USERS’ PERSPECTIVES ON PRIVACY AND DATA PROTECTION

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Usage of digital technologies

- More females, young and rural users (vulnerable groups) are using digital technologies.
- Communication, social media and entertainment are key uses of digital technologies. Use by vulnerable groups of digital technologies for sophisticated purposes (shopping, navigation, finance etc) is low.

Data sharing practices and perceptions

- Different users perceive different information differently. Most Users are not comfortable in sharing financial details. Female users are not comfortable in sharing email ids. Urban users are not comfortable in sharing communication history and location. Many users not comfortable in sharing address, contact details and browsing history. Despite being uncomfortable, users share information with service providers.
- Users expect purpose limitation from service providers but don’t think it is offered. Other expectations are privacy and anonymisation. Most users think service providers use data collected to provide better services and undertake targeted advertising.
- Reputation of service provider is the most important confidence building factor of users for data sharing. Unauthorised data collection is the highest perceived risk while unwanted advertisements is the lowest perceived risk by users.

Privacy and data protection practices

- Most users don’t read privacy policies. Key barriers are length, language and legalese. Most users don’t use data protection tools, capacity constraint being the key reason.

Data privacy violation

- Most users don’t seem to have experienced data privacy violation. Half of those who have experienced, didn’t report it.

Summary of Key Findings
About the Study
GEOGRAPHIC DISTRIBUTION

Uttar Pradesh (400)
- Allahabad
- Shraswati
- Lucknow

Maharashtra (400)
- Nandurbar
- Thane
- Mumbai

Andhra Pradesh and Telangana (400)
- Rangareddy
- Vizianagaram
- Hyderabad

Punjab (400)
- Ludhiana
- Mansa
- Chandigarh

Assam (400)
- Nagaon
- Chirang
- Guwahati

West Bengal (400)
- Uttar Dinapour
- North 24 Parganas
- Kolkata
SAMPLE DISTRIBUTION

Internet users (2160)

- Males (1689)
- Females (471)
- Inexperienced (up to 3 years usage, 1025)
- Experienced (> 3yrs, 1135)
- Young, Gen Z (18-25, 1017)
- Non urban (1047)
- Urban (1113)
- Not young, Gen X & Y (above 25, 1143)

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General Understanding of Digital Technologies’ Usage
WHO IS USING DIGITAL TECHNOLOGIES?

More female users are new users

- Females: 81.7%
- Males: 74.3%

More rural users are new users

- Urban: 46.2%
- Peri-Urban: 29.3%
- Rural: 24.5%

More young users are new users

- 18 to 25: 42.4%
- 26 to 35: 33.4%
- 36 to 45: 18.1%
- Over 46: 6.2%

New users = using internet for 3 years or less
WHAT ARE THE KEY USES OF DIGITAL TECHNOLOGIES?

New users less likely to use sophisticated services

More female users use digital technologies for shopping

Typically, more young users use digital technologies. More older users use for financial services

Top three uses

Communication | Social Media | Entertainment | Web Search | Shopping
--- | --- | --- | --- | ---
96% | 93% | 94% | 96% | 93% | 87% | 78% | 73% | 58% | 48% | 35% | 35% | 30% | 23% | 19% | 15% | 12%

CUTS International

Experienced | Inexperienced
--- | ---
97% | 92%
96% | 94%
93% | 95%
92% | 91%
87% | 86%
78% | 75%
72% | 76%
64% | 55%
59% | 53%
45% | 46%
36% | 38%
23% | 29%
20% | 28%
15% | 26%
9% | 19%
6% | 14%
20% | 12%

Male | Female
--- | ---
96% | 95%
94% | 93%
87% | 86%
78% | 75%
73% | 76%
58% | 55%
52% | 53%
48% | 46%
48% | 38%
37% | 34%
30% | 26%
23% | 19%
19% | 14%
15% | 12%
12% | 9%

Not young | Young
--- | ---
93% | 96%
94% | 93%
87% | 87%
78% | 78%
73% | 73%
52% | 58%
48% | 48%
37% | 35%
35% | 35%
23% | 27%
19% | 15%
15% | 12%

Communication | Social Media | Entertainment | Web Search | Shopping | Navigation | Financial Services | Travel Booking | Transportation | Ordering Food
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
95% | 91% | 75% | 55% | 46% | 38% | 34% | 26% | 19% | 14%
93% | 86% | 73% | 55% | 46% | 38% | 34% | 26% | 19% | 14%
92% | 87% | 72% | 59% | 48% | 44% | 34% | 24% | 15% | 9%
90% | 86% | 70% | 55% | 46% | 38% | 34% | 26% | 19% | 14%
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WHAT ARE THE KEY BENEFITS OF DIGITAL TECHNOLOGIES?

Top three benefits

- **Time saving**: 72.6
- **Easy to access**: 72.1
- **Easy to use**: 66.5

Need to make digital technologies more cost effective and convenient

- **Cost saving**: 47.5
- **Convenience**: 41.2

*Figures in user %*
Data Sharing Practices and Perceptions of Users
WHAT DATA IS SHARED BY USERS AND ARE USERS COMFORTABLE IN DOING SO?

Different users perceive different information differently

Most users share general information like name, age, gender

Around 14% users are not comfortable in sharing contact and address but doing so

Many users, especially females, are not comfortable in sharing email ids
WHAT DATA IS SHARED BY USERS AND ARE USERS COMFORTABLE IN DOING SO?

Many users do not think they share sensitive information.

Users are least comfortable in sharing financial details.

Despite being not comfortable in sharing personal photos and browsing history, many users are sharing them.

Many urban users are not comfortable in sharing communication history and location.
WHAT ARE THE PERCEIVED PURPOSES OF DATA COLLECTION?

Most users think service providers use the data collected to provide better services and undertake targeted advertising.

Most users do not think service providers use data for legitimate purposes disclosed to user or for user verification.

Young users are most optimistic about positive use of data collected.

When compared with their male, experienced and urban counterparts, respectively, less female, inexperienced and non-urban users, think service providers share data with third parties.
WHAT DO USERS EXPECT FROM SERVICE PROVIDERS?

- Purpose limitation
- Ensure data privacy
- Ensure data anonymisation
- Provide data control tools
- Flexibility in data sharing
- Easy to use data control tools
- Service provider has strong data protection tools
- No collection of sensitive personal data

While users do not think service providers use data for purposes it was collected, they expect service providers to do so.

Other expectations include ensuring privacy and data anonymisation.

Users do not expect service providers to provide them with data control tools.
WHAT FACTORS GIVE CONFIDENCE TO USERS IN SHARING THEIR DATA?

Reputation is the most important factor for users while data sharing.

Mobile app ratings do not provide much confidence to inexperienced users.

While data anonymisation is expected by users in general, it does not appear to provide much confidence to many female users.

Data protection tools do not provide much confidence to users.

Figures in %

- Reputation
- Mobile app ratings and number of downloads
- Easy to understand privacy policy
- Flexibility in providing limited data for limited services
- Anonymisation of data
- Appropriate consent and notice mechanisms
- Knowledge about their data protection measures
- Tools offered for data protection

Young users are most confident and non-urban users are least confident in data sharing.
WHAT ARE THE RISKS PERCEIVED BY USERS IN SHARING THEIR DATA?

Unauthorised data collection is the highest risk perceived while unwanted advertisements is the lowest risk.

Vulnerable groups like females, non-urban and inexperienced users are less likely to associate data sharing with diverse risks.

Young users are more likely to associate data sharing with diverse risks.

- **Unauthorised data collection**
- **Misuse of personal photos/videos**
- **Hacking**
- **Financial fraud**
- **Data not protected**
- **Undisclosed use**
- **Misuse of data**
- **Unauthorised data sharing**
- **Unwanted advertisements**
PERCEIVED USER UNDERSTANDING OF THE TERM ‘DATA PROTECTION’?

- Protect data from third party sharing
- Prevent misuse of data
- Data to be protected through security codes
- Protecting photos/videos and other personal information from hacking
- Keeping the phone locked, and using antivirus software

- Securing email id
- Keeping the data properly saved
- Using banking apps locked
- My data remains private with me
- Not sharing the data with anyone
- Data insurance
- Self protection through passwords
WHAT IS USERS PERCEPTION ABOUT RIGHT TO PRIVACY?

Figures in user %

Is right to privacy a fundamental right?
- Yes: 90%
- No: 4.9%
- Not Sure: 5.1%

Is there a need to spread awareness and build capacity among consumers on privacy and data protection?
- Yes: 70%
- No: 21.8%
- Not Sure: 8.2%
Privacy and Data Protection Practices
DO USERS READ AND UNDERSTAND PRIVACY POLICIES?

Reading Privacy Policies

- Yes: 79.4%
- Partially: 9.6%
- No: 11%

Understanding

- Fully / large extent: 37%
- Not sure: 29.8%
- Not at all / limited extent: 33.2%

Why not reading

- Lengthy: 47.4%
- Language barrier: 33.4%
- Too much legalese: 23%
- Not necessary: 15.5%
- Others: 6.3%
WHAT TERMS OF PRIVACY POLICIES ARE PERCEIVED AS IMPORTANT?

• Apps wanting permission to access data which is not required for delivery of service
• Data sharing with third parties
• Important terms are mentioned in fine print

• Data might get hacked, if important terms are not read
• Information on data safety is given in it
• Service provider makes us believe that data will be protected
• Information on what data is being collected by the service provider
## ARE USERS AWARE OF AND USE DATA PROTECTION TOOLS?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Urban</th>
<th>Non Urban</th>
<th>Not Young</th>
<th>Young</th>
<th>Experienced</th>
<th>Inexperienced</th>
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<tbody>
<tr>
<td><strong>Usage (% of aware)</strong></td>
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<td>anti virus aware (%)</td>
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</table>

Most users are aware of anti-virus tools for data protection. Despite being aware, many non-urban and inexperienced users are unlikely to... 

Usage of choice of data sharing with app among those who are aware is highest, especially female and young users.

Awareness and usage of cookie blocker tool is lowest.

Despite being aware, many users do not use data protection tools.
WHY DO MOST USERS DON’T USE DATA PROTECTION TOOLS?

Capacity constraint is the biggest reason for users who are aware of data protection tools but still don’t use them

Many users do not find use of data protection tools necessary

Figures in average %
Data Privacy Violation Experience
HAVE USERS PERCEIVED TO EXPERIENCE DATA PRIVACY VIOLATION?

**Perceived Experience of Data Privacy Violation**
- Yes: 98%
- No: 2%

**Reporting Data Privacy Violation**
- Yes: 53%
- No: 47%
WHY USERS DON’T REPORT DATA PRIVACY VIOLATION?

• Don’t know how, and whom to report
• Did not find it necessary/important enough to report it
• Made a new account instead of reporting it
• Did not want to waste time on it
**KEY RECOMMENDATIONS**

- Service providers need to better inform users of purposes of data collection, privacy, data protection and anonymisation practices.
- Service providers need to make more efforts to prevent unauthorised collection, data misuse, hacking and financial fraud.
- Service providers need to make privacy policies concise and understandable.
- Grievance redress in case of data privacy violation needs to be strengthened.
- Appropriate regulatory measures are required to ensure accountability of service providers.
- There is a need to build capacity of inexperienced internet users to use sophisticated internet services.
- There is a need to build user capacity to use data protection tools.
THANK YOU

For queries, clarifications and suggestions, please contact:

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