



Consumer Privacy Attitudes and Behaviors Survey Wave III

Conducted by Harris Interactive For The Privacy Leadership Initiative (PLI)

The third wave of the Consumer Privacy Attitudes and Behaviors Survey focuses exclusively on the issue of privacy notices, both online and offline, and explores consumer experiences with privacy notices and attitudes towards format and content.

This third wave expands on previous PLI research on privacy notices and reaffirms that privacy notices are important to consumers. As previous PLI research has shown, the presence of a privacy notice alone seems to make online users more willing to share their personal information with websites.

However, this research also shows that privacy notices are missing the mark with consumers. A majority of consumers find privacy notices to be inaccessible and wish they were shorter – nearly eight out of ten say they would prefer to read a shorter policy, rather than have all the details spelled out. Consumers would also prefer to see some comparability or consistency from one notice to another – seven out of ten consumers would like all companies to use the same summary or checklist, rather than the unique, customized policies that now exist.

Currently, only a minority of consumers spend much time, if any, reading notices. Two out of every three say they glance at notices, but rarely read them in depth, or they don't read notices at all. And the two main reasons why they do not read notices more often: 1) consumers lack the necessary time/interest and/or 2) consumers find the notices difficult to read and understand.

At the same time, consumers are able to identify what they would like to see included in an ideal privacy notice. Far and away, the two most important pieces of information are: 1) how consumers can remove their information from a company's database (67% very important), and 2) how information is shared or sold to outside companies (68% very important). This type of third-party information-sharing is much more important to consumers than understanding how information will be shared within the same company.

These attitudes and experiences about privacy notices seem to be consistent, regardless of whether the notice is online or offline. Consumers are almost equally likely to read notices they see on websites as they are to read notices they receive in the mail from financial services institutions, and the obstacles to reading both types of notices are virtually identical. The one

key difference is that consumers seem to be more likely to take action after reading privacy notices online (for example, removing their name from a marketing list or asking companies not to share or sell their personal information) than they are to take action after reading notices financial services institutions.

METHODOLOGY

This study is the third in a series of trended studies on consumers' attitudes, behaviors and experiences regarding privacy both online and offline. This survey focused exclusively on privacy notices. Interviewing was conducted online between November 9-11, 2001 among 2,053 adults who are U.S. residents aged 18 and over.

ABOUT HARRIS INTERACTIVESM

Harris Interactive (Nasdaq: HPOL) is a worldwide market research and consulting firm, best known for *The Harris Poll*[®] and its pioneering use of the Internet to conduct scientifically accurate market research. Strengthened by its recent merger with Total Research Corporation, the Company now combines the power of technology with international expertise in predictive, custom, strategic research. Headquartered in the United States, with offices in the United Kingdom, Japan and a global network of local market and opinion research firms, the Company conducts international research with fluency in multiple languages. For more information about Harris Interactive, visit www.harrisinteractive.com. EOE M/F/D/V

ABOUT THE PRIVACY LEADERSHIP INITIATIVE

The PLI is a partnership of visionary CEOs from 15 major corporations and eight leading business associations who believe individuals should be able to choose what and how personal information is used in the pursuit of better meeting their needs. Through research and knowledge building, the PLI is working to build a climate of trust – both online and off-line – to help accelerate the emergence of the information economy as a safe marketplace.