



USERS' PERSPECTIVES ON PRIVACY AND DATA PROTECTION

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Summary of key findings



About the study



General understanding of digital technologies' usage



Data sharing practices and perceptions



Privacy and data protection practices



Data privacy violations

Contents

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.

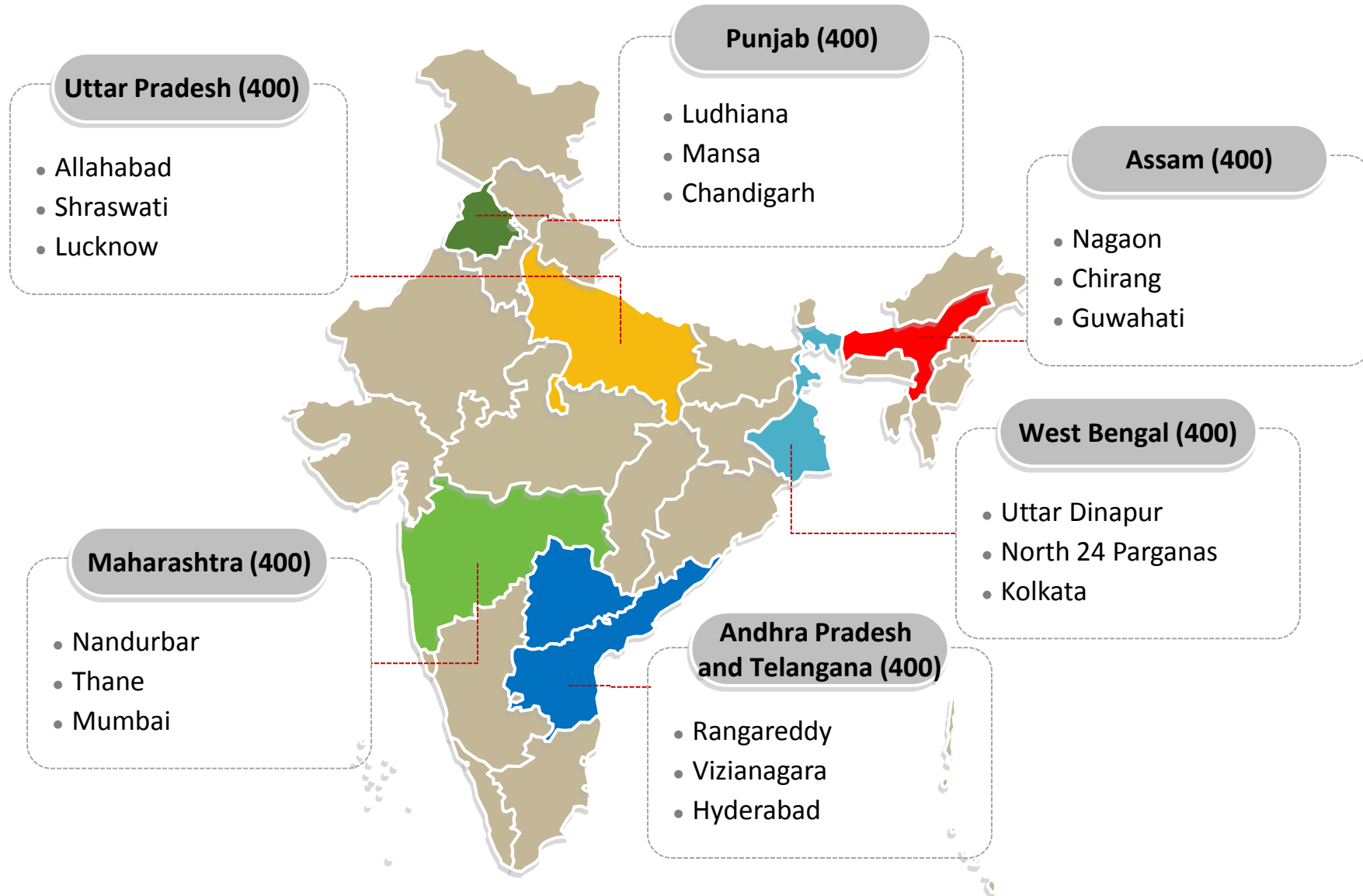
Data privacy violation

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

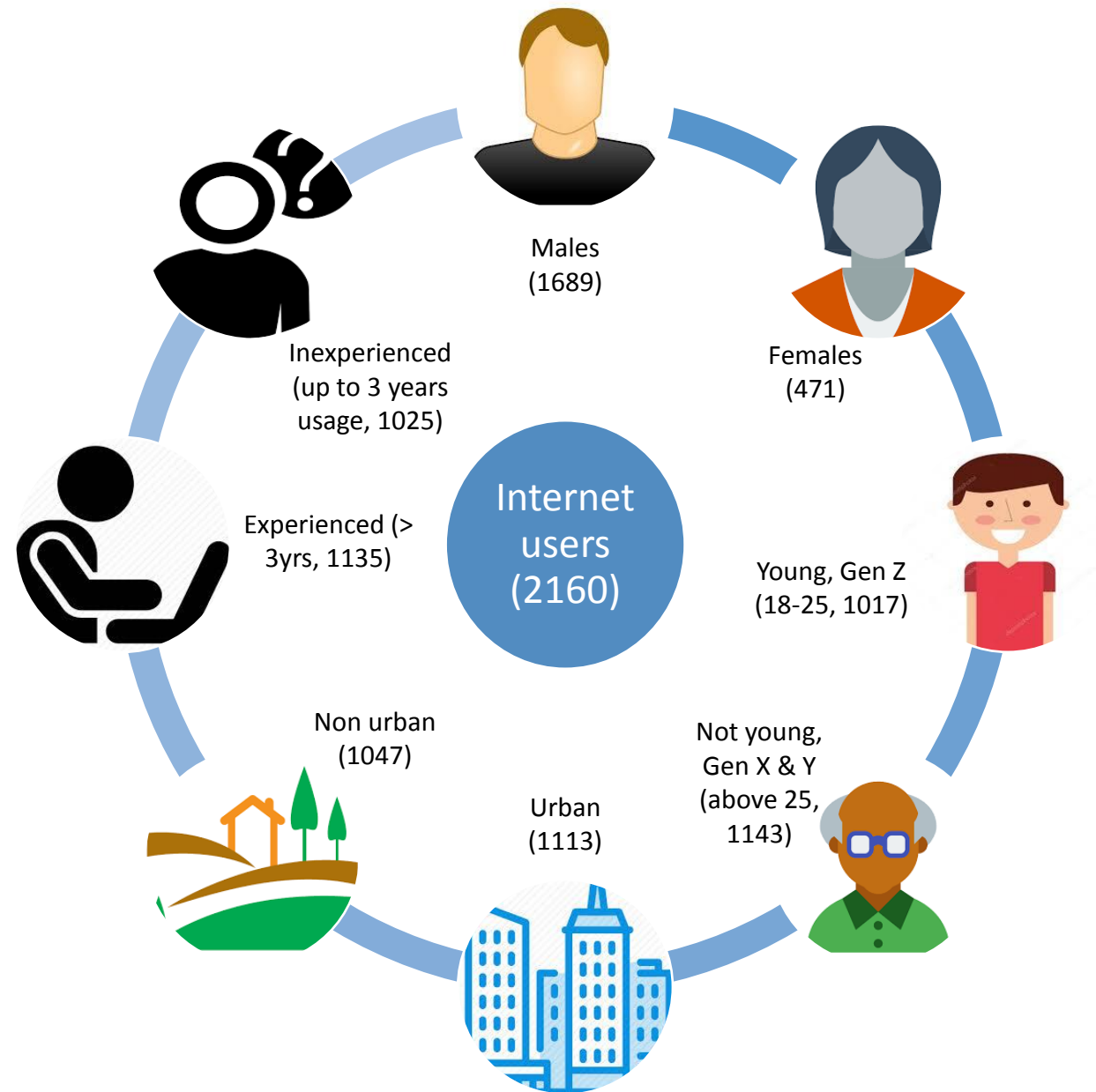
Summary of Key Findings

About the Study

GEOGRAPHIC DISTRIBUTION



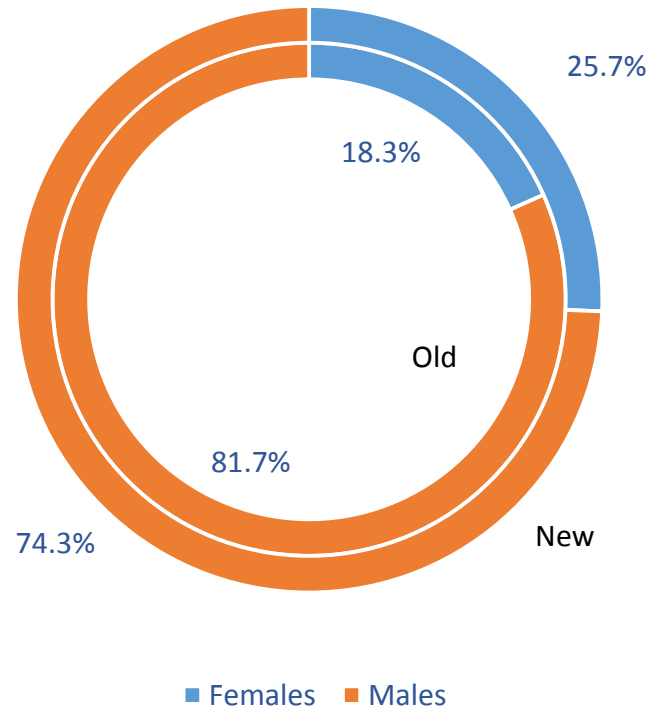
SAMPLE DISTRIBUTION



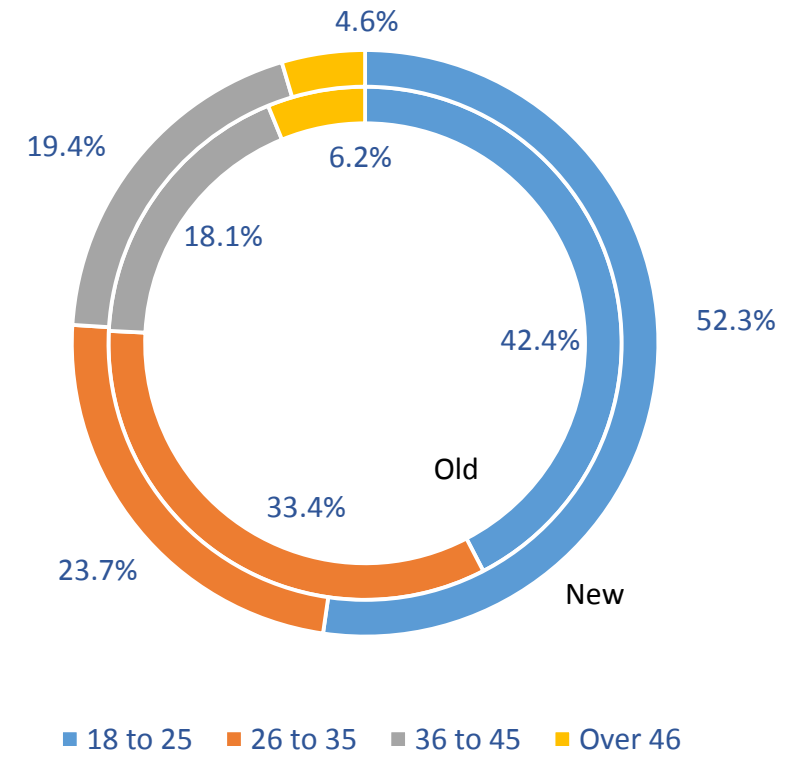
General Understanding of Digital Technologies' Usage

WHO IS USING DIGITAL TECHNOLOGIES?

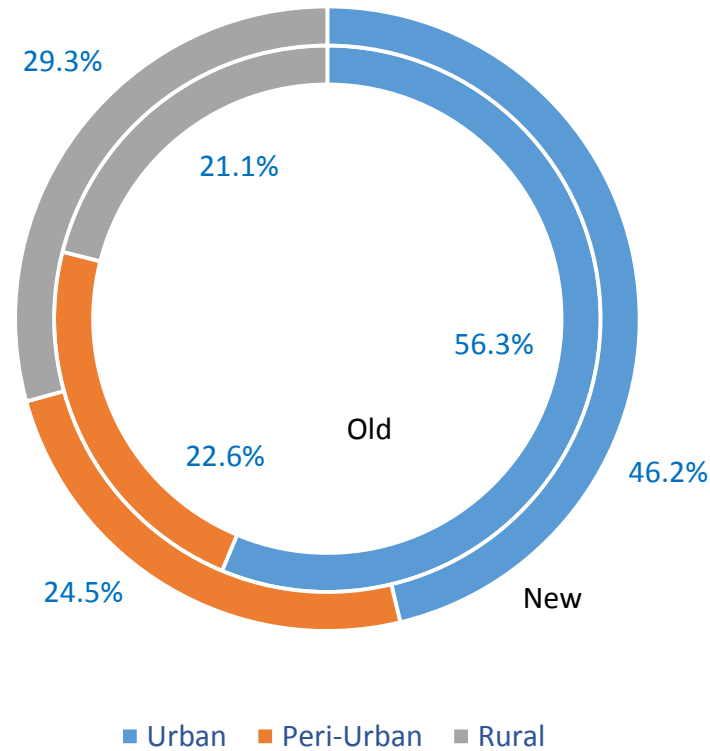
More female users are new users



More young users are new users

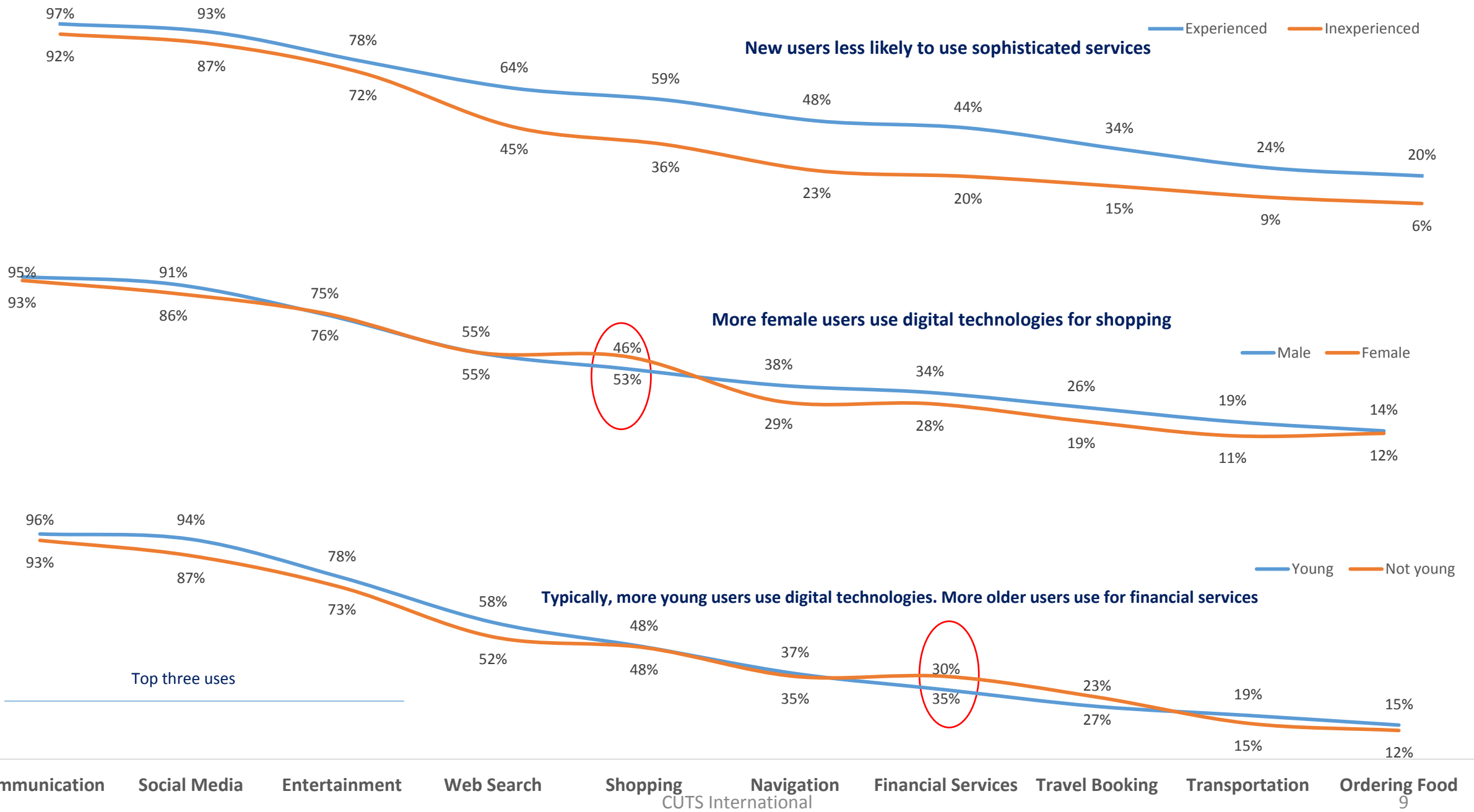


More rural users are new users



New users = using internet for 3 years or less

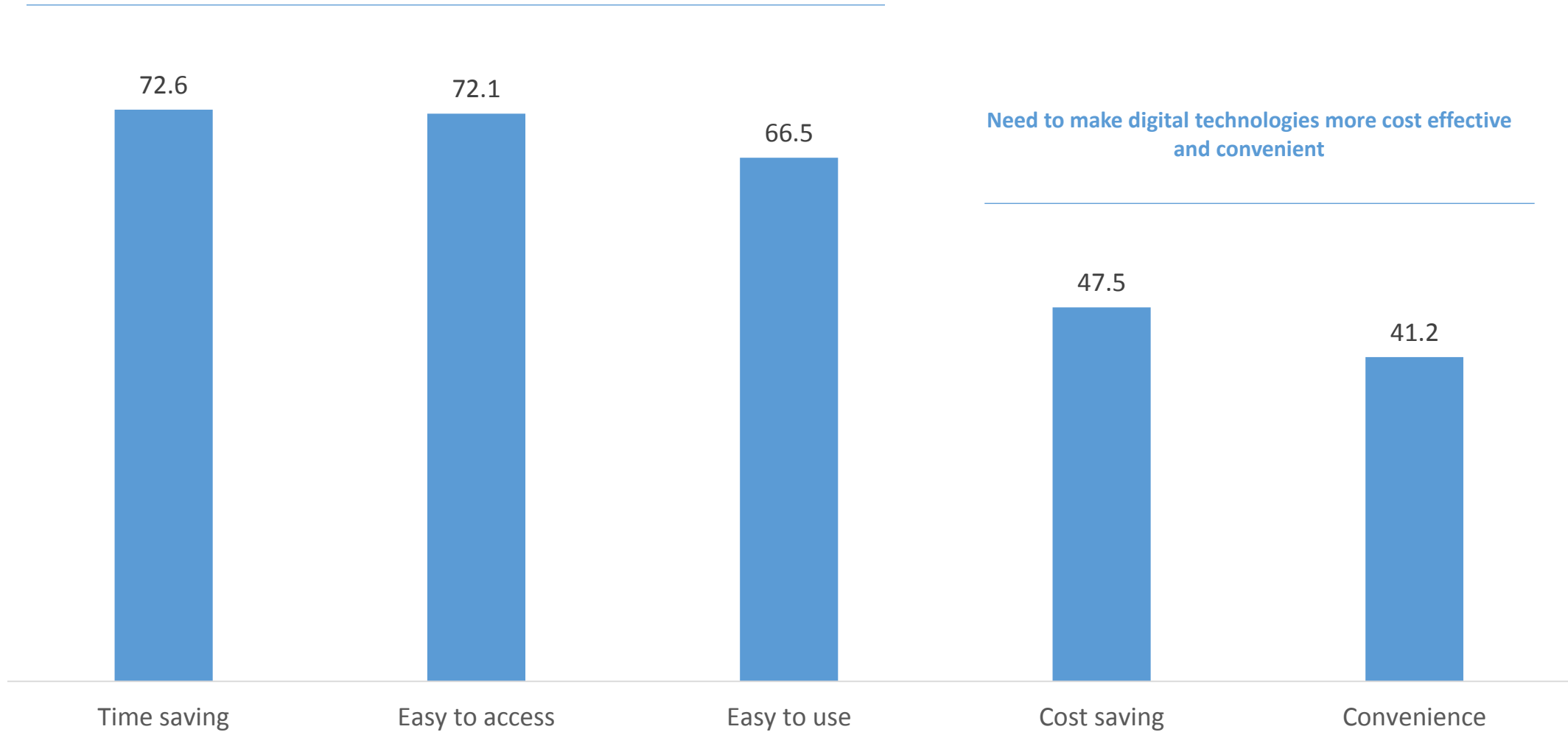
WHAT ARE THE KEY USES OF DIGITAL TECHNOLOGIES?



WHAT ARE THE KEY BENEFITS OF DIGITAL TECHNOLOGIES?

Figures in user %

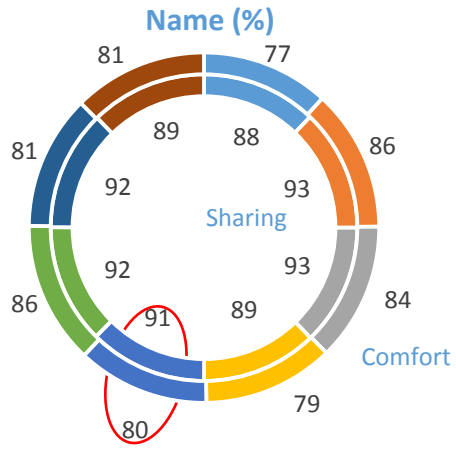
Top three benefits



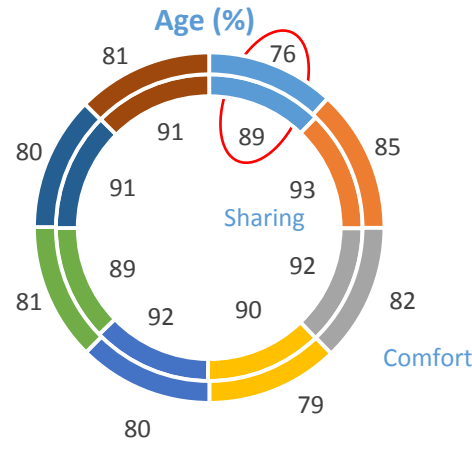
Need to make digital technologies more cost effective and convenient

Data Sharing Practices and Perceptions of Users

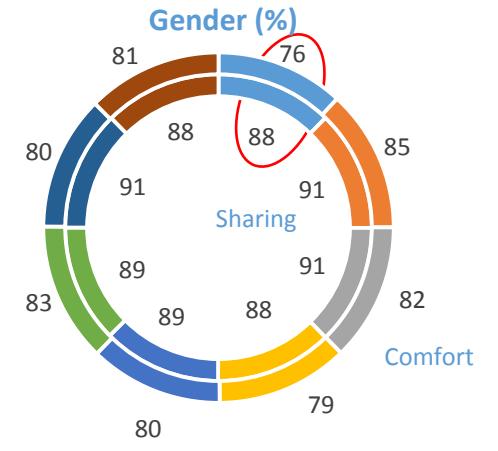
WHAT DATA IS SHARED BY USERS AND ARE USERS COMFORTABLE IN DOING SO?



Different users perceive different information differently



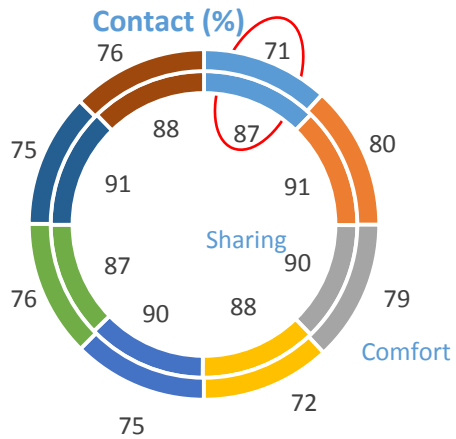
Most users share general information like name, age, gender



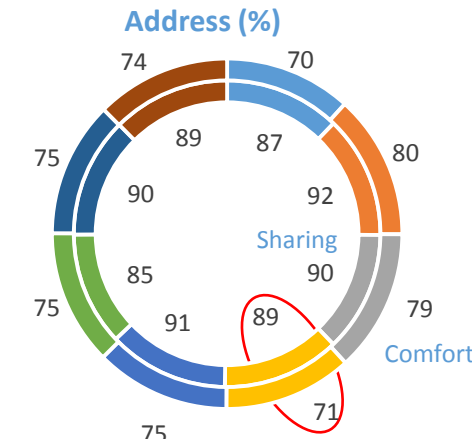
- not young
- young
- inexperienced
- experienced
- male
- female
- urban
- non-urban

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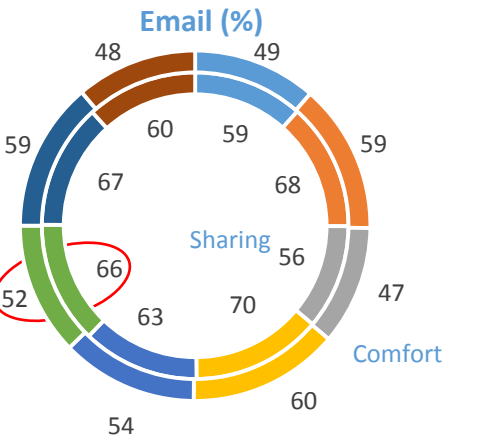
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Around 14% users are not comfortable in sharing contact and address but doing so



Many users, especially females, are not comfortable in sharing email ids

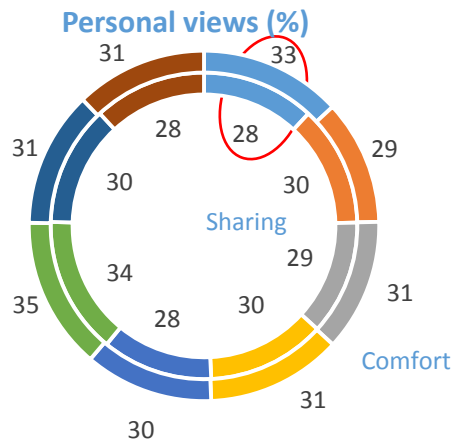


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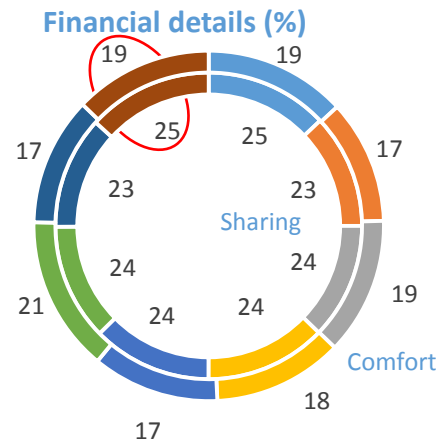
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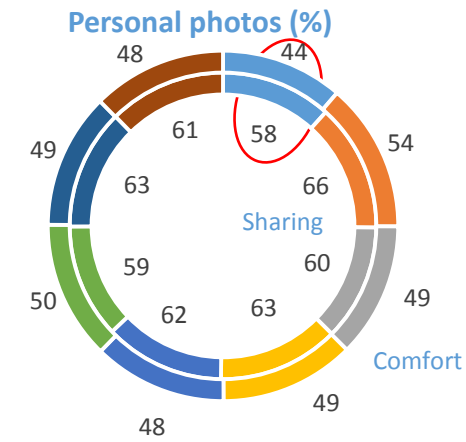
WHAT DATA IS SHARED BY USERS AND ARE USERS COMFORTABLE IN DOING SO?



Many users do not think they share sensitive information



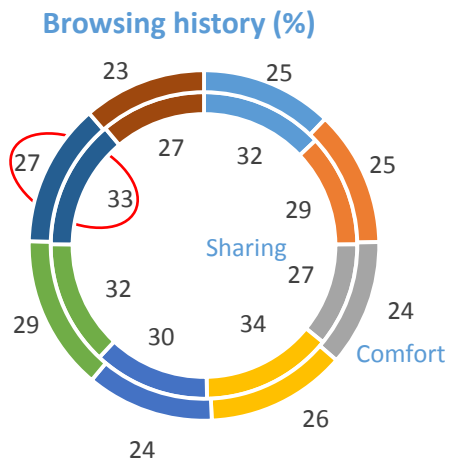
Users are least comfortable in sharing financial details



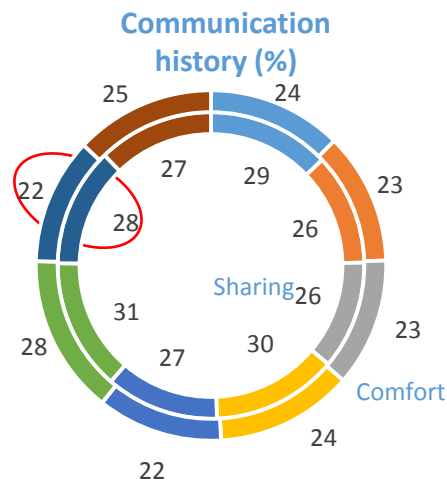
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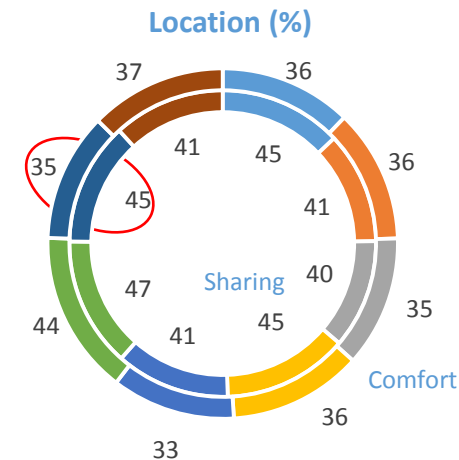
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Despite being not comfortable in sharing personal photos and browsing history, many users are sharing them



Many urban users are not comfortable in sharing communication history and location

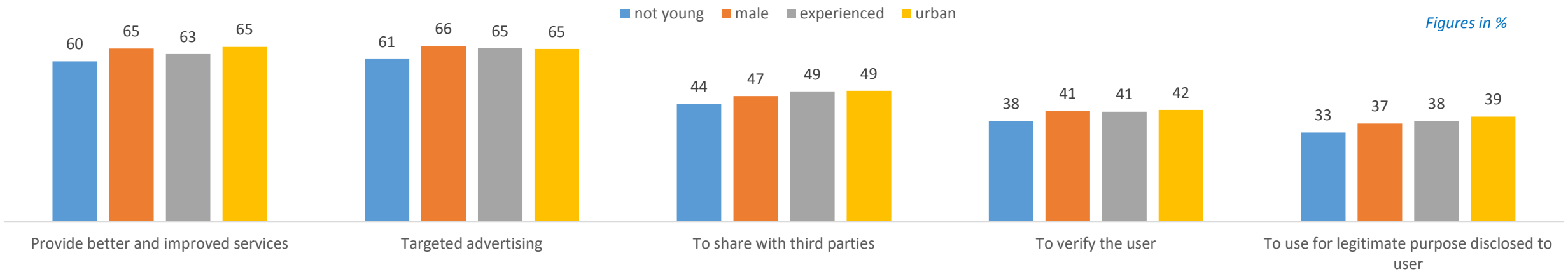


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WHAT ARE THE PERCEIVED PURPOSES OF DATA COLLECTION?

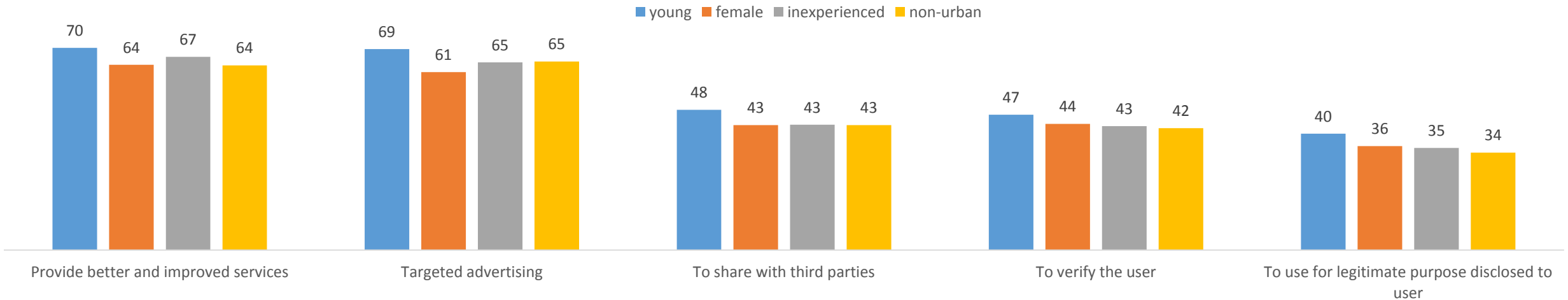


Most users think service providers use the data collected to provide better services and undertake targeted advertising

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

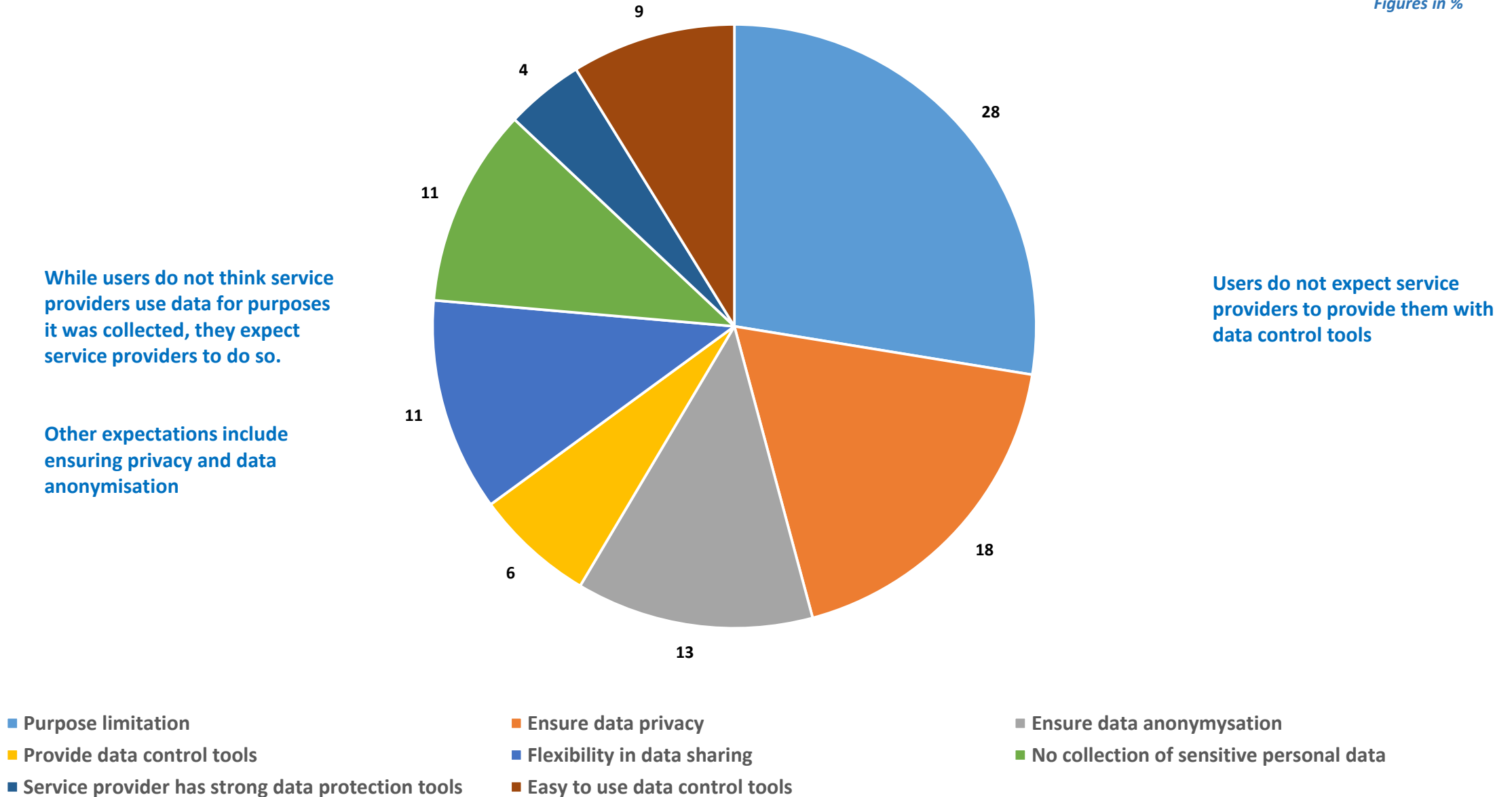
Young users are most optimistic about positive use of data collected

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?

Figures in %



WHAT FACTORS GIVE CONFIDENCE TO USERS IN SHARING THEIR DATA?

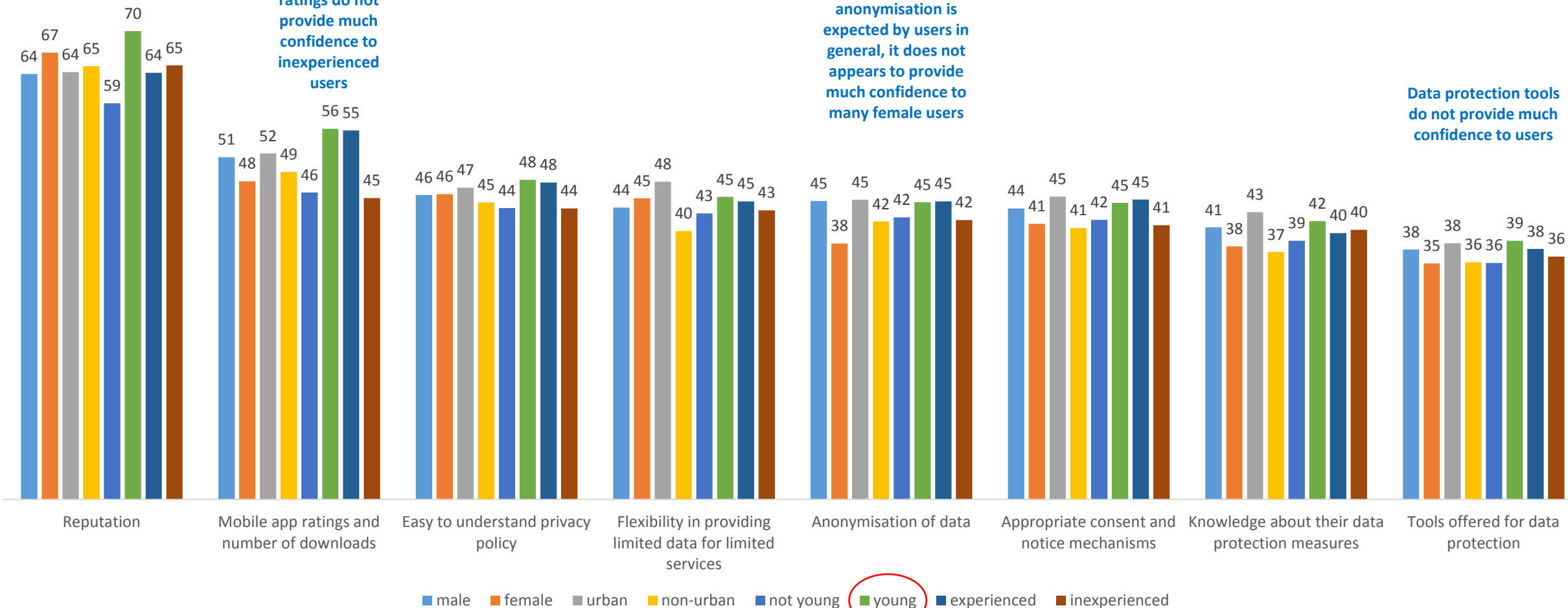
Figures in %

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

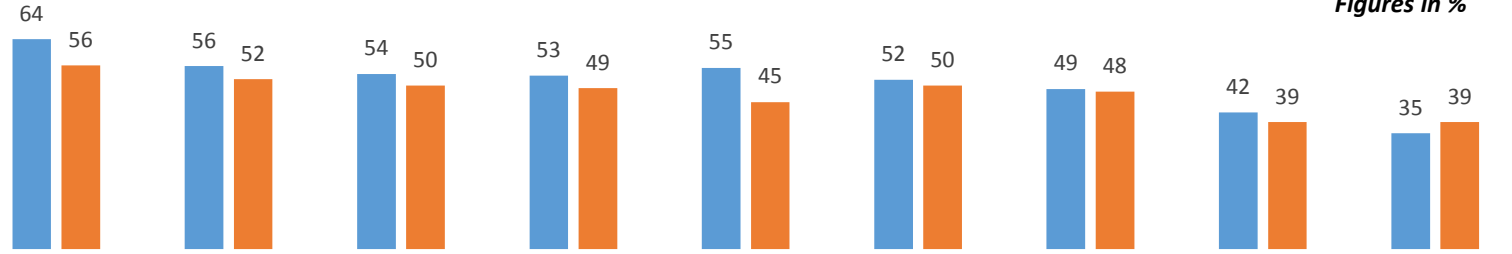


Young users are most confident and non-urban users are least confident in data sharing

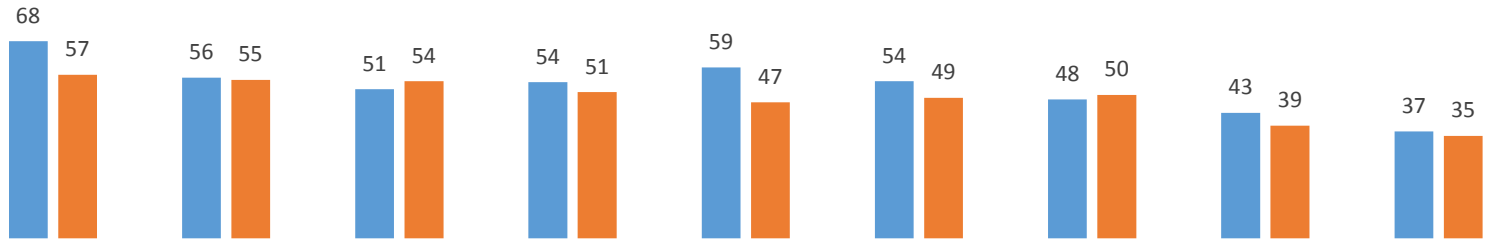
WHAT ARE THE RISKS PERCEIVED BY USERS IN SHARING THEIR DATA?

■ male ■ female

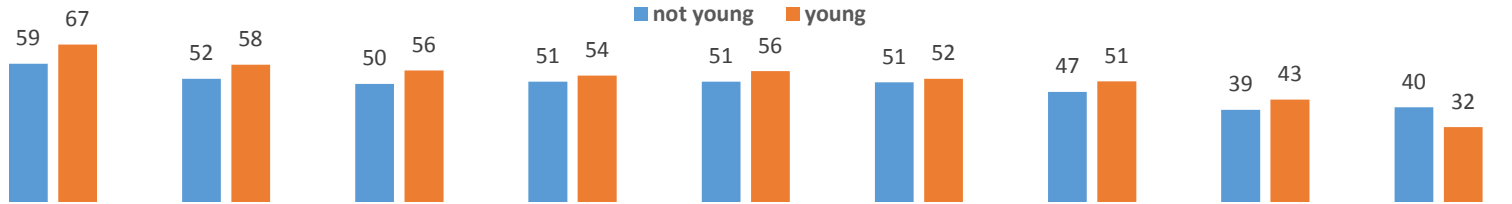
Figures in %



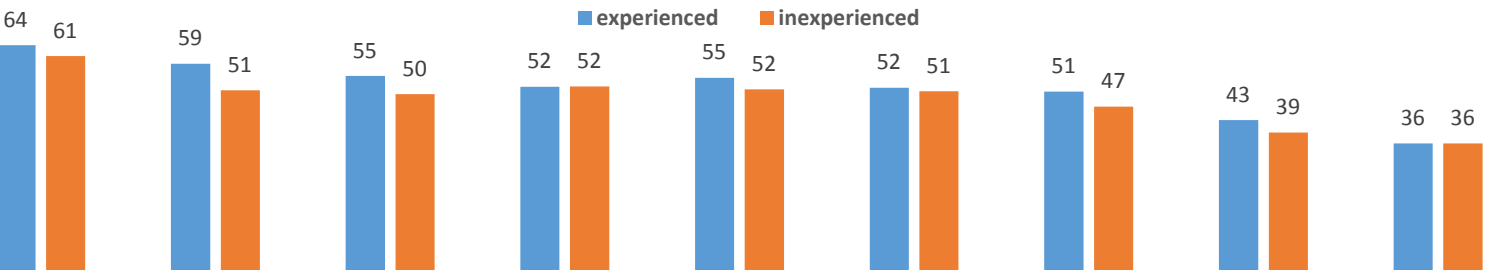
■ urban ■ non-urban



■ not young ■ young



■ experienced ■ inexperienced



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 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'?

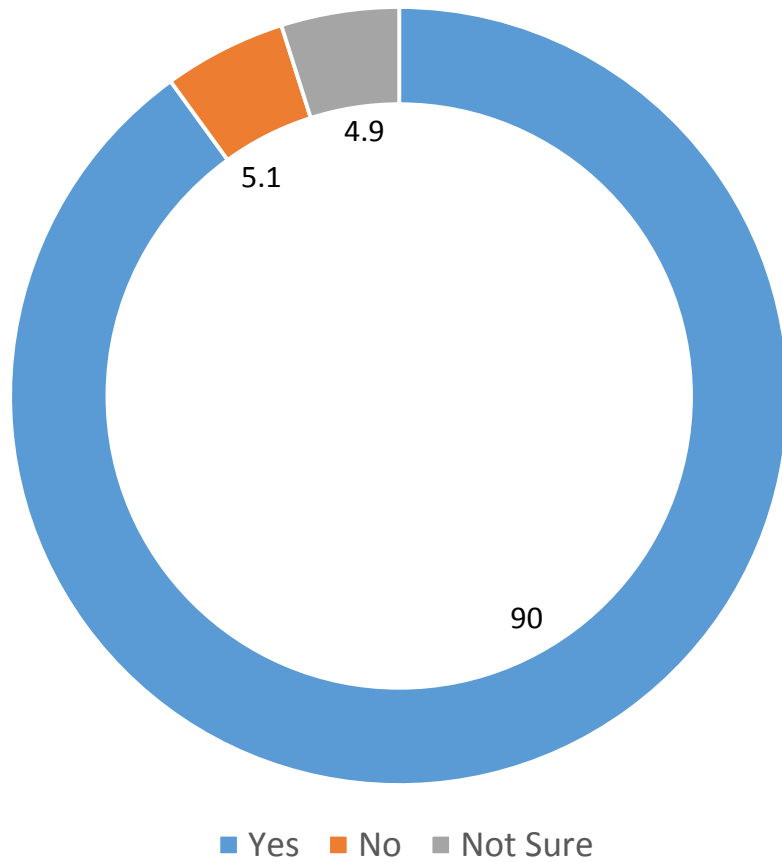
- Protect data from third party sharing
- Prevent misuse of data
- Data to be protected through security codes
- Protecting photos/videos and other personal information from hacking
- Keeping the phone locked, and using antivirus software

- 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

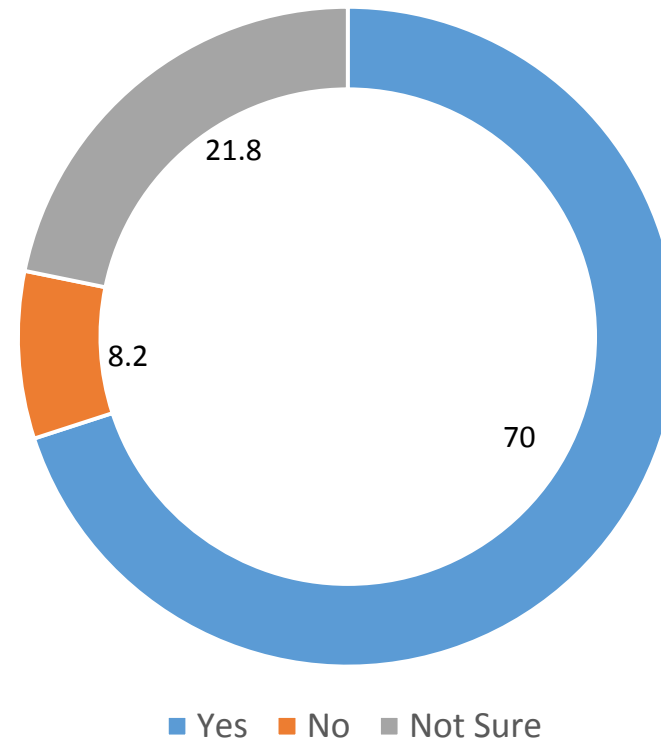
WHAT IS USERS PERCEPTION ABOUT RIGHT TO PRIVACY?

Figures in user %

Is right to privacy a fundamental right?



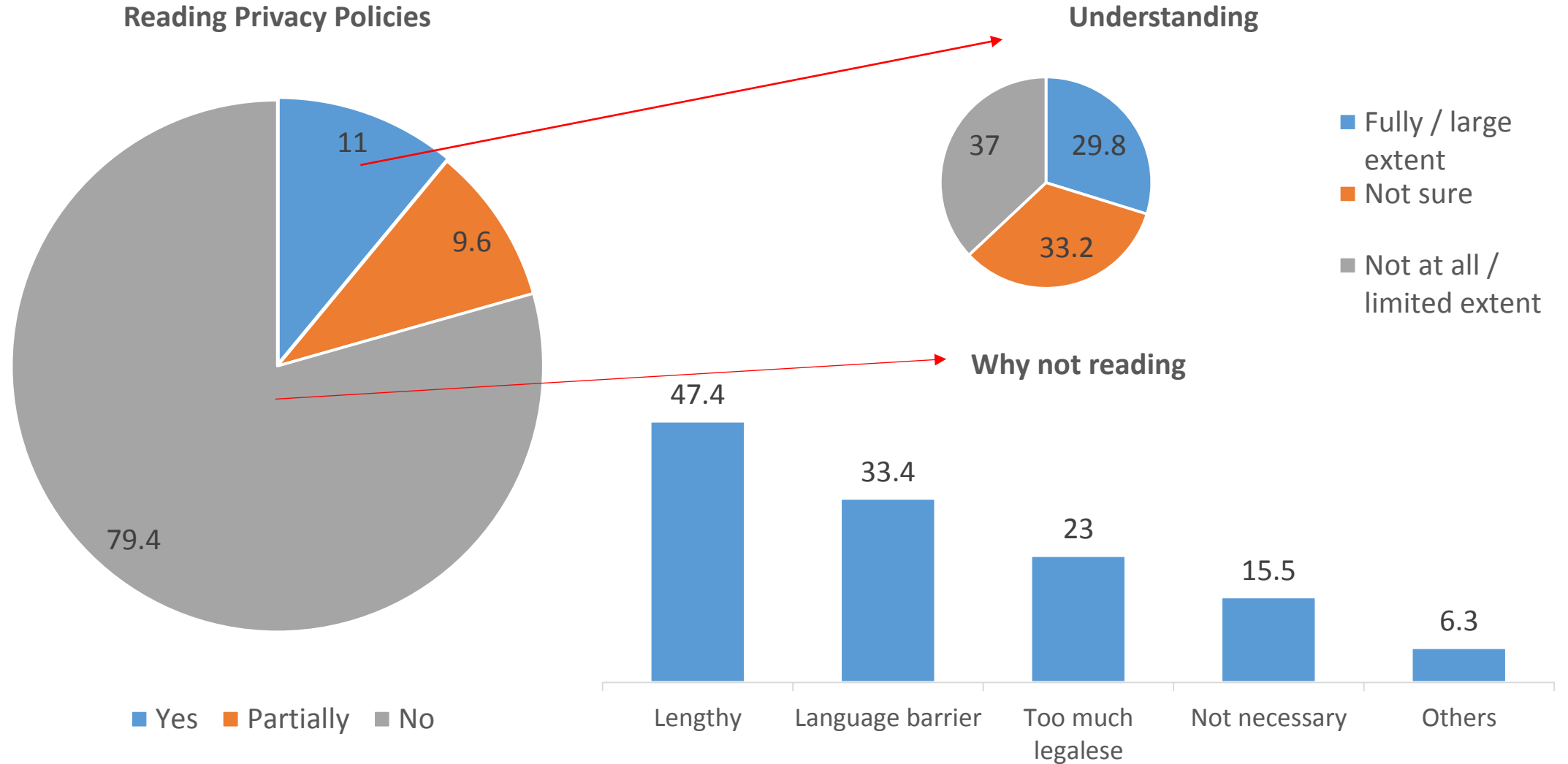
Is there a need to spread awareness and build capacity among consumers on privacy and data protection



Privacy and Data Protection Practices

DO USERS READ AND UNDERSTAND PRIVACY POLICIES?

Figures in %

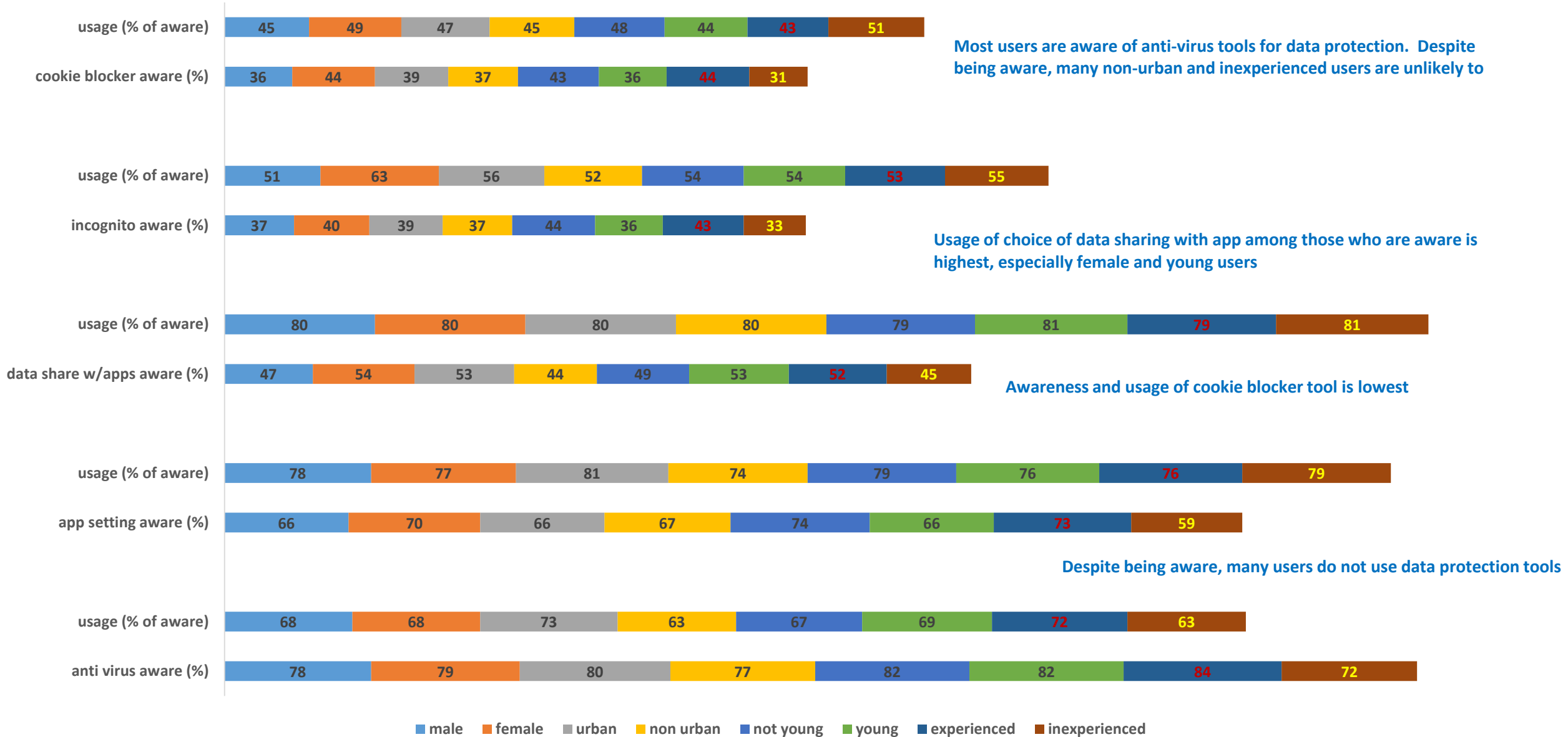


WHAT TERMS OF PRIVACY POLICIES ARE PERCEIVED AS IMPORTANT?

- 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?

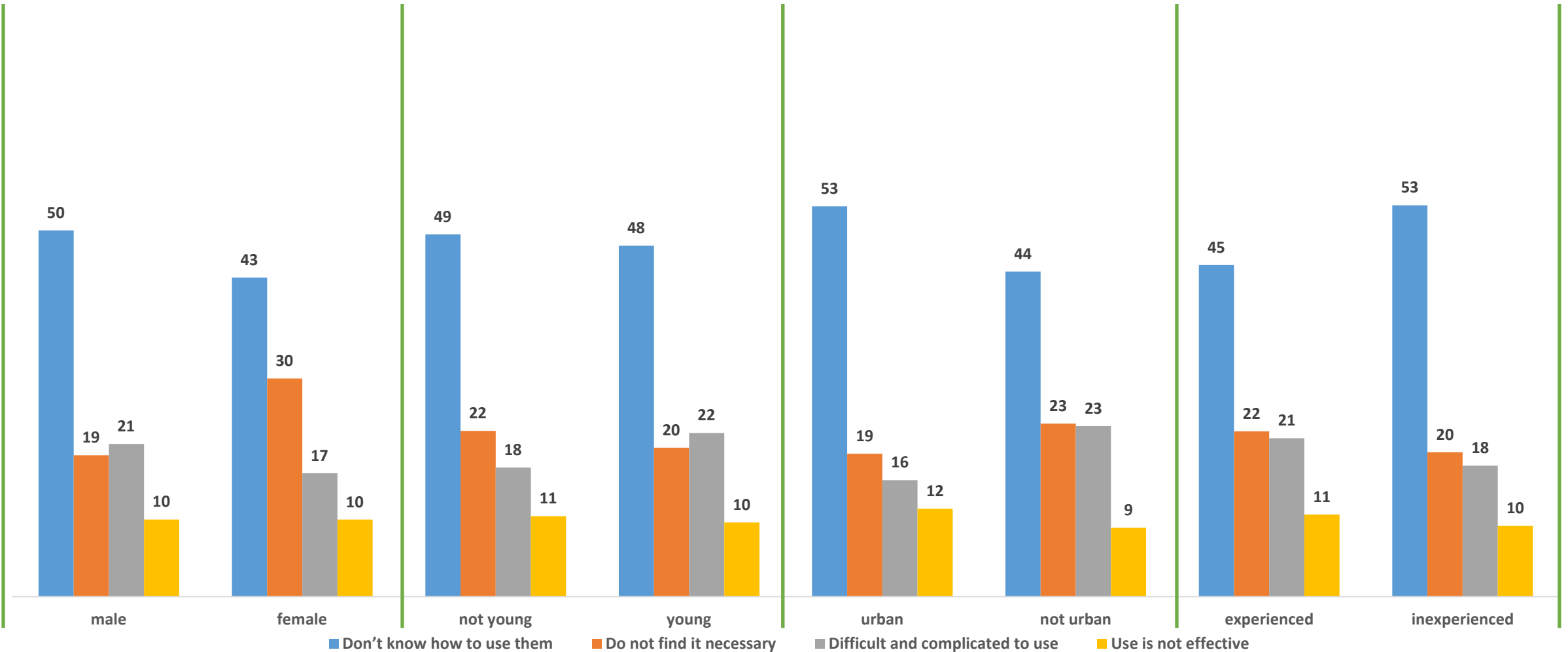


WHY DO MOST USERS DON'T USE DATA PROTECTION TOOLS?

Figures in average %

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

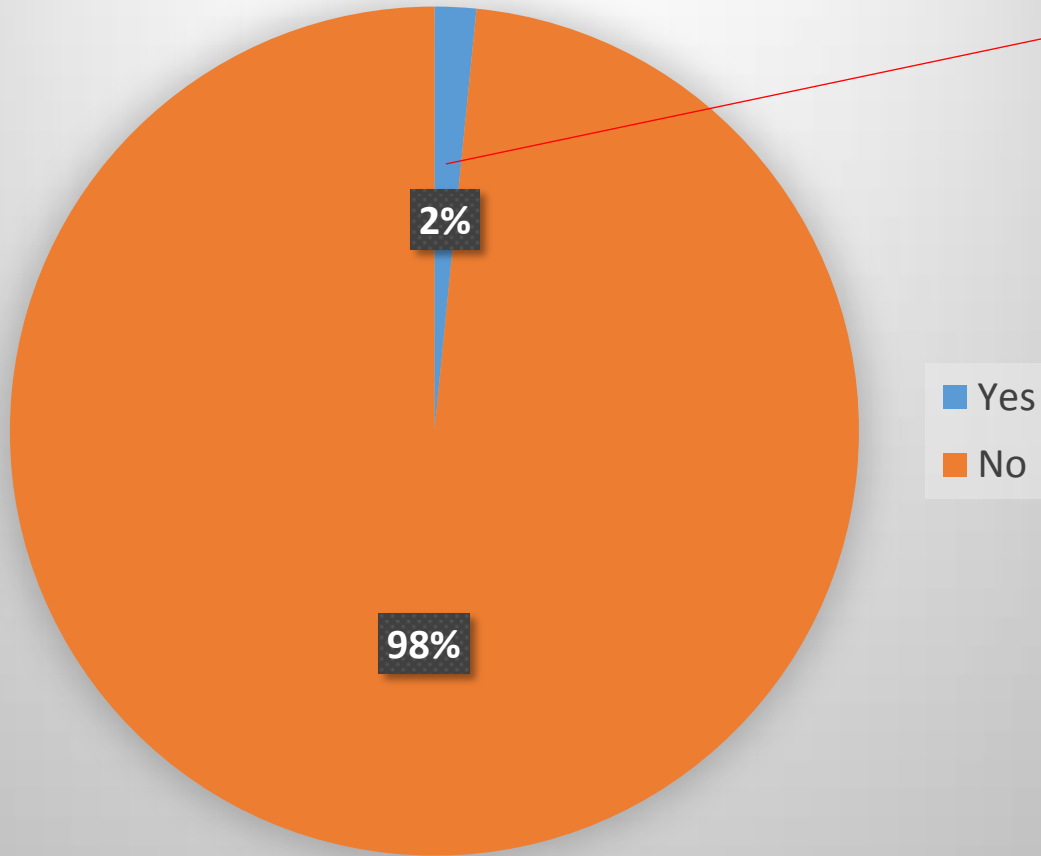
Many users do not find use of data protection tools necessary



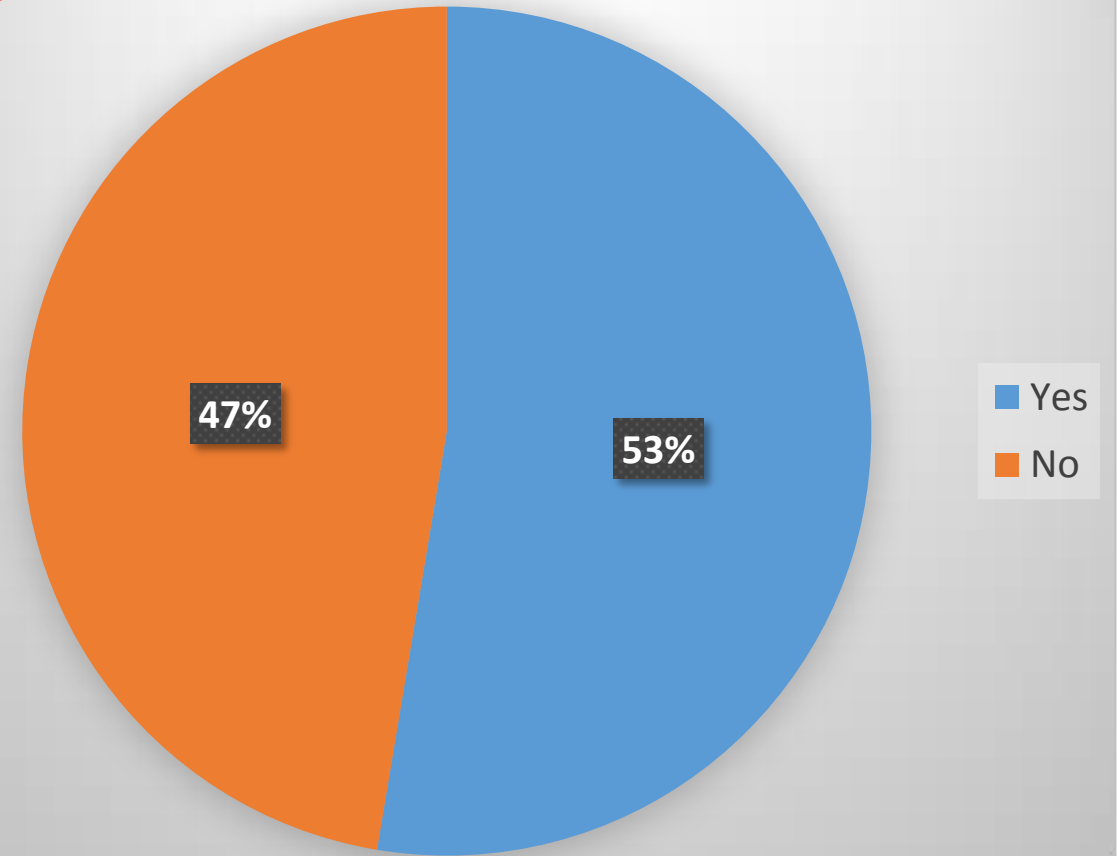
Data Privacy Violation Experience

HAVE USERS PERCEIVED TO EXPERIENCE DATA PRIVACY VIOLATION?

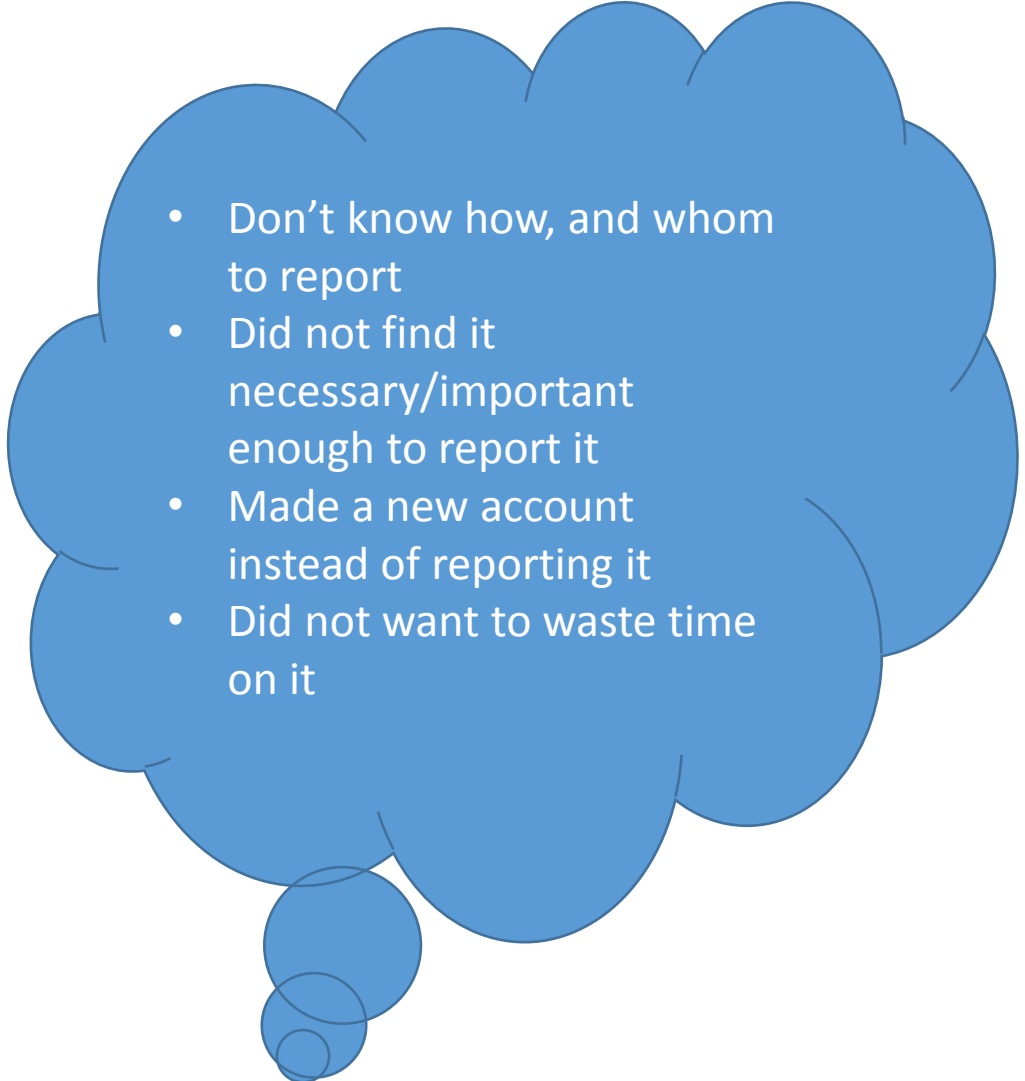
Perceived Experience of Data Privacy Violation



Reporting Data Privacy Violation



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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Sidharth Narayan (sid@cuts.org)

Swati Punia (swp@cuts.org)