Microsoft

Data Privacy Day Privacy Survey 2013

January 2013

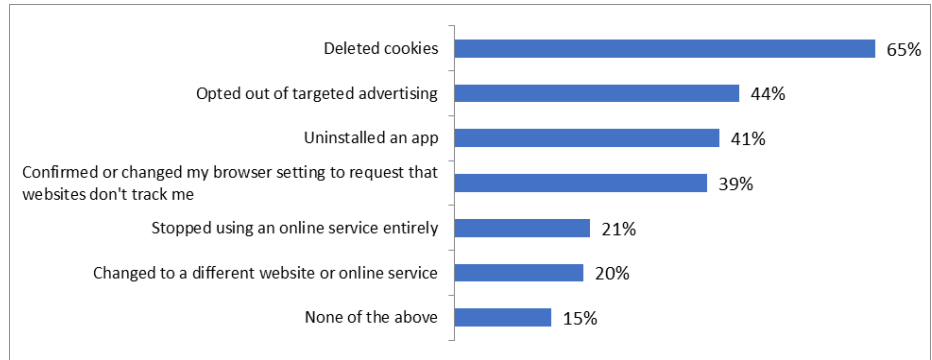## Consumers Need More Help Controlling their Personal Information Online

To commemorate Data Privacy Day 2013, Microsoft Corp. released new data reflecting consumers' perceptions about how their information is used online, as well as a new series of short videos to help people better manage their online privacy.

According to the results of a Microsoft-commissioned survey* of 1,000 U.S. adults, people feel they have little to no control about how their data may be collected by online companies. They are also increasingly in search of trusted sources of information to help them make better choices about their online privacy. Highlights of the research include:

- Forty-five percent said they feel they have little or no control over the personal information companies gather about them while they are browsing the Web or using online services, such as photo-sharing, travel or gaming.
- Forty percent said they feel they "mostly" or "totally understand" how to protect their online privacy.
- An equal number of people (39 percent) said they are turning to friends and family, as well as privacy statements, as their top source for privacy information.
- Almost a third of those surveyed (32 percent) said they always consider a company's privacy reputation, track records, and policies when choosing which websites to visit or services to use.
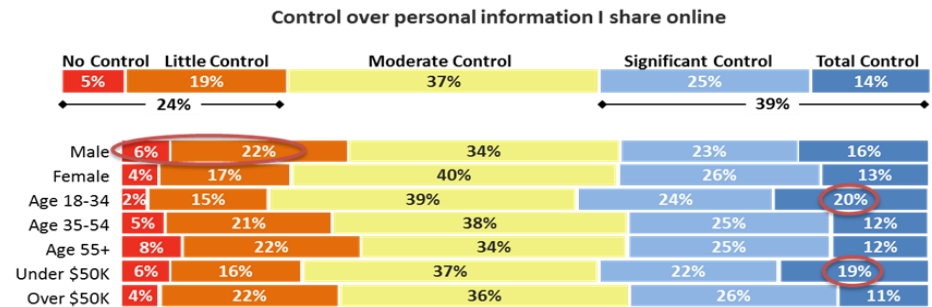
Taking Action to Protect Privacy

When asked what, if any, actions respondents had taken to protect the privacy of their online data, the vast majority (85%) report that they had actively taken steps. The most common action reported was the deletion of cookies that may be used to record and track online behavior.

Deleted cookies	65%
Opted out of targeted advertising	44%
Uninstalled an app	41%
Confirmed or changed my browser setting to request that websites don't track me	39%
Stopped using an online service entirely	21%
Changed to a different website or online service	20%
None of the above	15%

Consumers Feel Lack of Control

Almost a quarter of adults (24%) said they feel they have little to no control over the personal information they intentionally share online through retail transactions, email, or social media. Moreover, nearly half of U.S. adults surveyed (45%) feel they have little or no control over the personal information companies gather from them online.

According to the survey, less than half of US adults (40%) "mostly" or "totally understand" how to protect themselves online. Aligning with the perception of control over their data online, older adults (55+) are the least likely (30%) while younger users (18-34) are the most likely (50%) to understand how to protect their privacy online.

Control over personal information I share online

	No Control	Little Control	Moderate Control	Significant Control	Total Control
	5%	19%	37%	25%	14%
		24%			39%
Male	6%	22%	34%	23%	16%
Female	4%	17%	40%	26%	13%
Age 18-34	2%	15%	39%	24%	20%
Age 35-54	5%	21%	38%	25%	12%
Age 55+	8%	22%	34%	25%	12%
Under $50K	6%	16%	37%	22%	19%
Over $50K	4%	22%	36%	26%	11%

Top Sources for Privacy Information

When asking questions about how to protect their online privacy, consumers equally seek answers from websites' privacy statements and friends and family (39%), followed by company privacy policies (29%), and independent privacy or consumer organizations (21%). However, women put friends and family first, (45% vs. 32% of men).

When it comes to who they trust, friends and family lead (33%) followed by independent privacy or consumer organizations (25%) and company privacy policies (20%). Men are just as likely to trust independent privacy or consumer organizations as friends and family (29% and 29%, respectively).

Microsoft's Commitment to Privacy

To learn more about the privacy options available to you in Microsoft products and services, please visit www.microsoft.com/yourprivacy.

* Survey conducted for Microsoft by Ipsos MediaCT