

# Information Rights Strategic Plan: Trust and Confidence



*Prepared for:*

**Information Commissioner's Office**

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## A. Background

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### A.1 Background

Goal #1 of the Information Commissioner's Office (ICO) Information Rights Strategic Plan 2017-21 is 'to increase the public's trust and confidence in how data is used and made available'. It is therefore important for the ICO to gauge and monitor the public's changing perceptions in this area against benchmarks from previous waves of the research.

The Trust and Confidence research was last undertaken in July 2018, and it is now over one year since the GDPR came into effect (May 2018).

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## B. Aims & Objectives

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### B.1 Overall Objective

The **main aim** of this research is:

*"To gauge public perceptions and awareness of how data is shared with and used within organisations and to monitor any change in the trust and confidence in how data is used and made available."*

Other objectives of this research are to:

- 1) Understand public awareness and perceptions of the General Data Protection Regulation and how it affects their personal data.
  - 2) Explore the public's perceptions around technology in relation to the personal data that companies hold on individuals.
  - 3) Investigate individuals' knowledge around the Freedom of Information Act.
  - 4) Obtain a benchmark as to how the regulator for data protection in the UK is perceived by the public.
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## C. Executive Summary

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Below is a summary of the key findings from this year's research.

- The perceived importance of data protection continues to increase.
  - Significantly more people strongly agree it is important that their personal information is protected when they share it with companies/organisations.
  - Significantly more people are concerned about their online activity being tracked.
  - There has been a significant rise in the proportion of people stating that if an organisation was sharing their personal information without permission this would have a negative impact on their trust and confidence.
  
- After the noise around the introduction of GDPR last year, there has been some stagnation.
  - Awareness of the GDPR is down slightly.
  - Whilst the proportion of people who trust companies/organisations with their personal data is up slightly, trust and confidence in companies/organisations *storing and using* personal data is down slightly.
  - Levels of understanding of how data is made available by companies/organisations to third parties and the public are down slightly.
  
- There has been notable progress in some areas.
  - Significantly more people feel they have the right to be informed about the collection and use of their personal details.
  - Trust and confidence in the police and financial services has increased significantly.
  - Awareness of Freedom of Information rights has increased significantly.
  
- More progress is required on key messages about the regulator.
  - Two fifths agree that the regulator is acting in the interests of the public.
  - More people disagree than agree that they have trust and confidence in the ability of the regulator to successfully enforce data protection and that the regulator enables those processing personal information to be creative, rather than putting barriers in the way.
  - The most commonly cited data protection concern when prompted is cyber security, followed by children's privacy, sharing of data for marketing purposes and tracking of web browsing for marketing purposes.

## D. Methodology and Response Rates

### D.1 Quotas and weighting

Harris Interactive, an independent market research agency, interviewed 2259 adults online aged 18+ between 3<sup>rd</sup> - 17<sup>th</sup> June 2019.

**Table 1.** Number of interviews achieved by gender

	Total	%
Male	898	40%
Female	1361	60%
<b>TOTAL</b>	<b>2259</b>	<b>100%</b>

**Table 2.** Number of interviews achieved by age

	Total	%
18-24	156	7%
25-34	361	16%
35-44	335	15%
45-54	417	18%
55-64	418	18%
65+	572	25%
<b>TOTAL</b>	<b>2259</b>	<b>100%</b>

**Table 3.** Number of interviews achieved by region

	Total	%
England	1736	76%
Scotland	218	10%
Northern Ireland	159	7%
Wales	146	7%
<b>TOTAL</b>	<b>2259</b>	<b>100%</b>

### D.2 Reporting

The data has been weighted to be nationally representative by age, gender and region.

Where relevant, comparisons have been made to the 2018 survey.

## E. Research Findings

### E.1 Trust & Confidence

The public continues to be split on the trust and confidence it has in companies and organisations storing and using their personal information. However, the percentage of people with high levels of trust and confidence has slightly decreased since 2018.

- Nearly one in three (32%) people have high trust and confidence (rating 4-5 out of 5) in companies and organisations storing and using their personal information, which is slightly down from the 34% stating this in 2018.
- The proportion stating 'none at all' has marginally increased from 9% to 10%.

**Q1.** How much trust and confidence do you have in companies and organisations storing and using your personal information?

	2018	2019
<b>NET: Low trust and confidence</b>	<b>36%</b>	<b>38%</b>
1 – None at all	9%	10%
2	28%	28%
3	30%	30%
4	28%	27%
5 – A great deal	6%	6%
<b>NET: High Trust and Confidence</b>	<b>34%</b>	<b>32%</b>

Base: All Adults: 2018 (2131) / 2019 (2259)

- Males (36%) are significantly more likely to have high trust and confidence in companies and organisations storing and using their personal information than females (28%).
- Trust and confidence in companies and organisations storing and using personal information is significantly higher amongst 18-34 year olds (45%) than 35-54 (30%) and 55+ year olds (24%).

The main stated reasons given by the public who have a high level of trust and confidence (rating 4-5 out of 5) in companies and organisations storing and using your personal information are centred primarily around trust (borne out of experience or reputation) followed by awareness of legislation.

**Q1a.** What is the main reason for the level of trust and confidence you have in companies and organisations storing and using your personal information?  
 (Most cited reasons amongst those with a high level of trust and confidence)

	<b>2019</b>
Good (previous) experience (Never had any problems/No experience of data breaches/loss etc.)	15%
Legislation (protected by the law, law regulations, Data Protection Act etc.)	13%
I trust the companies/their policies	11%
You have to trust them (if you use them)	5%
Companies protect my data (they don't share/sell my information without my consent etc.)	5%
New GDPR policy/Companies have to comply with the new GDPR policy	5%
(I choose/use) Reputable/Well-known companies	4%
Their reputation is at stake (They care for their reputation, It's in their own interests to protect data, not lose customers etc.)	4%
Other	11%
Don't know/Not sure	5%

NB: This question was not asked in 2018      Base: All Adults with a high level of trust and confidence in companies and organisations storing and using personal information: (728)

The main stated reasons given by the public who have a low level of trust and confidence (rating 1-2 out of 5) in companies and organisations storing and using your personal information are centred around having previously experienced data loss/theft and the belief that companies share/sell personal information.

**Q1a.** What is the main reason for the level of trust and confidence you have in companies and organisations storing and using your personal information?

(Most cited reasons amongst those with a low level of trust and confidence)

	2019
Due to experiencing data loss/theft (NET)	31%
They share/sell personal information (NET)	27%
Concerns about security (Lack of safety/ Security issues/ Poor security systems/It's not (completely) secure)	11%
Concerns about data/information being misused (not sure what they do with my data)	11%
Due to receiving calls/email spam for marketing & advertising	10%
They are profit-driven (they use data for their own purposes/interests)	9%
Other	5%
Don't know/Not sure	1%

NB: This question was not asked in 2018      Base: All Adults with a low level of trust and confidence *in companies and organisations storing and using personal information*: (853)



People continue to be significantly more likely to have high trust and confidence (rating 4-5 out of 5) in the NHS, police and national governmental bodies than in private companies.

- Two in three (66%) people say they have high trust and confidence in the NHS/their local GP storing and using their personal information, up 1% point from 2018.
- Only one in seven (15%) people state they have high trust and confidence in social messaging platforms storing and using their personal information. This is unchanged from 2018.
- The biggest gains are for financial services providers, the police and local Government, all seeing 6% increases between 2018 to 2019.

**Q2.** How much trust and confidence do you have in the following companies and organisations storing and using your personal information?

	2018		2019	
	NET LOW TRUST & CONFIDENCE	NET HIGH TRUST & CONFIDENCE	NET LOW TRUST & CONFIDENCE	NET HIGH TRUST & CONFIDENCE
<b>The NHS or your local GP</b>	12%	65%	11%	66%
<b>The Police</b>	18%	54%	15%	60%
<b>National Governmental departments/ organisations</b>	20%	51%	18%	55%
<b>Financial services</b>	22%	46%	21%	52%
<b>Local Government</b>	24%	42%	22%	48%
<b>Online retailers</b>	29%	33%	30%	34%
<b>Mobile, broadband, utility providers</b>	33%	28%	34%	29%
<b>Social messaging platforms</b>	60%	15%	63%	15%

Base: All Adults: 2018 (2131) / 2019 (2259)

- 18-34 year olds are significantly more likely to have a higher level of trust and confidence in the police, National Government, financial services companies, online retailers, mobile, broadband and utility providers and social messaging providers than 35+ year olds.
- Males (19%) are more likely to have high trust and confidence in social messaging providers than females (10%). Similarly, 18-34 year olds (28%) were significantly more likely to have high trust and confidence in social messaging providers than 35-54 year olds (15%) and 55+ year olds (5%).

Levels of understanding of how personal data is used by companies/organisations remains at similar levels to 2018. One in six (16%) adults feel they have a good understanding of how their personal data is used by companies and organisations in the UK. This is slightly down from the 18% who felt they had a good understanding in 2018.

- The proportion of people who feel they know very little or nothing at all about how their personal data is used by companies and organisations has increased slightly from 26% in 2018 to 27% in 2019.

**Q3.** Which of the following statements comes closest to your understanding of how your personal data is being **used** by companies and organisations in the UK?

	2018	2019
I have a good understanding of how my personal data is used	18%	16%
I am familiar with some aspects of how my personal data is used, but not all aspects	55%	57%
I know very little about how my personal data is used	22%	24%
I know nothing at all about how my personal data is used	4%	3%

Base: All Adults: 2018 (2131) / 2019 (2259)

- Males (19%) are significantly more likely to feel they have a good understanding of how their personal data is used than females (13%).
- 55+ year olds (31%) are more likely to feel that they know very little or nothing at all about how their personal data is used than 18-34 year olds (24%) and 35-54 year olds (25%).
- Members of the public from England (27%) and Wales (28%) are least likely to feel that they know very little or nothing at all about how their personal data is used compared to those from Scotland (30%) and Northern Ireland (30%).

The proportion of people with a good understanding of how their personal data is made available to third parties and the public by companies and organisations in the UK has remained fairly static since 2018.

- Around one in six (15%) adults feel they have a good understanding of how their personal data is made available to third parties and the public by companies and organisations in the UK. This is a slight decrease from the 16% who felt they had a good understanding in 2018.
- Nearly two fifths (38%) feel they know very little or nothing at all about how their personal data is made available by companies and organisations. This is slightly up from the 35% feeling this in 2018.

**Q4.** Which of the following statements comes closest to your understanding about how your personal data is being **made available to third parties and the public** by companies and organisations in the UK?

	2018	2019
I have a good understanding of how my personal data is made available	16%	15%
I am familiar with some aspects of how my personal data is made available, but not all aspects	49%	47%
I know very little about how my personal data is made available	29%	32%
I know nothing at all about how my personal data is made available	6%	6%

Base: All Adults: 2018 (2131) / 2019 (2259)

- Males (18%) are significantly more likely to feel they have a good understanding of how their personal data is made available than females (11%), whereas females are significantly more likely to feel that they know very little or nothing at all about how their personal data is made available than males (42% vs 33% respectively).
- Respondents from England (15%) are significantly more likely to feel they have a good understanding of how their personal data is made available than respondents from Northern Ireland (9%).

There has been a slight shift towards more people agreeing “it is easy to access and change my personal information held by businesses/organisations”, with 2% more agreeing and 3% more disagreeing since 2018. This highlights that, post GDPR, the public is slightly more aware that they have control over access and amendments to their data held by businesses and organisations, but the majority still are unsure as to how to do it.

**Q5.** Do you agree or disagree with the following statements about the use of personal information in the UK?

	2018			2019		
	NET Agree	NET Disagree	Don't know	NET Agree	NET Disagree	Don't know
<b>It is easy to access and change my personal information held by businesses/organisations</b>	29%	59%	12%	31%	56%	13%
<b>Current laws and regulations provide sufficient protection of personal information</b>	33%	57%	10%	33%	58%	9%
<b>Businesses/ organisations are open and transparent about how they collect and use personal information</b>	26%	66%	8%	26%	65%	9%
<b>It is easy to find out how my personal information is stored and used by businesses/ organisations</b>	23%	64%	13%	23%	64%	13%
<b>It is easy to find out whether my personal information is being made available to third parties</b>	23%	63%	14%	23%	63%	14%

Base: All Adults: 2018 (2131) / 2019 (2259)

If an organisation that held personal data was either affected by a data breach or was sharing data with third parties, the public largely continues to feel that this would have a negative impact on their trust and confidence in the organisation.

- The biggest change since 2018 is on “sharing my personal information to third parties without my permission”. The public is significantly more likely than in 2018 to feel if this happened it would cause a negative impact on the trust and confidence they have with the organisation (81% in 2019 compared with 77% in 2018).

**Q6.** If an organisation that held your data was affected by any of the following, what impact would this have on your trust and confidence in this organisation?

	2018			2019		
	Net Positive	No impact	Net Negative	Net Positive	No impact	Net Negative
<b>The organisation was sharing my personal information to third parties with my permission</b>	23%	36%	41%	24%	37%	39%
<b>The organisation was affected by a data breach (unauthorised access to or loss of my personal data) and told me</b>	18%	18%	64%	18%	17%	65%
<b>The organisation was affected by a data breach (unauthorised access to or loss of my personal data) and didn't tell me</b>	12%	11%	77%	10%	10%	80%
<b>The organisation was sharing my personal information to third parties without my permission</b>	12%	11%	77%	10%	9%	81%

Base: All Adults: 2018 (2131) / 2019 (2259)

Around one half (49%) of the public stated that they or a close friend/family member have heard about or actually experienced a data breach (i.e. personal information being shared without permission, used fraudulently or lost/stolen) in the last 12 months.

- Over one in five (22%) of the public state that they have personally heard of a news story about a data breach in a company/ organisation they have shared personal information with and were not personally notified in the last 12 months, and 16% have had this happen to a close friend/family member.

**Q7.** Thinking about personal data you may hold with companies and organisations, have any of the following things happened to you or a close friend/family member in the last 12 months?

	2019		
	Happened to you	Happened to a friend/ family	Net you/ friend or family
<b>Net: ANY</b>	<b>42%</b>	<b>39%</b>	<b>49%</b>
<b>Heard a news story about a data breach in a company/ organisation that I/they have shared personal information with, but was not personally notified</b>	22%	16%	28%
<b>Personal data has been shared with a third party without permission</b>	15%	14%	21%
<b>Had an online account(s) accessed or used fraudulently by someone else</b>	12%	15%	20%
<b>Had personal details stolen and used to commit fraud</b>	8%	12%	16%
<b>Been told by a company I/they hold an account with or are employed by, that my/their personal details may have been lost or stolen</b>	11%	9%	15%
<b>None of these</b>	<b>58%</b>	<b>61%</b>	<b>51%</b>

NB: This question was not asked in a comparable manner in 2018

Base: All Adults: 2019 (2259)

Over four in five (83%) feel that if a company/organisation that they used was affected by a data breach and their information was lost or stolen, the company holding the data should be held responsible. This is a significant increase from the 78% stating this in 2018.

**Q8.** If a company/organisation that you used was affected by a data breach and your information was lost or stolen, who do you think should be held responsible?

	2018	2019
The company/ organisation who was holding your data	78%	83%
A regulatory body	15%	16%
The Government	11%	11%
Yourself	11%	10%
Don't Know	6%	6%
None	4%	3%
Other	1%	1%

Base: All Adults: 2018 (2131) / 2019 (2259)

- 55+ year olds (91%) are significantly more likely to state that the company/organisation holding their data should be held responsible than 35-54 year olds (81%) and 18-34 year olds (73%).
  - 18-34 year olds (22%) were notably more likely to state that if they were affected by a data breach, a regulatory body should be held responsible than 35-54 year olds (15%) and 55+ year olds (12%).

As seen in 2018, people are most likely to state that banning companies/ organisations from sharing personal information with third parties without permission would increase their trust and confidence in how their personal data is used and made available. This is ranked first of six options by 29% and in the top three by 71%, up significantly on 65% in 2018.

**Q9.** Which of the following, if any, would increase your trust and confidence in how your personal data is used and made available by companies and organisations?

	2018		2019	
	1 <sup>st</sup> Choice	NET: Top 3	1 <sup>st</sup> Choice	NET: Top 3
<b>Banning companies/ organisations from sharing personal information with third parties without permission</b>	26%	65%	29%	71%
<b>Making it a legal requirement for companies/ organisations to tell customers that they have been affected by a data breach</b>	23%	65%	23%	67%
<b>Fining companies and organisations if they are found to use personal information without permission</b>	15%	58%	15%	61%
<b>Custodial sentences (i.e. prison) for those responsible for the most severe breaches in the use of personal information</b>	15%	47%	17%	47%
<b>Making it easier to see and change any consent I have given regarding the use of my personal information</b>	14%	44%	12%	42%
<b>None of the above</b>	7%	7%	4%	4%

Base: All Adults: 2018 (2131) / 2019 (2259)

There has been a slight increase in the extent to which the public trusts businesses with their personal information (28%, compared to 26% in 2018). However, there continues to be greater levels of distrust.

**Q10.** To what extent do you trust companies & organisations with your personal information?

	2018	2019
<b>NET: Trust</b>	<b>26%</b>	<b>28%</b>
Trust completely	3%	4%
Trust a little	22%	23%
Neither trust nor distrust	30%	28%
Distrust a little	36%	34%
Distrust completely	9%	10%
<b>NET: Distrust</b>	<b>45%</b>	<b>45%</b>

Base: All Adults: 2018 (2131) / 2019 (2259)

- 18-34 year olds (37%) are significantly more likely to state that they trust businesses with their personal information than 35-54 year olds (23%) and 55+ year olds (25%).



## E.2 GDPR

Four fifths (80%) of the public in 2019 agree that it is important that their personal information is protected when they share it with companies and organisations. This is a significant increase from 2018 (75%).

- The proportion stating they strongly agree is up significantly from 52% to 61% in 2019.

**Q11.** How much do you agree or disagree that “it is important that my personal information is protected when I share it with companies and organisations”?

	2018	2019
<b>NET: Agree</b>	<b>75%</b>	<b>80%</b>
Strongly agree	52%	61%
Tend to agree	23%	19%
Neither agree nor disagree	10%	9%
Tend to disagree	12%	8%
Strongly disagree	4%	4%
<b>NET: Disagree</b>	<b>16%</b>	<b>11%</b>

Base: All Adults: 2018 (2131) / 2019 (2559)

- 18-34 year olds (74%) are less likely to agree that it is important that their personal information is protected when they share it with businesses than 35-54 year olds (77%) and 55+ year olds (87%).

Post GDPR, there has been a slight increase in awareness of the rights people have with regards to personal details held about them by companies and organisations.

- The right that most are aware of is the right to access your personal data (59% vs 58% in 2018).
- There are significant increases in the proportion of people aware of the right to be informed about the collection and use of your personal data (57% vs 52% in 2018) and the right to have inaccurate personal data rectified, or completed if it is incomplete (49% vs 45%).
- The least known rights are the right to move data from one provider to another (30% vs 27% in 2018) and the right not to be subject of automated decision making and profiling (31% vs 30%).

**Q12.** What rights under law do you think you have with regards to personal details held about you by companies and organisations in the UK?

	2018	2019
The right to access your personal data	58%	59%
The right to be informed about the collection and use of your personal data	52%	57%
The right to have inaccurate personal data rectified, or completed if it is incomplete	45%	49%
The right to object to personal data being processed	43%	45%
The right to be forgotten / to have personal data erased	44%	43%
The right to restrict the processing of their personal data	39%	41%
The right not to be subject of automated decision making and profiling	30%	31%
The right to move data from one provider to another	27%	30%
<b>None of the above - individuals have no rights under law</b>	<b>3%</b>	<b>3%</b>
<b>Don't Know</b>	<b>13%</b>	<b>15%</b>

Base: All Adults: 2018 (2131) / 2019 (2259)

- Awareness of the rights generally increases with age, with 55+ year olds being most aware.

Unprompted, the largest proportion of the public states that if they wanted to get advice and/or information on protecting their personal data, they would search online, mentioned by more than a quarter (28%). A further one in eight (13%) of the public would contact the company in question and just over one in ten (11%) would seek advice from the Citizens Advice Bureau (11%).

However, knowing where to source advice and/or information on protecting personal data is not top of mind, with over one in five (22%) of the public stating they are unsure.

**Q13a.** What would you do if you wanted to get advice and/or information on protecting your personal data? (UNPROMPTED)  
 (Most cited reasons)

	<b>2019</b>
Search online (NET)	28%
Contact the company in question (NET)	13%
Contact Citizens Advice Bureau/CAB (for advice)	11%
Look on/seek help on government websites (gov.uk)	5%
Contact a solicitor/lawyer/Seek legal advice	3%
Ask/search for information/seek advice (generic)	2%
Contact the government/government bodies	2%
Contact the Information Commissioner's Office (ICO) (website)	2%
Other	7%
<b>Don't know/Not sure</b>	<b>22%</b>

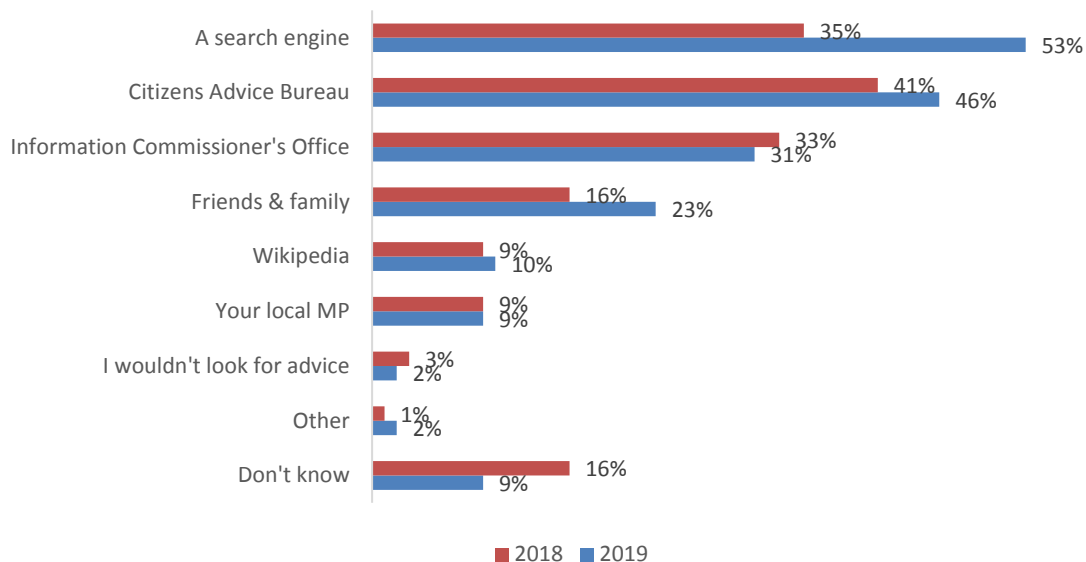
NB: This question was not asked in 2018

Base: All Adults: 2019 (2259)

When prompted, the most common way that the public would look to get advice and/or information on protecting their personal data is via a search engine, mentioned by over half (53%). This is significantly up on the proportion stating this in 2018 (35%), but it must be noted that the new, preceding open question is very likely to have impacted this result.

- There has been a significant increase in the proportion of people in 2019 who would seek advice and/or information on protecting personal data from the Citizens Advice Bureau (46% vs 41% in 2018)
- The proportion stating they would get advice and/or information from the ICO in 2019 (31%) has decreased slightly from 33% from 2018.
- The proportion who would seek advice from friends and family has significantly increased since 2018, with nearly a quarter (23%) stating that they would use this channel (up from 16% in 2018).
- The proportion of those who are unsure as to where they would get advice and/or information has decreased significantly since 2018, with less than one in ten (9%) unsure, compared with 16% in 2018.

**Q13. Where would you go to get advice and/or information on protecting your personal data? (PROMPTED)**



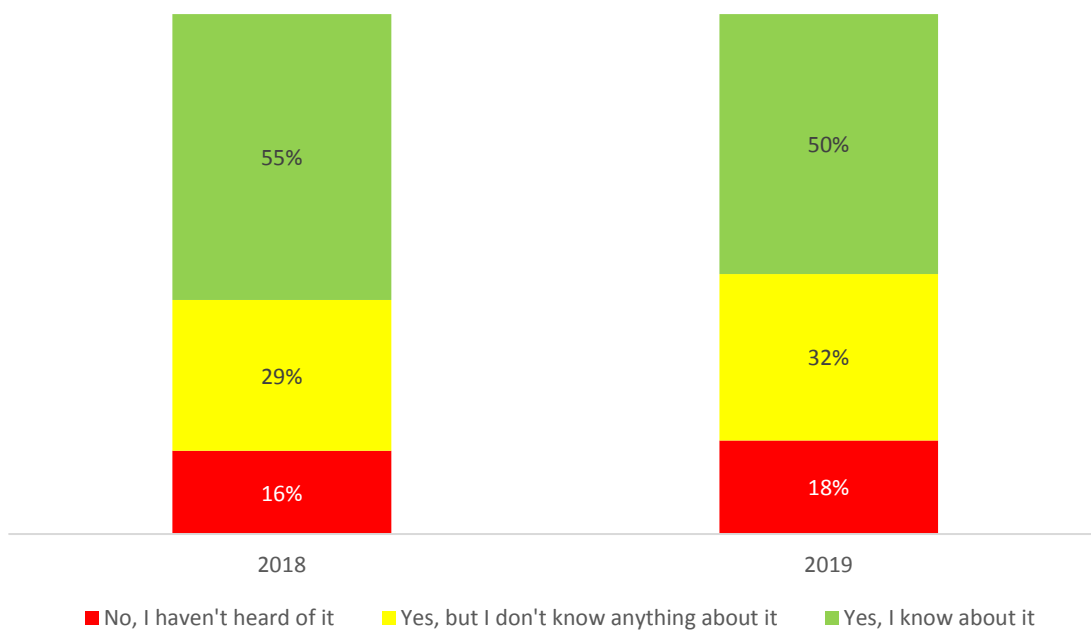
Base: All Adults: 2018 (2131) / 2019 (2259)

- Females (11%) are significantly more likely to be unsure as to where to get advice and/or information on protecting their personal data than males (7%).
- 55+ year olds (38%) are significantly more likely to look to get advice and/or information on protecting their personal data from the Information Commissioner's Office than 18-34 year olds (23%) and 35-54 year olds (30%).

There has been a slight decrease in the proportion who have heard of the GDPR (82% vs 84% in 2018). The proportion who feel they know about the GDPR (rather than only having heard of it) has fallen significantly from 55% to 50% in 2018.

- Females (20%) are significantly more likely to state that they haven't heard about the GDPR than males (16%).

**Q14.** Have you ever heard of the General Data Protection Regulation (GDPR)?



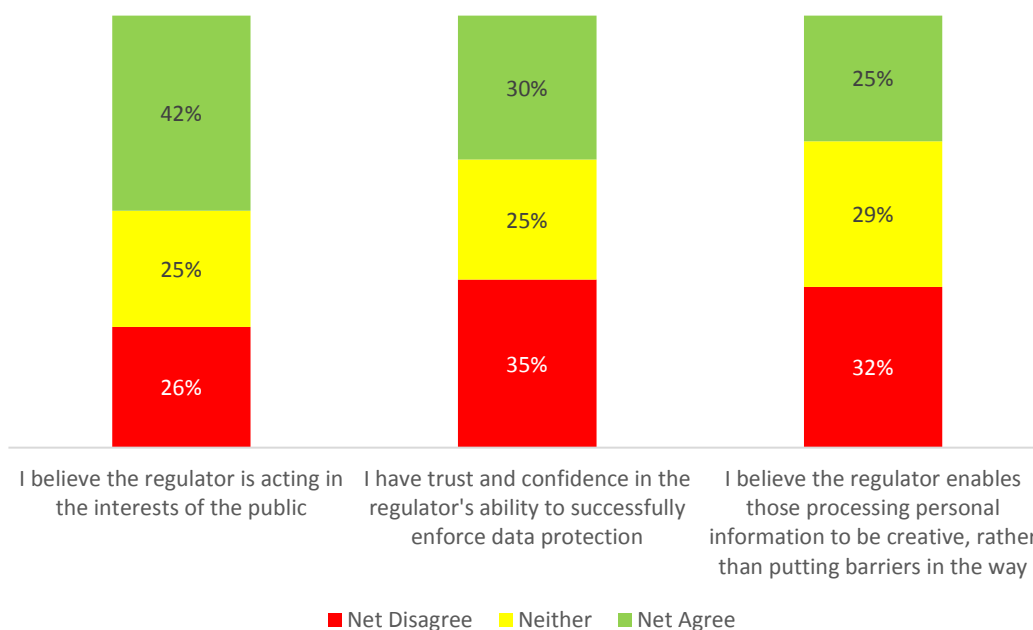
Base: All Adults: 2018 (2131), 2019 (2259)

- Respondents from Scotland (25%) are more likely to have not heard about GDPR than members of the public from England (17%), Northern Ireland (17%) and Wales (19%).

Two fifths (42%) of the public agree that the regulator of data protection is acting in their interests.

- However, whilst three in ten (30%) have trust and confidence in the ability of the regulator to successfully enforce data protection, a larger proportion disagrees (35%).
- Also, whilst a quarter (25%) believes the regulator enables those processing personal information to be creative, rather than putting barriers in the way, a larger proportion disagrees (32%).

**Q13b.** How much do you agree or disagree with the following statements about the regulator of data protection in the UK?



NB: This question was not asked in 2018

Base: All Adults: 2019 (2259)

- 18-34 year olds (38%) are significantly more likely to agree that they have trust and confidence in the regulator's ability to successfully enforce data protection compared with 35-54 and 55+ year olds (both at 27% respectively).

The data protection concern that people are most concerned about is cyber security (ranked as most important by 23% and as a top 3 priority by 49%).

Other commonly cited data protection concerns include;

- Children's privacy (ranked as most concerning - 15%)
- Sharing of data between companies for marketing purposes (ranked as most concerning - 14%)
- Tracking of web browsing across devices for marketing purposes (ranked as most concerning - 10%).

**Q14a.** Please rank the following data protection concerns in order of their importance to you personally.

	2019	
	1 <sup>st</sup> Choice	NET: Top 3
Cyber security	23%	49%
Children's privacy	15%	37%
Sharing of data between companies for marketing purposes	14%	41%
Tracking of web browsing across devices for marketing purposes	10%	34%
Use of surveillance and facial recognition technology	9%	28%
Data security across international borders	9%	33%
Use of personal information in political campaigns	8%	27%
Artificial intelligence and automated decision making	6%	23%
Compliance to Freedom of Information requests	6%	23%
Other	1%	5%

NB: This question was not asked in 2018

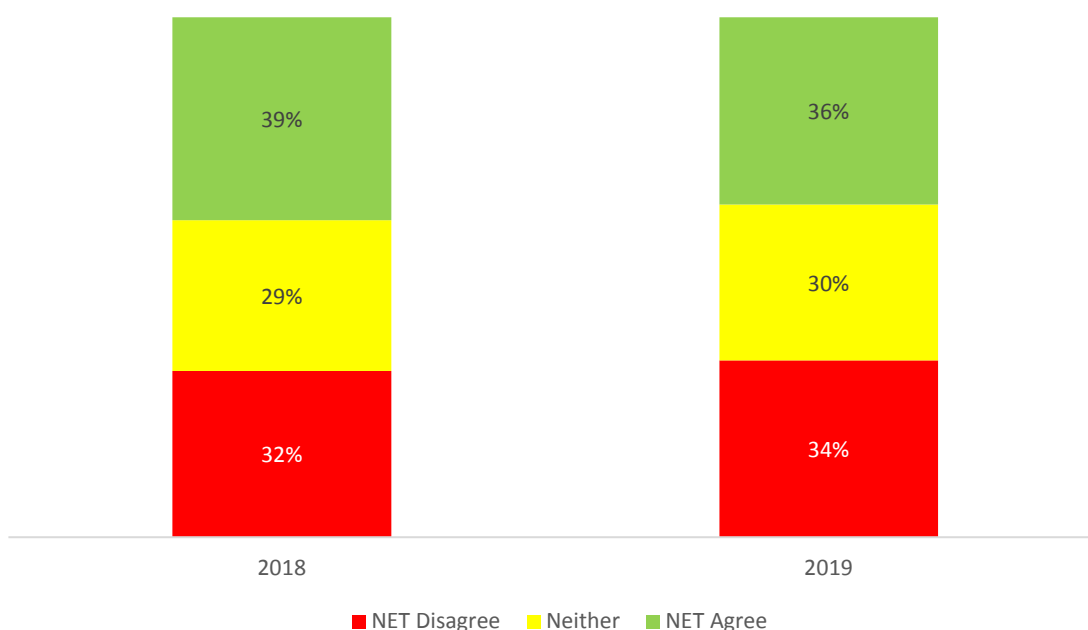
Base: All Adults: 2019 (2259)

- Females (19%) are significantly more likely to rank children's privacy as of most importance to them, compared with males (12%).
- 55+ year olds (16%) and 35-54 year olds (15%) are significantly more likely to rank sharing of data between companies for marketing purposes as being of most importance to them, compared with 18-34 year olds (10%).

### E.3 Technology

- Over one in three (36%) of the public agree that companies and organisations protect their personal information from the risks arising from technology, which is a slight decrease on the 39% stating this in 2018.
- Just over one third (34%) of the public disagree, which is a slight increase on the 32% stating this in 2018.

**Q15.** To what extent do you agree or disagree that companies and organisations protect your personal information from the risks arising from technology?



Base: All Adults: 2018 (2131) / 2019 (2259)

- 18-34 year olds (44%) are significantly more likely to agree that companies and organisations protect their personal information from the risks arising from technology, compared to 35-54 year olds (35%) and 55+ year olds (30%).



Personal information being stolen by criminals remains a concern for three quarters (76%) of the public when companies and organisations use their personal information, which is slightly up on the 2018 figure of 74%.

- Over half are concerned about 'personal information being used in an automated way to make decisions about me' (54%) and online activity being tracked (56%), which are both slight increases on the 2018 proportions of 51% and 53% respectively.
- Just 6% are not concerned about any of these outcomes.

**Q16.** Which of the following outcomes are you most concerned about when companies and organisations use your personal information?

	<b>2018</b>	<b>2019</b>
Personal information being stolen by criminals	74%	76%
My online activity being tracked	53%	56%
Personal information being used in an automated way to make decisions about me	51%	54%
None of these	7%	6%

Base: All Adults: 2018 (2131) / 2019 (2259)

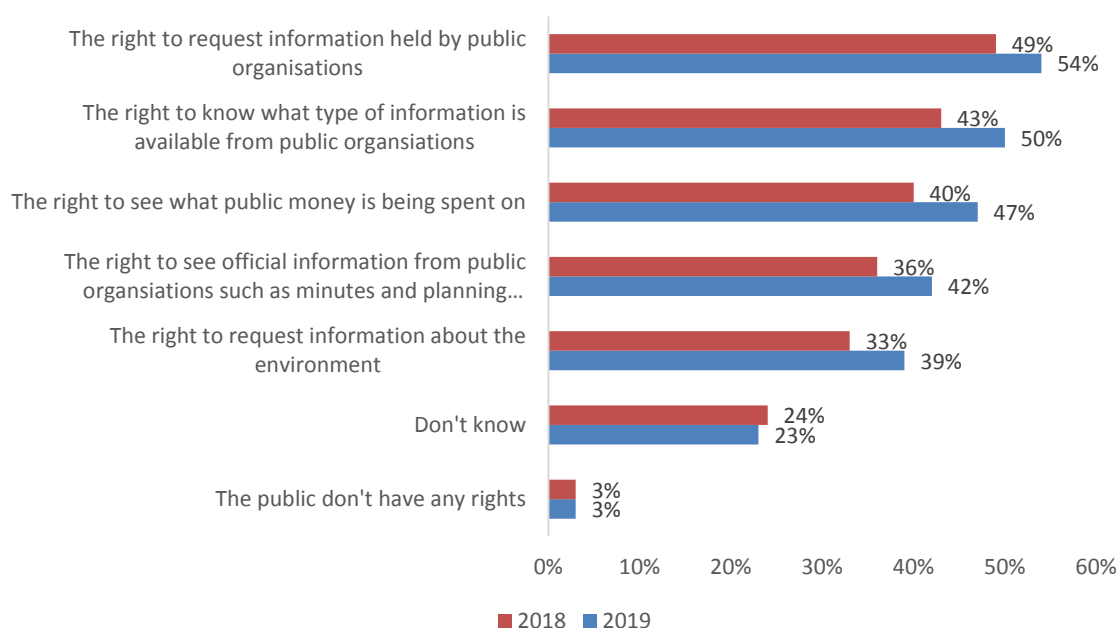
- 55+ year olds are significantly more worried about their personal information being stolen by criminals (85%) than 18-34 year olds (63%) and 35-54 year olds (78%).
- Females (80%) are more worried about their personal information being stolen by criminals than males (72%).

#### E.4 Freedom of Information (FOI)

There has been an increase in the awareness of rights that the public feels it has to access information held by the government, public authorities and/or publicly owned companies.

- The biggest shifts in awareness are seen on the right to know what type of information is available from public organisations (2018 43% and 2019 50%) and the right to see what public money is being spent on (2018 40% and 2019 47%).

#### Q17. What rights under law do you think you have to access information held by the **government, public authorities and/or publicly owned companies and organisations** in the UK?



Base: All Adults: 2018 (2131) / 2019 (2259)

- 55+ year olds (58%) are significantly more likely to be aware of the right to request information held by public organisations than 18-34 year olds (47%).
- Respondents from Scotland (65%) are significantly more likely to be aware of the right to request information held by public organisations than respondents from England (53%) and Wales (49%).

- The level of agreement (40%) that information the public wants about the Government, public authorities and or publicly owned companies is available and accessible has remained similar to 2018 (39%).
- Nearly three fifths (58%) of respondents agree that the more information they can access about Government, public authorities and/or publicly owned companies the more trust and confidence they are likely to have in their work.

**Q18. Do you agree or disagree with the following statements?**

	2018			2019		
	Net Agree	Neither	Net Disagree	Net Agree	Neither	Net Disagree
<b>Information I want about Government, public authorities and/or publicly owned companies is available and accessible</b>	39%	31%	30%	40%	36%	24%
<b>The more information I can access about Government, public authorities and/or publicly owned companies the more trust and confidence I am likely to have in their work</b>	N/A	N/A	N/A	58%	27%	15%

N/A : This question was not asked in 2018

Base: All Adults: 2018 (2131) / 2019 (2259)