

**Privacy Leadership Initiative (PLI)*****Privacy Notices Research  
Final Results*****Conducted by:****Harris Interactive, Inc.**

Total Respondents: 2,053 adults who are U.S. residents, age 18 and over.  
Interviewing conducted online between November 9 – 14, 2001

**Notes on reading the results:**

The percentage of respondents has been included for each item. An asterisk (\*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

**BASE: ALL RESPONDENTS**

**Q500** Specifically, how much time on average have you spent reading websites' privacy policies?

- 31 I have spent little or no time looking at websites' privacy policies.
- 33 I have glanced through websites' privacy policies, but I have rarely read them in depth.
- 33 It has depended on the circumstances. Sometimes, I have reviewed websites' privacy policies carefully. Other times, I have reviewed the privacy policies little, if at all.
- 3 Most of the time, I carefully read the privacy policies of the websites I visit.

**BASE: ALL RESPONDENTS**

**Q505** What are the specific reasons why you don't spend more time reading websites' privacy policies?

- 40 Lack of time and interest (net)
  - 25 Lack of time/ do not want to take the time
  - 12 Feel policies all say the same thing
  - 4 Policies are boring to read
  - 1 Say they are too "lazy" to read notices
- 29 Difficult to understand and read (net)
  - 21 Policies are too lengthy
  - 9 Notices have too much legal jargon
  - 5 Information is not presented clearly
  - 3 Print is too small/hard to read
  - 2 Information is repetitive within the policies
- 14 Not concerned about personal privacy issues
- 11 Limited interaction with websites (net)
  - 5 Limit information I share or give false information
  - 3 Depends on the website and my interaction with the site
  - 2 Spend limited time online
  - 1 Avoid contact with websites that ask for personal information
  - 1 Only use websites for a limited purpose/do not buy online
- 5 Do not believe the policies will protect my privacy
- 5 Confidence in websites (net)
  - 3 Only interact with websites I know and trust
  - 3 Already have trust in websites
- 5 No specific reason why I don't read the policies
- 2 Do not have any information that needs protection
- 1 Do read policies most of the time - there is no reason to spend more time
- 1 No choice - have to read policies if I want to proceed with my use of the website
- 4 No answer given
- 6 Other

**BASE: ALL RESPONDENTS**

**Q510** Which, if any, of the following have you done after reading the privacy notice on a website? <I>Please check all that apply.</I>

[MULTIPLE RESPONSE]  
[DO NOT RANDOMIZE]

- 4 Inquired further about the privacy policies of the website
- 8 Asked to see what personal information the website has about me in its customer records
- 45 Asked that the website not share or sell my information to outside parties
- 40 Removed my name and address from any lists the website uses for marketing purposes
- 35 Exercised more discretion in choosing which businesses or services with which to interact
- 35 None of these

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**BASE: ALL RESPONDENTS**

**Q515** How important is it to you that a privacy notice – whether online or offline - contain each of the following types of information?

**Q516**

	<u>Not At All Important</u>	<u>Not Very Important</u>	<u>Somewhat Important</u>	<u>Important</u>	<u>Very Important</u>
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[DO NOT RANDOMIZE]

Contact information	4	7	23	37	29
What, if any, personal information is collected	3	4	15	34	44
If and how personal information is used by the company for marketing purposes	3	4	15	25	53
If and how personal information is shared within the same company	4	7	21	29	38
If and how personal information is shared or sold to other companies	2	3	9	18	68
How I can remove my personal information from the company's database	2	2	10	19	67

[PROGRAMMER NOTE: DISPLAY Q520 TO Q530 ON SAME PAGE.]

**BASE: ALL RESPONDENTS**

**Q520** Which of the following statements most closely reflects your view?

- 23 I prefer all the details of a privacy policy to be spelled out, even if it makes the policy lengthy, because then I know how my personal information is collected and used by the company.
- 77 I prefer a short privacy policy because a longer privacy policy makes it too confusing to understand how my personal information would be collected and used.

**BASE: ALL RESPONDENTS**

**Q525** Which of the following statements most closely reflects your view?

- 70 I prefer that all companies use the same summary or checklist for their privacy policies because then I will be able to compare the privacy policies of different companies.
- 30 I prefer that all companies provide unique, customized privacy policies because this will provide me with a more detailed understanding of how each company collects and uses my personal information.

**BASE: ALL RESPONDENTS**

**Q530** How important is it to you to be able to compare one company's privacy notice to another?

- 11 Not at all important
- 22 Not very important
- 37 Somewhat important
- 24 Important
- 7 Extremely important

**BASE: ALL RESPONDENTS**

**Q535** Over the past few months, you received privacy notices in the mail from your financial institutions, that is, banks, investment companies or insurance companies. Specifically, how much time on average did you spend reading the privacy notices sent to you from your financial institutions?

- 27 I spent little or no time looking at the privacy policies of my financial institutions.
- 31 I glanced through the privacy policies, but rarely read them in depth.
- 30 It depended on the circumstances. Sometimes, I reviewed the financial institutions' privacy policy carefully. Other times, I reviewed the privacy policies little, if at all.
- 12 Most of the time, I carefully read the privacy policies of my financial institutions.

**BASE: ALL RESPONDENTS**

**Q540** What are the specific reasons why you didn't spend more time reading the privacy notices sent to you in the mail from your financial institutions?

- 25 Lack of time and interest (net)
  - 17 Lack of time/Do not want to take the time
  - 6 Feel policies all say the same thing
  - 2 Policies are boring to read
  - 1 Say they are too "lazy" to read notices
  
- 23 Difficult to understand and read (net)
  - 15 Policies are too lengthy
  - 11 Notices have too much legal jargon
  - 3 Print is too small/hard to read
  
- 8 Not concerned about personal privacy issues
  
- 7 Confidence in financial institutions (net)
  - 6 Already have trust in my financial institution
  - 2 Have trust my information will be protected
  
- 7 Did read policies carefully – there is no reason to spend more time
  
- 4 Depends on specific situation or institution (net)
  - 2 Only read the sections that apply to me
  - 2 Don't interact with many financial institutions
  - 1 Depends on the financial institution and my interaction with them
  
- 4 Have previous experience reading the notices (net)
  - 3 Already familiar with content of the notices
  - 1 Have already read them
  
- 3 Didn't receive any notices/Don't remember receiving any notices
  
- 2 Same as my reasons for not reading websites' policies
  
- 2 Lack of control – no way to change the policy
  
- 1 Do not believe the policies will protect my privacy
  
- 1 Thought the notices were "junk mail"
  
- 7 No specific reason why I don't read the policies
  
- 10 No answer given
  
- 7 Other

**BASE: ALL RESPONDENTS**

**Q545** Which, if any, of the following have you done after reading the privacy notice sent to you in the mail from your financial institutions? <I>Please check all that apply.</I>

[MULTIPLE RESPONSE]

[DO NOT RANDOMIZE]

- 5 Inquired further about the privacy policies of the financial institution
- 8 Asked to see what personal information the financial institution has about me in its customer records
- 32 Asked that the financial institution not share or sell my information to outside parties
- 25 Removed my name and address from any lists the financial institution uses for marketing purposes
- 19 Exercised more discretion in choosing which financial institution with which to interact
- 53 None of these E