



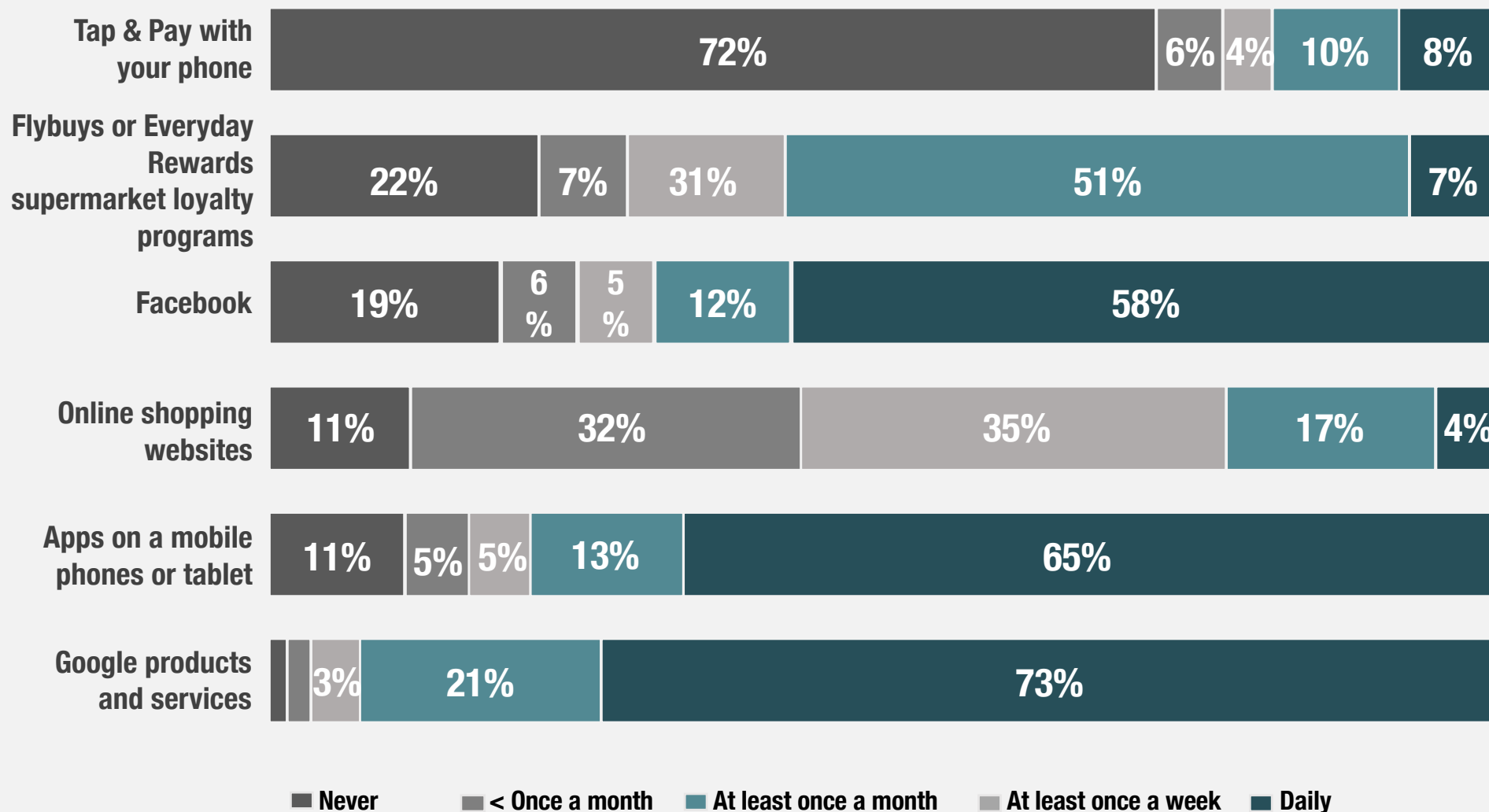
Consumer Knowledge and Understanding of Consent to Data Collection, Usage and Sharing

Key findings

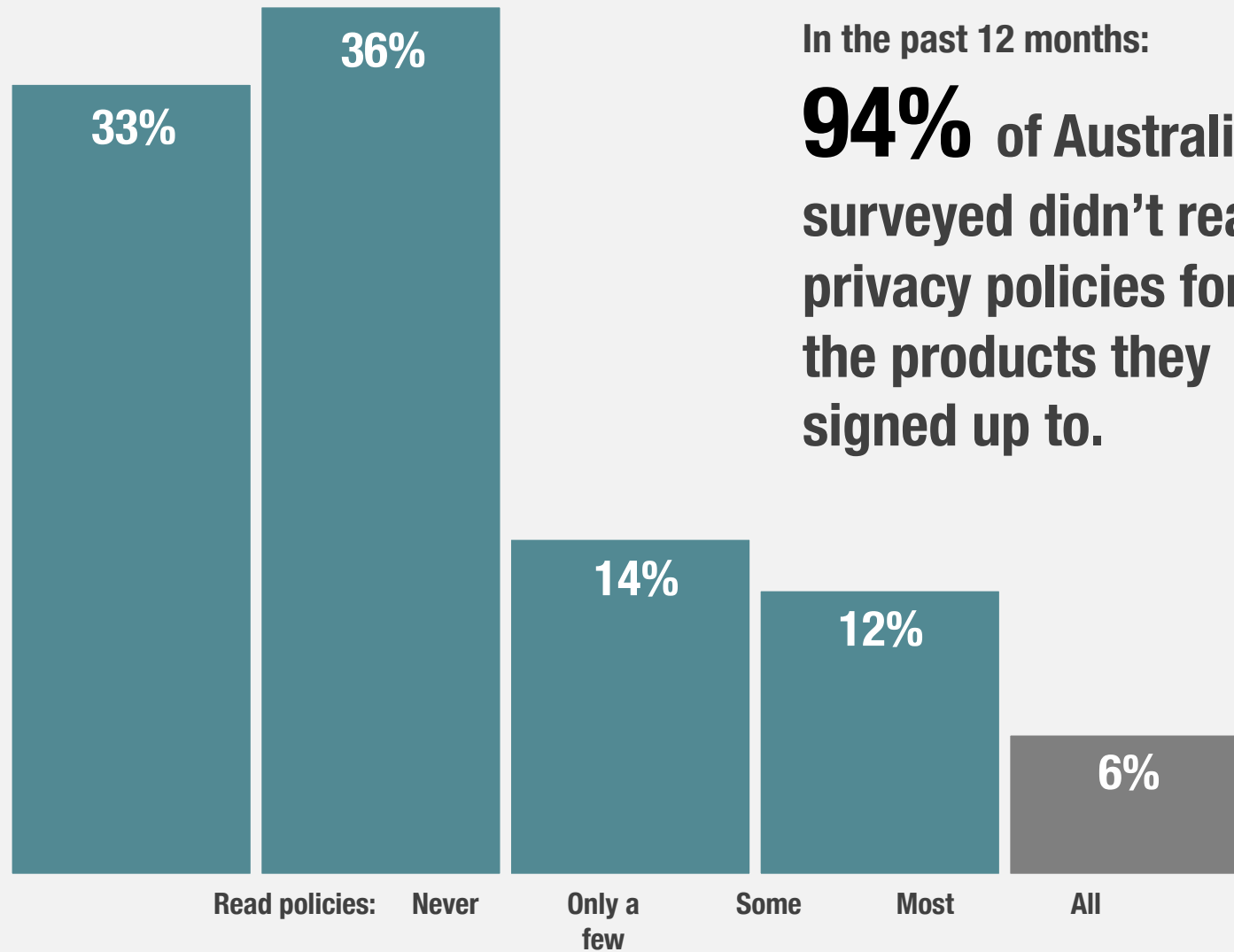
June 2018

These are the findings of nationally representative survey of 1004 Australians consumers aged 18 or over, undertaken for CPRC by Roy Morgan Research from the period of March to April 2018. The survey explored current consumer knowledge of and attitudes towards data collection, sharing and use in Australia.

In the past 12 months, how often did you use...?



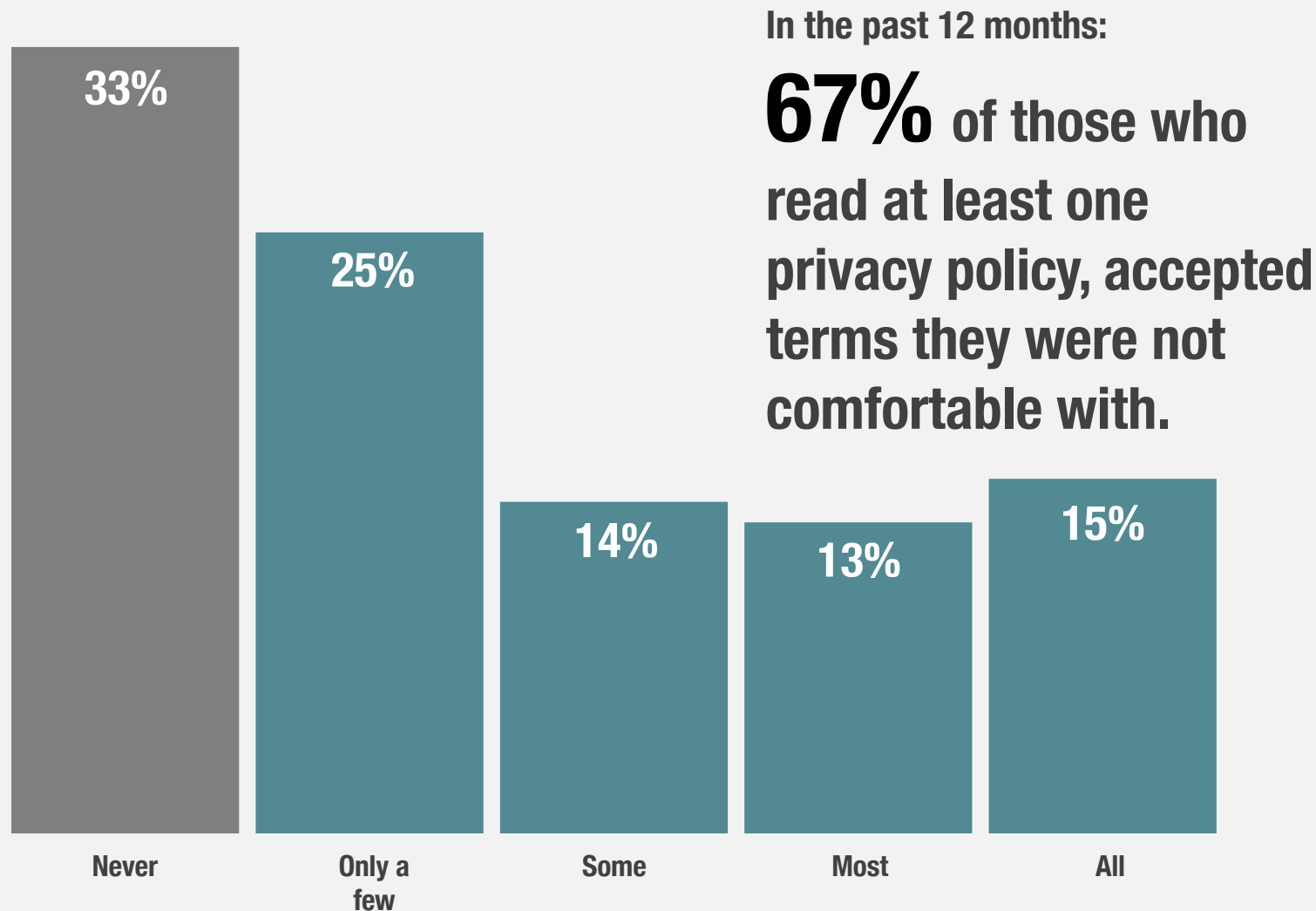
In the past 12 months, how often did you read a Privacy Policy or Terms & Conditions when signing up for a product or service?



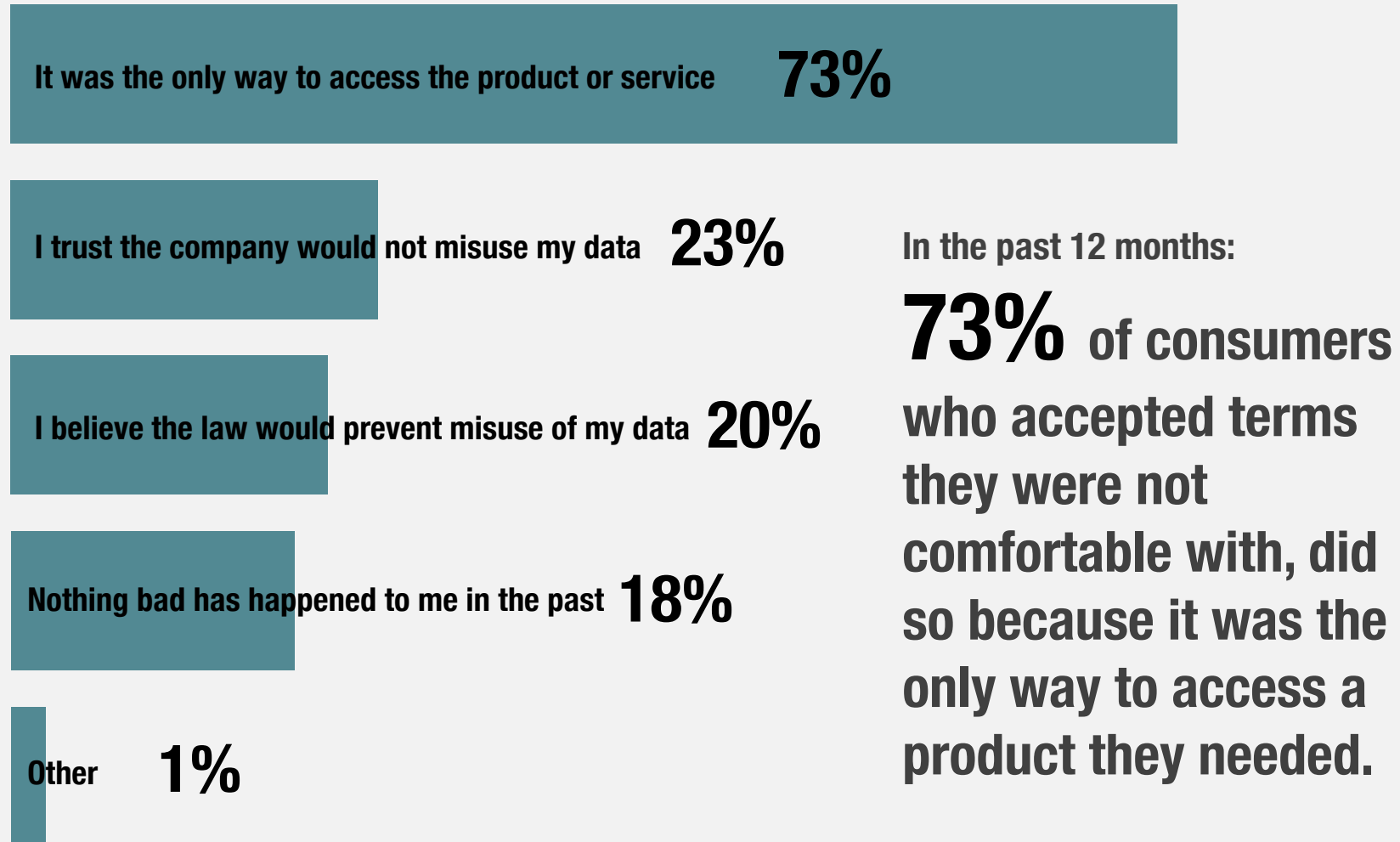
In the past 12 months:

94% of Australians surveyed didn't read privacy policies for all the products they signed up to.

In the past 12 months, how often did you 'accept' a company's Privacy Policy or Terms and Conditions to use a product or service, even though you did not feel comfortable with the policies?

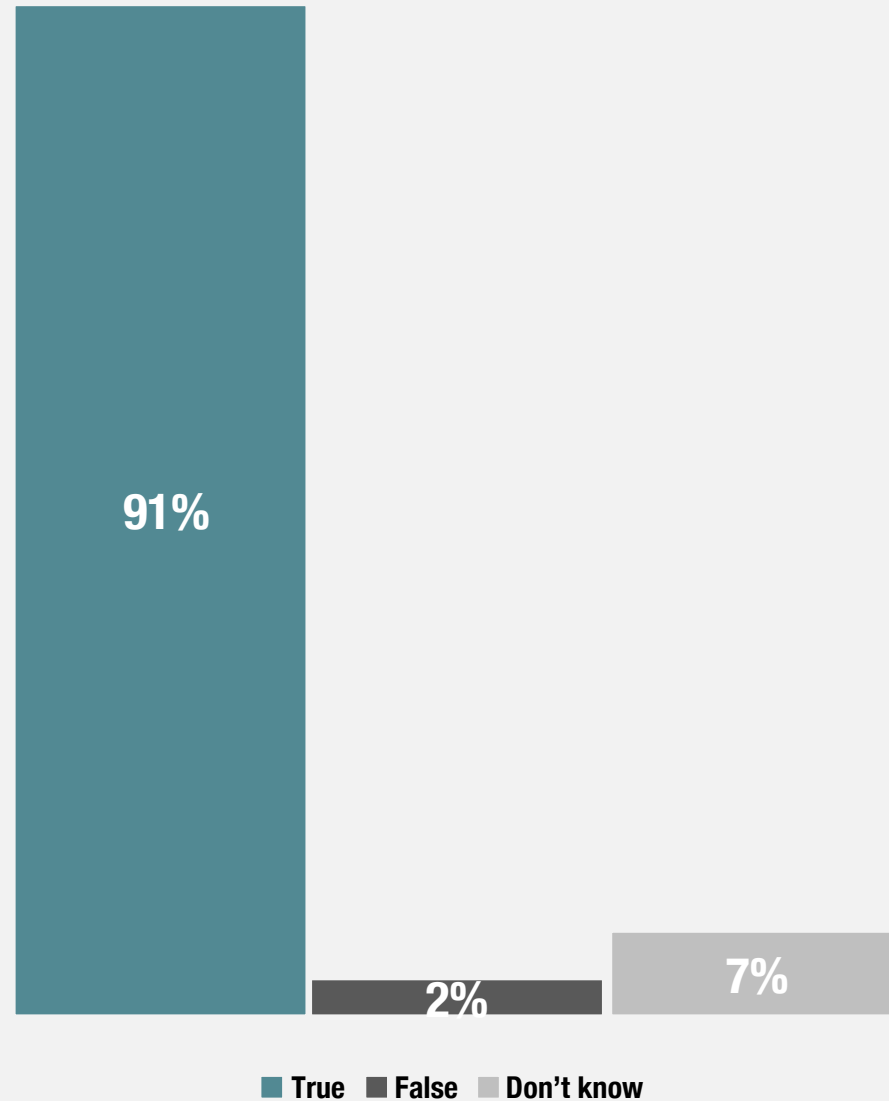


Why did you 'accept' the Privacy Policy or Terms and Conditions even though you did not feel comfortable with the policies? (Select all that apply)



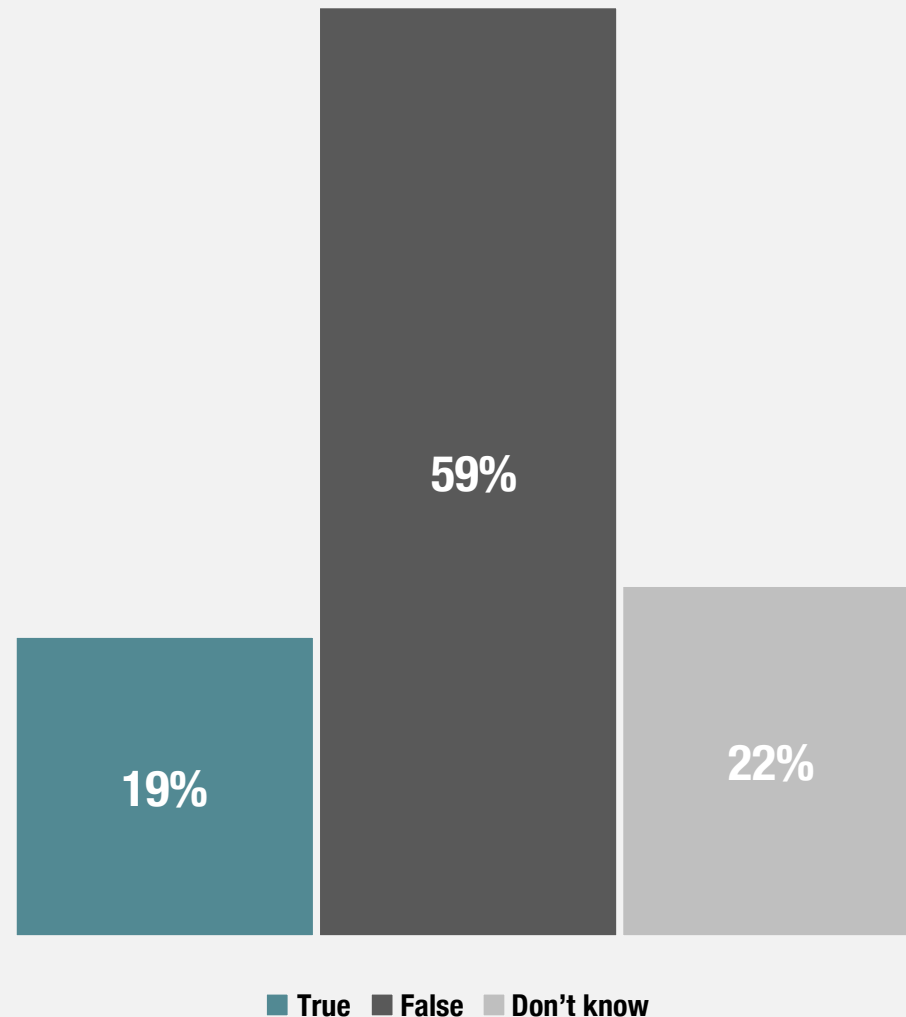
Choose True, False or Don't Know for the following statements as best reflects your opinion.

**Companies today
have the ability to
follow my activities
across many sites
on the web**



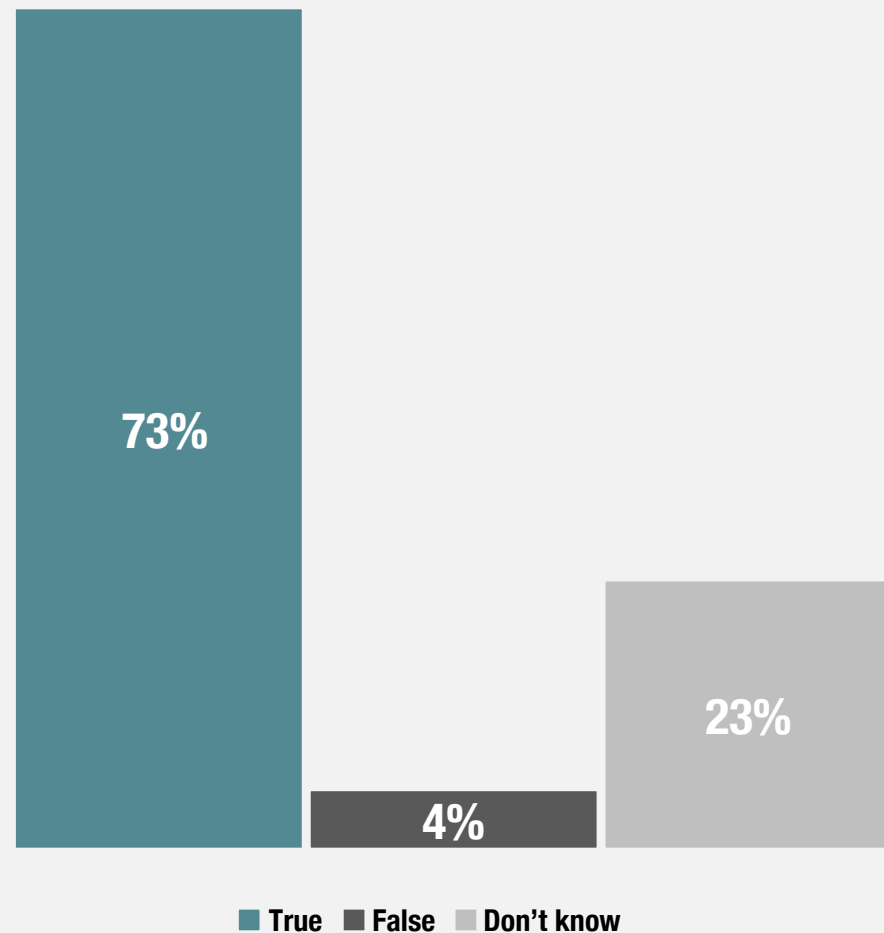
Choose True, False or Don't Know for the following statements as best reflects your opinion.

When a company has a privacy policy, it means the site will not share my information with other websites or companies



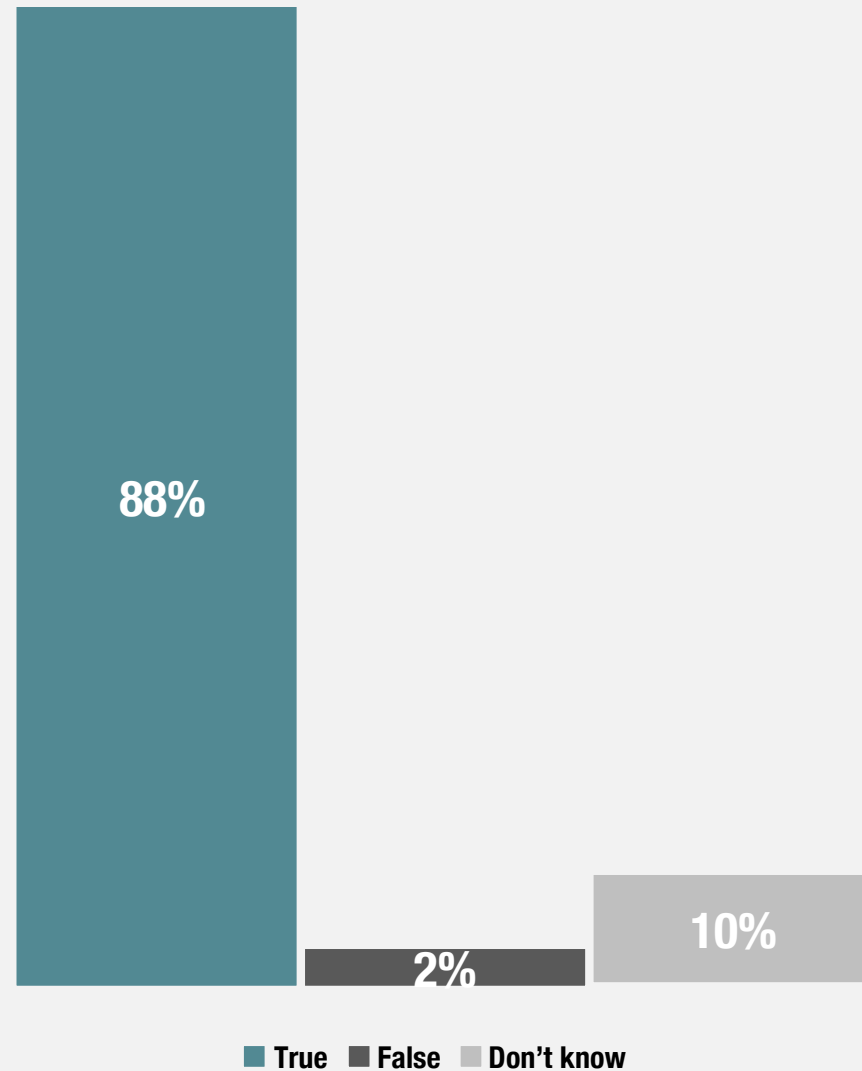
Choose True, False or Don't Know for the following statements as best reflects your opinion.

In store shopping loyalty card providers like Flybuys and Everyday Rewards have the ability to collect and combine information about me from third parties



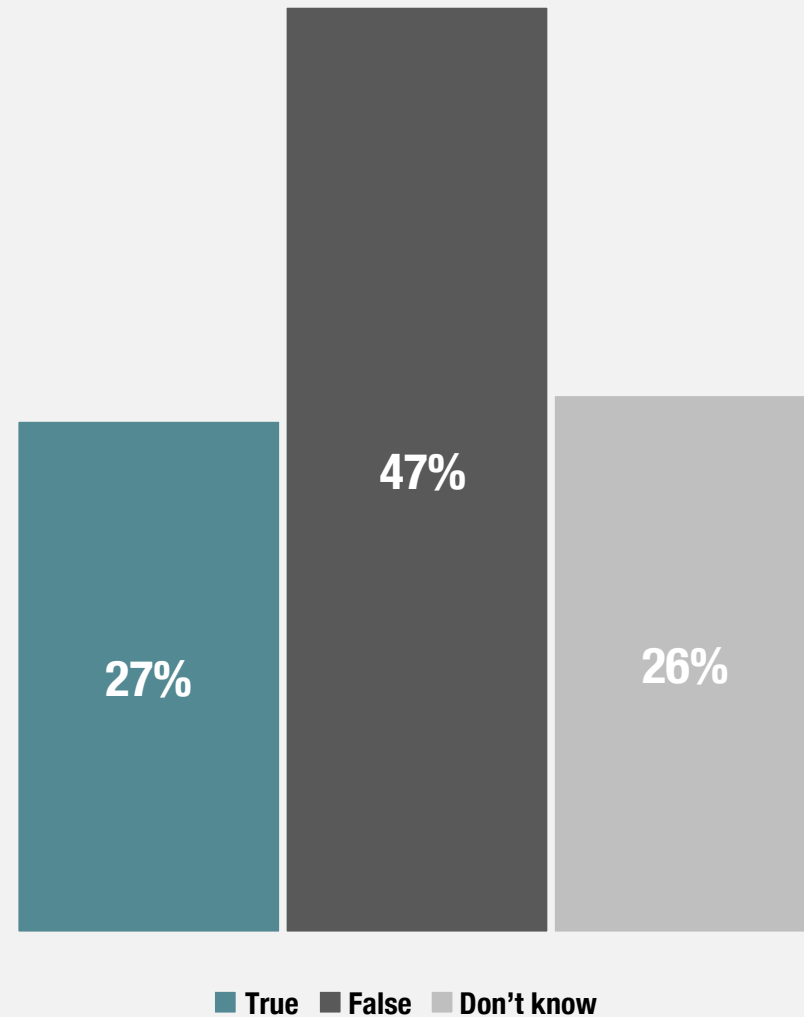
Choose True, False or Don't Know for the following statements as best reflects your opinion.

**Some companies
exchange information
about their customers
with third parties for
purposes other than
delivering the product
or service the customer
signed up for**

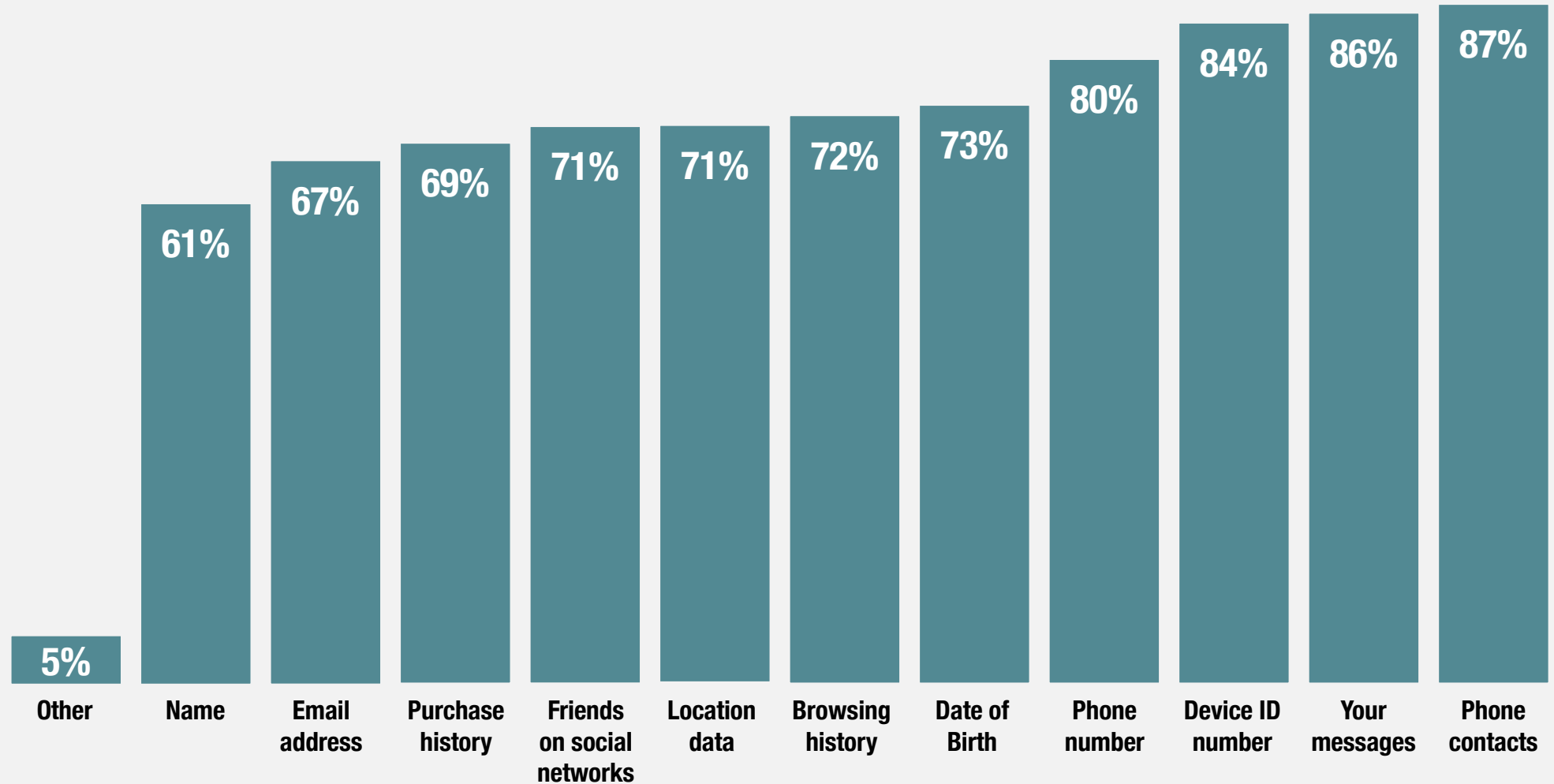


Choose True, False or Don't Know for the following statements as best reflects your opinion.

**All mobile/tablet apps
only ask for permission
to access things on my
device that are required
for the app to work**

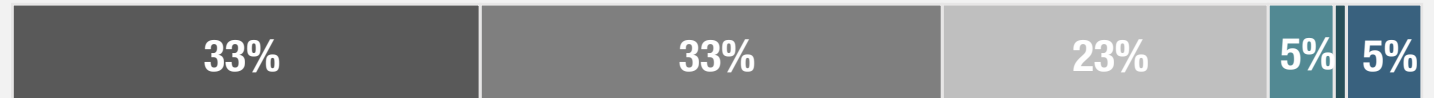


What data/information would you be uncomfortable with companies sharing with third parties for purposes other than delivering the product or service? (Select all that apply)

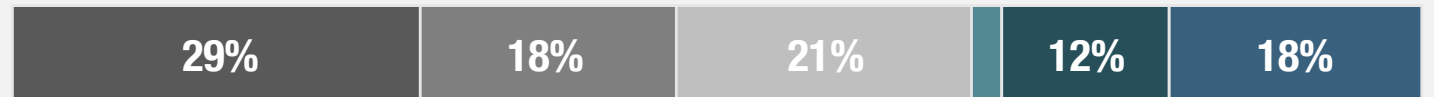


In order to protect your data/information, how often do you...?

Select 'opt out' options where available, denying companies permission to share your data with third parties?



Other



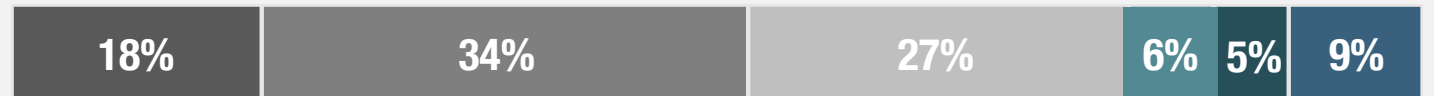
Adjust privacy settings on social networking sites



Check your mobile or tablet apps 'permissions' before downloading the app to see what you are giving it access to on your device



Deny apps permission to access information from your mobile after installing and opening the app

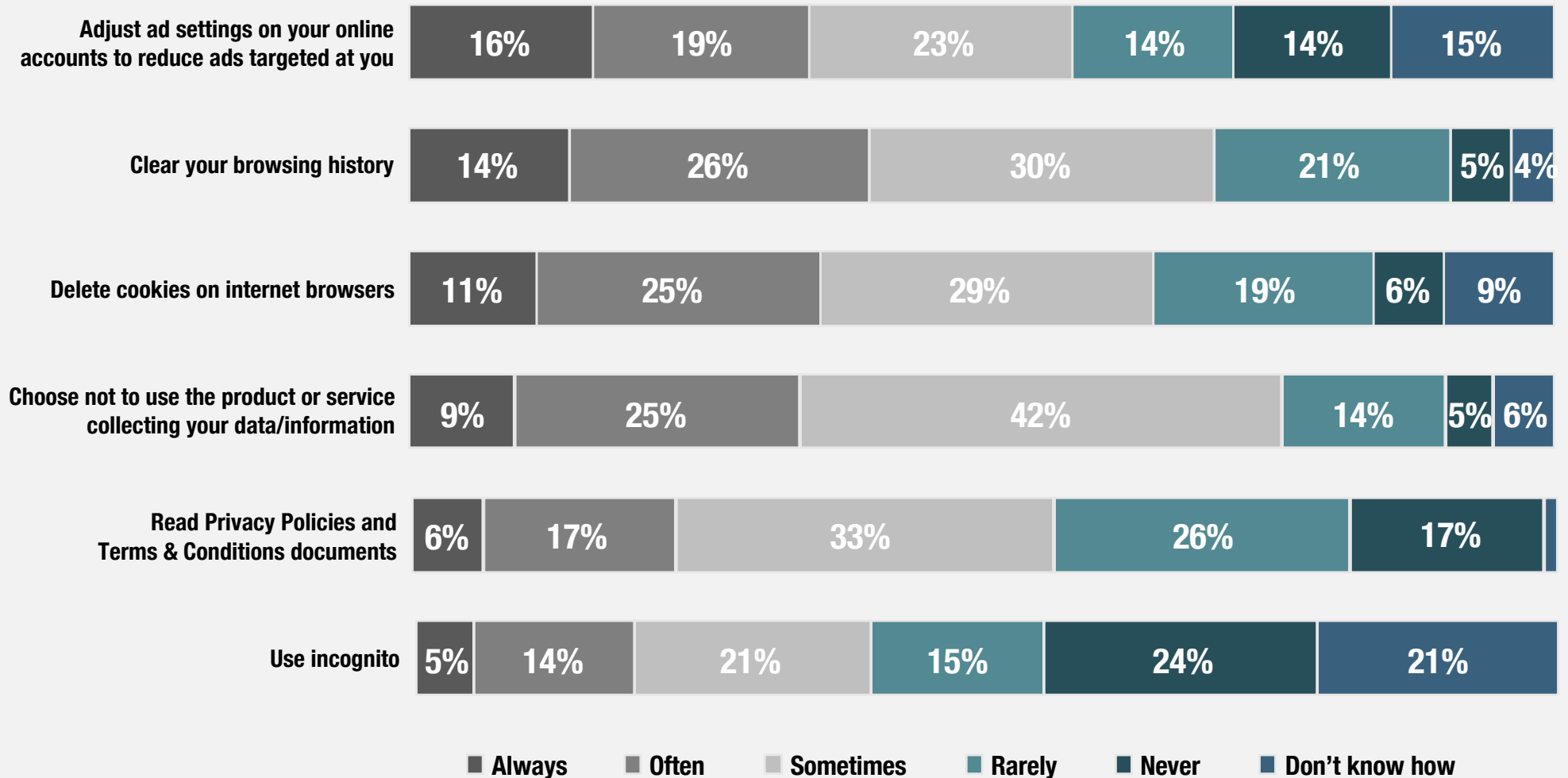


Use products or services provided by major companies you trust



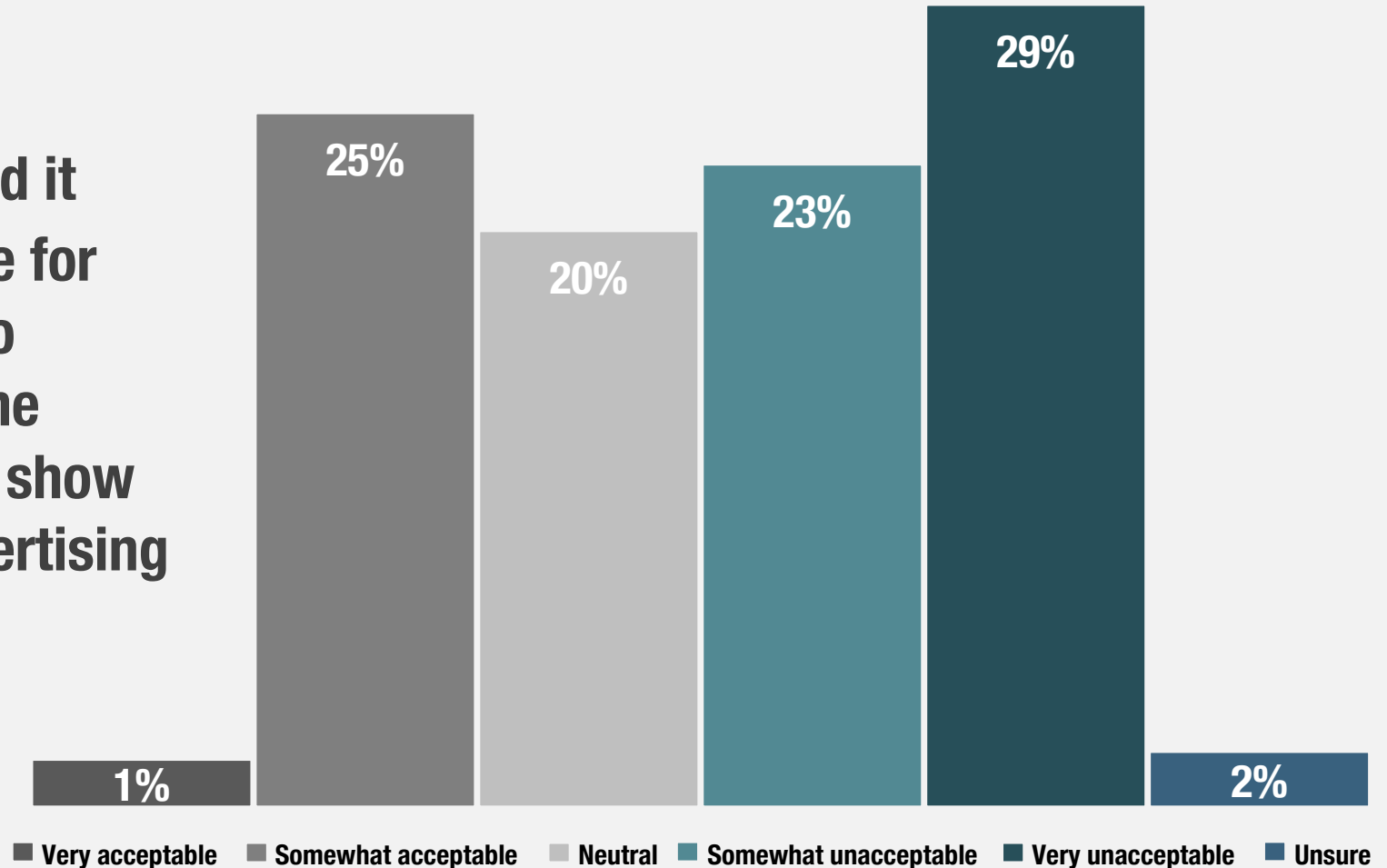
■ Always
■ Often
■ Sometimes
■ Rarely
■ Never
■ Don't know how

In order to protect your data/information, how often do you... ?



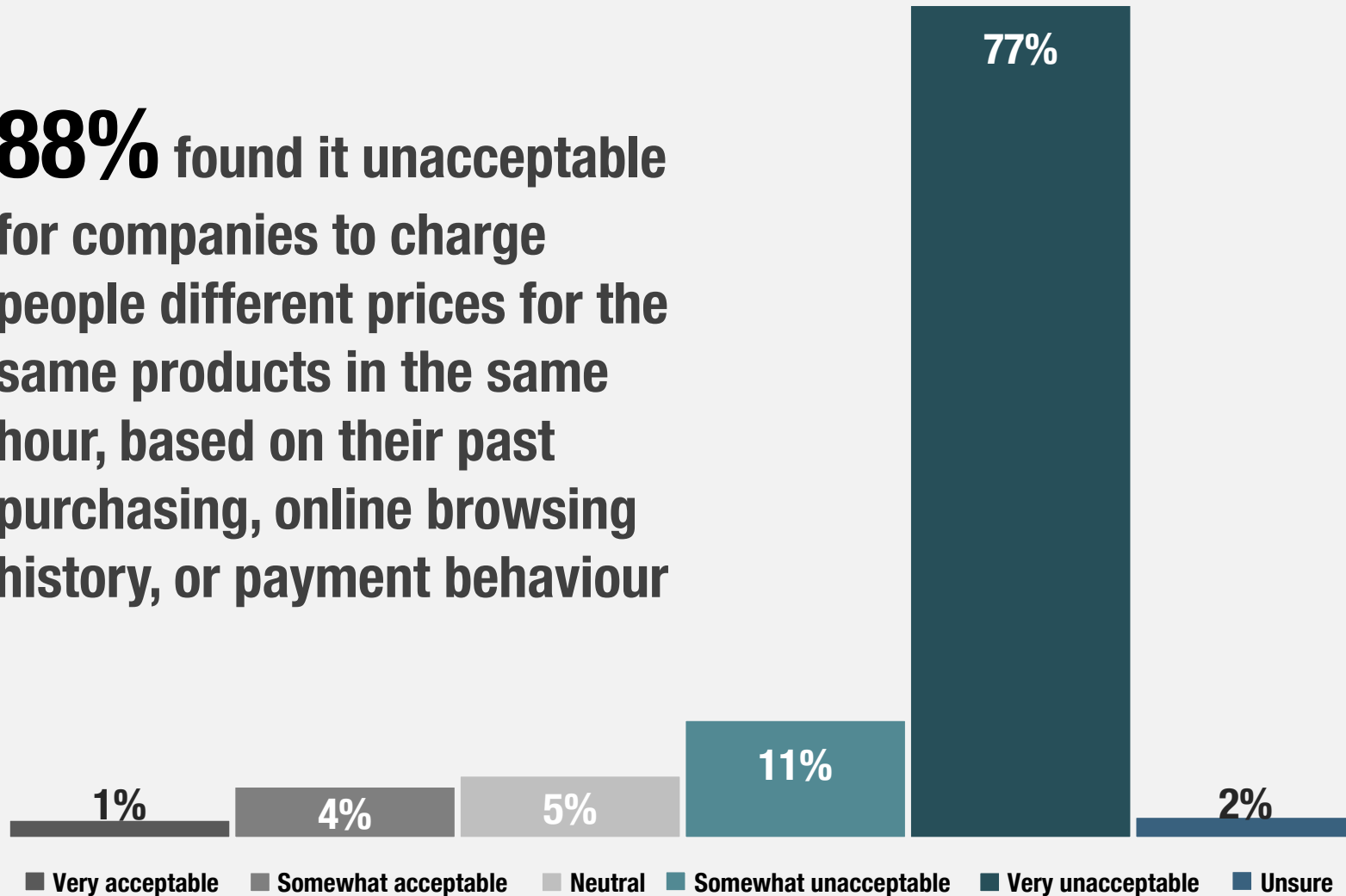
How acceptable or unacceptable do you find it for companies to use your data to: monitor online behaviour to show relevant advertising & offers?

52% found it unacceptable for companies to monitor online behaviour to show relevant advertising and offers



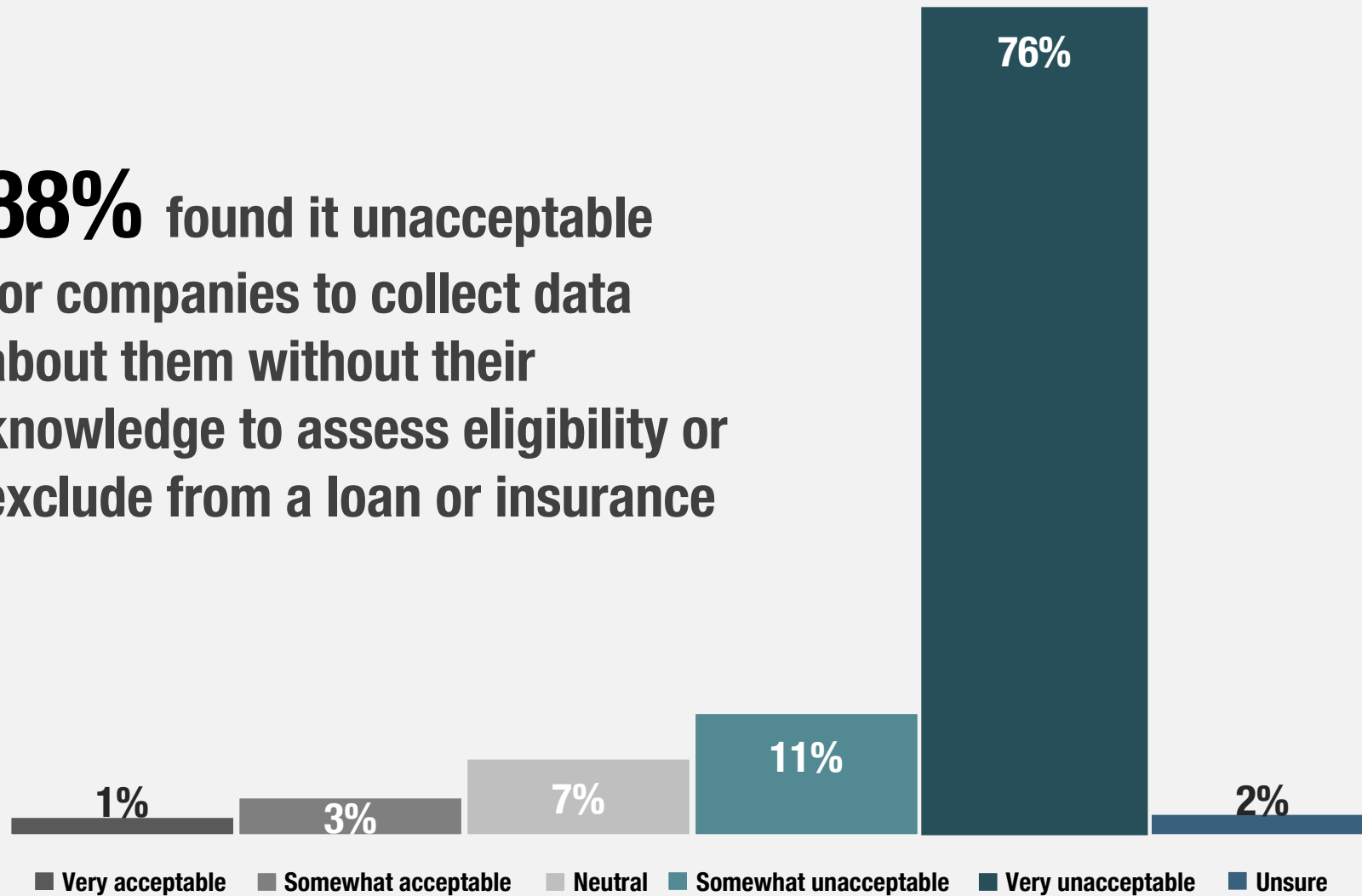
How acceptable or unacceptable do you find it for companies to use your data to: charge different prices for the same product in the same hour, based on past purchasing, online browsing history, or payment behaviour?

88% found it unacceptable for companies to charge people different prices for the same products in the same hour, based on their past purchasing, online browsing history, or payment behaviour



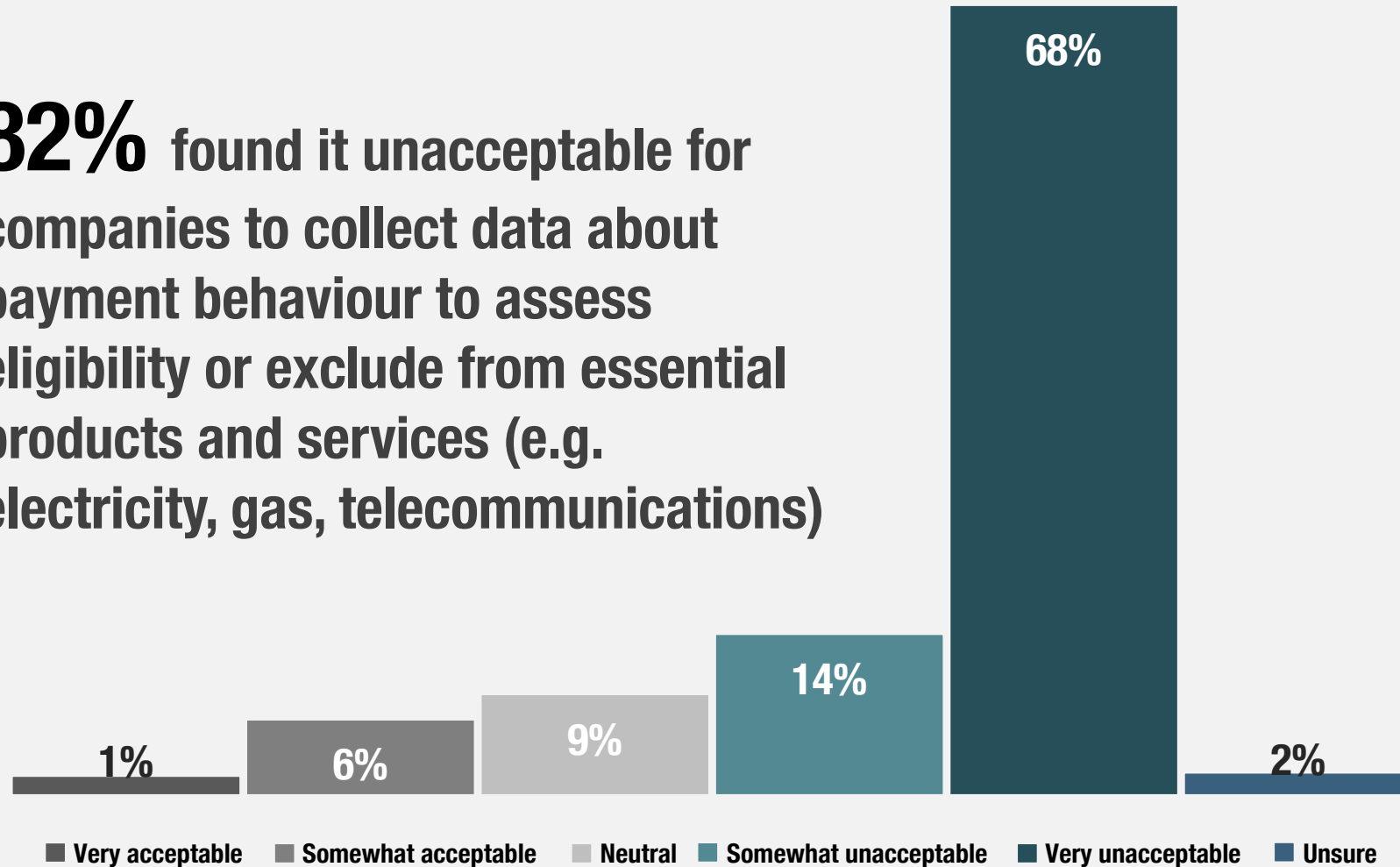
How acceptable or unacceptable do you find it for companies to use your data to: collect data about you without your knowledge to assess eligibility or exclude from a loan or insurance?

88% found it unacceptable for companies to collect data about them without their knowledge to assess eligibility or exclude from a loan or insurance



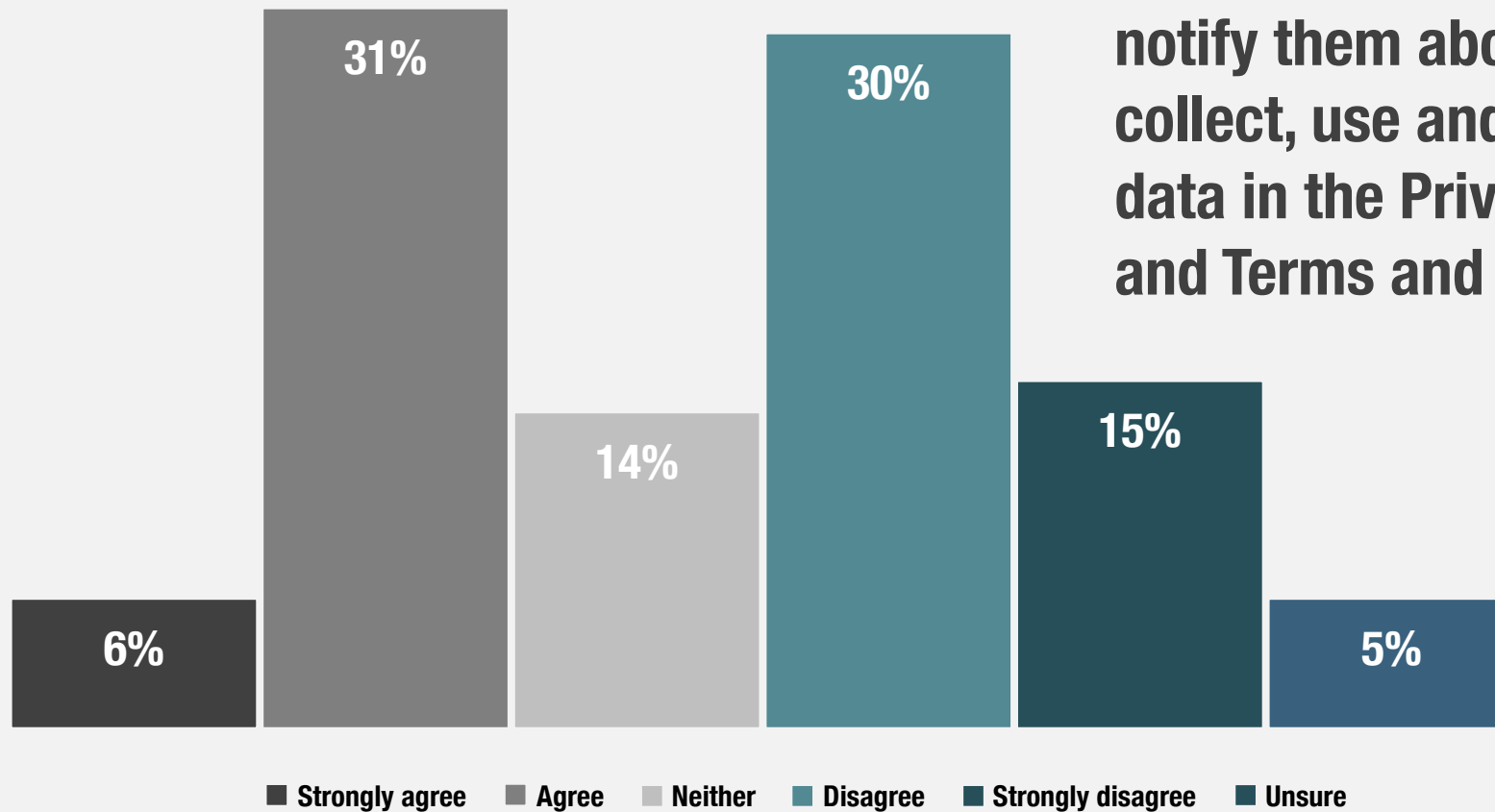
How acceptable or unacceptable do you find it for companies to use your data to: collect data about payment behaviour to assess eligibility or exclude from essential products & services (e.g. electricity, gas, telecommunications)?

82% found it unacceptable for companies to collect data about payment behaviour to assess eligibility or exclude from essential products and services (e.g. electricity, gas, telecommunications)

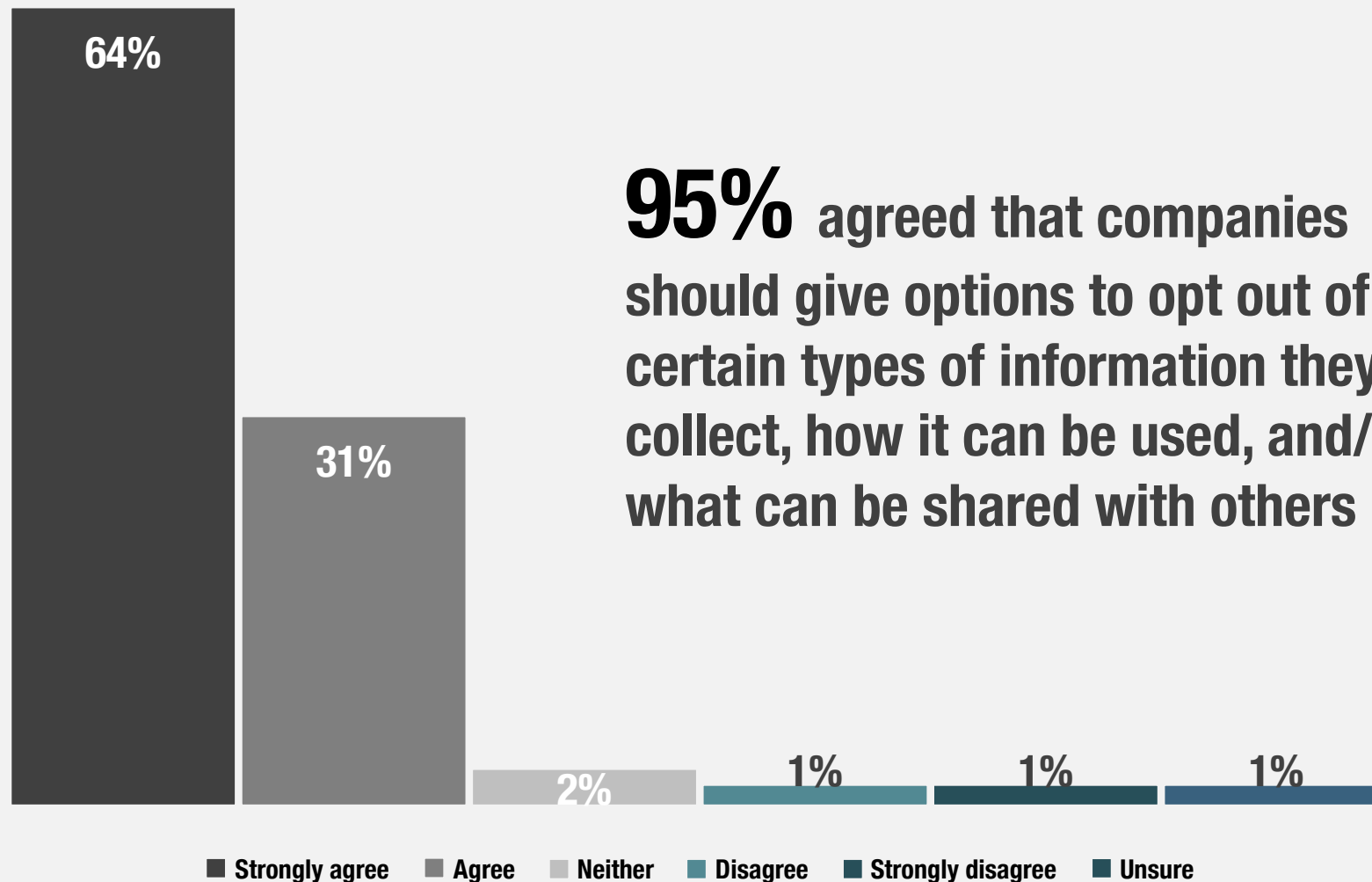


How strongly do you agree or disagree with the the statement: “It is enough for companies to notify me about how they collect, use and share my data in their Privacy Policy & Terms & Conditions?”

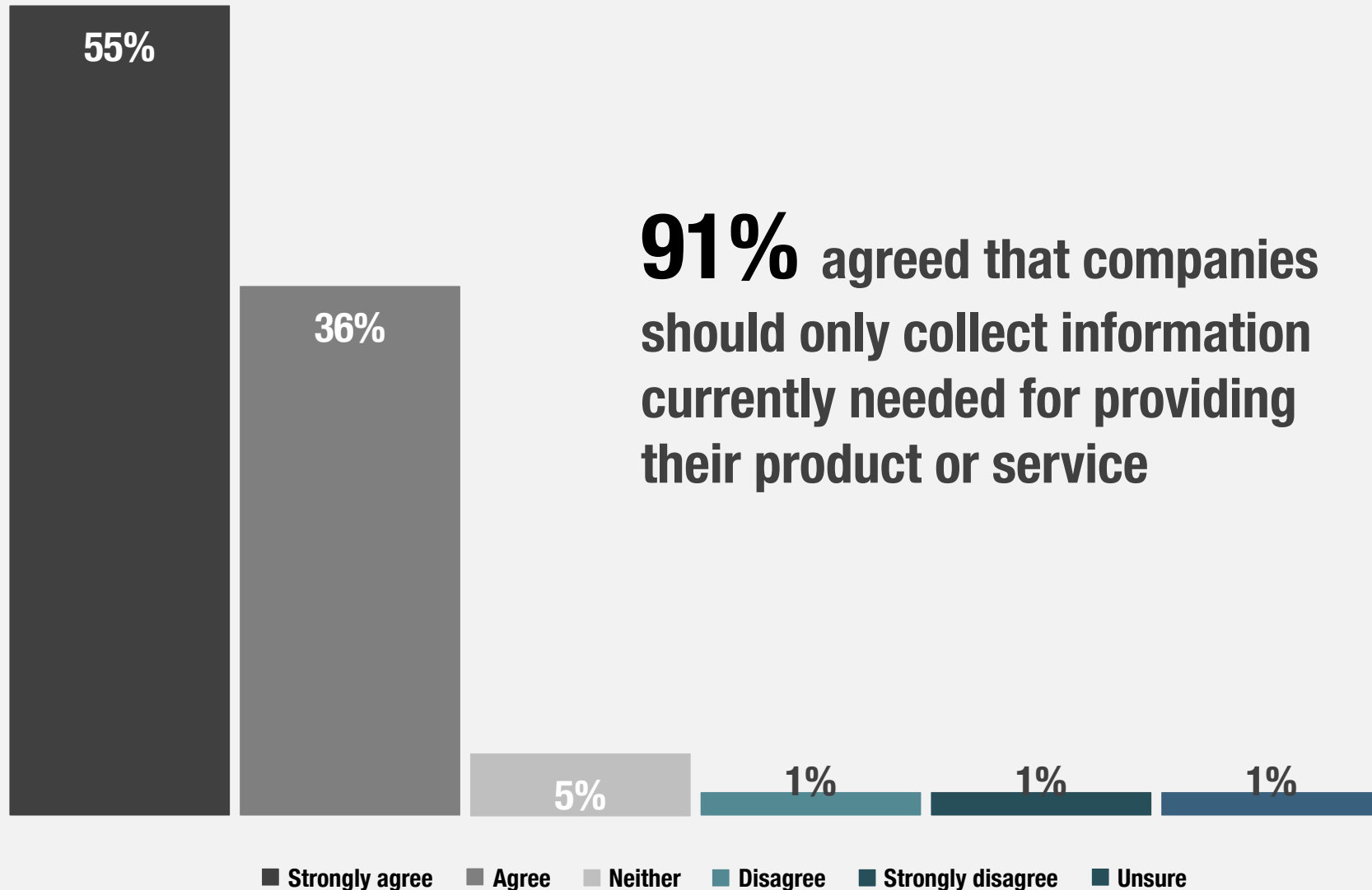
45% disagreed that it is enough for companies to notify them about how they collect, use and share their data in the Privacy Policy and Terms and Conditions



How strongly do you agree or disagree with the statement: “Companies should give me options to opt out of certain types of information they can collect about me, how it can be used and/or what can be shared with others.”

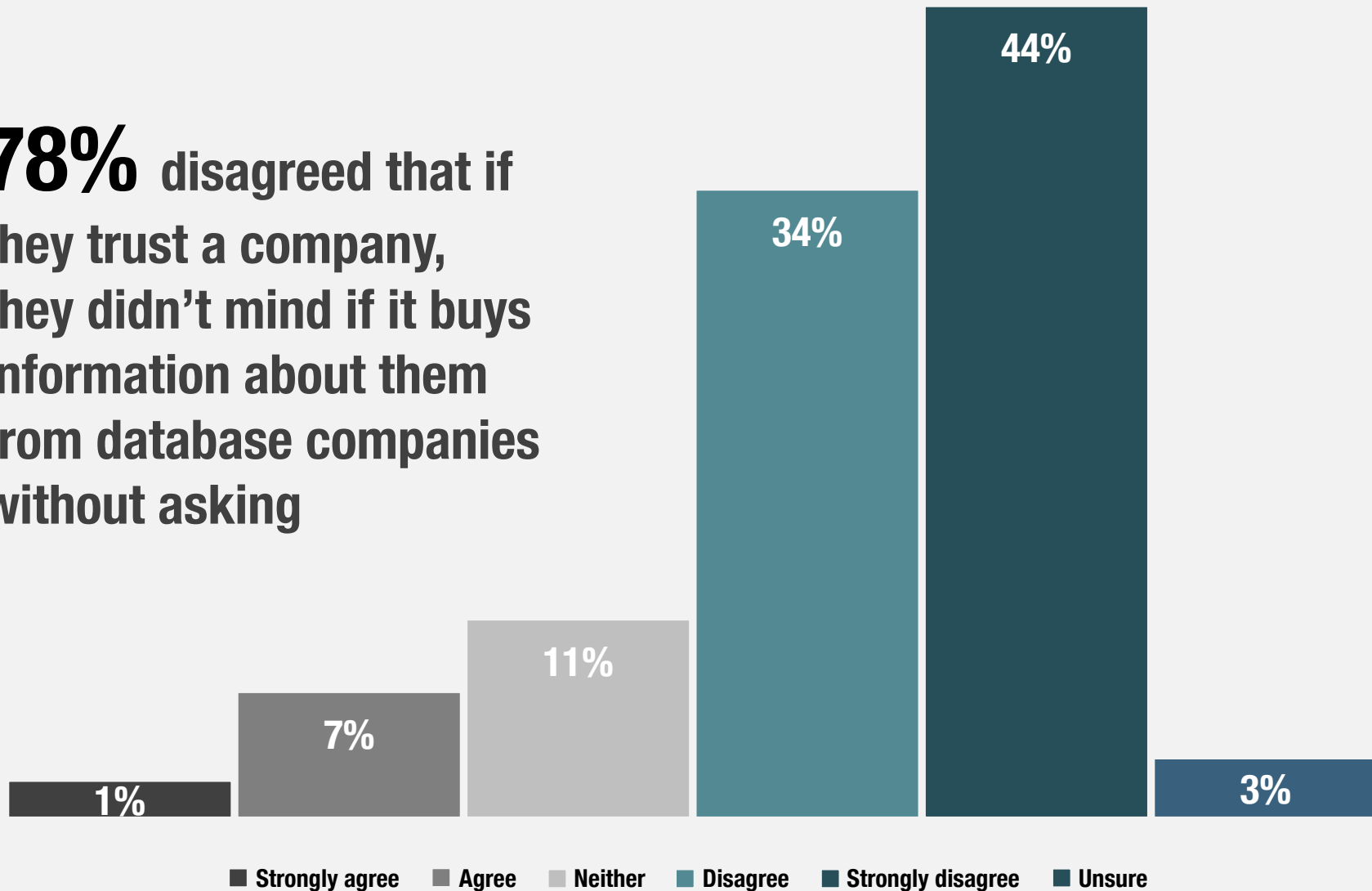


How strongly do you agree or disagree with the statement: “Companies should only collect information currently needed for providing their product or service.”

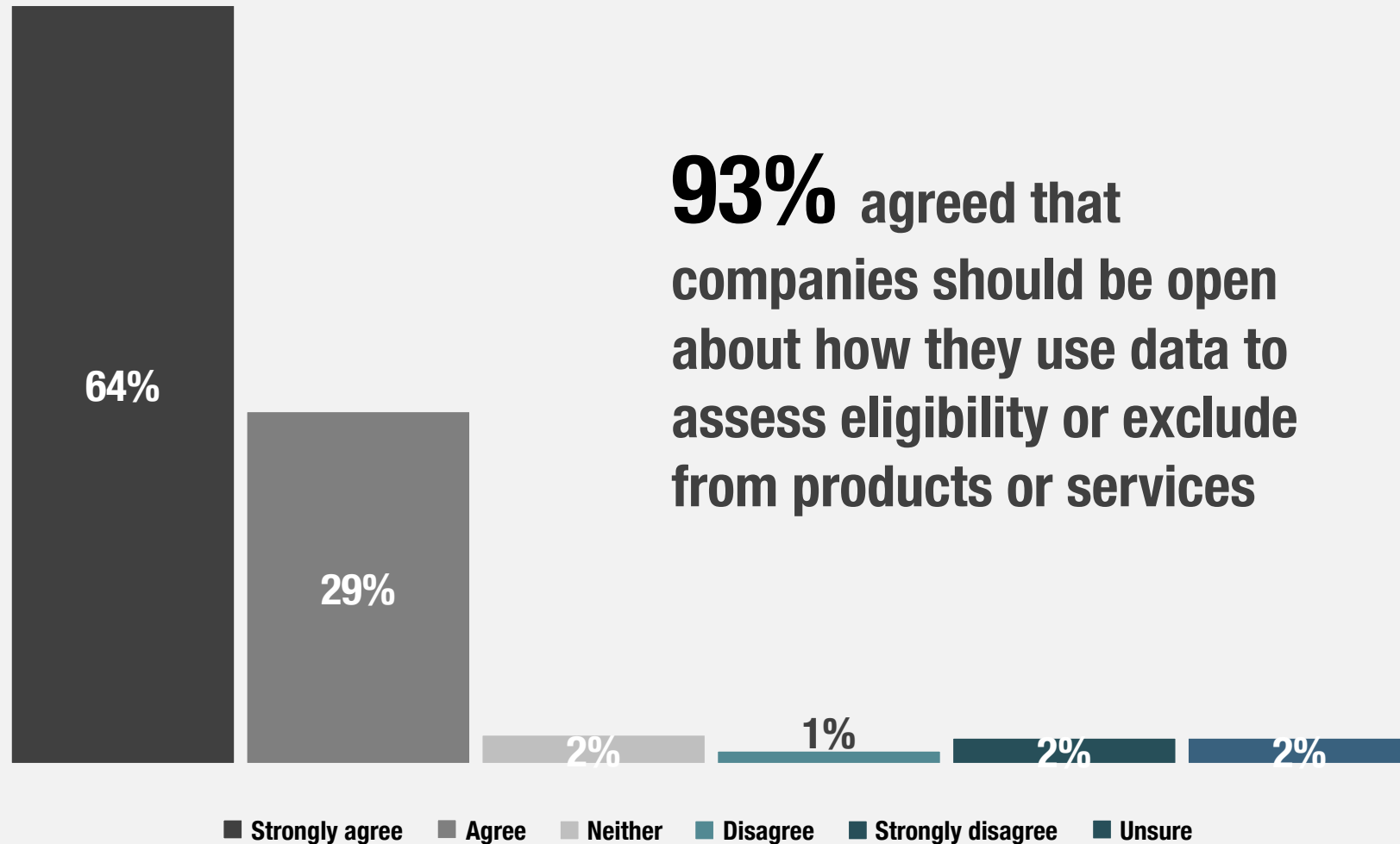


How strongly do you agree or disagree with the statement: “If I trust the company, I don’t mind if it buys information about me from database companies without asking me.”

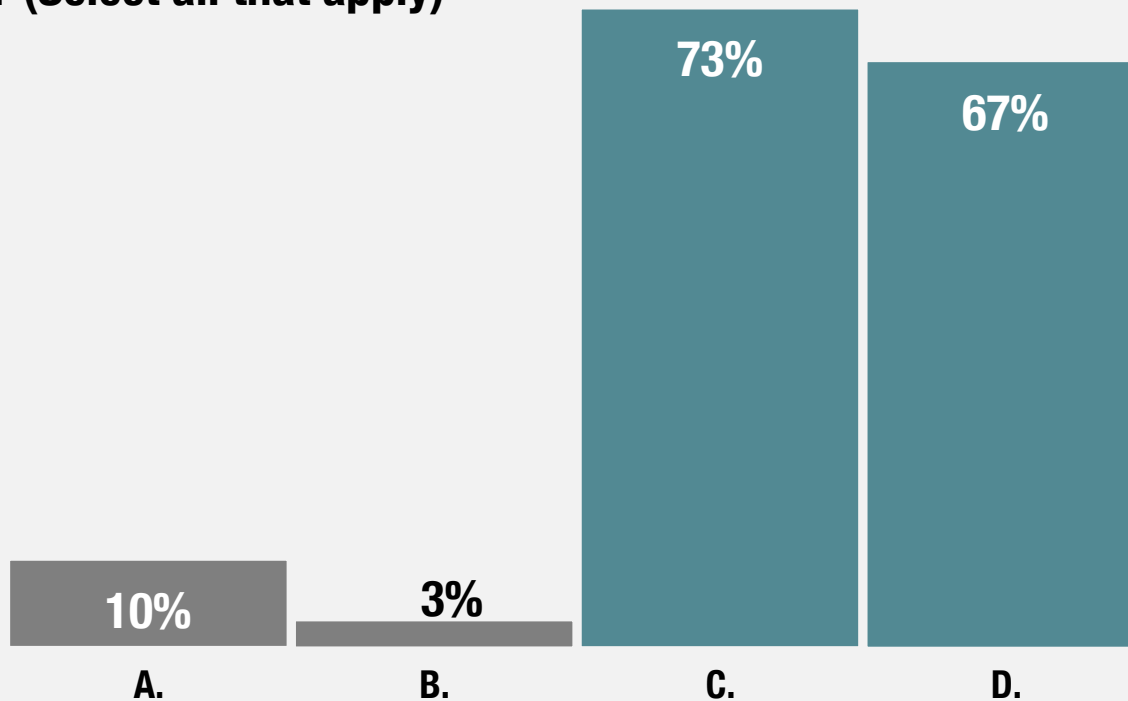
78% disagreed that if they trust a company, they didn’t mind if it buys information about them from database companies without asking



How strongly do you agree or disagree with the statement: “Companies should be open about how they use data about me to assess my eligibility or exclude me from products or services.”



What role do you think government has in regulating how companies use your data? (Select all that apply)



- A. Nothing, it is the individuals' responsibility to check how companies are using their data**
- B. Nothing, it is the company's right to determine how they use the data**
- C. The Government should develop protections to ensure consumers are not unfairly excluded from essential products or services (e.g. electricity, gas, telecommunications) based on their data and/or profile**
- D. The Government should ensure companies give consumers options to opt out of what data they provide, how it can be used, and if it can be shared with others**



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