno accesso alle informazioni sulle tue attività in rete attraverso l'uso dei "cookies"?
1=sì, 2=no 3=non sono sicuro di cosa si sta parlando

10.4.1 I browser ti offrono l'opzione di non consentire la raccolta e la conservazione di informazioni sulla tua attività in rete, disabilitando i cookies nel programma che usi per navigare in internet. Hai mai disabilitato i cookies del tuo browser?
1=sì, 2=no, 3=non ricordo/non so

11.0 Rischi percepiti per la privacy

Per favore indica in che misura sei d'accordo o in disaccordo con le dichiarazioni che seguono, a proposito delle informazioni personali in internet, cliccando sul punto della scala che meglio rappresenta la tua opinione, dove 1=disaccordo e 7=accordo.

11.1 In generale, potrebbe essere rischioso mettere dati personali sui siti internet.
11.2 Potenzialmente, mettendo dati personali sui siti internet, ci potrebbe essere una forte perdita della privacy.
11.3 Le informazioni personali potrebbero essere usate in modo inappropriato dai gestori dei siti internet
11.4 Fornire ai siti internet mie informazioni personali potrebbe produrre molti problemi inaspettati.

12.0 Tutela tecnica
Pensando al tuo comportamento online, per favore indica quanto spesso svolgi le seguenti attività:
1=mai 2=raramente 3=qualche volta 4=spesso 5=sempre 6=non capisco di cosa si sta parlando 7=non so come fare

12.1 Cerchi il modo di controllare cosa la gente ti invia online (usando sistemi come il check box, che ti permette di accettare o rifiutare quello che ti arriva dagli altri)?
12.2 Usi il comando che blocca le finestre pop-up (window blocker)?
12.3 Fai il controllo dei virus (spyware) del computer?
12.4 Elimini regolarmente la cronologia del tuo browser?
12.5 Blocchi i messaggi/email che ti arrivano da persone con cui non vuoi avere rapporti?

14.0 Vittime di violazione della privacy
14.1 Con quale frequenza sei stata/o personalmente vittima di qualcosa che hai percepito come un'impropria invasione della privacy in internet, dove 1=mai e 7=molto frequentemente?

15.0 Esposizione ai media
15.1 In che misura, durante l'ultimo anno, hai sentito parlare o hai letto di potenziali usi impropri delle informazioni raccolte in internet, dove 1=no per niente e 7=moltissimo?

16.0 Orientamento verso il valore della privacy
Per favore indica quanto sei d'accordo o in disaccordo con le seguenti affermazioni sull'uso delle informazioni personali, dove 1=disaccordo e 7=accordo.

16.1 Rispetto ai miei amici, sono più sensibile a come le imprese online trattano i miei dati personali.
16.2 Per me, la cosa più importante è quella di proteggere la mia privacy online.
16.3 Rispetto ai miei amici, tendo a essere più preoccupato delle minacce alla mia privacy personale.

17.0 Norme sociali
17.1 Persone, della cui opinione mi fido, ritengono molto importante tenere riservati i dati personali.
17.2 I miei amici credono che dovrei tutelare la mia privacy.
17.3 Persone per me importanti pensano che dovrei essere molto attento quando rivelo online dati personali.

Per la prossima domanda, per favore pensa al tuo comportamento in generale e non solo quando sei in rete.

18.0 Tendenza alla Self-Disclosure (parlare di se'/mostrare se stessi)
Indica quanto sei d'accordo con le seguenti affermazioni, che riguardano come tu comunichi con le altre persone, dove 1=disaccordo e 5=accordo.

18.1 Non parlo spesso di me stesso
18.2 Normalmente parlo di me per periodi abbastanza lunghi di tempo.
18.3 Solo di rado esprimo le mie opinioni personali e le mie credenze

18.4 Una volta che ho incominciato a parlare di me, poi lo faccio apertamente e parlando di cose intime

18.5 Spesso rivelo cose intime e personali di me stesso senza esitazione.

19.0 Avvertenze (generali

Pensando al tuo comportamento in generale e non solo online
1=mai 2=raramente 3=qualche volta 4=spesso 5=sempre

19.1 Bruci/strappi i tuoi documenti personali quando li devi buttare?
19.2 Nascondi il tuo codice PIN quanto stai usando un bancomat o stai facendo un acquisto?
19.3 Ti registri solo su quei siti internet che adottano una politica sulla privacy?
19.4 Prima di registrare i tuoi dati su un sito, cerchi una certificazione sulla privacy di quel sito?
19.5 Leggi molto attentamente l'accordo di licenza prima di dare il tuo consenso?

 20.0 Dati demografici

Questa sezione riguarda informazioni su di te. Può essere lasciata in bianco, ma sarebbe di grande aiuto alla nostra ricerca se tu la compilassi.

20.1 Sesso 1=uomo; 2=donna

20.2 Età __ anni

20.3 Quale è il livello più alto di istruzione che hai completato?
1=nessun diploma
2=Scuola elementare
3=Scuola secondaria (primo e secondo grado)
4=Istruzione superiore (Università, diplomi para-universitari, ecc.)

20.4 Occupazione

NON-ATTIVO	
Responsabile degli acquisti ordinari e della conduzione della casa o senza alcuna occupazione attuale, non lavoratore	1
Studente	2
Disoccupato o temporaneamente senza lavoro	3
Pensionato o inabile al lavoro per problemi di salute	4
LAVORATORE AUTONOMO	
Agricoltore	5
Pescatore	6
Professionista (avvocato, medico,	7

commercialista, architetto, ecc.)	
Commerciante, artigiano, altro tipo di lavoro autonomo	8
Industriale, proprietario unico (o in società) di una impresa	9
LAVORATORE DIPENDENTE	
Professionista dipendente (medico, avvocato, commercialista, contabile, architetto)	10
Dirigente (direttore generale, amministratore delegato, altro direttore)	11
Quadro intermedio, altra figura dirigenziale (capo dipartimento, dirigente giovane, insegnante e professore, tecnico)	12
Impiegato che lavora per lo più davanti a una scrivania	13
Impiegato che non lavora davanti a una scrivania, ma che viaggia (venditori, autisti, ecc.)	14
Impiegat che non lavora davanti a una scrivania, ma che in un lavoro di servizio (ospedali, ristoranti, polizia, pompieri, ecc.)	15
Supervisore	16
Operaio specializzato	17
Altro operaio (non specializzato) lavoratore manuale, personale di servizio	18

20.5 Nationalità
Austriaca, Belga, Britannica, Bulgara, Ceca, Cipriota, Danese, Estone, Finnica, Francese, Greca, Irlandese, Italiana, Lettone, Lituana, Maltese, Olandese, Polacca, Portoghese, Rumena, Slovacca, Slovena, Spagnola, Svedese, Tedesca, Ungherese, Altro

20.6 Paese di residenza
Austria, Belgio, Bulgaria, Cipro, Danimarca, Estonia, Finlandia, Francia, Germania, Gran Bretagna, Grecia, Irlanda, Italia, Lettonia, Lituania, Malta, Paesi Bassi, Polonia, Portogallo, Repubblica Ceca, Romania, Slovacchia, Slovenia, Spagna, Svezia, Ungheria, Altro

20.7 L'area dove vivi è: Urbana/Rurale/Suburbana?

20.8 Lingua principale parlata a casa
Basco, Bulgaro, Catalano, Ceco, Danese, Inglese, Estone, Finnico, Francese, Galiziano, Greco, Irlandese, Italiano, Lettone, Lituano, Lussemburghese, Maltese, Olandese, Polacco, Portoghese, Rumeno, Slovacco, Sloveno, Spagnolo, Svedese, Tedesco, Ungherese, Altro <Per favore, specificare>

20.9 Religione 1=Buddhista, 2=Cristiana 3= Hindu, 4=Ebraica, 5=Musulmana, 6=Sikh, 7=Nessuna religione, 8=Altra religione (per favore specificare)