



here

# Privacy and Location Data

## Global Consumer Study

March 2018

# Foreword

HERE Technologies carried out a research study to assess peoples' attitudes towards data privacy today and gauge their views on what might be acceptable privacy and data sharing practices in a future world where everything is connected.

We conducted the research to enrich our understanding of this complex topic. We are a company specializing in location-centric data and products, and recognize that location data can be synonymous with personal data.

With the research, we wanted to test one key assumption we have about privacy. Namely, we do not believe that current privacy practices will work in an autonomous world. If a person's privacy is inherently about his/her control over information relating to him/her, we must ask the question: how will that person control his/her exposure to others in the Internet of Everything - in a world where time-sensitive, machine-to-machine communications are more widespread?

The study has two main parts: a quantitative survey of over 8,000 consumers across eight countries, and a set of in-depth interviews with external and internal experts on the topic as well as with consumers from Germany, the UK and the US.

I hope you find this study informative and insightful!



Peter Kürpick

Chief Platform Officer, HERE Technologies



# Contents

1	Executive Summary	4
2	Introduction	7
3	Concerns Around Privacy and Location Data Sharing	14
4	Current Location Data Sharing Behavior	21
5	Trust	26
6	Influence of Data Collector's Industry on Data Sharing	30
7	Influence of Benefits on Data Sharing	33
8	Influence of Transparency on Data Sharing	36
9	Influence of Control on Data Sharing	41
10	Summary of Influencing Factors	46
11	Future Outlook	48
12	Country Differences	55
13	Appendix	64

# 1 Executive Summary

# Executive summary 1/2

## 1. Beyond general concerns around digital privacy, sharing location data is especially sensitive.

Sharing location data makes 75-80% of consumers feel stressed, nervous or vulnerable, triggering fears of burglaries, spying, stalkers and digital or physical harm.

## 2. One third of consumers are very restrictive in granting access to their location data.

Further, only 21% of consumers share their location data always or very often, and further 42% usually or sometimes. Younger people, men, those who live in urban areas and those who are tech savvy\* are the most likely to share their location data.

## 3. Consumers do not pro-actively check and update their location data settings; they rather turn on and off data access as needed.

Despite their concerns only 22% of consumers check their location data settings pro-actively – they rather turn data sharing on when needed and off again afterwards. Although consumers try to restrict access to their location data, many still share unintentionally: 44% share with more apps than they thought, which causes concern for 80% of them.

## 4. There is a strong lack of trust in data collectors.

Around 80% of consumers do not fully trust that services collecting their location data will handle their data as they should, and almost 90% dislike the current privacy practices. Although trust in the data collector impacts data sharing willingness, consumers also share with untrustworthy data collectors if they feel they don't have a choice.

## 5. Consumers do not trust laws and regulations to protect their location data.

84% of consumers do not trust laws and regulations to ensure that there is no misuse of location data.

## 6. Consumers are most willing to share their location data with map or navigation and weather services.

The industry of the data collector influences the willingness to share location data. The more understandable the reason for the data collection, the higher the willingness to share. 71% are willing to share location data with a map or navigation service because they understand their location data is necessary for the service to function.

# Executive summary 2/2

## 7. Greater safety in the car is the most attractive benefit for consumers.

Benefits offered by the data collector influence the willingness to share location data. Around 70% of consumers would share their location data in exchange for increased safety in the car, better services, and financial benefits.

## 8. The greater the transparency, the higher the willingness to share.

75% of consumers are not fully aware of what happens with their data once it is collected. More information would spur willingness to share: 66-68% would grant access if they knew why their data is needed, what it is used for, that it is protected, stored safely or systematically deleted. Improving different aspects of transparency could have a significant impact, as it activates unconvinced consumers: 30-50% of those 32% who are currently not open to sharing location data (do so rarely or never) say they would be likely or very likely to share if transparency was enhanced.

## 9. Greater control motivates people even more than transparency to share their data.

Only 20% feel they have full control over their location data, but around 70% would allow access if they could more easily change their settings, withdraw access and delete their history. Similarly to transparency, increased control and empowerment of consumers would significantly increase their willingness to share location data; 50% of those 32% who are not currently open to sharing say they would share if they had increased control.

## 10. Most consumers would share their location data with drones and autonomous cars in futuristic scenarios.

72% of consumers are willing to share their location data for an autonomous car to find the most efficient routes. 70% globally say they are likely to share their location data to enable a drone to find a missing person, pet or item. Those who are less open to sharing location data today respond with more caution, but around half are open to sharing for safety and convenience reasons.

## 11. Consumers are eager to embrace new privacy concepts if they are easy to use and save time.

Privacy concepts offering an increased sense of safety, making preferences and settings easier to manage and saving time are attractive to consumers: 65% would consider using a 'Privacy Profile', 63% would consider using a 'Privacy Service' and 51% would consider using a 'Personal Data Manager' in an autonomous world. Even among those consumers who are not currently open to sharing their location data, around half would consider sharing their location data with these alternative solutions involving increased transparency and control.

# 2 Introduction

# Privacy and technology

Historically, technologies to observe as well as to avoid observation have been growing almost in parallel. We want to understand the world around us, measure, extrapolate and forecast. But we also want to be left alone, celebrate individualism and unpredictability.

In the age of connectivity, ubiquitous cameras and sensors, people compare our world to Orwell's 1984. Some may long for a return to analogue times. Nevertheless, the very same people enjoy the benefits of ride-hailing, the likes under their wedding photos or a real bargain from their preferred cosmetic label.

Automation, machine-to-machine communication, artificial intelligence and other technological advancements will further challenge current privacy practices.

"Privacy is a moving target. As technology advances, so too do the privacy expectations of users." *Henri Kujala, Chief Privacy Officer at HERE Technologies*

"The current privacy solicitation approach does not scale any longer. If you have 50 robots a minute asking for permission to use your data, you are going to tear out every little hair you have left. You are going to say yes to everything which is a big legal problem. We are getting close to it already." *Ivan Sucharski, Senior Data Scientist at HERE Technologies*



## The History of Privacy

- Internal Walls (c.1500 A.D.)**

Most homes didn't have walls separating rooms until the development of the brick chimney, which needed support beams.
- Silent Reading (c.1215)**


Silent reading was not popular until the Church mandated confessions for the masses; the concept of private salvation ushered in a new habit of silent learning and contemplation. Silent reading would become popular with non-elites ~500 years later when books were cheap enough for individual ownership.
- Solo Beds (c.1700)**

Beds used to be extraordinarily expensive; many homes only had a single large bed that was shared with the entire family and guests. Sex with others in the room was common.
- Info Privacy (1900s)**

Information about citizens was often public, including the first American census. Even though the post office had introduced the first information privacy laws in the 19th century, postcards (without envelopes) were cheaper, and therefore often more popular. "The Right to Privacy" was coined in 1890, inspired by fears of the camera.
- Voluntary Web Tracking (2015)**

When AT&T offered a \$30 premium service that allowed users to opt-out of browser tracking for ad targeting, few users took it. This portends a future where most people will increasingly choose ever more invasive tracking in exchange for money, health advice, and entertainment.

Source: The Ferenstein Wire



Source: Greg Ferenstein, 2015, The Birth And Death Of Privacy: 3,000 Years of History Told Through 46 Images



# Privacy and convenience

Most privacy policies are perceived as cumbersome by consumers - pages in legalese language do not invite them to actively engage with their data sharing decisions. Often, this decision is merely reduced to a tick in a box symbolizing informed consent, without allowing the user to choose more differentiated options. This may be a convenient practice even for consumers, but goes against the principle of privacy about choice and control.

While privacy as such is clearly defined as human right, it seems as though we have traded privacy for convenience when it comes to data sharing. Are privacy and convenience mutually exclusive?

“When you first set up the app, [it should be] easy...to agree and also deny access in the settings.” *Participant, UK*

“We have traded privacy for convenience. You want to use this thing and so it tells you ‘If you want to use me, you have to sign the following 47 pages of legal agreement.’ Fine; take my soul, devil. You are trading your privacy without thinking whether you are comfortable about what you are doing, because unless you agree to their binary contract, you can’t use those services.” *Ivan Sucharski, Senior Data Scientist at HERE Technologies*

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Source: UN Declaration of Human Rights, art. 12

The lesson from 3,000 years of history is that privacy has almost always been a back-burner priority. Humans invariably choose money, prestige or convenience when it has conflicted with a desire for solitude.

Source: Greg Ferenstein, 2015, The Birth And Death Of Privacy: 3,000 Years of History Told Through 46 Images

Privacy, at its core, is about choice and control. This includes control of information about the self, particularly one’s identity, but also includes connecting that identity with associated metadata such as actions, activities, thoughts, desires, affiliations, habits, preferences, and beliefs. The right to privacy and the extents to which that right can be asserted as well as the principle of individual control have been well established for decades. But privacy is a constant negotiation between the individual and society about the boundaries of the two worlds of public and private.

Source: Ivan L. Sucharski & Philip Fabinger, 2017, Privacy in the Age of Autonomous Vehicles

# Privacy and data economy

In 2017 we saw plenty of privacy related news on how different companies monetize their users' data, unveiling some controversial practices which caused public outcry.

It seems that the data economy only exists for data collectors and data processors. Data owners - consumers generating data by their behaviors - often feel neglected, and don't see enough in return for exposing their location data.

Empowering consumers and accepting them as part of the data economy could motivate them to share more data, and fuel the data economy.

EXCLUSIVE

## Google collects Android users' locations even when location services are disabled

By [Keith Collins](#) | November 21, 2017

Source: Quartz

[Home](#) > [Emerging Tech](#) > If data is the new oil, are tech companies robbing...

## IF DATA IS THE NEW OIL, ARE TECH COMPANIES ROBBING US BLIND?

By [Luke Dormehl](#) — Posted on September 25, 2017 3:00 am

Source: DigitalTrends



Source: Mashable

CRUNCH NETWORK

## Exposure of your sensitive data isn't a bug, it's a feature

Posted Sep 25, 2017 by [Joel Wallenstrom \(@myWickr\)](#)

Source: TechCrunch

# Privacy and location data

In this study, we focus on what factors are driving consumers' willingness to share their physical location. This information is particularly interesting today in the context of smartphone usage, but will also be a key enabler for autonomous driving and drone deliveries. Location data is sensitive because of the potential risk of physical coercion and information that can be inferred from that data.

## Definition of location data in this study:

Your location data is your physical position on earth expressed by the geographical coordinates of latitude, longitude and altitude.

Sharing your location data means that you allow a data collector to access and track your physical position, which is needed when you want to use location-based services (e.g. map/navigation services/apps, taxi/ride sharing services/apps, fitness tracking or social media apps etc.).

Location data seems especially precious in the age of the smartphone. Some of the strongest negative reactions came in response to scenarios involving the sharing of personal location data. One respondent put it as follows: "I continually deny location services on my phone because I don't want the chance of ads coming up." A focus group participant said she doesn't worry about most personal data collection "except where I am, especially in my home. If anything involves the use of cameras, including on my phone or computer that's the worst privacy invasion for me."

Source: PewResearchCenter, 2016, Privacy and Information Sharing

"People are used to their personal data being collected, like in telecommunication, but now all of a sudden, there are connected vehicles and smart homes (...). All of these IoT things are a new dimension of personal data and we do not know the implication e.g. concerning road safety if your connected vehicle is being hacked." *Ljuba Kerschhofer-Wallner, Senior Manager in Risk Advisory at Deloitte GmbH*

"Geodata, compared to other personal data, is highly sensitive. People will for sure get an uneasy feeling if they are fully transparent on their positions and tracks." *Ljuba Kerschhofer-Wallner, Senior Manager in Risk Advisory at Deloitte GmbH*

# Privacy and the General Data Protection Regulation

Given the rapid development of new digital technologies and services, ensuring that people's data and privacy are protected through regulation is not an easy task. In many ways, regulation is playing a constant game of catch-up with technology.

One of the most important regulatory developments today is the European Union's upcoming General Data Protection Regulation (GDPR), which, from May 2018, will harmonize data protection laws across member states. The GDPR is designed to strengthen consumer data rights in the huge digital services market that has developed during the smartphones and social networking era.

A notable aspect of the regulation is its treatment of *location data*, which it categorizes as *personal data*. In other words, it recognizes that location data may contain information that could be linked to a particular individual. In practical terms, the GDPR will require data collectors to obtain more explicit consent from consumers to use their personal (and therefore location) data; it also strengthens the rights of consumers to access their personal data, transfer it to another provider and have it deleted from the service provider's database.

It is clear that location data will continue to be at the heart of the discussion around privacy. However, the question remains as to what extent regulations such as GDPR that are designed to protect consumer rights may hinder the development of new types of advanced services, such as autonomous vehicle transportation, where machine-to-machine and time-sensitive exchanges of location data will become more commonplace.



Source: [www.eugdpr.org](http://www.eugdpr.org)

"Before we do anything, we need to define what 'location data' is. One of the challenges in legislation is that location data is not defined. (...) We should therefore make sure to separate location data that is not related to an individual and location data that may be related to an individual. (...) If we are unsure about the source of the data, we treat it as personal data, even if it is not. We err on the safe side." *Henri Kujala, Chief Privacy Officer at HERE Technologies*

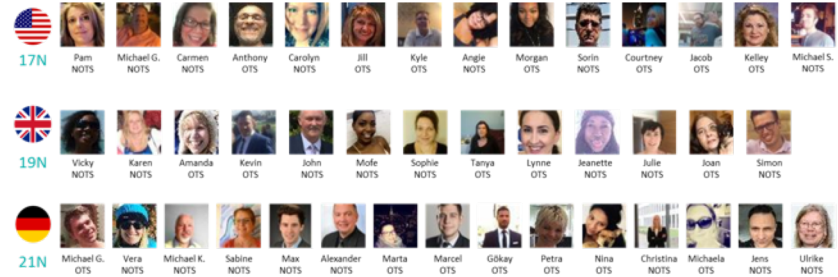
"We believe that the consent scheme provided by GDPR, which requires informed consent related to specific processing operations, is too static and cumbersome for the dynamic and multi-actor environment of machine-to-machine, vehicle-to-vehicle and vehicle-to-infrastructure scenarios. Even though the law requires an "informed" consent, the reality is that consent is typically "uninformed". Let's be honest, who seriously looks at the fine print before ticking a box?" *Philip Fabinger, Global Privacy Counsel at HERE Technologies*

# Methodology

The research was conducted between July and October 2017. We engaged 8,130 consumers and 7 experts for 208,665 minutes altogether. Our multi-method approach consisted of three parts:

- An online quantitative survey involving 8,073 respondents from Australia, Brazil, France, Germany, Japan, The Netherlands, the UK and the US. The country samples of 1,000 respondents are nationally representative on key demographic criteria (gender, age, geography & education).
- An online qualitative consumer immersion in Germany, the UK and the US and involving 57 participants who own and use a smartphone, including a mix of those open (OTS – Open To Sharing) and not open to sharing (NOTS – Not Open To Sharing) their location data.
- Additionally, one hour in-depth phone interviews were carried out with 7 internal and external experts, along with extensive desk research.

The project was carried out by BuzzBack Market Research, UK. All participants agreed to publish their self-generated images.



## External experts:

*Maya Ganesh, PhD researcher*

*Ljuba Kerschhofer-Wallner,  
Senior Manager in Risk Advisory at Deloitte GmbH*

*Jules Polonetsky,  
CEO of the Future of Privacy Forum*

*Sarah Williams,  
Associate Professor of Technology and Urban Planning at MIT*

## Internal experts:

*Philip Fabinger,  
Global Privacy Counsel at HERE Technologies*

*Henri Kujala,  
Chief Privacy Officer at HERE Technologies*

*Ivan Sucharski,  
Senior Data Scientist at HERE Technologies*

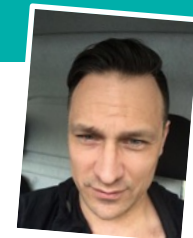
# 3 Concerns Around Privacy and Location Data Sharing

# Most consumers are concerned about digital privacy and dislike current data collection practices

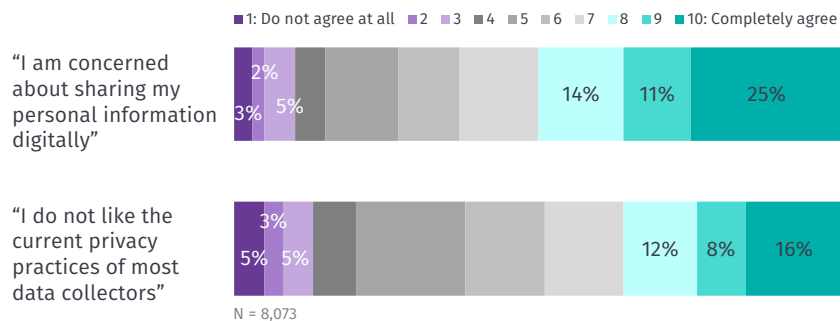
Concerns around privacy have always existed, but digital privacy is a particularly interesting phenomenon. The speed at which information is shared and the potential level of exposure - anyone with an internet connection - is without precedent.

Accordingly, sharing personal information digitally creates concern for 89% of consumers globally, and 87% dislike the current privacy practices of most data collectors. These attitudes are similarly high in all countries.

"It's a little unnerving to think that applications can 'harmlessly' ask for your location data at first and then become much more aggressive with it later on. If apps are set to automatically update, I'm not even sure they'd warn you that they suddenly require new permissions, which would be even more alarming." *Participant, US*



## Privacy Attitudes



## Country Differences

Displaying level of agreement (4-10 on a 10-point scale)

Total	US	UK	AUS	DE	FR	NL	BR	JP
89%	93%	90%	92%	90%	90%	88%	96%	82%
87%	87%	90%	91%	87%	88%	90%	84%	80%

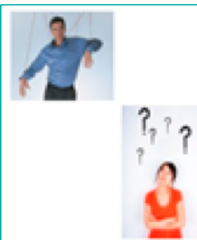
# Digital privacy involves high levels of uncertainty, frustration, mistrust and worry

Consumers were asked to create a visual collage with images of their choice to reflect their thoughts and feelings about digital privacy today. Collaging is a technique used in qualitative research to elicit deeper, more personal and emotional associations.

The visuals and verbal descriptions reflect a lot of uncertainty as to what information is being shared, with whom, and how, as well as what they can do to protect themselves. Consumers also perceive a lack of control, and have little trust in providers of websites, apps, security tools, companies and the government. They are aware about a broad range of risks, from general interests becoming public to identity theft, financial fraud and phishing. Only a minority are unconcerned and feel sufficiently protected.

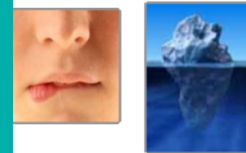
## Title: Confused puppet

"I feel like I don't have much control. Lots of questions about who has my data." *Participant, Germany*



## Title: Danger lurking

"I chose the woman biting her lip because when it comes to my internet privacy, I feel uncertain. I also chose the iceberg because I think there's a lot going on under the surface in the digital world that can be dangerous." *Participant, Germany*



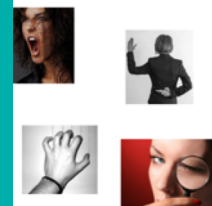
## Title: Privacy Protection

"Trying to protect your privacy online can be frustrating, like the weight of the world on your shoulders, it can make you want to yell, it's an uphill climb or like scratching nails on a chalkboard. (...) You're not sure if you're really protected, which causes a rollercoaster of emotions. Hackers and companies out to steal your information are like lions." *Participant, US*



## Title: Big brother and his lies

"It's always frustrating to hear that the government spies on its civilians and there are always stories about big brother watching. Also, companies have these privacy laws that say they won't sell user information to others but we all know they do." *Participant, US*

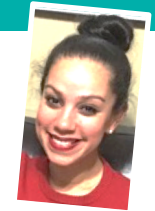




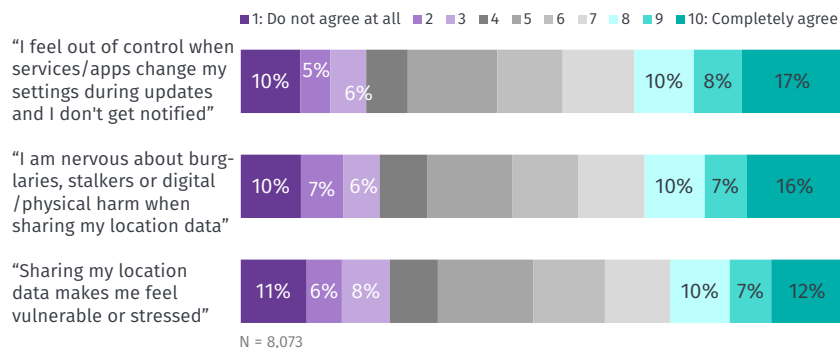
# Sharing location data makes most people feel out of control and nervous

Sharing location data also creates high levels of concern: globally, 80% feel out of control when services or apps change location data settings without their knowledge, 77% are nervous about burglaries, stalkers and digital/physical harm, and 76% feel vulnerable or stressed about it. The tech savvy\* are even more negative than less tech savvy consumers, showing that greater knowledge about current data sharing practices causes even higher concern.

"I do have a friend who granted access of her location to Snapchat and did not take it off. [It] was discoverable [by other people] where she was. Although she did not come across any trouble, she felt very uncomfortable knowing other people knew where she was." *Participant, US*



## Data Sharing Attitudes



## Subgroup Differences

Displaying level of agreement (4-10 on a 10-point scale)

	Total	Tech savvy*	Not tech savvy
"I feel out of control when services/apps change my settings during updates and I don't get notified"	80%	84%	75%
"I am nervous about burglaries, stalkers or digital/physical harm when sharing my location data"	77%	79%	74%
"Sharing my location data makes me feel vulnerable or stressed"	76%	77%	74%

\*People are classified as tech savvy if they strongly agree with any of three statements: "I love new technology/gadgets and how they improve my life", "People ask me for advice when buying electronic devices" and "I am usually among the first to try new gadgets and technology"

# Despite the high concern, most consumers do not pro-actively check and update their location data settings on their devices

Earlier this year, Pew found that most Americans don't trust big institutions like the government or social media sites to protect their personal information – and yet, most Americans don't follow or don't know how to protect their identities online.

This is also evident when it comes to sharing location data, as is seen in all 8 countries included in the survey.

Despite the high concern around sharing location data, many consumers do not check and update their data settings. The tech savvy\* are a little more likely than others to check their settings, but still only about a third of them.

Given the diffusion of the Social Web and increased disclosure of personal information online, the 'privacy paradox' suggests that while Internet users are concerned about privacy, their behaviors do not mirror those concerns.

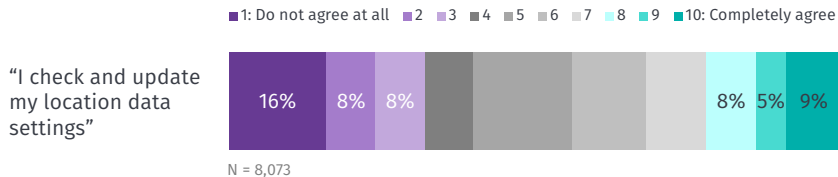
Source: Monika Taddicken, 2015, The 'Privacy Paradox' in the Social Web: The Impact of Privacy Concerns, Individual Characteristics, and the Perceived Social Relevance on Different Forms of Self-Disclosure

People tend to think of cyberspace as some kind of imaginary space without true boundaries, a space not to be taken too seriously (...) Call it privacy fatigue, but our increased interdependence on our smart devices and social media has given us a largely lazy attitude toward staying anonymous.

Source: John Suler, 2004, The Psychology of Cyberspace

“Applications could ask us a lot more questions about who and what we give our data to. I don't know if users [would] want that because it's a lot of work every time you install software to be asked exactly how and where you would give your data.” Sarah Williams, Associate Professor of Technology and Urban Planning at MIT

## Data Sharing Behavior



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

	Total	Tech savvy*	Not tech savvy
Level of agreement (8-10)	22%	34%	12%

\*People are classified as tech savvy if they strongly agree with any of three statements: "I love new technology/gadgets and how they improve my life", "People ask me for advice when buying electronic devices" and "I am usually among the first to try new gadgets and technology"



# The complexity of managing location data means that the majority of consumers only allows restricted access

The majority of consumers have difficulties controlling their location data settings due to a lack of options. 69% feel unable to withdraw access or change their permissions and preferences most of the time. As a consequence, around 35% avoids data sharing whenever possible - or just turning location sharing on when they need it, and turning it off when they don't. This behavior of restricting access (sharing only when there is no other option) is particularly evident among the tech savvy\* and older consumers. Switching location data on and off is also more common among the tech savvy, and among younger consumers.

“When downloading an app I tend to quickly click through the terms and conditions and don't pay much attention. I will turn location access off when I am not using the app and switch it on when I need it.” *Participant, Germany*

**69%** cannot always/frequently easily change their permissions and preferences regarding their location data



## Data Sharing Behavior

Legend: 1: Do not agree at all, 2, 3, 4, 5, 6, 7, 8, 9, 10: Completely agree

“I only share my location data when I have no other option”



“I switch on location data sharing when I need to do it, and switch off afterwards”



N = 8,073

## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

	Total	Tech savvy*	Not tech savvy	16-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs
“I only share my location data when I have no other option”	35%	42%	29%	31%	36%	33%	36%
“I switch on location data sharing when I need to do it, and switch off afterwards”	34%	44%	25%	37%	35%	34%	31%

\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”



# Even the tech savvy are surprised by how many data collectors they share their location data with unintentionally

When asked to check on their device how many apps currently have access to their location data, 44% globally are surprised to find that they are sharing with more apps than they thought. This percentage is even higher among the tech savvy\* (52%), indicating that even more knowledgeable people are unsure of what happens to their location data.

The discovery that they are sharing more than intended causes concern among 8 in 10 consumers, and many react by saying they need to revise their settings and be a lot more careful in the future.

## Data Sharing Behavior

# 44%

share with more apps than they thought

Tech savvy\*

52%

Not tech savvy

37%

# 79%

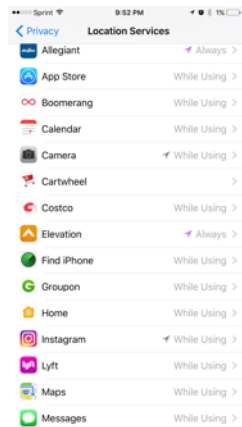
are concerned about sharing more than intended

Tech savvy\*

77%

Not tech savvy

78%



"I did not realize that I have so many apps that [have access to] my location until I saw this survey. I plan to make a lot of changes."  
*Participant, US*

"The location controls on our mobile phones often fall short. We need easy-to-manage options that ensure location is only used in the ways consumers reasonably expect."  
*Jules Polonetsky, CEO of the Future of Privacy Forum*

"I clearly need to be more careful."  
*Participant, Germany*

"[I am] very irritated. My privacy has been breached again, so there is no true guarantee that my location settings are protected."  
*Participant, UK*



4

# Current Location Data Sharing Behavior

# The young, male, urban and tech savvy are the most likely to share their location data

Today, just under two thirds of all consumers share their location data at least sometimes. About 20% share their location data always or very often when asked, and about a third are more careful and grant access rarely or never.

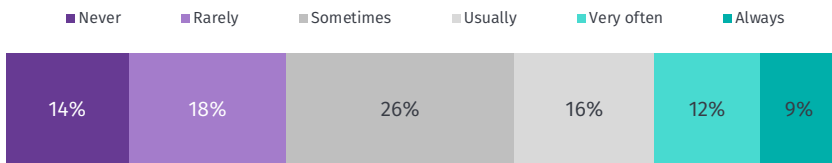
Willingness to share is highest among men, younger consumers (esp. ages 25-34), the tech savvy\* and people living in urban areas, as well as consumers from the UK and Brazil. The Japanese, Dutch, Germans and Australians share their location data less frequently.

“I generally keep close tabs on which apps request what kind of information. In the past, I have fully uninstalled apps because of their excessively-nosy permission requests.” *Participant, US*

“The majority of apps that I download ask to share my location data with them and to be honest I rarely have an issue agreeing to this. Maybe I should give it a little more consideration before as after all I am sharing my location quite openly with someone I have never met before and I wouldn't always be sure that these are trusted apps.” *Participant, UK*



## Frequency of Sharing Location Data



N = 8,073

Graph excludes 5% who say “I have never been asked to share my location data”

## Country Differences

Share location data very often or always

Total	UK	BR	US	FR	AUS	DE	NL	JP
21%	29%	27%	23%	21%	19%	19%	18%	13%

## Subgroup Differences

Share location data very often or always

Total	16-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-65 yrs	Men	Women
21%	22%	27%	23%	19%	15%	25%	18%

Total	Tech savvy*	Not tech savvy	Urban	Suburban	Rural
21%	30%	14%	24%	19%	18%

\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”

# Most consumers understand the value of their location data

Over 80% of consumers are aware that their location data is valuable to data collectors. However, only 39% strongly agree that it is valuable to many different parties, suggesting that many have not yet fully recognized the value of their data. The tech savvy\*, those open to sharing and males are most aware of the value of their location data.

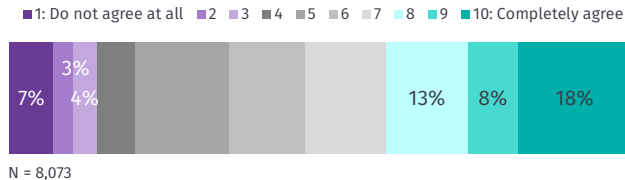
Many understand that there should be some sort of deal, and consumers expect fairness. They do not want brands, apps or third parties to benefit from their data at the expense of their privacy and protection. Treating their data as an asset, or “commodity,” leads them to feel that they should benefit from the exchange as well.

“Is there a value to me for my information [to be] shared? ... I realize there must be a trade off for some things, but I would want it to be mutually beneficial for my data to be shared.” *Participant, US*



## Data Sharing Attitudes

“My personal information is valuable for many different data collectors”



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

Total	Tech savvy*	Not tech savvy	Open to sharing	Not open to sharing	Male	Female
39%	55%	27%	50%	37%	43%	35%

# Only a small minority wants to trade data today

While it is clear that consumers understand that it is “their data” they are giving access to, they do not feel they have much involvement in the nature of the agreement today.

Thus, only a minority say they want to trade location data and doubt they will receive something of value in exchange. This indicates that consumers are unsure about how they could participate in any negotiation, with data collectors setting the terms of the exchange. They are also unclear about the nature of the benefits beyond the direct, tangible or functional benefits to which they are currently accustomed.

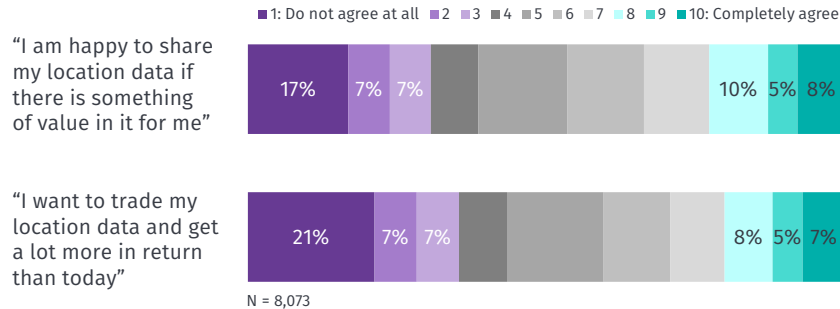
Those who are most likely to want to trade their data today are the tech savvy, and those generally more open to sharing.

Looking into the future, as more consumers come to treat their data “as their own”, their power in negotiating will only increase to create a change in the nature of the relationship.

“Sharing location data has one main advantage: getting an app to work if location data is crucial for that.” *Participant, US*



## Data Sharing Attitudes



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

Total	Tech savvy*	Not tech savvy	Men	Women
23%	37%	11%	26%	20%

Total	Urban	Rural	Open to sharing	Not open to sharing
20%	25%	17%	35%	13%

\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”





# Yet, when presented with specific ways of selling or trading their location data, 50% of consumers globally are interested

When presented with specific possibilities, around 50% say they would be likely to share their location data if they could directly sell it, if they received financial benefits when their data is sold to third parties or even if they knew how much their data is worth.

It is likely that consumers will play a more active role in transforming the nature of the exchange relationship to one that is more balanced between themselves and data collectors.

## 53%

would likely/very likely share their location data if they received a royalty fee or other financial benefit when the data collector sells their location data to third parties

## 48%

would likely/very likely share their location data if they were able to directly sell their location data to interested parties and receive a financial benefit

## 51%

would likely/very likely share their location data if they knew how much their location data is worth to the data collector

“Personal data is a currency you use to access the service. If you were able to manage this currency, you might realize that you are sharing more than you need to access a service.” *Henri Kujala, Chief Privacy Officer at HERE Technologies*

“I like to provide my data because otherwise I would pay for the service.”  
*Participant, Germany*



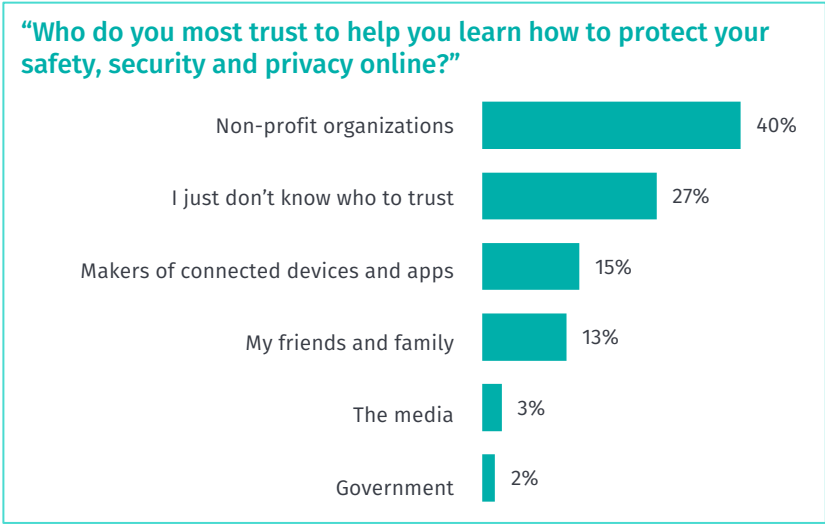
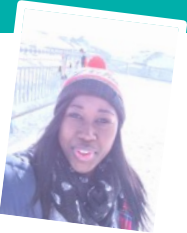
# 5 Trust

# Consumers do not trust the media or the government to help protect their privacy online

A recent global study carried out by Mozilla found that 27% of consumers do not know who to trust to protect them online. That number jumps to 45% among people who identified as the least technically savvy. Almost nobody said they trusted the media (3%) or the government (2%) to help protect them online. Non-profit organizations are trusted the most, and the more technically savvy that people viewed themselves, the more they trusted non-profit organizations.

“In this interconnected world, it becomes more and more challenging to provide the necessary transparency to individuals. At the same time, trust is vital. It must prevail. Or we will have a difficult future ahead. Individuals may lose trust in technology altogether.” *Henri Kujala, Chief Privacy Officer at HERE Technologies*

“I don't really trust any of the apps fully when I think about it, but I must assume I trust them as I allow access to lots of things without giving it a second thought!” *Participant, US*



Source: Jen Caltrider, Mozilla, 2017, 10 Fascinating Things We Learned When We Asked The World “How Connected Are You?” Approximately 190,000 respondents globally

# Consumers do not trust in laws and regulations to prevent misuse of location data

Trust in laws and regulations to prevent misuse of location data is very low: only 16% globally think that they are protected by government legislation. This deficit in perceived reliability is particularly evident among the non tech savvy group and older consumers (aged 45 to 65).

There could be two reasons for this mistrust. On one hand, the law clearly trails behind technology, meaning that when it comes into place it is often too late. On other hand, various government bodies have a track record of spying on their citizens.

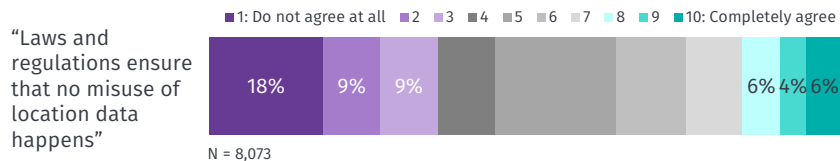
“The law is not a fast follower on this subject. By the time the law comes into place, you are way too late in trying to fix the problem. It becomes very reactive.” *Ivan Sucharski, Senior Data Scientist at HERE Technologies*

“We have laws against spam, but spam didn’t disappear because of any law, we got rid of them because ISPs and email providers got really good at blocking most spam.” *Jules Polonetsky, CEO of the Future of Privacy Forum*

“One hears all the time about data being harvested by various governments on individuals without them having ever done anything wrong. Who knows how such knowledge could be misused in the future -- or even now?” *Participant, UK*



## Data Sharing Attitudes



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

Total	Tech savvy*	Not tech savvy	16-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs
16%	25%	8%	18%	19%	18%	13%

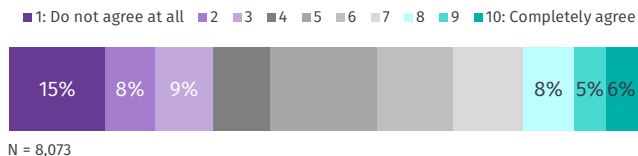
\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”

# Trust in the data collector is crucial to spur willingness to share, but currently the level of trust is low

There is limited trust in the services/apps that are accessing consumers' location data: only around a fifth trusts that they will handle their data as they should. However, around 60% of consumers say they would be willing to share their location data with a brand they trust, based on personal experiences and the brand's overall reputation. Provenance and the opinions of friends or relatives as well as reviews by other people are much less likely to increase peoples' willingness to share their location data.

## Data Sharing Attitudes

"I trust the services/apps I use to handle my location data as they should"



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

Total	Tech savvy*	Not tech savvy	16-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs
19%	30%	10%	20%	22%	20%	16%

"I won't share my location with a poorly reviewed, low download app – even if it addresses my needs better than a mainstream alternative."

Participant, US

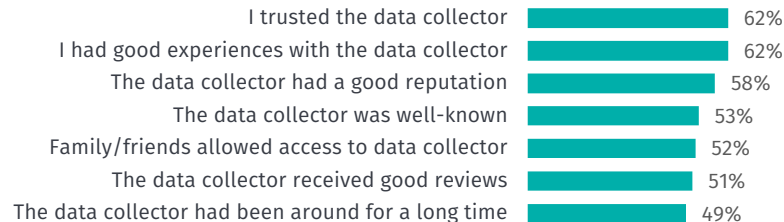
"If it is a brand that I have used before and I have built a relationship with, [I am more willing to share my location data]. The more well known, the better...The brand...means I know what level of quality I can expect from them right from the [beginning]."

Participant, UK



## Influence of data collector's brand on data sharing willingness

Displaying likelihood to share location data (3-4 on a 4-point scale)



N = 8,073

\*People are classified as tech savvy if they strongly agree with any of three statements: "I love new technology/gadgets and how they improve my life", "People ask me for advice when buying electronic devices" and "I am usually among the first to try new gadgets and technology"

6

# Influence of Data Collector's Industry on Data Sharing

# If the purpose of data collection is obvious, consumers are ready to share their location data

If consumers understand the explicit need for the data, they are more likely to share it. When location data is less pertinent to the app's ultimate function, consumers are more wary.

"Why does some music app need every single contact of mine to work? It doesn't need all the contacts; it doesn't need all the photos in my camera. It's extracting that just because it can." *Maya Ganesh, PhD researcher*

"They were requesting lots of permissions to start with which didn't seem relevant (so it makes me think there's an agenda here)." *Participant, US*

"The apps that I would be most willing to share my location data with would be navigation app, security app, weather, etc. Least likely to share my data with more superficial apps such as social media (Facebook), games etc." *Participant, UK*



# Navigation/map and weather forecast services are the most trusted industries by far when it comes to location data sharing

The industry of the data collector is a key factor in helping consumers decide whether they trust them and share their location data.

71% of consumers are likely/very likely to share their location data with a navigation or map service.

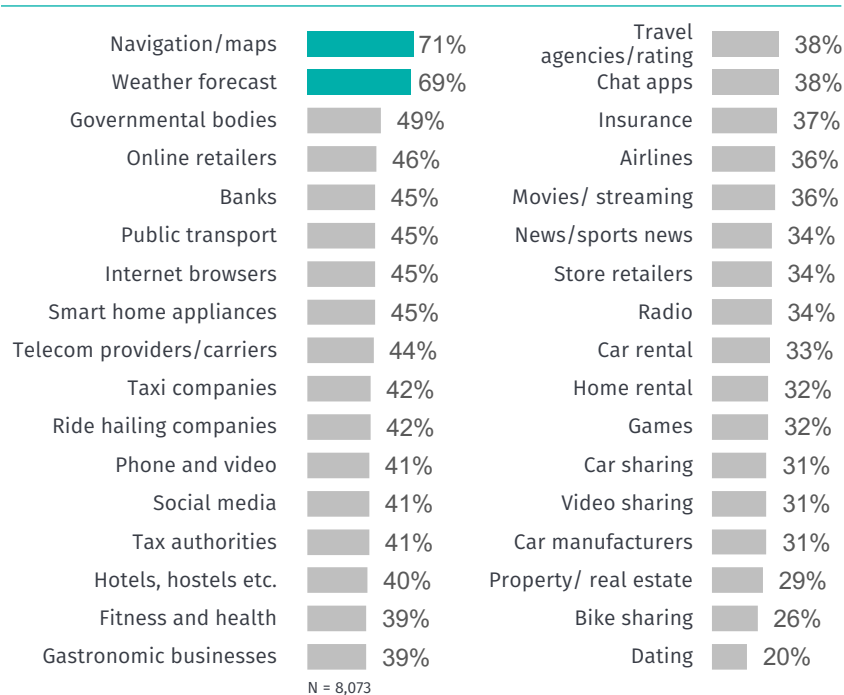
“I trust Facebook the least as it's a social media platform and any data is used to send you advertisements.” *Participant, US*

“Sharing (with these apps is useful) when you are in a location that you are not familiar with (...), when broken down or when I need directions and I am not entirely sure where I am.” *Participant, UK*



## Influence of Data Collector's Industry on Data Sharing Willingness

Displaying likelihood to share location data (3-4 on a 4-point scale)



N = 8,073



7

# Influence of Benefits on Data Sharing

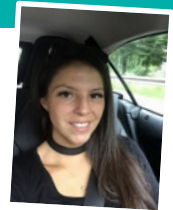
# Safety, financial benefits and better service are the most desirable benefits while personal advertising ends up at the bottom of the list

The three benefits which are most likely to increase peoples' willingness to share their location data are safety in the car, saving money and better services – 73% of consumers are likely/very likely to share their location data for these benefits.

Increased safety in the car (e.g. through ADAS) is particularly interesting to younger, urban and tech savvy\* consumers.

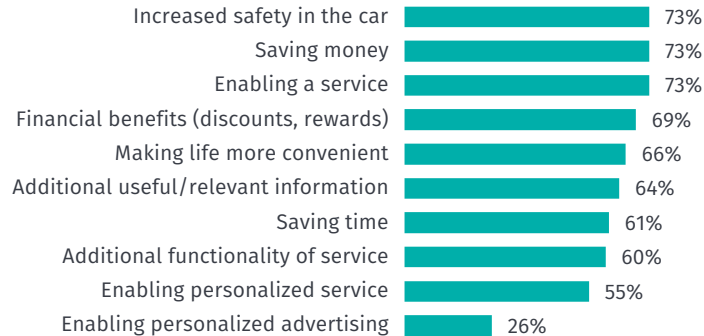
“In exchange for my location data, I would like discounts, vouchers, recommendations or services like navigation or location details on social media platforms. It’s important for me to know what the data is used for and I have to get a direct benefit from it.” *Participant, Germany*

“The information would have to be used to enhance my security, not jeopardize it. The future would be safer. Fewer kidnappings or robberies.” *Participant, UK*



## Influence of Benefits on Data Sharing Willingness

Displaying likelihood to share location data (3-4 on a 4-point scale)



N = 8,073

## Subgroup Differences Regarding “Increased safety in the car (e.g. ADAS)”

Displaying likelihood to share location data (3-4 on a 4-point scale)

Total	Tech savvy*	Not tech savvy	16-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs	Urban	Rural
73%	81%	66%	75%	77%	72%	71%	74%	68%

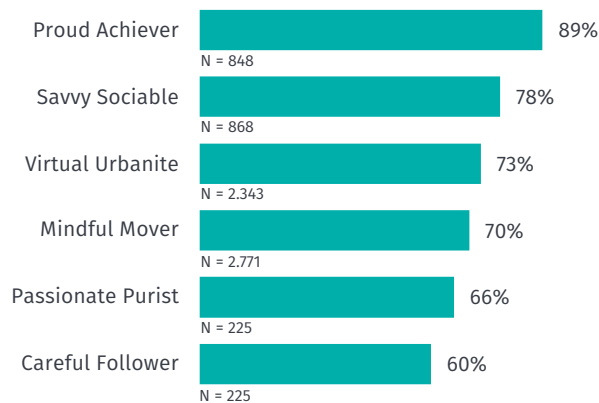
\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”

# Safety in the car is most important in the Proud Achiever and Savvy Sociable segments

Regarding the Connected Driver segments\* increased safety in the car is of particularly high interest to the Proud Achiever segment with 89% willing to share their location data for this benefit. The Savvy Sociable also over-index, while Careful Followers and Passionate Purists are less likely to grant access to their location data in exchange for greater safety in the car.

## Subgroup Differences Regarding “Increased safety in the car (e.g. ADAS)”

*Displaying likelihood to share location data (3-4 on a 4-point scale)*



### Proud Achiever

High-achievers who love to drive, and depend on cars to meet the demands of their busy lives. Prepared to invest, they want their car and tech to express their personality and how far they've come.



### Savvy Sociable

Their ultimate priority is a full and active social life. While no expert in cars or tech, both add immense value to their lives by enabling them to stay in touch with loved ones –and indulge all their favourite hobbies.



### Virtual Urbanite

True digital natives, they love to stay ahead of the curve and own the latest gadgets. With a modern approach to mobility, they don't need to own a car – but can be tempted by innovative technology solutions.



### Mindful Mover

With so many ways to get around, they are willing to explore the options. Concerned about the impact of cars (on the environment –and their pockets) and data privacy, they're happy to go off-grid by walking, cycling or taking the bus.



### Passionate Purist

They simply love driving. Not impressed by high-tech gadgetry for the sake of it, they just want a trustworthy vehicle that gives them freedom – to get out and feel the wind in their hair.



### Careful Follower

Car-dependent but cautious, they will embrace technology at their own pace. Often based remotely, they need their cars to get around – but prefer to stick close to home when it comes to new technology.

# 8 Influence of Transparency on Data Sharing

# Transparency today is key

Today, consumers have little awareness and understanding of what happens to their data once it is collected – especially if they are not tech savvy.

Consumers' lack of awareness about data sharing is as much about their lack of engagement as it is about the lack of transparency. They feel they lack access to information about the fate of their data.

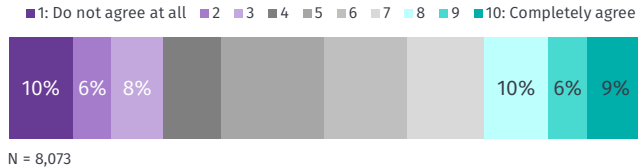
“Transparency is a number one priority. Companies should tell you exactly how my information is being used...who they supply my location to and why. Knowing who they share my information with will allow me to make an informed decision.” *Participant, US*

“Transparency is key for me. If an app requests access to my location data, I need to clearly know why and if it uses it for other purposes/passes it on to another company, I want to have a say in it, be able to opt out (even if that means the app is not free anymore), know who they deal with and how.” *Participant, US*



## Data Sharing Attitudes

“I am aware of what happens with my personal information after I shared it with a data collector”



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

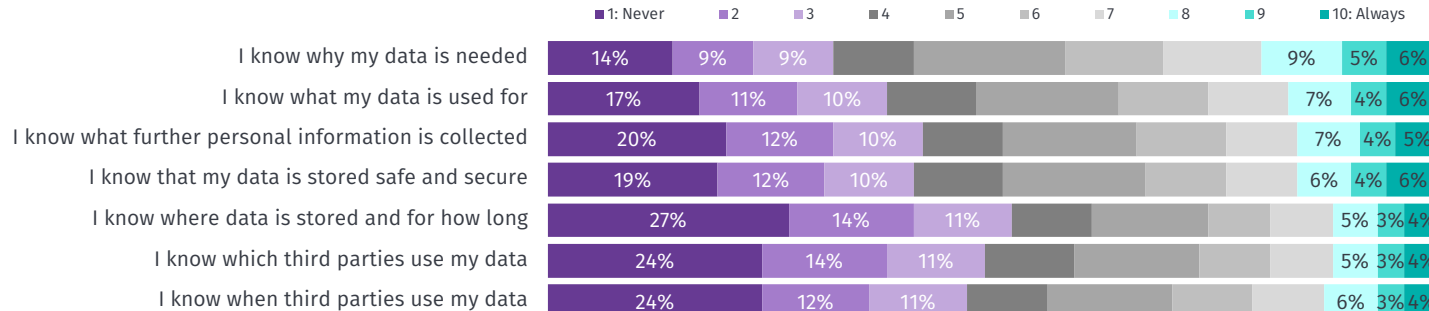
Total	Tech savvy*	Not tech savvy	Open to sharing	Not open to sharing
25%	41%	14%	39%	22%

# Consumers are not well informed about why their location data is collected, if and how it is protected, and if third parties have access to it

Around 80% consumers globally say they don't have clarity most of the time about why their data is needed, which information is accessed, what it is used for, where it is stored and for how long, whether it is stored safely and whether and which third parties gain access to their data. Even among the tech savvy, there is high uncertainty around these questions.

"We recently published...a study where we asked the users in European countries what they think about data privacy and if they think that transparency would be a buying criterion. The majority said yes ...People are used to their personal data being collected, [but] not really aware of where it is going to take them, what kind of data is being collected and what will happen with it." *Ljuba Kerschhofer-Wallner, Deloitte Germany*

## Current Level of Transparency



N = 8,073

## Subgroup Differences

Displaying always/often (8-10 on a 10-point scale)

Total	Tech savvy*
20%	33%
17%	29%
16%	26%
16%	27%
12%	23%
13%	23%
13%	24%

# Greater transparency is highly desired, and it helps if data is stored securely

Consumers want much greater transparency from those they share their data with. Increased transparency is seen by many as a 'benefit' and inspires them to be more willing to share their data: around 70% of consumers globally say they would be likely to share their location data if they had more clarity on whether and how it is stored safely, protected and systematically deleted. Knowing why their data is needed and what it is used for will also encourage sharing.

The benefit of enhanced transparency is not just greater willingness to share their data, but re-assurance and peace-of-mind for consumers.

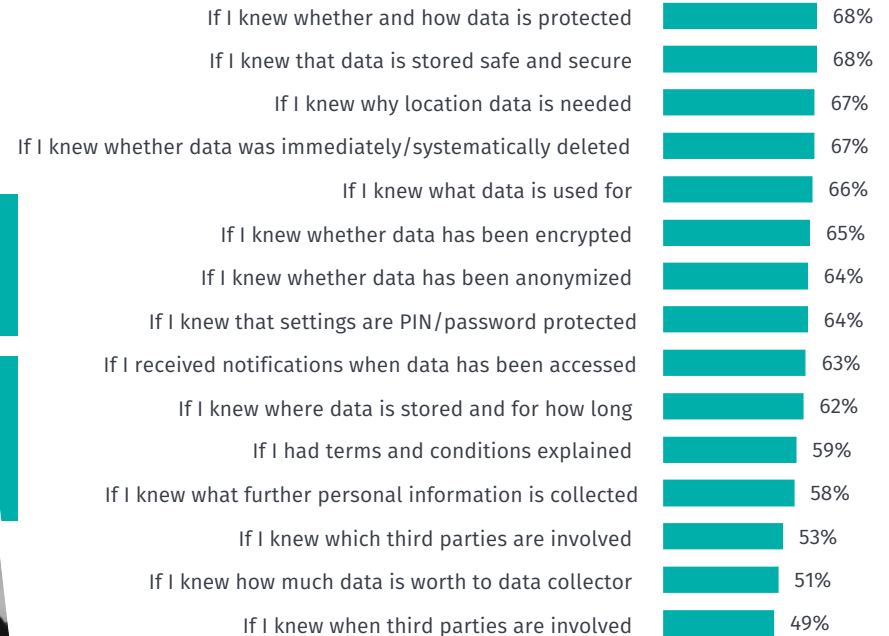
"I would like to know who uses [my data] and what it is used for. I'd like to know if my data is being shared with other third party companies. It would help me understand clearly what it is they are using my location data for." *Participant, UK*

"The level of transparency I would expect is quite high. The more transparent the company is with what they do with my data, the more likely I am to trust them further and recommend them to others...I don't mind if they are using [my data] for financial gain... as long as I can agree / disagree to it first." *Participant, UK*



## Influence of Increased Transparency on Data Sharing Willingness

Displaying likelihood to share location data (3-4 on a 4-point scale)



N = 8,073

# Greater transparency would also motivate people who currently rarely or never share their location data to do so more

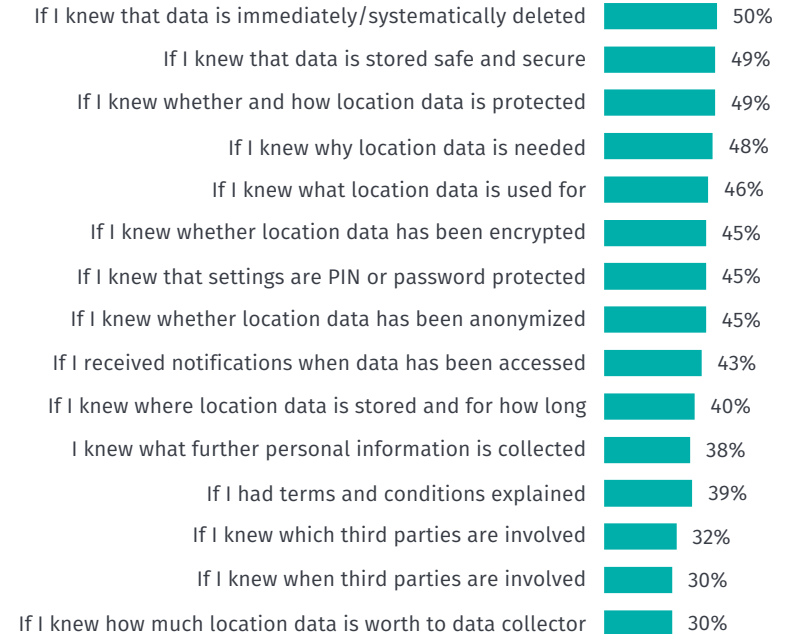
Improving the different aspects of transparency could have a significant impact. It activates the unconvinced consumers of today: 30 to 50% of those 32% who are currently not open to sharing location data (do so rarely or never) say they would be likely or very likely to share if transparency was enhanced. The largest impact can be observed for location data being systematically deleted, protected, stored safely, anonymized, encrypted or password protected – and knowing why data is needed and what it is used for.

Consumers generally try to avoid third party data sharing, as it means a total loss of control who they share data with. They appreciate though being informed of such data sharing.

"The apps don't say they'll be using my location for other purposes or selling it to third parties. If I were told there was a third party, that would be a 'no' for me...If you're collecting data to use it for something else, I'm like working for you and helping you..." Participant, UK

## Influence of Increased Transparency on Data Sharing Willingness of Non-Sharing Consumers

Displaying likelihood to share location data (3-4 on a 4-point scale) among consumers who currently rarely or never share their data



N = 2,582



9

# Influence of Control on Data Sharing

# Consumers demand control over their location data

Consumers perceive that control over their location data is a right. They feel it is their personal data and that they should be able to share it as they see fit.

Today, 80% of consumers do not feel they have full control over their location data.

The tech savvy\* group are more likely to feel in control than the non tech savvy, however only around a third seems satisfied with the control they have.

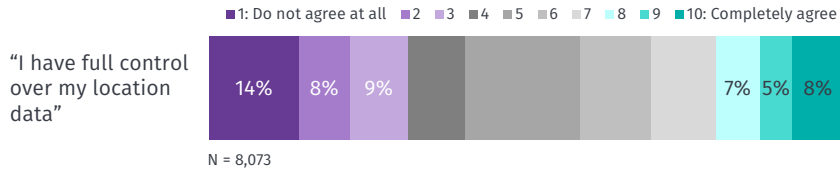
“I feel that if it is my data and my location, then I should have full control over how I wish to share and reveal it.” *Participant, US*



“I expect to have control over my location data sharing as I feel this is for me to decide whether to share or not.” *Participant, UK*



## Data Sharing Attitudes



## Subgroup Differences

Displaying level of agreement (8-10 on a 10-point scale)

	Total	Tech savvy*	Not tech savvy	Open to sharing	Not open to sharing
Level of agreement (8-10)	20%	31%	12%	31%	19%

\*People are classified as tech savvy if they strongly agree with any of three statements: “I love new technology/gadgets and how they improve my life”, “People ask me for advice when buying electronic devices” and “I am usually among the first to try new gadgets and technology”



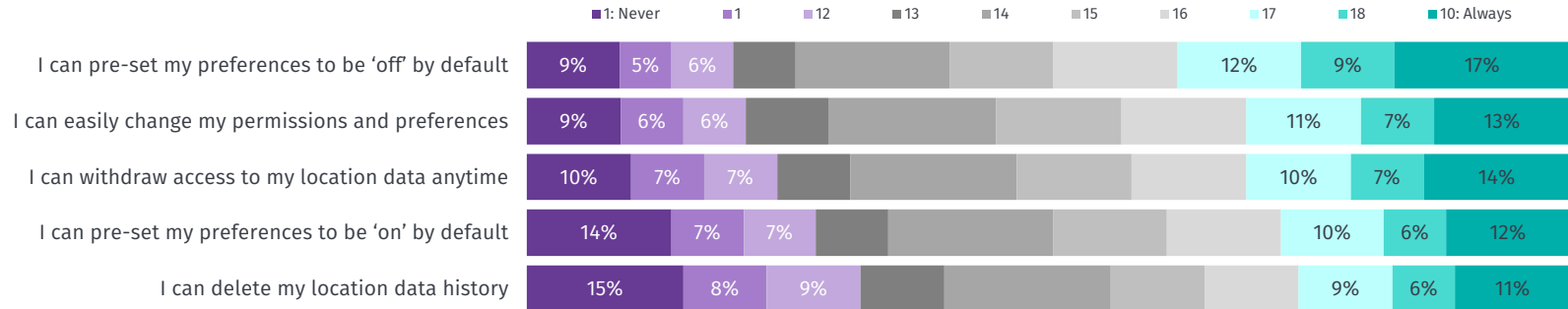
# Only 2 in 5 consumers feel they control their location data sharing settings

Less than 40% of consumers find that they can pre-set their location data preference to 'off' or 'on' by default, withdraw access to their data and easily change permissions and preferences most of the time. Only about a quarter say they can delete their location data history.

"I would like to be notified at every point of my data being shared so I could choose to accept or decline that information being shared ...It would give me full control knowing that my location couldn't ever be shared...unless I...allow it." Participant, Germany



## Current Level of Control



N = 8,073

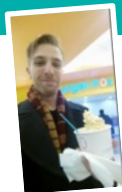
# Consumers would be more willing to share if they could prevent, stop and change accessibility

As consumers look to the future, they are seeking increased control over their data and in more nuanced ways. About two thirds of consumers say they would share their location data if they could withdraw access anytime, delete their history, easily change permissions, pre-set location data sharing to off as well as forbid access by, and selling to, third parties.

Around 60% would like to allow access to location data only for certain use cases and get notifications when data is accessed by third parties. A lower proportion, but still around 50%, is interested in trading its location data i.e. financial benefits linked to third party access or selling data directly to data collectors. Even with a simple option of enabling sharing preferences to be set to 'on' by default, willingness to share would increase with 47% saying they would grant access.

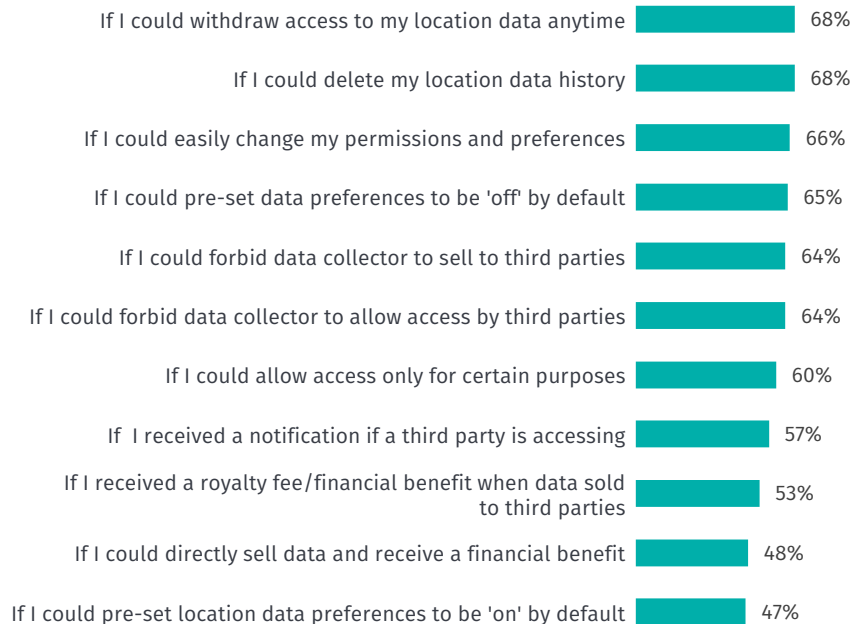
"An opt-in system is preferable...and not an opt-out system where consent is assumed." *Participant, UK*

"I would want full control over if an app knows my location or not. I would like some type of alert saying 'you are about to reveal your location' before proceeding. Something like a button saying 'yes, I agree' or 'no, I do not.'" *Participant, US*



## Influence of Increased Control on Data Sharing Willingness

*Displaying likelihood to share location data (3-4 on a 4-point scale)*



N = 8,073

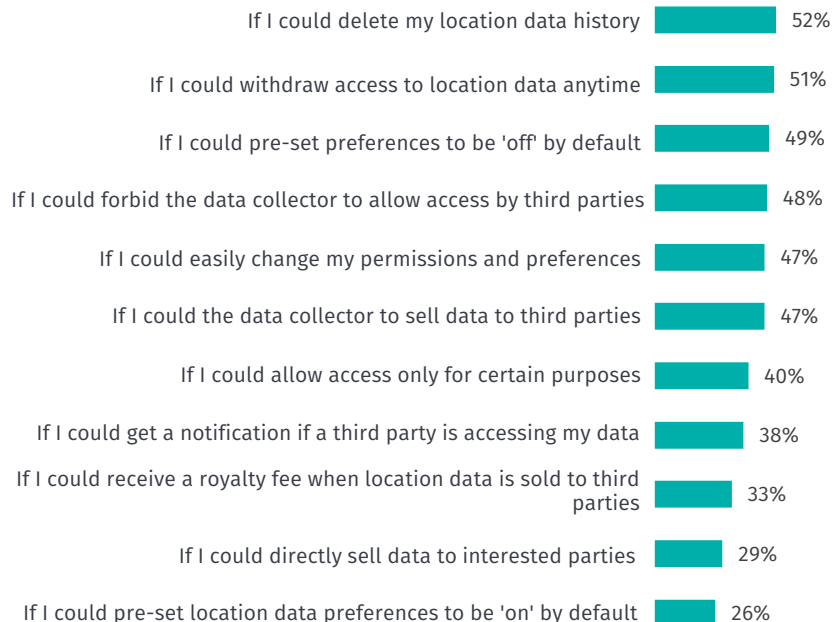
# Consumers who currently rarely or never share their location data would also do so if they had more control

Similarly to transparency, increased control and empowerment of consumers would significantly increase their willingness to share location data. Between 45 and 50% of those 32% who are not currently open to sharing say they would share with increased control around deleting and withdrawing access, improved ease of use (pre-set to off) and limiting access of third parties.

Other options such as direct selling or receiving financial rewards or notifications for third party access are less impactful, yet would still increase likelihood to share for around a third of those who are not sharing frequently today.

## Influence of Control on Data Sharing Willingness of Non-Sharing Consumers

*Displaying likelihood to share location data (3-4 on a 4-point scale) among consumers who currently rarely or never share their data*



N = 2,582

# 10 Summary of Influencing Factors

# Five ways to spur consumers' willingness to share location data

## 1. Make data management easy

Explain the deal of sharing location data in a language consumers can understand and make it convenient for them to manage their settings. Keep them informed about changes and the implication of those changes.

## 2. Explain why you need the data

Consumers want to understand the explicit need for their data to enable a service to function.

## 3. Offer relevant benefits

Beyond the obvious factor of enabling the service they want to use, consumers are most interested in benefits related to safety (e.g. in the car) and financial aspects (saving money, rewards, discounts, vouchers etc.).

## 4. Disclose what you do with the data

Consumers seek much greater openness from those they share their data with on a number of aspects. This includes why their data is needed; what it is used for; whether it is stored safely and protected by passwords, encrypted or anonymized; how long it is stored for and whether and when it gets deleted.

## 5. Give your consumers an active role in managing their privacy settings

Consumers perceive control over their data as a right. Specifically, they want to be able to manage their preferences and settings more easily to withdraw access, delete their history, prevent third party access or determine for which purpose their data is taken.

# 11 Future Outlook



# 70% of consumers are willing to share location data in future scenarios involving rescue drones

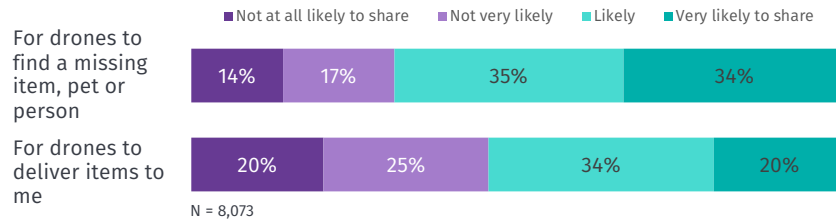
Consumers were presented with two future scenarios using their location data.

The first situation involved a rescue drone. A total of 70% globally say they are likely to share their location data in this or similar situations to enable a drone to find a missing person, pet or item, and around 55% would consider sharing their data for a drone to deliver items to them.

## Scenario 1:

You get caught in an avalanche and need to be rescued. A wearable tracking device monitors your body's vital signs, notices that you are injured and alerts rescue drones to find you and bring you to the nearest hospital.\*

## Data Sharing Attitudes



## Scenario 1:

"This is exactly why location sharing exists. I wouldn't have any issue at all sharing all of my data as it's for an essential purpose and would save lives. I'd...allow my data to be shared without really giving it a second thought." Participant, UK



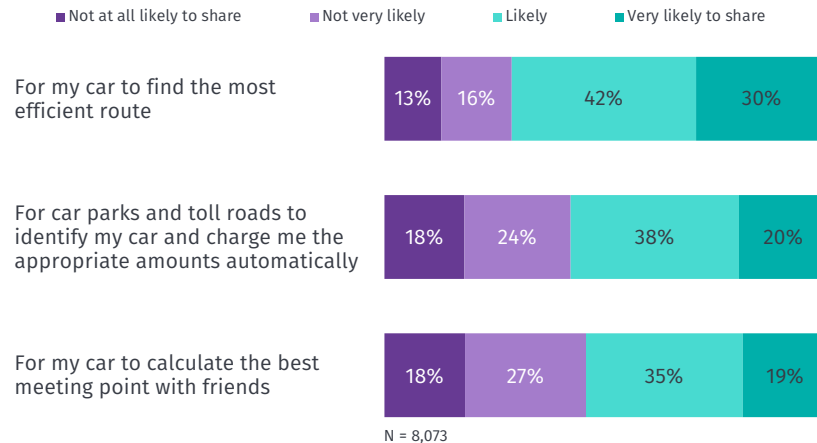
# 72% of consumers are willing to share location data for an autonomous car to find the most efficient route to their destination(s)

72% of consumers are willing to share their location data for an autonomous car to find the most efficient routes, and around 55-60% will grant access for their car to be identified and allow automatic traffic related payments or to calculate the best meeting point with other people.

## Scenario 2:

A self-driving car communicates with other machines throughout the journey to conveniently calculate the best route, pay tolls and set up the best meeting place with a friend.\*

## Likelihood to Share Location Data in Future Scenario with an Autonomous Car



## Scenario 2:

"I'd allow access that enables to calculate the best route because I find this convenient. But I don't want to be recorded everywhere and wouldn't want to enable automatic withdrawals from my bank account." Participant, US

## Scenario 2:

"I'd allow access to all of this. It's efficient, effective, helps with safety and helps build the community and advance technology...It seems like it would make life easier." Participant, US



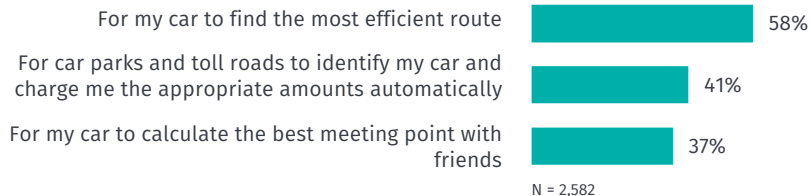
# Those who are less open to sharing location data today respond with more caution, but around half are open to sharing for safety and convenience reasons

Looking at those 32% of consumers who are not open to sharing their location today, between 40 and 60% say they would be likely to share in these future scenarios for safety and convenience benefits. There is a little more resistance to sharing location data in the autonomous car scenario within this group, where some are uncomfortable with their movements, locations and schedules being tracked and shared. Others are concerned about a lack of transparency and control and would prefer the option of manually selecting what is shared and with whom.

“Think about the autonomous age, where you have machine-to-machine, real time communications between vehicles, and between vehicles and infrastructure, for a variety of use cases – be it safety, advertising, parking, tolling, weather conditions. (...) The communication will change dramatically. App developers and cities will have to change their way of thinking, especially when it comes to transparency. It is not sustainable to transfer best practices from the smartphone age. The communication is fragmented and very time-sensitive. (...) You cannot distract the driver. You have to approach it differently. You are certainly not going to be accessing the automaker’s privacy policy on their webpage during such a situation. There are some instances where the user may not be able to disable certain data functionalities – for instance in an autonomous car that uses the data for safety purposes.” *Philip Fabinger, Global Privacy Counsel at HERE Technologies*

## Likelihood to Share Location Data in Future Scenario with an Autonomous Car

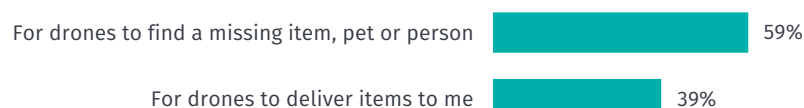
Displaying likelihood to share location data (3-4 on a 4-point scale) among consumers who currently rarely or never share their data



N = 2,582

## Likelihood to Share Location Data in Future Scenario with a Drone

Displaying likelihood to share location data (3-4 on a 4-point scale) among consumers who currently rarely or never share their data



N = 2,582

# People are open to new privacy concepts in an autonomous world

As part of this study, consumers were also presented with three future privacy concepts, each of which outlined an alternative way of data sharing in an autonomous world.

They all received a positive response and rated well compared with current practices. Even among those consumers who are not currently open to sharing their location data, around half would consider sharing their location data with these solutions for increased transparency and control.

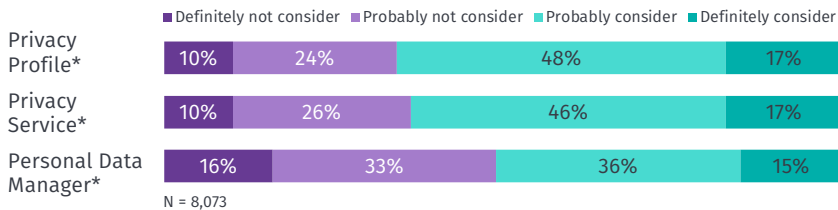
## Concept Description\*:

A **privacy profile** in your car that would store your personal location data sharing preferences and settings, and would adjust automatically each time a different person uses the car

A **privacy service** that would manage personal location data sharing preferences and settings for all your registered connected devices, providing real-time updates when data collectors' terms and conditions change and creating a privacy history log

A **personal data manager** that would negotiate with data collectors on your behalf, notify you of any changes in terms and conditions and learn your preferences over time – using artificial intelligence that is set up like a virtual assistant and talks to you about your privacy choices to help you make decisions

## Likelihood to Use Future Concepts



## Subgroup Differences

Displaying level of consideration (3-4 on a 4-point scale)

	Total	Open to sharing	Not open to sharing
Privacy Profile*	65%	85%	48%
Privacy Service*	63%	81%	48%
Personal Data Manager*	51%	74%	34%

# Most agree that the future concepts would save time and be easy to use, provide additional transparency and control and are trustworthy

Two thirds to three quarters of consumers globally agree that the future concepts are convenient – they would be easy to use and save time. They also provide strong levels of additional control and transparency and are overall considered a real improvement compared to how things are today.

Privacy Service: “Willingness to grant access increases because you feel protected.” *Participant, Germany*

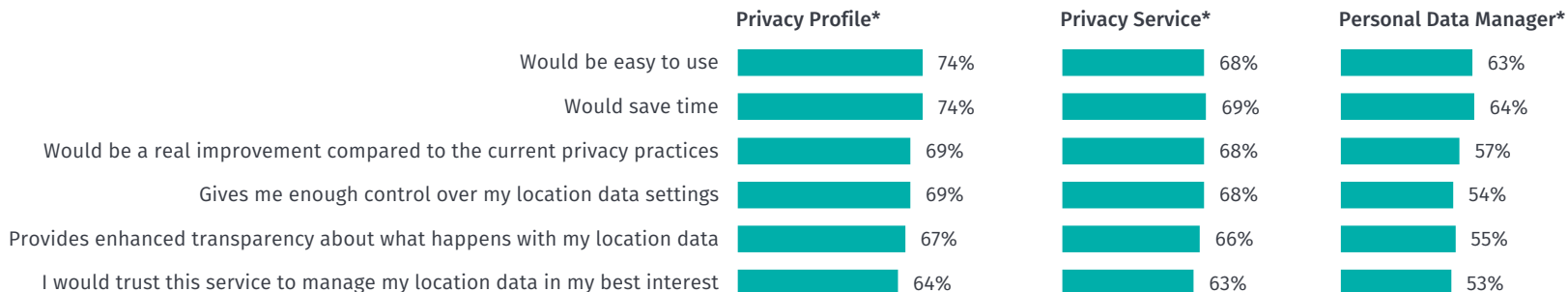


Privacy Profile: “This makes a safe impression. I would agree with this concept.” *Participant, Germany*



## Response to Future Concepts

Displaying level of agreement (8-10 on a 10-point scale)



\*The full concepts are available in the appendix.

# The future concepts also appeal to those not open to sharing today, especially Privacy Profile in the car and Privacy Service

The tech savvy, and younger consumers under 35 years are also particularly likely to use these services, along with those who are already open to sharing today.

Meanwhile, there was more reluctance among all groups to using the Personal Data Manager. Despite the fact that artificial intelligence would provide more convenience and save time, some people don't entirely trust a robot to manage their location data. They appreciate that it learns their preferences and assists in simplifying information, but they dislike the loss of control to make their own decisions. This response may however change in the future as people become more accustomed with the use of AI in their daily lives.

"I would prefer to have my own kind of policy about how I feel about giving up my data and then you can just access that any time you load a software. So, you can't use my data to distribute it this way, you can't store my data in this way, you can't sell it to these people, and that's my personal data license. If you want to do business with me, you upload my personal data license. I think that would be a lot better than me having to accept every term of the conditions." *Sarah Williams, Associate Professor of Technology and Urban Planning at MIT*

## Likelihood to Use Future Concepts Subgroup Differences

*Displaying level of consideration (3-4 on a 4-point scale)*

	Total	Open to sharing	Not open to sharing	Tech savvy**	Not tech savvy	16-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs
Privacy Profile*	65%	85%	48%	80%	53%	73%	72%	65%	58%
Privacy Service*	63%	81%	48%	77%	52%	70%	69%	63%	57%
Personal Data Manager*	51%	74%	34%	65%	40%	56%	60%	52%	45%

\*The full concepts are available in the appendix.

\*\*People are classified as tech savvy if they strongly agree with any of three statements: "I love new technology/gadgets and how they improve my life", "People ask me for advice when buying electronic devices" and "I am usually among the first to try new gadgets and technology"

# 12 Country Differences

# Australian consumers are cautious about their location data and the concern about the lack of transparency is more pronounced

In Australia, the behavior around location data sharing is in line with the global average.

Australian consumers feel they have their data sharing settings fairly well under control: they are less likely to share with more or fewer apps than expected.

They are more likely than consumers globally to feel out of control when settings change during updates without them getting notified and are generally more concerned about sharing personal information digitally.

They tend to be more insecure about what happens to their data once it has been collected, where it is stored and for how long and whether it is stored safely.

Australian consumers are also the least likely globally to be interested in trading their location data, but have higher trust in apps and services from governmental bodies or tax authorities than consumers globally.

	Index*		Actual	
	Global	Australia	Global	Australia
My location data settings are expected	n/a	n/a	37%	42%
I only share my location data when I have no other option (agree strongly)	141	133	35%	33%
I feel out of control when my settings change during updates and I don't get notified (agree strongly)	141	161	35%	40%
Sharing makes me feel vulnerable or stressed (agree strongly)	113	125	29%	30%
I am concerned about sharing personal information digitally (agree strongly)	146	153	49%	53%
I am aware what happens with my personal information after I shared it with a data collector (agree strongly)	76	68	25%	25%
I know that my data is stored safe and secure (agree strongly)	105	99	16%	14%
I know where my data is stored and for how long (agree strongly)	85	78	12%	11%
I want to trade my location data and get a lot more in return than today (agree strongly)	81	64	20%	16%
Very likely to share with...				
...tax authorities	110	155	14%	17%
...governmental bodies	126	164	16%	18%

\*See appendix for the calculation of the indices



# Brazilians are enthusiastic about sharing their location data especially in the social context

Consumers in Brazil are the most enthusiastic about sharing location data and have an optimistic and trusting attitude about it. Brazilians are convinced that sharing location is vital in today's connected world, and they trust both data collectors as well as laws and regulations more than in almost all other markets.

Even though they share their location data with more apps than they thought, they are no more concerned about it than people in other markets with less of a surprise effect. They feel a little more in control than consumers elsewhere, and although they are less certain of why their data is needed than the global average, they are not taking more action to prevent access.

The ranking of benefits is different in Brazil: saving money is rated as most important, followed by saving time and increased safety in the car, alongside obtaining additional information. The only outlier with regards to control and transparency is that they would be more likely to share if they could pre-set their preferences to on.

Brazilians are more likely than consumers elsewhere to share their location data with entertainment services such as social media, video services and chat apps, but least likely to share with their government.

	Index*		Actual	
	Global	Brazil	Global	Brazil
Share location data always or very often	n/a	n/a	21%	27%
Sharing with a lot more/ a few more apps than I thought	n/a	n/a	44%	57%
Sharing personal information is vital and necessary in our digitalized and connected world (agree strongly)	56	80	19%	39%
I switch location data sharing on when I need it and switch off afterwards (agree strongly)	137	120	34%	44%
I only share if I have no other option (agree strongly)	141	120	35%	45%
I trust services/apps to handle data as they should (agree strongly)	77	90	19%	32%
Laws and regulations prevent misuse (agree strongly)	65	79	16%	29%
I would be likely/very likely to share location data if it saves time	98	107	61%	75%
I would be likely/very likely to share location data if I could pre-set sharing to be 'on' by default	78	96	47%	65%
Very like to share with...				
... social media	110	130	14%	31%
... video sharing services	87	113	11%	27%
... chat services	102	134	13%	32%

\*See appendix for the calculation of the indices

# France is the country where the privacy paradox is most evident

French consumers over-index in their dislike of the current practices of data collectors. They are also less trusting that apps and services will handle their data as they should and are highly nervous about burglaries and harm resulting from sharing their location data.

Conversely, many say they don't currently think about who they share their data with and are not as likely to check and update their settings as consumers globally. This points to the privacy paradox being particularly pronounced in France.

Looking into the future, they seem particularly interested in trading their location data and in increased transparency when compared to the global average, especially knowing what their data is worth and when third parties are involved.

	Index*		Actual	
	Global	France	Global	France
I am happy to share my location data if there is something of value in it for me (agree strongly)	93	79	23%	20%
I do not like the current privacy practices of most data collectors (agree strongly)	108	123	36%	40%
I trust services/apps to handle data as they should (agree strongly)	77	55	19%	15%
I am nervous about burglaries, stalkers and digital/physical harm when sharing (agree strongly)	133	153	33%	39%
I don't think about who I share my location data with (agree strongly)	61	75	15%	19%
I check and update my location data settings (agree strongly)	89	75	22%	18%
I want to trade my location data and get a lot more in return than today (agree strongly)	81	110	20%	29%
I would be likely/very likely to share if I knew how much my data is worth to the data collector	83	90	51%	55%
I would be likely/very likely to share if I knew when third parties are involved	80	93	50%	57%
I would be likely/very likely to share if it saves time	98	106	62%	63%

\*See appendix for the calculation of the indices

# In Germany safety is paramount when it comes to sharing location data

German consumers stand out due to their high concern around sharing their location data - feeling vulnerable, stressed and out of control when settings are changed without notifications. They have a particularly low level of perceived control as well as trust in laws and regulations.

Consequently, they are more likely to restrict access and share location data with fewer apps than the global average. This behavior leads to relatively high perceived awareness of what their data is currently used for and why it is needed, but they have particularly low awareness around third party access and feel insecure about whether their data is stored safely.

Despite high awareness that their data is valuable, the Germans are least happy to share even if something of value is in it for them. They are the least interested country in knowing how much their data is worth and in selling it directly, and have low interest in receiving financial benefits or royalty fees when their data is sold to third parties.

	Index*		Actual	
	Global	Germany	Global	Germany
Share location data rarely or never	n/a	n/a	32%	36%
I feel out of control when services/apps change my location data settings during updates and I don't get notified (agree strongly)	141	170	35%	44%
Sharing my location data makes me feel vulnerable or stressed (agree strongly)	113	124	28%	32%
Laws and regulations ensure that no misuse of location data happens (agree strongly)	65	54	16%	14%
I check and update my location data setting (agree strongly)	89	101	22%	26%
I switch location data sharing on when I need it and switch off afterwards (agree strongly)	137	155	33%	40%
I only share my location data if I have no other option (agree strongly)	141	170	35%	43%
I have full control over my location data (agree strongly)	85	66	20%	17%
I am happy to share my location data if there is something of value in it for me (agree strongly)	93	62	23%	16%
Very likely/likely to share if I knew how much data is worth to data collector	83	71	51%	41%
Very likely/likely to share if I could sell my location data directly to interested parties and receive a financial benefit	80	70	48%	39%

# Consumers in Japan are the most anxious and strongly restrict access today, but are willing to share for greater convenience/time saving

The Japanese are the most cautious consumers of all markets; both claimed and actual location data sharing match to show a low sharing frequency. They are most anxious about sharing personal information digitally and about sharing location data. There are strong gaps in perceived transparency and control today: they are insecure about what other information is collected and what happens with their data once it is collected. They have little trust in data collectors and strongly dislike their current practices. Like the Germans, they are more likely to turn location data off when it is not needed.

They are more likely than consumers in other markets to share their location data for greater convenience and if they understand why their data is needed, how it is protected and that it is systematically deleted. They would like more control in terms of deleting their data history themselves, and pre-setting their sharing to off and on. Meanwhile, limiting third party access does not seem as much of a priority for them as in some other markets.

	Index*		Actual	
	Global	Japan	Global	Japan
Share location data always or very often	n/a	n/a	21	13
Share location data with 5 apps or fewer	n/a	n/a	56	66
I am concerned about sharing my personal information digitally (agree strongly)	146	200	50	32
I am nervous about burglaries, stalkers and digital/physical harm when sharing (agree strongly)	133	206	33	27
I switch location data sharing on when I need it and switch off afterwards (agree strongly)	137	153	34	20
I have full control over my location data (agree strongly)	85	61	21	8
I would be likely/very likely to share location data if I knew whether and how it was protected	110	122	68	57
I I would be likely/very likely to share location data if I could delete my history	113	120	68	54
I would be likely/very likely to share location data if it would make my life more convenient	106	122	66	68

\*See appendix for the calculation of the indices

# Dutch consumers value personalized services and increased control

The Dutch over-index on sharing location data only when they have no other option. They are cautious about sharing it even if there is something of value in it for them. Yet, there is relatively low concern when they find out that they share with more apps than they thought.

They are overall not particularly anxious about their data being mishandled and are more likely to trust the data collectors than consumers globally. They are also more aware that they can set their location sharing preferences to off by default.

They are more likely to share their data in exchange for personalized services, and if they are able to easily switch off sharing all together. They are more likely than consumers anywhere else to share their location data with government and tax authorities, but less likely to share with online retailers and ride hailing companies.

	Index*		Actual	
	Global	The Netherlands	Global	The Netherlands
I am happy to share my location data if there is something of value in it for me (agree strongly)	93	77	23%	15%
I only share my location data when I have no other option (agree strongly)	141	154	35%	30%
Somewhat/very unconcerned about sharing more than they thought	n/a	n/a	22	27
I trust services/apps to handle my data as they should (agree strongly)	77	108	19%	21%
I can pre-set to 'off' by default (agree strongly)	123	135	38%	34%
I would be likely/very likely to share for a personalized service	89	100	55%	62%
I would be likely/very likely to share if I could pre-set to 'off' by default	108	118	65%	64%
Very likely to share with...				
...governmental bodies	126	173	16%	17%
...tax authorities	110	163	14%	16%
...online retailers	118	81	15%	8%
...ride hailing services	118	81	15%	8%

\*See appendix for the calculation of the indices

# UK consumers are the least restrictive in their behavior and less anxious than others

Consumers in the UK have a more positive attitude about location data sharing than people in other markets and stand out most in terms of their location data sharing behavior: they are overall sharing most frequently, and share with more apps than the global average. They are also less likely to check, update and alter their settings than consumers globally.

They over-index on being happy to share when something of value is in it for them and on awareness that their data is valuable to many different data collectors. However, they are more likely to be insecure about what further personal information next to their location data is collected and what it is used for.

They are more likely than consumers globally to share their location data to receive additional service functions or financial benefits in return, and to grant access to tax authorities, banks and online retailers than consumers globally, and less likely to share with internet browsers.

	Index*		Actual	
	Global	UK	Global	UK
Share location data always or very often	n/a	n/a	21%	29%
I don't alter my settings once defined (agree strongly)	85	96	21%	24%
I check and update my settings (agree strongly)	89	76	22%	19%
I am happy to share my location data if there is something of value in it for me (agree strongly)	93	116	23%	28%
My personal information is valuable to many different data collectors (agree strongly)	114	127	39%	44%
I am nervous about burglaries, stalkers or digital/physical harm (agree strongly)	133	120	33%	30%
I know what further personal information is collected (agree strongly)	98	90	16%	12%
I know what my location data is used for (agree strongly)	111	105	16%	14%
(Very) likely to share for additional functionality of service	97	104	60%	70%
(Very) likely to share for financial benefits	111	116	70%	78%
Very likely to share with...				
...tax authorities	110	141	14%	18%
...banks	118	172	15%	22%
...online retailers	118	156	15%	20%
...internet browsers	110	78	14%	10%

\*See appendix for the calculation of the indices

# Americans trust ride hailing companies more than their government when it comes to location data

Consumers in the US show the fewest deviations from the global average.

They are less restrictive than others, along with comparatively high agreement that they are happy to share for some reward.

However, upon finding out that they share their data with more services or apps than they thought, they are more likely to be very concerned about this than in some other markets. They are also more likely to feel vulnerable or stressed when sharing their location data.

They are more likely than consumers globally to share when they receive transparency around third parties, and for benefits related to additional functions of an app or service.

They are more likely than consumers globally to share their location data with ride hailing companies and are the least likely country to share with governmental bodies.

	Index*		Actual	
	Global	US	Global	US
Very concerned about sharing with more apps than expected	n/a	n/a	22%	27%
I am happy to share my location data if there is something of value in it for me (agree strongly)	93	103	23%	29%
I only share my location data when I have no other option (agree strongly)	141	133	35%	36%
I switch location sharing on when I need it, and switch of afterwards (agree strongly)	137	125	33%	35%
Sharing makes me feel vulnerable or stressed (agree strongly)	113	125	29%	34%
(Very) likely to share if I knew when third parties are involved that use my data	80	87	50%	58%
(Very) likely to share for additional functionality of service	97	103	60%	69%
Very likely to share with...	118	156	15%	21%
	126	82	16%	11%

\*See appendix for the calculation of the indices

# 13 Appendix



# Appendix

<b>1. Methodology</b>	<b>66</b>
1.1 Methodology in Detail	67
1.2 Sample Profiles	68
1.3 Country Comparisons (Explanation of the Index)	76
<b>2. Stimulus</b>	<b>77</b>
2.1 Future Scenarios	78
2.2 Future Privacy Concepts	79
<b>3. Data</b>	<b>80</b>
3.1 General Attitudes Towards Digital Privacy	81
3.2 Location Data Attitudes	83
3.3 Frequency of Sharing Location Data	87
3.4 Number of Apps Accessing Location Data	89
3.5 Current Level of Transparency	91
3.6 Current Level of Control	93
3.7 Factors Influencing Willingness to Share – Benefits	95
3.8 Factors Influencing Willingness to Share – Industry of Data Collector	99
3.9 Factors Influencing Willingness to Share – Brand of Data Collector	111
3.10 Factors Influencing Willingness to Share – Transparency	113
3.11 Factors Influencing Willingness to Share – Control	119
3.12 Future Concepts – Overall Liking	123
3.13 Future Concepts – Likelihood To Use	125
3.14 Future Concepts – Attribute Ratings	127



1

# Methodology

# Methodology in Detail

In developing our research approach, we have considered the need for in-depth understanding of the complex topic privacy. This implies:

- Reliable sample sizes for the quantitative study, ensuring that the sample in each market is representative of the population:
  - In each market quotas were set, based on census data to ensure samples are nationally representative on age, gender, geographical spread and education levels. These were achieved in all markets. There is however some over-representation of higher education groups in Australia, France, Japan, The Netherlands and UK. Demographic profiles are shown on the following slides.
- Deploying question techniques that enable participants to talk about this complex topic which is both sensitive and something that many may not have thought about much in the past.
- Enriching the research findings with extensive desk research.

## Phase 1:

### Qualitative Exploration of Consumer Behaviors and Attitudes

To uncover and explore in detail the issues and behaviors around the past, current and possible future of digital privacy and especially location based tracking.

## Phase 2:

### Quantitative Measuring Behaviors and Attitudes

To focus on the measurement of data sharing, the willingness in the past and in the future scenarios and provide the ability to compare across age, gender, geography, other demographics and behavior.

## Phase 3:

### Qualitative In-depth interviews with experts in the field

To explore the view of tech writers, policy makers and industry leaders to build upon the consumer learnings and uncover their view of today and their future for location data collection and privacy behavior.

# Sample Profile: Australia

	Census	Survey
Base		1001
<b>GENDER</b>		
Male	51	49
Female	49	51
<b>AGE</b>		
16-24	20	20
25-34	22	22
35-44	21	20
45-54	20	20
55-65	18	18
<b>EDUCATION</b>		
Year 11 or below (includes Certificate I/II/other)	33	16
Year 12	19	21
Certificate III/IV	17	21
Advanced Diploma and Diploma	9	12
Bachelor Degree/ Graduate Diploma/ Graduate Certificate or Postgraduate degree	21	28
<b>REGION</b>		
East	82	80
Mid	8	9
West	10	11

# Sample Profile: Brazil

	Census	Survey
Base		1046
<b>GENDER</b>		
Male	50	53
Female	50	47
<b>AGE</b>		
16-24	24	25
25-34	24	25
35-44	22	22
45-54	18	18
55-65	13	10
<b>EDUCATION</b>		
Primary/secondary education	49	45
Undergraduate	45	42
Post graduate	4	9
Other	2	4
<b>REGION</b>		
North	8	6
North-East	28	28
Center-West	7	6
South-East	43	45
South	15	16

# Sample Profile: France

	Census	Survey
Base		1000
<b>GENDER</b>		
Male	50	49
Female	50	51
<b>AGE</b>		
16-24	19	17
25-34	19	20
35-44	20	21
45-54	21	22
55-65	20	20
<b>EDUCATION</b>		
Low	34	9
Middle	41	54
High	25	38
<b>REGION</b>		
Area 1	23	26
Area 2	33	31
Area 3	24	25
Area 4	23	19

# Sample Profile: Germany

	Census	Survey
Base		1001
<b>GENDER</b>		
Male	50	49
Female	50	51
<b>AGE</b>		
16-24	16	14
25-34	19	19
35-44	18	18
45-54	26	26
55-65	22	22
<b>EDUCATION</b>		
Low	17	19
Middle	60	52
High	23	27
<b>REGION</b>		
West	79	79
Berlin	4	4
East	17	16

# Sample Profile: Japan

	Census	Survey
Base		1004
<b>GENDER</b>		
Male	50	50
Female	50	50
<b>AGE</b>		
16-24	16	15
25-34	18	18
35-44	23	24
45-54	22	22
55-65	21	21
<b>EDUCATION</b>		
Low	12	3
Middle	57	55
High	31	41
<b>REGION</b>		
North	12	12
East	33	33
Middle	35	35
West	9	9
South	12	10



# Sample Profile: The Netherlands

	Census	Survey
Base		1007
<b>GENDER</b>		
Male	50	50
Female	50	50
<b>AGE</b>		
16-24	19	18
25-34	19	19
35-44	19	19
45-54	23	24
55-65	20	20
<b>EDUCATION</b>		
Low	34	19
Middle	42	48
High	24	33
<b>REGION</b>		
Amsterdam, Rotterdam, Den Haag	15	15
Rest West	29	29
North	11	11
East	20	19
South	25	25

# Sample Profile: UK

	Census	Survey
Base		1014
		%
<b>GENDER</b>		
Male	51	48
Female	49	52
<b>AGE</b>		
16-24	19	18
25-34	21	22
35-44	19	19
45-54	22	22
55-65	18	18
<b>EDUCATION</b>		
Low	52	39
Middle	12	19
High	36	42
<b>REGION</b>		
London/South East	29	28
Midlands/ East Anglia	23	23
Wales/ South West	11	11
North	28	28
Scotland	9	9

# Sample Profile: US

	Census	Survey
Base		1000
	%	%
<b>GENDER</b>		
Male	50	49
Female	50	51
<b>AGE</b>		
16-24	20	20
25-34	21	21
35-44	19	19
45-54	20	20
55-65	19	20
<b>EDUCATION</b>		
Less than high school	10	10
High school graduate	16	17
Associate's degree	5	6
Bachelor's degree	25	27
Master's degree	14	15
Some college or further education/ degree	30	24
<b>REGION</b>		
Northeast	17	19
Midwest	25	25
South	37	38
West	21	18

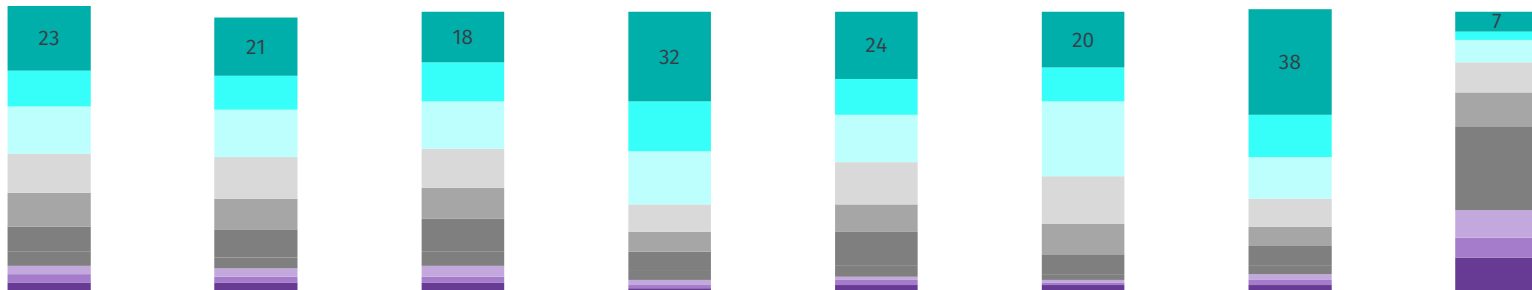
# Country comparisons (explanation of the index)

Due to cultural differences, participants in different countries respond differently, especially when it comes to ratings on scales of 1 to 4 or 1 to 10 which were used in this survey. The extremes are Brazilian consumers who tend to choose responses at the higher end of the scale and Japanese consumers who tend to choose the lower end of the scales.

For this reason, we cannot compare percentages for agreement and disagreement across countries in a meaningful way unless we apply a mechanism of normalization. The most appropriate approach for this survey was to create an index for each response which is based on the average for each country. This allows us to compare the relative rating for each attitude or agreement with different statements across

markets without the bias of these cultural differences. The average for each country is reflected by an index of or around 100. A larger index indicates high ratings for an attribute in the respective market relative to other attributes, and an index lower than 100 indicates low ratings for an attribute in the respective market relative to other attributes.

## Example of cultural bias in response to: “Connecting with friends is important to me”





2

# Stimulus

# Stimulus: Futuristic Scenarios

## Scenario 1: autonomous vehicle

Imagine a future situation in which you get into your autonomous, self-driving car, run some errands, drive across a toll bridge to meet with a friend for lunch, and then return home. While you were in your car, you listened to music, looked online for clothing, and made a phone call. Lots of other vehicles and machines have communicated and shared data with your car for a variety of reasons. Throughout your trip, beacons (devices that detect and share data) collected information about your car and your location to calculate your route, pay the toll and set up a meeting point with your friend.

## Scenario 2: drone

Imagine a future situation in which you go with your friends on a ski or hiking vacation in a remote area in the mountains. You are caught in an avalanche and cannot contact anybody underneath the snow. You and your group have been injured and need to be rescued. A wearable tracking device is monitoring your body's vital signs (e.g. temperature, breathing rate etc.) and notices you are injured. It alerts rescue drones, who can find you, rescue you from the snow, and transport you to the nearest hospital. Throughout the rescue the drones collected and shared your location and health data with the authorities and the hospital, and delivered a first aid kit.

# Stimulus: Privacy Concepts

## Create your own privacy profile

In a car that is used by multiple drivers in Dora's family, Dora has created her **privacy profile**. She can access it through the car's dashboard.

### Her **privacy profile**:

- allows Dora to choose a variety of connectivity settings and select with whom to share her location and car sensor data with, similar to accepting or blocking "third-party cookies" to control the flow of personal information when using a website.
- automatically adjusts the car's communications and sensor technologies to meet the privacy choices of Dora.

## Choose a privacy service

Ivan has chosen a **privacy service**, subscribed to their service and created an account. He can access his account online anytime through any device.

### This **privacy service**:

- manages the privacy settings based on his preferences of any vehicle, drone or other location-enabled device that Ivan has registered.
- uses custom "Whitelists" (anyone Ivan has approved of) and "blacklists" (anyone that Ivan has blocked) to protect his privacy.
- provides crowd-sourced expertise and real-time updates around different data collectors.
- creates a comprehensive privacy history log for an additional level of security.

## Train your personal data manager

Adrian created his virtual **personal data manager**, that is based on Artificial Intelligence and translates complicated privacy options into a conversation. Adrian can communicate with it through any virtual assistant (e.g. Alexa, Cortana) using smart speakers. This makes it easier for Adrian to understand his privacy choices and helps him make decisions.

### The **personal data manager**:

- negotiates on Adrian's behalf with different data collectors to ensure that he receives the best possible benefits for sharing his location data.
- monitors changes in terms and conditions and any benefits that data collectors offer to Adrian in exchange for his location data, and notifies Adrian on these changes.
- learns Adrian's preferences over time.



3

Data



# General Attitudes Towards Digital Privacy 1/2

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## GENERAL ATTITUDES TOWARDS DIGITAL PRIVACY

I am concerned about sharing my personal information digitally

Top 3 (codes 8-10)	49	56	49	53	51	48	35	74	32	45	47	49	51	57
Bottom 3 (codes 1-3)	9	8	9	8	10	11	11	4	18	12	11	10	9	8
Middle (codes 4-7)	40	37	41	39	39	42	53	22	50	44	42	40	39	35

Sharing personal information is vital and necessary in our digitalized and connected world

Top 3 (codes 8-10)	19	21	20	19	16	14	11	39	9	18	22	23	17	14
Bottom 3 (codes 1-3)	29	27	26	26	36	38	28	21	36	29	24	28	32	35
Middle (codes 4-7)	52	51	55	53	47	49	61	40	56	53	53	51	52	50

My personal information is valuable for many different data collectors

Top 3 (codes 8-10)	39	48	44	37	48	37	33	54	12	33	39	40	42	43
Bottom 3 (codes 1-3)	14	14	10	12	11	15	14	11	34	17	13	15	15	16
Middle (codes 4-7)	46	39	45	50	39	48	54	35	55	50	47	45	43	41

I do not like the current privacy practices of most data collectors

Top 3 (codes 8-10)	36	43	39	42	39	40	32	37	20	32	35	38	38	42
Bottom 3 (codes 1-3)	13	13	10	9	13	12	9	17	20	15	14	12	12	11
Middle (codes 4-7)	51	44	51	49	48	48	58	47	60	54	51	50	51	47

I am aware what happens with my personal information after I shared it with a data collector

Top 3 (codes 8-10)	25	31	22	25	33	26	17	46	9	27	28	25	25	25
Bottom 3 (codes 1-3)	24	27	27	21	21	27	23	14	36	24	21	25	25	27
Middle (codes 4-7)	50	44	50	54	46	48	59	41	56	50	49	50	51	49

# General Attitudes Towards Digital Privacy 2/2

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## GENERAL ATTITUDES TOWARDS DIGITAL PRIVACY

I am concerned about sharing my personal information digitally

Top 3 (codes 8-10)	49	43	46	62	58	44	60	59	44	51	50	50
Bottom 3 (codes 1-3)	9	14	8	9	9	12	10	14	10	10	9	11
Middle (codes 4-7)	40	43	46	30	35	45	31	28	45	39	41	41

Sharing personal information is vital and necessary in our digitalized and connected world

Top 3 (codes 8-10)	19	38	17	9	34	6	10	5	29	14	26	13
Bottom 3 (codes 1-3)	29	12	22	48	20	39	45	55	19	31	20	33
Middle (codes 4-7)	52	50	60	42	47	55	45	40	52	55	54	53

My personal information is valuable for many different data collectors

Top 3 (codes 8-10)	39	49	39	37	55	26	42	30	40	36	49	36
Bottom 3 (codes 1-3)	14	8	11	21	8	21	16	30	12	17	8	18
Middle (codes 4-7)	46	42	50	42	36	53	41	39	49	47	43	46

I do not like the current privacy practices of most data collectors

Top 3 (codes 8-10)	36	32	33	47	44	31	47	46	33	33	39	35
Bottom 3 (codes 1-3)	13	15	10	13	11	15	11	15	13	14	10	14
Middle (codes 4-7)	51	53	58	41	46	54	42	38	54	53	51	51

I am aware what happens with my personal information after I shared it with a data collector

Top 3 (codes 8-10)	25	39	24	22	40	13	23	17	33	20	34	21
Bottom 3 (codes 1-3)	24	15	21	31	17	31	32	39	15	30	18	28
Middle (codes 4-7)	50	44	55	46	43	56	45	44	52	48	48	52

# Location Data Attitudes 1/4

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
<b>LOCATION DATA ATTITUDES</b>														
<b>I don't think about who I share my location data with</b>														
Top 3 (codes 8-10)	15	14	15	15	13	19	12	24	12	18	18	17	13	12
Bottom 3 (codes 1-3)	43	50	46	44	56	31	41	40	39	39	37	41	47	53
Middle (codes 4-7)	42	37	39	41	32	50	47	36	49	44	44	43	41	36
<b>I trust the services/apps I use to handle my location data as they should</b>														
Top 3 (codes 8-10)	19	20	18	17	18	15	21	32	8	20	23	20	17	15
Bottom 3 (codes 1-3)	32	33	30	31	37	38	20	25	42	27	27	32	34	39
Middle (codes 4-7)	49	49	51	53	44	48	59	42	49	52	51	49	50	45
<b>Laws and regulations ensure that no misuse of location data happens</b>														
Top 3 (codes 8-10)	16	17	15	17	14	15	11	29	9	19	19	18	14	11
Bottom 3 (codes 1-3)	36	42	35	35	41	34	30	29	42	29	28	35	38	47
Middle (codes 4-7)	48	43	50	48	45	51	59	42	48	54	52	46	47	42
<b>I check and update my location data settings</b>														
Top 3 (codes 8-10)	22	24	19	22	26	18	19	38	9	21	24	23	21	22
Bottom 3 (codes 1-3)	32	32	37	30	29	36	26	21	46	31	27	31	32	40
Middle (codes 4-7)	46	44	44	49	45	46	54	42	44	49	49	46	47	39
<b>I don't alter my location data settings once defined</b>														
Top 3 (codes 8-10)	21	24	24	22	19	22	18	31	11	23	23	22	19	21
Bottom 3 (codes 1-3)	32	32	30	30	40	32	26	29	43	30	29	34	33	38
Middle (codes 4-7)	46	46	46	47	41	46	57	39	46	47	48	46	47	42
<b>I switch on location data sharing when I need to do it, and switch off afterwards</b>														
Top 3 (codes 8-10)	33	35	33	34	40	33	29	44	21	37	35	34	31	30
Bottom 3 (codes 1-3)	24	25	27	22	22	24	22	18	34	22	20	21	27	31
Middle (codes 4-7)	43	41	41	44	38	44	50	38	45	42	45	45	41	38
<b>I only share my location data when I have no other option</b>														
Top 3 (codes 8-10)	35	36	35	33	43	37	30	45	17	32	36	33	35	38
Bottom 3 (codes 1-3)	21	23	21	20	18	20	16	18	34	22	18	21	22	22
Middle (codes 4-7)	46	42	44	49	39	44	53	37	49	48	47	46	43	41



# Location Data Attitudes 2/4

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771
<b>LOCATION DATA ATTITUDES</b>												
<b>I don't think about who I share my location data with</b>												
Top 3 (codes 8-10)	15	29	13	9	23	9	9	10	24	12	17	12
Bottom 3 (codes 1-3)	43	24	39	61	39	47	62	62	26	48	44	48
Middle (codes 4-7)	42	46	48	29	39	44	29	28	51	40	39	39
<b>I trust the services/apps I use to handle my location data as they should</b>												
Top 3 (codes 8-10)	19	38	16	10	30	9	10	8	27	18	23	15
Bottom 3 (codes 1-3)	32	13	25	52	24	39	47	56	21	31	24	36
Middle (codes 4-7)	49	48	58	39	46	51	43	36	51	50	52	50
<b>Laws and regulations ensure that no misuse of location data happens</b>												
Top 3 (codes 8-10)	16	31	14	10	26	8	9	7	23	13	20	13
Bottom 3 (codes 1-3)	36	20	31	50	28	42	50	61	22	39	33	39
Middle (codes 4-7)	48	49	55	40	47	51	42	33	55	46	47	49
<b>I check and update my location data settings</b>												
Top 3 (codes 8-10)	22	31	19	21	34	12	20	14	27	18	27	19
Bottom 3 (codes 1-3)	32	26	28	39	23	41	40	53	21	37	28	36
Middle (codes 4-7)	46	44	53	39	44	48	39	32	52	46	44	45
<b>I don't alter my location data settings once defined</b>												
Top 3 (codes 8-10)	21	36	18	16	29	15	19	19	26	20	25	17
Bottom 3 (codes 1-3)	32	20	30	45	29	36	42	46	21	34	32	37
Middle (codes 4-7)	46	44	52	40	42	49	38	35	53	45	44	44
<b>I switch on location data sharing when I need to do it, and switch off afterwards</b>												
Top 3 (codes 8-10)	33	33	32	39	44	25	36	30	31	35	36	34
Bottom 3 (codes 1-3)	24	26	19	26	18	30	29	44	19	24	24	25
Middle (codes 4-7)	43	41	48	34	39	46	35	28	50	41	39	42
<b>I only share my location data when I have no other option</b>												
Top 3 (codes 8-10)	35	32	32	44	43	28	43	39	31	37	33	35
Bottom 3 (codes 1-3)	21	27	15	21	17	23	22	26	17	22	23	22
Middle (codes 4-7)	46	42	53	35	40	48	35	34	52	42	44	44



# Location Data Attitudes 3/4

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## LOCATION DATA ATTITUDES

I am happy to share my location data if there is something of value in it for me

Top 3 (codes 8-10)	23	29	28	24	16	20	15	35	13	25	27	23	22	17
Bottom 3 (codes 1-3)	31	27	22	25	44	32	31	25	39	26	24	30	33	41
Middle (codes 4-7)	47	46	50	51	39	47	54	38	49	50	49	48	46	42

I have full control over my location data

Top 3 (codes 8-10)	20	24	21	21	17	22	16	35	9	21	23	21	20	18
Bottom 3 (codes 1-3)	31	31	31	28	37	32	26	25	44	29	25	32	35	38
Middle (codes 4-7)	48	45	48	52	45	47	57	40	48	50	52	47	45	43

I want to trade my location data and get a lot more in return than today

Top 3 (codes 8-10)	20	22	22	16	18	29	18	27	10	19	23	22	18	18
Bottom 3 (codes 1-3)	35	35	32	35	49	25	29	36	40	34	29	33	39	42
Middle (codes 4-7)	44	43	46	48	32	47	52	38	49	46	48	46	43	41

I am nervous about burglaries, stalkers or digital/physical harm when sharing my location data

Top 3 (codes 8-10)	33	36	30	33	34	39	20	47	26	29	31	33	35	38
Bottom 3 (codes 1-3)	23	25	28	22	28	19	26	16	25	25	23	23	22	24
Middle (codes 4-7)	44	40	43	47	39	43	55	36	47	46	46	44	42	40

I feel out of control when services/apps change my location data settings during updates and I don't get notified

Top 3 (codes 8-10)	35	40	37	40	44	36	28	47	9	32	34	33	35	42
Bottom 3 (codes 1-3)	21	19	20	14	18	20	18	16	40	21	19	21	20	22
Middle (codes 4-7)	45	40	45	46	38	44	54	37	49	45	47	47	44	36

Sharing my location data makes me feel vulnerable or stressed

Top 3 (codes 8-10)	29	34	27	30	32	28	18	42	18	25	29	28	28	32
Bottom 3 (codes 1-3)	25	22	27	18	25	23	30	17	34	27	23	24	23	26
Middle (codes 4-7)	47	45	46	50	43	49	52	42	48	49	48	48	48	42

# Location Data Attitudes 4/4

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## LOCATION DATA ATTITUDES

I am happy to share my location data if there is something of value in it for me

Top 3 (codes 8-10)	23	45	24	10	36	11	13	10	30	22	35	19
Bottom 3 (codes 1-3)	31	10	22	53	21	39	47	61	19	33	20	34
Middle (codes 4-7)	47	45	55	38	42	50	41	30	50	47	46	48

I have full control over my location data

Top 3 (codes 8-10)	20	31	16	20	31	12	17	13	26	16	25	17
Bottom 3 (codes 1-3)	31	23	31	38	23	39	43	49	21	36	27	35
Middle (codes 4-7)	48	46	52	42	46	49	40	39	53	47	48	47

I want to trade my location data and get a lot more in return than today

Top 3 (codes 8-10)	20	35	20	14	32	10	16	11	27	16	25	17
Bottom 3 (codes 1-3)	35	19	29	53	27	41	47	61	22	37	29	41
Middle (codes 4-7)	44	47	51	36	41	47	37	29	51	46	45	43

I am nervous about burglaries, stalkers or digital/physical harm when sharing my location data

Top 3 (codes 8-10)	33	33	27	42	40	27	38	42	33	33	34	31
Bottom 3 (codes 1-3)	23	26	23	20	20	25	24	28	19	25	25	26
Middle (codes 4-7)	44	40	49	38	39	47	38	30	48	43	42	43

I feel out of control when services/apps change my location data settings during updates and I don't get notified

Top 3 (codes 8-10)	35	37	32	42	44	28	40	44	32	37	38	34
Bottom 3 (codes 1-3)	21	21	17	21	16	24	19	26	17	19	22	24
Middle (codes 4-7)	45	42	50	37	40	47	41	29	51	44	39	42

Sharing my location data makes me feel vulnerable or stressed

Top 3 (codes 8-10)	29	26	23	38	34	23	33	39	30	27	26	26
Bottom 3 (codes 1-3)	25	31	22	20	22	26	25	29	18	24	28	28
Middle (codes 4-7)	47	42	55	41	43	51	41	32	52	48	44	47

# Frequency of Sharing Location Data 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FREQUENCY OF SHARING LOCATION DATA

(6) I (almost) always share my location data when asked	9	9	10	8	7	9	10	17	5	9	12	10	9	6
(5) I very often share my location data when asked	12	14	19	11	11	12	8	11	8	13	15	12	10	9
(4) I usually share my location data when asked	16	19	18	16	17	16	19	11	17	19	19	16	15	14
(3) I sometimes share my location data when asked	26	28	27	29	27	23	29	27	17	27	24	24	27	28
(2) I rarely share my location data when asked	18	17	16	17	21	15	15	22	18	18	15	18	18	19
(1) I (almost) never share my location data when asked	14	12	8	15	15	21	16	8	15	10	11	14	16	18
I have never been asked	5	2	2	3	2	4	3	4	20	4	4	6	6	6

# Frequency of Sharing Location Data 2/2

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FREQUENCY OF SHARING LOCATION DATA

(6) I (almost) always share my location data when asked	9	44	0	0	14	6	5	4	16	7	11	7
(5) I very often share my location data when asked	12	56	0	0	17	8	6	4	16	11	17	10
(4) I usually share my location data when asked	16	0	39	0	18	15	12	8	18	16	20	16
(3) I sometimes share my location data when asked	26	0	61	0	26	25	26	23	21	30	31	27
(2) I rarely share my location data when asked	18	0	0	56	14	21	24	24	12	19	13	21
(1) I (almost) never share my location data when asked	14	0	0	44	9	18	23	28	10	14	6	15
I have never been asked	5	-	-	-	2	8	5	9	7	4	2	4



# Number of Apps Accessing Location Data 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## ACTUAL DATA SHARING – NUMBER OF APPS ACCESSING LOCATION DATA

0	13	11	11	15	14	16	11	5	19	7	9	13	16	19
1-5	44	40	36	39	42	44	39	57	46	44	46	44	41	39
6-10	20	22	21	19	19	17	22	21	14	21	21	20	18	17
11-15	9	10	9	8	9	8	10	7	7	10	9	9	8	8
16-20	5	5	7	5	5	4	5	2	4	6	5	4	5	4
21-25	2	3	3	2	2	2	2	2	1	2	2	2	2	2
26-30+	5	6	7	6	4	4	4	3	3	4	5	5	4	4
I wasn't able to find this information	5	3	5	5	4	5	7	3	5	4	3	4	5	7

# Number of Apps Accessing Location Data 2/2

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## ACTUAL DATA SHARING – NUMBER OF APPS ACCESSING LOCATION DATA

0	13	3	6	24	7	18	22	36	9	8	4	14
1-5	44	38	45	46	44	43	43	41	48	41	38	42
6-10	20	27	21	14	22	17	16	9	22	19	24	18
11-15	9	12	10	5	10	7	6	4	8	9	12	9
16-20	5	7	5	3	5	4	3	1	4	7	8	4
21-25	2	3	2	1	3	1	1	2	2	3	3	2
26-30+	5	8	5	2	6	3	3	1	4	7	9	4
I wasn't able to find this information	5	3	5	5	3	6	6	6	3	6	2	6

# Current Level of Transparency 1/2

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
<b>CURRENT LEVEL OF TRANSPARENCY</b>														
<b>I know why my location data is needed</b>														
Top 3 (codes 8-10)	20	24	17	17	23	18	15	35	9	23	24	20	17	17
Bottom 3 (codes 1-3)	32	31	33	33	32	35	30	22	45	29	28	32	33	39
Middle (codes 4-7)	48	46	50	50	44	47	54	44	46	49	47	48	49	46
<b>I know what my location data is used for</b>														
Top 3 (codes 8-10)	16	20	14	17	18	14	12	32	7	18	21	16	14	13
Bottom 3 (codes 1-3)	38	38	38	36	42	46	35	24	45	34	34	38	40	44
Middle (codes 4-7)	44	43	47	47	41	41	52	44	48	48	45	45	47	42
<b>I know when third parties are involved that use my location data</b>														
Top 3 (codes 8-10)	13	16	13	13	12	11	10	26	6	15	18	14	11	9
Bottom 3 (codes 1-3)	47	47	48	44	54	49	42	37	55	44	40	46	50	56
Middle (codes 4-7)	40	37	40	42	34	41	49	37	39	41	41	41	40	36
<b>I know which third parties are involved that use my location data</b>														
Top 3 (codes 8-10)	12	15	14	13	11	13	8	26	5	15	17	13	11	9
Bottom 3 (codes 1-3)	48	49	51	49	56	49	45	36	54	47	42	47	51	56
Middle (codes 4-7)	38	36	36	38	33	39	46	37	40	38	42	40	37	34
<b>I know what further personal information next to my location data is collected</b>														
Top 3 (codes 8-10)	16	18	12	13	15	13	11	30	8	16	19	15	13	12
Bottom 3 (codes 1-3)	42	43	45	42	46	45	40	30	49	38	36	42	44	52
Middle (codes 4-7)	42	38	43	44	39	44	50	40	42	46	44	43	42	38
<b>I know where my location data is stored and for how long</b>														
Top 3 (codes 8-10)	12	15	10	11	10	11	8	27	5	13	17	15	10	8
Bottom 3 (codes 1-3)	52	50	55	51	60	53	49	35	57	51	44	48	53	59
Middle (codes 4-7)	36	35	34	37	29	35	42	38	38	36	38	37	37	32
<b>I know that my location data is stored safe and secure</b>														
Top 3 (codes 8-10)	16	19	16	14	13	15	12	35	5	18	20	17	14	12
Bottom 3 (codes 1-3)	41	44	41	40	48	44	35	26	51	38	35	42	41	48
Middle (codes 4-7)	43	38	45	46	39	41	52	40	45	45	46	42	44	41

# Current Level of Transparency 2/2

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771
<b>CURRENT LEVEL OF TRANSPARENCY</b>												
<b>I know why my location data is needed</b>												
Top 3 (codes 8-10)	20	34	19	14	33	9	11	11	27	16	27	17
Bottom 3 (codes 1-3)	32	18	25	48	21	41	46	58	21	35	26	36
Middle (codes 4-7)	48	48	56	38	45	49	43	31	52	48	48	47
<b>I know what my location data is used for</b>												
Top 3 (codes 8-10)	16	32	15	11	29	6	9	6	26	12	22	12
Bottom 3 (codes 1-3)	38	22	31	54	27	47	52	62	25	41	33	42
Middle (codes 4-7)	44	46	55	35	44	46	39	32	49	47	45	45
<b>I know when third parties are involved that use my location data</b>												
Top 3 (codes 8-10)	13	27	12	9	24	4	6	4	24	9	15	9
Bottom 3 (codes 1-3)	47	31	43	61	37	55	63	72	29	53	43	54
Middle (codes 4-7)	40	43	46	31	39	41	32	24	48	38	42	37
<b>I know which third parties are involved that use my location data</b>												
Top 3 (codes 8-10)	12	27	11	8	23	4	6	1	23	9	16	8
Bottom 3 (codes 1-3)	48	31	45	63	39	57	64	76	28	57	46	56
Middle (codes 4-7)	38	41	44	28	38	39	29	22	47	35	38	36
<b>I know what further personal information next to my location data is collected</b>												
Top 3 (codes 8-10)	16	29	14	10	26	5	9	6	25	10	19	11
Bottom 3 (codes 1-3)	42	28	38	57	31	51	57	70	26	47	38	48
Middle (codes 4-7)	42	44	50	33	42	44	33	23	49	44	44	42
<b>I know where my location data is stored and for how long</b>												
Top 3 (codes 8-10)	12	25	11	8	23	4	6	2	23	8	14	8
Bottom 3 (codes 1-3)	52	35	49	66	42	60	67	77	30	61	49	58
Middle (codes 4-7)	36	40	40	27	36	37	27	21	46	30	36	34
<b>I know that my location data is stored safe and secure</b>												
Top 3 (codes 8-10)	16	32	14	9	28	6	9	7	26	10	21	11
Bottom 3 (codes 1-3)	41	23	34	59	31	50	56	67	26	44	35	46
Middle (codes 4-7)	43	46	51	32	41	45	35	26	47	44	44	42



# Current Level of Control 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## CURRENT LEVEL OF CONTROL

I can withdraw access to my location data anytime

Top 3 (codes 8-10)	31	34	29	31	36	36	27	45	16	34	33	29	30	32
Bottom 3 (codes 1-3)	24	22	25	22	21	19	19	15	41	20	18	24	25	27
Middle (codes 4-7)	45	44	44	47	43	46	55	40	42	46	48	46	44	40

I can delete my location data history

Top 3 (codes 8-10)	26	27	21	25	26	30	21	45	12	25	26	26	25	27
Bottom 3 (codes 1-3)	32	35	38	34	32	25	30	18	50	34	28	31	32	36
Middle (codes 4-7)	42	39	41	42	43	44	50	38	39	42	46	42	43	37

I can easily change my permissions and preferences regarding my location data

Top 3 (codes 8-10)	31	36	31	31	33	30	23	42	21	32	35	29	29	29
Bottom 3 (codes 1-3)	21	18	21	19	19	21	20	14	34	17	16	21	22	28
Middle (codes 4-7)	48	46	48	50	48	51	56	43	44	50	49	49	49	43

I can pre-set my location data sharing preferences to be 'off' by default

Top 3 (codes 8-10)	38	40	37	38	45	37	34	45	27	39	39	35	37	38
Bottom 3 (codes 1-3)	20	19	23	18	15	16	18	16	31	16	16	19	21	24
Middle (codes 4-7)	43	41	41	43	39	47	48	41	43	44	45	45	42	39

I can pre-set my location data sharing preferences to be 'on' by default

Top 3 (codes 8-10)	28	29	27	27	33	28	21	39	24	30	31	27	27	26
Bottom 3 (codes 1-3)	28	27	30	30	25	25	27	19	35	24	22	27	28	36
Middle (codes 4-7)	45	45	43	44	40	47	52	42	43	46	47	46	43	39

# Current Level of Control 2/2

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## CURRENT LEVEL OF CONTROL

I can withdraw access to my location data anytime

Top 3 (codes 8-10)	31	40	30	32	44	22	31	22	32	30	38	31
Bottom 3 (codes 1-3)	24	16	19	28	15	30	28	42	19	27	17	24
Middle (codes 4-7)	45	43	50	41	41	48	40	36	49	42	46	45

I can delete my location data history

Top 3 (codes 8-10)	26	34	24	25	37	16	26	19	32	22	29	22
Bottom 3 (codes 1-3)	32	27	31	37	24	38	37	49	23	41	30	35
Middle (codes 4-7)	42	39	46	39	38	45	36	32	45	38	41	43

I can easily change my permissions and preferences regarding my location data

Top 3 (codes 8-10)	31	41	29	28	45	20	28	19	32	29	39	30
Bottom 3 (codes 1-3)	21	14	16	28	11	28	29	39	16	24	14	21
Middle (codes 4-7)	48	46	54	44	43	53	44	44	51	47	46	49

I can pre-set my location data sharing preferences to be 'off' by default

Top 3 (codes 8-10)	38	41	36	42	50	28	39	30	35	39	44	38
Bottom 3 (codes 1-3)	20	18	16	20	12	25	24	35	17	22	15	19
Middle (codes 4-7)	43	41	49	36	38	48	37	35	49	38	41	44

I can pre-set my location data sharing preferences to be 'on' by default

Top 3 (codes 8-10)	28	41	26	26	41	19	25	23	32	27	34	26
Bottom 3 (codes 1-3)	28	15	23	37	18	34	39	46	18	31	23	29
Middle (codes 4-7)	45	44	51	38	41	47	37	30	49	43	45	45

# Factors Influencing Willingness to Share – Benefits 1/4

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - BENEFITS

I would be ... to share if sharing my location data...  
is necessary to enable a service

(4) Very likely to share	23	28	26	23	21	22	21	31	13	28	25	23	20	20
(3) Likely to share	49	51	55	53	53	41	53	42	49	47	48	48	52	52
(2) Not very likely to share	19	16	15	16	19	22	18	19	27	19	18	20	19	18
(1) Not at all likely to share	8	5	4	8	8	15	8	8	11	7	8	9	8	11

Gives me financial benefits such as discounts and rewards

(4) Very likely to share	27	29	31	22	22	29	17	39	22	30	31	27	23	20
(3) Likely to share	43	46	47	48	38	37	45	37	44	41	42	42	45	44
(2) Not very likely to share	20	18	15	19	24	18	25	16	22	19	17	20	20	21
(1) Not at all likely to share	11	8	7	11	16	16	13	8	12	10	10	10	12	14

Makes my life more convenient

(4) Very likely to share	20	19	20	16	14	25	16	27	18	21	23	21	17	15
(3) Likely to share	46	49	52	47	43	42	48	38	50	46	48	46	46	45
(2) Not very likely to share	23	24	20	24	28	19	25	21	22	22	20	23	24	26
(1) Not at all likely to share	11	8	7	12	14	14	11	13	10	11	8	10	13	14

Gives me additional useful and relevant information

(4) Very likely to share	17	16	15	13	13	19	15	32	15	20	20	17	15	13
(3) Likely to share	47	48	53	49	48	43	48	43	45	47	47	45	49	48
(2) Not very likely to share	24	27	24	27	26	23	25	18	27	23	23	27	25	25
(1) Not at all likely to share	11	9	8	11	13	16	12	7	13	10	10	11	11	14

Gives me additional functionality of service

(4) Very likely to share	15	17	15	13	11	16	10	28	9	16	18	16	13	10
(3) Likely to share	45	52	55	50	42	40	48	41	37	45	45	44	47	45
(2) Not very likely to share	28	23	23	26	33	26	29	23	39	28	27	28	28	29
(1) Not at all likely to share	12	9	7	11	14	18	13	8	15	10	10	12	12	16

Saves time

(4) Very likely to share	18	19	15	13	14	22	14	35	13	22	22	18	16	13
(3) Likely to share	43	44	49	45	39	41	44	40	44	44	45	44	43	39
(2) Not very likely to share	26	27	25	28	31	20	28	17	31	23	23	26	27	29
(1) Not at all likely to share	13	10	12	14	16	17	14	8	12	11	10	12	13	18

# Factors Influencing Willingness to Share – Benefits 2/4

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - BENEFITS

I would be ... to share if sharing my location data if it...

Is necessary to enable a service

(4) Very likely to share	23	40	24	13	31	17	17	12	25	25	32	22
(3) Likely to share	49	47	57	43	48	50	49	47	46	51	52	51
(2) Not very likely to share	19	10	15	28	15	22	20	26	20	18	12	19
(1) Not at all likely to share	8	3	4	15	6	11	14	15	9	5	3	8

Gives me financial benefits such as discounts and rewards

(4) Very likely to share	27	48	27	13	36	19	18	14	29	29	39	24
(3) Likely to share	43	38	51	36	41	44	39	40	41	48	43	44
(2) Not very likely to share	20	10	17	29	15	23	25	24	20	17	12	20
(1) Not at all likely to share	11	4	5	22	8	14	18	22	10	7	6	12

Makes my life more convenient

(4) Very likely to share	20	41	18	9	27	14	10	7	25	18	29	16
(3) Likely to share	46	45	58	33	48	45	42	35	45	50	51	47
(2) Not very likely to share	23	10	20	36	18	27	28	36	20	25	15	25
(1) Not at all likely to share	11	4	5	23	8	14	20	22	10	7	4	11

Gives me additional useful and relevant information

(4) Very likely to share	17	35	15	8	24	11	10	6	23	15	25	14
(3) Likely to share	47	51	57	34	48	46	42	35	45	52	53	48
(2) Not very likely to share	24	11	22	36	20	28	30	33	22	25	18	26
(1) Not at all likely to share	11	3	5	22	7	14	18	26	10	9	4	11

Gives me additional functionality of service

(4) Very likely to share	15	35	12	6	22	9	7	4	21	11	24	12
(3) Likely to share	45	49	57	31	49	43	42	34	44	50	52	45
(2) Not very likely to share	28	13	25	40	21	33	31	38	24	28	19	31
(1) Not at all likely to share	12	4	5	23	8	15	20	24	10	10	4	12

Saves time

(4) Very likely to share	18	38	17	8	26	12	9	7	26	15	25	15
(3) Likely to share	43	47	53	29	45	42	38	28	44	44	52	43
(2) Not very likely to share	26	11	24	37	20	30	31	39	21	30	19	27
(1) Not at all likely to share	13	4	6	26	9	16	22	26	10	10	4	15



# Factors Influencing Willingness to Share – Benefits 3/4

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - BENEFITS

I would be ... to share if sharing my location data if it...

### Saves money

(4) Very likely to share	29	32	32	25	23	31	24	41	21	31	33	30	27	22
(3) Likely to share	44	46	48	45	42	38	48	37	46	44	43	43	43	46
(2) Not very likely to share	18	15	13	19	21	18	19	12	23	16	16	17	19	20
(1) Not at all likely to share	10	7	6	10	14	13	9	9	10	9	8	9	11	13

### Increases safety in the car (e.g. Advanced Driver Assistance Systems)

(4) Very likely to share	32	37	33	30	31	32	30	38	23	37	33	31	29	28
(3) Likely to share	41	42	45	41	44	37	40	37	46	38	44	41	43	41
(2) Not very likely to share	16	14	15	18	16	17	18	16	18	16	15	17	16	18
(1) Not at all likely to share	11	8	8	11	9	14	12	9	14	9	9	11	12	13

### Enables a personalized service

(4) Very likely to share	14	14	13	9	11	17	13	27	8	16	18	15	12	9
(3) Likely to share	41	45	43	43	35	37	48	41	36	40	41	40	43	41
(2) Not very likely to share	30	30	30	30	33	27	28	21	39	30	28	31	30	31
(1) Not at all likely to share	15	12	14	17	20	19	12	11	17	14	13	14	16	19

### Enables personalized advertising

(4) Very likely to share	8	8	6	5	4	10	5	17	5	9	11	8	6	4
(3) Likely to share	18	19	20	17	13	17	17	29	15	19	21	19	18	14
(2) Not very likely to share	31	35	37	34	24	22	31	28	37	30	30	32	32	32
(1) Not at all likely to share	43	38	37	43	59	51	47	26	42	43	38	41	44	50

# Factors Influencing Willingness to Share – Benefits 4/4

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771
FACTORS INFLUENCING WILLINGNESS - BENEFITS												
I would be ... to share if sharing my location data if it...												
Saves money												
(4) Very likely to share	29	51	30	14	38	21	20	15	33	29	41	26
(3) Likely to share	44	36	52	39	42	46	41	45	40	49	44	46
(2) Not very likely to share	18	9	13	28	13	21	23	23	17	16	12	18
(1) Not at all likely to share	10	4	4	19	7	12	17	17	9	7	3	10
Increases safety in the car (e.g. Advanced Driver Assistance Systems)												
(4) Very likely to share	32	49	34	19	41	24	24	19	32	36	49	29
(3) Likely to share	41	36	46	40	40	42	42	41	42	42	40	41
(2) Not very likely to share	16	10	15	22	12	20	19	19	18	15	8	17
(1) Not at all likely to share	11	5	6	18	7	14	15	21	9	7	3	13
Enables a personalized service												
(4) Very likely to share	14	32	12	6	21	9	8	4	21	10	21	11
(3) Likely to share	41	48	51	26	44	38	34	26	42	47	48	40
(2) Not very likely to share	30	16	29	39	24	34	33	42	26	31	25	32
(1) Not at all likely to share	15	4	8	29	11	19	26	28	12	12	6	17
Enables personalized advertising												
(4) Very likely to share	8	19	5	3	12	5	3	3	15	5	7	5
(3) Likely to share	18	31	20	9	23	14	10	6	27	16	22	14
(2) Not very likely to share	31	30	36	25	29	32	27	24	31	32	36	32
(1) Not at all likely to share	43	20	39	63	36	49	61	67	27	46	34	50

# Factors Influencing Willingness to Share – Industry of Data Collector 1/12

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
<b>FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR</b>														
Navigation or map services/apps (e.g. Google Maps, HERE WeGo, MapFactor)														
(4) Very likely to share	32	43	37	34	35	25	28	35	21	42	37	30	28	24
(3) Likely to share	39	41	40	42	40	32	42	37	40	34	39	39	42	41
(2) Not very likely to share	16	10	15	14	14	21	16	17	22	14	15	18	17	17
(1) Not at all likely to share	13	7	9	10	12	23	14	11	17	10	9	13	13	18
Online retailers (e.g. Amazon, Ebay)														
(4) Very likely to share	15	18	20	12	10	14	8	28	10	19	19	14	13	9
(3) Likely to share	31	38	37	35	24	26	22	39	26	35	32	31	29	29
(2) Not very likely to share	29	27	28	29	30	27	35	20	35	27	28	30	30	29
(1) Not at all likely to share	25	17	15	24	36	33	34	13	29	19	20	25	28	33
Store retailers (e.g. Levi's, 7-Eleven, Toys 'R' Us)														
(4) Very likely to share	10	10	8	7	5	12	8	25	6	12	15	11	8	5
(3) Likely to share	24	29	24	23	12	23	17	38	24	27	26	25	22	18
(2) Not very likely to share	32	36	38	36	28	26	33	25	38	34	32	32	32	31
(1) Not at all likely to share	34	26	30	34	55	40	42	13	33	26	27	31	38	47
Governmental bodies (e.g. information about general safety, economy, employment etc.)														
(4) Very likely to share	16	11	17	18	11	17	17	24	10	21	17	15	13	12
(3) Likely to share	33	34	38	36	29	28	37	36	27	33	35	32	33	33
(2) Not very likely to share	28	31	26	26	29	24	26	24	36	28	27	29	28	27
(1) Not at all likely to share	23	25	19	19	31	32	19	16	26	19	20	24	26	28
Tax authorities														
(4) Very likely to share	14	14	18	17	9	17	16	17	7	17	17	15	11	11
(3) Likely to share	26	26	32	34	20	23	31	27	18	28	26	25	25	26
(2) Not very likely to share	28	28	27	26	23	25	25	32	37	28	30	28	28	26
(1) Not at all likely to share	31	33	23	24	47	34	28	24	39	26	27	31	36	37
Car manufacturers (e.g. Toyota, Ford, BMW)														
(4) Very likely to share	10	10	7	9	6	10	8	20	6	12	13	10	7	6
(3) Likely to share	22	25	22	20	18	16	18	31	22	24	23	23	20	18
(2) Not very likely to share	32	35	36	37	30	26	32	28	34	34	34	33	31	31
(1) Not at all likely to share	36	31	34	33	46	48	42	21	38	30	30	34	42	46

# Factors Influencing Willingness to Share – Industry of Data Collector 2/12

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Navigation or map services/apps (e.g. Google Maps, HERE WeGo, MapFactor)

(4) Very likely to share	32	48	36	20	42	24	21	16	31	39	48	31
(3) Likely to share	39	36	43	37	37	41	40	46	38	40	38	39
(2) Not very likely to share	16	11	14	21	13	19	17	21	19	13	9	16
(1) Not at all likely to share	13	5	7	22	8	17	22	17	11	9	5	14

### Online retailers (e.g. Amazon, Ebay)

(4) Very likely to share	15	33	13	7	23	9	7	4	22	13	23	11
(3) Likely to share	31	40	37	19	34	28	24	27	34	32	38	29
(2) Not very likely to share	29	19	32	31	24	33	28	26	28	31	25	30
(1) Not at all likely to share	25	8	18	44	19	30	42	42	16	24	14	29

### Store retailers (e.g. Levi's, 7-Eleven, Toys 'R' Us)

(4) Very likely to share	10	24	8	5	16	6	4	3	18	7	12	7
(3) Likely to share	24	36	27	12	28	20	13	12	32	24	30	20
(2) Not very likely to share	32	26	38	29	30	34	28	23	31	37	34	34
(1) Not at all likely to share	34	14	27	55	26	40	56	62	19	32	25	39

### Governmental bodies (e.g. information about general safety, economy, employment etc.)

(4) Very likely to share	16	30	15	9	22	11	9	8	20	13	21	14
(3) Likely to share	33	39	39	24	35	32	30	23	34	37	36	32
(2) Not very likely to share	28	20	29	31	25	30	27	32	28	28	25	29
(1) Not at all likely to share	23	11	18	36	19	27	35	38	18	22	18	25

### Tax authorities

(4) Very likely to share	14	27	15	7	19	10	9	8	18	14	19	12
(3) Likely to share	26	30	30	20	28	25	23	21	29	25	28	25
(2) Not very likely to share	28	24	30	28	25	30	24	21	29	28	26	29
(1) Not at all likely to share	31	19	26	46	27	35	44	50	23	33	26	33

### Car manufacturers (e.g. Toyota, Ford, BMW)

(4) Very likely to share	10	20	8	4	15	5	5	4	17	6	14	5
(3) Likely to share	22	34	24	11	28	16	13	10	32	19	30	15
(2) Not very likely to share	32	29	37	29	30	34	28	33	30	37	33	34
(1) Not at all likely to share	36	16	31	56	27	44	54	52	21	38	23	46

# Factors Influencing Willingness to Share – Industry of Data Collector 3/12

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Telecommunication providers /carriers (e.g. Verizon, Vodafone)

(4) Very likely to share	13	15	14	14	10	14	8	24	6	16	16	13	11	10
(3) Likely to share	31	40	34	32	26	29	23	40	24	32	34	29	32	29
(2) Not very likely to share	30	25	31	32	30	29	32	25	39	31	29	33	29	29
(1) Not at all likely to share	25	20	21	22	34	28	36	11	31	22	21	25	27	32

### Public transportation companies

(4) Very likely to share	13	12	13	12	10	15	10	22	12	18	17	13	11	8
(3) Likely to share	32	30	34	34	26	28	32	34	37	38	34	31	29	27
(2) Not very likely to share	29	32	32	32	29	23	32	26	30	27	28	31	31	30
(1) Not at all likely to share	25	27	21	22	35	34	26	17	21	16	21	25	29	35

### Car rental companies (e.g. Sixt, Avis)

(4) Very likely to share	9	9	8	8	7	11	7	21	5	13	12	10	8	5
(3) Likely to share	24	29	24	24	22	23	17	33	17	28	27	25	21	19
(2) Not very likely to share	32	34	36	37	32	28	32	28	33	32	34	33	33	29
(1) Not at all likely to share	34	27	32	31	39	38	44	18	45	27	26	33	38	47

### Car sharing companies (e.g. DriveNow, Car2 Go)

(4) Very likely to share	10	12	8	8	10	11	8	16	5	13	14	10	8	4
(3) Likely to share	22	25	23	23	25	20	16	28	14	26	26	23	19	15
(2) Not very likely to share	30	29	33	34	26	25	31	31	31	32	32	31	29	27
(1) Not at all likely to share	38	34	35	34	38	44	46	25	50	29	28	36	44	54

### Taxi companies (e.g. Taxify, MyTaxi,)

(4) Very likely to share	13	14	13	12	9	14	9	26	5	18	17	13	9	7
(3) Likely to share	30	30	34	36	27	23	22	39	26	37	34	29	26	22
(2) Not very likely to share	28	28	29	28	28	27	30	23	33	26	29	29	30	28
(1) Not at all likely to share	29	28	24	25	36	37	39	12	36	19	21	29	35	43

# Factors Influencing Willingness to Share – Industry of Data Collector 4/12

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Telecommunication providers /carriers (e.g. Verizon, Vodafone)

(4) Very likely to share	13	29	12	5	20	8	6	4	20	11	20	9
(3) Likely to share	31	40	37	19	35	28	25	20	35	32	38	29
(2) Not very likely to share	30	23	32	32	27	33	29	33	30	31	27	32
(1) Not at all likely to share	25	9	18	44	19	31	39	43	16	25	16	29

### Public transportation companies

(4) Very likely to share	13	29	12	7	20	8	5	3	19	11	15	13
(3) Likely to share	32	37	38	21	35	29	19	16	36	29	35	34
(2) Not very likely to share	29	24	31	30	27	31	30	31	29	33	30	28
(1) Not at all likely to share	25	10	19	42	19	31	46	50	16	26	21	25

### Car rental companies (e.g. Sixt, Avis)

(4) Very likely to share	9	21	8	5	15	5	4	3	16	7	11	6
(3) Likely to share	24	35	27	14	30	19	15	13	33	21	33	19
(2) Not very likely to share	32	28	37	30	30	34	29	25	31	37	35	33
(1) Not at all likely to share	34	16	28	52	25	42	52	59	20	35	22	41

### Car sharing companies (e.g. DriveNow, Car2 Go)

(4) Very likely to share	10	23	8	3	15	6	4	2	17	7	11	7
(3) Likely to share	22	32	25	12	28	17	11	6	30	18	30	19
(2) Not very likely to share	30	26	35	27	29	31	26	23	30	35	29	31
(1) Not at all likely to share	38	19	32	57	28	46	58	69	23	39	29	43

### Taxi companies (e.g. Taxify, MyTaxi,)

(4) Very likely to share	13	27	12	6	18	8	6	6	19	11	16	10
(3) Likely to share	30	37	34	20	35	25	16	17	34	28	35	30
(2) Not very likely to share	28	24	31	27	25	31	28	21	28	30	29	29
(1) Not at all likely to share	29	12	23	47	21	36	50	56	19	31	20	31

# Factors Influencing Willingness to Share – Industry of Data Collector 5/12

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Ride hailing companies (e.g. Uber, Lyft)

(4) Very likely to share	15	21	15	16	8	15	8	32	5	24	20	14	10	8
(3) Likely to share	27	33	28	33	28	23	18	35	16	32	31	27	24	19
(2) Not very likely to share	27	23	29	27	27	23	33	21	34	25	26	29	27	28
(1) Not at all likely to share	31	23	28	25	36	39	42	13	45	19	23	31	38	45

### Bike sharing companies (e.g. Mobike, oBike, Spotcycle)

(4) Very likely to share	8	8	5	5	8	12	7	18	4	12	12	8	7	4
(3) Likely to share	20	18	20	19	20	24	18	28	15	26	25	22	17	12
(2) Not very likely to share	32	33	36	36	28	25	31	32	33	33	35	33	30	28
(1) Not at all likely to share	39	42	39	40	45	39	43	22	48	29	29	37	46	57

### Games (e.g. Pokemon Go, Parallel Kingdom)

(4) Very likely to share	11	11	12	9	7	11	10	19	10	19	17	9	7	4
(3) Likely to share	20	19	22	20	17	20	19	26	21	32	27	21	15	7
(2) Not very likely to share	26	29	28	28	22	20	24	26	28	26	26	30	25	22
(1) Not at all likely to share	43	41	38	42	54	50	47	30	41	24	30	40	53	67

### Travel agencies and rating sites (e.g. TripAdvisor, booking.com)

(4) Very likely to share	10	11	10	9	6	12	7	23	5	13	14	11	9	5
(3) Likely to share	28	31	33	32	21	27	23	37	20	33	31	26	26	25
(2) Not very likely to share	32	33	33	33	28	27	36	26	37	31	31	35	31	30
(1) Not at all likely to share	30	25	25	26	46	34	33	15	37	23	24	28	35	40

### Airline companies (e.g. American Airlines, Japan Airlines, Latam Airlines)

(4) Very likely to share	11	11	7	9	6	11	9	24	7	14	14	10	8	6
(3) Likely to share	25	28	27	29	22	22	20	33	22	32	27	25	24	20
(2) Not very likely to share	33	34	34	36	32	27	34	28	36	31	33	35	32	31
(1) Not at all likely to share	32	27	32	26	40	41	36	16	36	23	26	30	36	43

# Factors Influencing Willingness to Share – Industry of Data Collector 6/12

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Ride hailing companies (e.g. Uber, Lyft)

(4) Very likely to share	15	30	14	7	22	9	6	6	21	16	20	12
(3) Likely to share	27	32	33	17	32	22	17	12	32	26	32	26
(2) Not very likely to share	27	23	29	26	24	30	23	24	28	28	26	27
(1) Not at all likely to share	31	14	24	49	21	40	54	58	19	30	22	34

### Bike sharing companies (e.g. Mobike, oBike, Spotcycle)

(4) Very likely to share	8	19	7	4	13	4	4	2	16	6	8	5
(3) Likely to share	20	32	23	11	26	15	10	4	31	13	24	18
(2) Not very likely to share	32	30	36	27	30	33	27	20	31	38	34	32
(1) Not at all likely to share	39	19	34	58	30	47	60	73	22	43	33	45

### Games (e.g. Pokemon Go, Parallel Kingdom)

(4) Very likely to share	11	25	9	5	16	7	5	3	18	8	12	9
(3) Likely to share	20	29	24	11	25	17	10	5	30	18	21	18
(2) Not very likely to share	26	23	29	23	26	26	19	16	27	28	28	26
(1) Not at all likely to share	43	23	38	61	33	51	66	76	25	45	39	46

### Travel agencies and rating sites (e.g. TripAdvisor, booking.com)

(4) Very likely to share	10	24	8	4	16	6	5	3	17	8	14	7
(3) Likely to share	28	38	34	15	33	24	18	16	34	27	36	26
(2) Not very likely to share	32	26	35	31	28	34	29	23	31	36	32	33
(1) Not at all likely to share	30	11	23	50	23	36	49	58	18	29	18	35

### Airline companies (e.g. American Airlines, Japan Airlines, Latam Airlines)

(4) Very likely to share	11	23	9	5	15	6	5	4	17	9	15	7
(3) Likely to share	25	36	30	14	30	21	14	11	31	25	33	24
(2) Not very likely to share	33	27	36	31	30	34	30	26	32	35	31	34
(1) Not at all likely to share	32	14	24	50	24	38	51	60	19	32	21	36



# Factors Influencing Willingness to Share – Industry of Data Collector 7/12

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR xyx

### Video sharing companies (e.g. Youtube)

(4) Very likely to share	11	10	8	8	4	13	7	27	8	15	16	10	8	4
(3) Likely to share	20	20	21	17	16	20	19	31	19	24	23	22	19	14
(2) Not very likely to share	33	35	38	36	31	27	35	26	34	34	33	33	32	31
(1) Not at all likely to share	36	35	33	39	50	41	39	16	38	27	28	35	41	51

### Hotels, hostels or other travel accommodation providers (e.g. Marriott, Hilton)

(4) Very likely to share	11	13	9	9	5	13	7	21	7	14	14	11	8	6
(3) Likely to share	30	34	34	31	21	27	26	38	27	34	33	29	27	26
(2) Not very likely to share	32	33	34	34	31	27	35	26	35	31	31	33	33	31
(1) Not at all likely to share	28	21	23	25	42	34	33	15	31	22	23	26	32	37

### Gastronomic businesses (e.g. restaurants, pubs, bars and take-aways)

(4) Very likely to share	11	9	10	8	7	13	9	24	8	14	14	11	9	6
(3) Likely to share	28	29	28	28	21	30	25	34	27	29	32	29	25	24
(2) Not very likely to share	32	36	36	34	30	26	34	27	37	34	31	33	33	30
(1) Not at all likely to share	29	26	27	29	42	31	33	16	27	22	23	27	32	39

### Home rental companies (e.g. AirBnB, HomeAway)

(4) Very likely to share	9	10	7	7	5	13	7	19	5	13	13	9	6	4
(3) Likely to share	23	25	24	27	21	26	21	33	11	32	28	22	20	16
(2) Not very likely to share	32	33	37	35	28	23	32	29	35	30	31	34	32	30
(1) Not at all likely to share	36	32	32	30	45	39	40	18	49	24	27	35	42	50

### Weather forecast services (for local weather reports and alerts)

(4) Very likely to share	28	39	34	29	27	26	21	30	23	37	32	27	25	22
(3) Likely to share	40	43	41	42	40	36	42	35	42	35	41	40	42	42
(2) Not very likely to share	18	11	15	17	17	19	21	20	23	17	17	19	18	18
(1) Not at all likely to share	14	8	10	12	17	20	16	15	12	12	11	14	15	18

### Social media (e.g. Facebook, Instagram)

(4) Very likely to share	14	12	13	10	9	16	10	31	9	19	18	14	11	7
(3) Likely to share	28	29	31	28	23	25	31	32	21	33	31	27	26	21
(2) Not very likely to share	29	31	30	29	29	23	32	23	36	27	28	31	29	29
(1) Not at all likely to share	30	28	26	33	39	37	26	14	34	21	23	28	33	42

# Factors Influencing Willingness to Share – Industry of Data Collector 8/12

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	x

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Video sharing companies (e.g. Youtube)

(4) Very likely to share	11	25	8	5	17	6	4	2	20	6	12	7
(3) Likely to share	20	34	23	8	26	16	12	8	30	16	23	17
(2) Not very likely to share	33	27	38	30	30	35	28	21	29	39	35	35
(1) Not at all likely to share	36	15	30	57	28	43	56	68	21	38	29	41

### Hotels, hostels or other travel accommodation providers (e.g. Marriott, Hilton)

(4) Very likely to share	11	24	9	4	16	6	5	5	17	7	15	7
(3) Likely to share	30	42	35	17	35	26	18	14	36	30	38	28
(2) Not very likely to share	32	23	36	32	28	35	32	33	30	37	30	33
(1) Not at all likely to share	28	11	21	47	21	33	45	48	17	26	17	33

### Gastronomic businesses (e.g. restaurants, pubs, bars and take-aways)

(4) Very likely to share	11	25	9	5	16	7	5	4	18	9	12	8
(3) Likely to share	28	38	33	16	32	24	18	13	33	29	36	25
(2) Not very likely to share	32	26	37	31	30	35	29	29	32	35	32	34
(1) Not at all likely to share	29	11	21	49	22	34	48	54	17	27	20	33

### Home rental companies (e.g. AirBnB, HomeAway)

(4) Very likely to share	9	23	7	4	15	5	4	2	17	7	10	6
(3) Likely to share	23	35	27	13	30	19	13	10	31	21	31	21
(2) Not very likely to share	32	28	36	29	29	34	26	23	31	35	33	33
(1) Not at all likely to share	36	15	30	55	27	43	57	65	21	36	27	40

### Weather forecast services (for local weather reports and alerts)

(4) Very likely to share	28	47	31	15	37	21	18	13	29	35	41	27
(3) Likely to share	40	36	45	37	38	42	42	47	39	39	41	40
(2) Not very likely to share	18	12	15	24	15	20	18	20	21	17	11	17
(1) Not at all likely to share	14	4	8	25	10	17	22	20	12	9	7	15

### Social media (e.g. Facebook, Instagram)

(4) Very likely to share	14	32	12	6	20	9	6	4	21	11	17	11
(3) Likely to share	28	38	34	13	31	25	17	12	33	29	34	26
(2) Not very likely to share	29	19	33	31	26	32	27	26	28	31	29	31
(1) Not at all likely to share	30	11	21	51	23	35	50	58	18	29	20	xxx

# Factors Influencing Willingness to Share – Industry of Data Collector 9/12

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Chat services/apps (e.g. WhatsApp, Hangouts)

(4) Very likely to share	13	8	11	7	13	13	11	32	6	17	16	12	10	7
(3) Likely to share	25	20	26	20	28	24	32	32	17	30	28	27	22	18
(2) Not very likely to share	31	34	36	36	27	26	30	22	35	31	31	31	31	31
(1) Not at all likely to share	32	37	28	37	32	37	27	14	42	22	25	30	37	44

### Phone and video services/apps (e.g. Skype, Spark, FaceTime)

(4) Very likely to share	13	12	14	9	6	14	12	27	9	18	17	12	11	7
(3) Likely to share	29	32	34	33	23	24	25	35	23	33	32	29	26	24
(2) Not very likely to share	31	33	32	32	31	26	31	24	37	30	29	33	32	31
(1) Not at all likely to share	28	23	20	26	40	36	32	15	32	19	22	27	32	38

### Dating applications (e.g. Tinder, OkCupid)

(4) Very likely to share	9	9	8	7	6	11	7	17	6	14	13	9	5	3
(3) Likely to share	17	16	17	16	16	19	18	21	12	26	23	17	12	7
(2) Not very likely to share	26	24	27	29	24	19	26	25	35	27	28	29	25	21
(1) Not at all likely to share	48	51	48	48	53	51	49	37	46	33	35	45	58	69

### Gambling/ lottery services/apps (e.g. casinos, national lottery)

(4) Very likely to share	7	6	5	5	3	10	6	15	4	8	11	7	5	3
(3) Likely to share	14	11	16	13	8	15	11	25	11	16	19	15	11	8
(2) Not very likely to share	27	30	30	29	21	23	23	27	31	29	28	30	25	22
(1) Not at all likely to share	53	53	49	53	68	53	60	33	54	47	43	48	59	67

### Fitness and health services/apps (e.g. Strava, Fitbit)

(4) Very likely to share	13	13	15	10	8	15	10	24	6	17	18	13	10	6
(3) Likely to share	26	29	29	28	25	25	25	34	15	32	32	27	23	18
(2) Not very likely to share	28	31	28	31	25	24	28	24	36	29	26	31	29	27
(1) Not at all likely to share	32	27	28	31	41	36	38	17	43	22	24	30	38	49

### News and sports news services/apps (e.g. Sky, CNN, BBC)

(4) Very likely to share	10	10	10	8	6	10	7	20	9	13	13	10	8	6
(3) Likely to share	24	26	30	24	17	16	20	33	27	25	28	26	21	21
(2) Not very likely to share	32	35	35	38	29	28	35	26	34	34	31	34	34	30
(1) Not at all likely to share	33	30	25	31	47	46	38	21	30	28	27	31	37	44

# Factors Influencing Willingness to Share – Industry of Data Collector 10/12

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Chat services/apps (e.g. WhatsApp, Hangouts)

(4) Very likely to share	13	28	11	5	18	8	6	5	20	10	15	9
(3) Likely to share	25	35	30	13	29	22	16	8	31	23	28	24
(2) Not very likely to share	31	24	35	30	29	33	27	23	29	36	32	32
(1) Not at all likely to share	32	13	24	52	24	38	51	64	19	31	25	34

### Phone and video services/apps (e.g. Skype, Spark, FaceTime)

(4) Very likely to share	13	28	11	5	19	7	4	4	20	10	17	10
(3) Likely to share	29	40	34	15	33	25	20	14	33	31	34	27
(2) Not very likely to share	31	21	35	32	28	33	31	29	30	33	29	31
(1) Not at all likely to share	28	10	19	48	20	34	44	53	17	25	20	32

### Dating applications (e.g. Tinder, OkCupid)

(4) Very likely to share	9	22	6	4	13	5	4	3	16	6	10	6
(3) Likely to share	17	25	20	8	21	14	7	4	27	12	18	14
(2) Not very likely to share	26	25	29	22	25	27	20	14	29	26	26	27
(1) Not at all likely to share	48	28	44	66	40	54	70	80	28	55	46	53

### Gambling/ lottery services/apps (e.g. casinos, national lottery)

(4) Very likely to share	7	17	5	3	10	4	3	2	14	3	6	3
(3) Likely to share	14	24	14	6	18	10	6	2	25	8	15	10
(2) Not very likely to share	27	29	31	20	27	26	20	17	29	31	31	25
(1) Not at all likely to share	53	30	50	71	45	59	71	79	33	57	48	61

### Fitness and health services/apps (e.g. Strava, Fitbit)

(4) Very likely to share	13	27	12	6	19	8	7	2	19	10	17	10
(3) Likely to share	26	38	31	14	32	21	16	9	33	26	33	24
(2) Not very likely to share	28	22	31	29	25	31	26	22	29	33	27	29
(1) Not at all likely to share	32	14	26	51	24	40	51	67	20	32	23	37

### News and sports news services/apps (e.g. Sky, CNN, BBC)

(4) Very likely to share	10	23	8	5	15	6	4	3	18	5	13	6
(3) Likely to share	24	37	28	12	29	20	16	10	32	23	28	20
(2) Not very likely to share	32	26	38	29	30	35	30	27	30	36	34	34
(1) Not at all likely to share	33	14	26	55	26	39	50	60	19	36	25	39

# Factors Influencing Willingness to Share – Industry of Data Collector 11/12

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Internet browsers (e.g. Chrome, Firefox)

(4) Very likely to share	14	13	10	10	10	15	9	30	11	15	17	14	12	9
(3) Likely to share	31	33	36	31	28	28	31	35	28	32	33	30	31	32
(2) Not very likely to share	32	34	35	36	30	28	35	23	37	32	32	33	33	32
(1) Not at all likely to share	23	20	18	22	32	29	25	12	24	21	18	23	24	28

### Movies/ streaming services/apps (e.g. Netflix, Showbox, Maxdome)

(4) Very likely to share	12	14	12	10	6	11	8	26	6	16	15	12	9	6
(3) Likely to share	24	28	26	25	17	19	23	36	18	29	27	25	22	18
(2) Not very likely to share	31	32	35	36	27	26	32	23	38	31	31	32	31	29
(1) Not at all likely to share	33	27	27	29	50	44	37	15	38	24	27	30	39	47

### Radio services/apps (e.g. AccuRadio, PlayMusic, Spotify)

(4) Very likely to share	10	9	10	7	7	12	7	21	6	14	14	10	7	4
(3) Likely to share	24	27	26	24	16	22	21	33	20	27	26	25	23	17
(2) Not very likely to share	33	35	37	37	31	26	34	28	36	33	33	34	33	32
(1) Not at all likely to share	33	29	28	32	46	40	37	19	37	26	27	31	37	47

### Smart home appliances apps (e.g. Samsung Smart Home, Bosch Home Connect)

(4) Very likely to share	14	17	16	12	11	13	11	24	5	16	18	14	12	8
(3) Likely to share	31	36	38	35	30	24	30	37	18	33	35	31	29	27
(2) Not very likely to share	28	27	27	30	26	25	30	25	39	29	26	29	29	29
(1) Not at all likely to share	27	20	19	23	33	38	29	13	38	21	21	26	30	36

### Banks (e.g. Barclays Mobile Banking, HSBC Mobile Banking)

(4) Very likely to share	15	15	22	13	8	15	9	32	8	19	17	15	14	11
(3) Likely to share	30	36	38	34	23	23	25	35	26	32	33	29	28	27
(2) Not very likely to share	28	29	25	30	28	26	32	19	35	27	27	30	27	27
(1) Not at all likely to share	27	20	15	23	40	36	34	15	31	21	23	25	30	34

### Insurance companies

(4) Very likely to share	11	12	11	9	5	12	10	22	5	15	13	11	9	7
(3) Likely to share	26	36	32	29	19	20	27	30	18	28	28	26	25	25
(2) Not very likely to share	31	30	32	32	28	28	34	28	35	30	32	31	31	30
(1) Not at all likely to share	32	22	24	29	47	40	30	20	42	27	27	32	35	39

### Property/ real estate agents

(4) Very likely to share	9	10	11	8	4	9	8	17	5	14	12	9	6	5
(3) Likely to share	22	29	27	31	15	17	18	24	13	29	25	23	18	14
(2) Not very likely to share	31	31	33	32	26	25	31	33	34	29	34	32	31	27
(1) Not at all likely to share	39	30	29	29	54	49	43	27	48	28	30	37	45	54

# Factors Influencing Willingness to Share – Industry of Data Collector 12/12

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - INDUSTRY OF DATA COLLECTOR

### Internet browsers (e.g. Chrome, Firefox)

(4) Very likely to share	14	31	12	6	20	9	7	5	21	11	17	10
(3) Likely to share	31	42	38	16	34	29	24	18	35	31	38	30
(2) Not very likely to share	32	21	35	37	28	36	33	35	29	37	30	34
(1) Not at all likely to share	23	6	16	41	18	27	36	42	15	20	15	26

### Movies/ streaming services/apps (e.g. Netflix, Showbox, Maxdome)

(4) Very likely to share	12	26	10	4	18	7	5	4	19	9	15	8
(3) Likely to share	24	36	28	12	29	20	13	7	32	24	28	21
(2) Not very likely to share	31	25	35	29	29	33	28	26	30	33	33	32
(1) Not at all likely to share	33	12	27	54	24	41	54	64	19	34	23	38

### Radio services/apps (e.g. AccuRadio, PlayMusic, Spotify)

(4) Very likely to share	10	23	8	4	15	6	4	1	18	7	11	7
(3) Likely to share	24	36	28	11	29	19	14	9	31	23	30	20
(2) Not very likely to share	33	27	38	31	30	35	30	26	32	38	34	34
(1) Not at all likely to share	33	14	26	54	25	40	52	64	19	32	25	39

### Smart home appliances apps (e.g. Samsung Smart Home, Bosch Home Connect)

(4) Very likely to share	14	31	12	6	22	7	6	4	20	13	23	10
(3) Likely to share	31	41	38	18	37	26	24	16	36	32	39	29
(2) Not very likely to share	28	19	31	31	23	33	26	29	28	32	23	30
(1) Not at all likely to share	27	9	19	46	17	34	45	51	16	24	15	31

### Banks (e.g. Barclays Mobile Banking, HSBC Mobile Banking)

(4) Very likely to share	15	30	15	8	22	10	10	4	21	13	23	12
(3) Likely to share	30	40	35	18	33	27	23	22	35	29	35	28
(2) Not very likely to share	28	20	30	30	24	31	26	28	27	31	26	29
(1) Not at all likely to share	27	10	20	44	20	32	42	47	18	27	16	30

### Insurance companies

(4) Very likely to share	11	23	9	6	16	7	6	5	17	9	15	7
(3) Likely to share	26	35	31	16	30	23	19	18	31	27	35	24
(2) Not very likely to share	31	27	34	29	28	33	29	26	30	32	29	32
(1) Not at all likely to share	32	15	26	49	26	37	46	51	22	32	21	37

### Property/ real estate agents

(4) Very likely to share	9	20	7	4	13	6	4	4	15	7	11	7
(3) Likely to share	22	32	25	12	26	18	12	10	28	20	26	20
(2) Not very likely to share	31	30	35	27	29	32	25	22	32	35	33	30
(1) Not at all likely to share	39	18	33	57	31	45	59	64	24	38	31	44

# Factors Influencing Willingness to Share – Brand of Data Collector 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
<b>FACTORS INFLUENCING WILLINGNESS - BRAND OF DATA COLLECTOR</b>														
<b>The data collector accessing my location data had a good reputation</b>														
(4) Very likely to share	16	20	17	13	10	16	11	29	10	23	20	15	12	8
(3) Likely to share	42	43	51	45	42	38	39	43	32	42	43	39	43	41
(2) Not very likely to share	26	22	21	25	28	25	31	19	36	24	23	29	25	28
(1) Not at all likely to share	17	15	11	17	20	22	19	9	21	11	13	17	19	23
<b>The data collector accessing my location data was well-known</b>														
(4) Very likely to share	15	16	15	13	11	16	11	28	8	22	20	14	11	8
(3) Likely to share	39	41	47	40	39	34	37	39	31	41	40	38	38	36
(2) Not very likely to share	29	28	25	28	30	28	31	22	39	25	26	31	31	32
(1) Not at all likely to share	18	16	12	19	20	22	21	10	22	12	14	17	21	24
<b>The data collector accessing my location data had been around for a long time</b>														
(4) Very likely to share	12	14	13	10	8	15	10	24	6	16	17	12	9	7
(3) Likely to share	37	40	45	39	34	35	30	39	32	39	38	37	36	34
(2) Not very likely to share	31	30	29	32	35	27	37	24	37	32	29	31	32	33
(1) Not at all likely to share	19	16	13	20	23	24	23	12	24	13	16	19	22	26
<b>I had good experiences with the data collector accessing my location data</b>														
(4) Very likely to share	18	19	20	14	17	18	15	30	11	25	23	17	15	12
(3) Likely to share	44	47	50	45	45	38	44	43	36	46	42	44	44	42
(2) Not very likely to share	23	20	20	25	22	22	22	18	33	19	22	24	23	25
(1) Not at all likely to share	16	14	10	16	16	23	18	9	20	9	13	16	19	21
<b>My family/friends allowed the data collector to access their location data</b>														
(4) Very likely to share	16	15	14	11	16	17	14	32	8	20	20	15	13	11
(3) Likely to share	36	38	39	36	35	34	36	36	34	37	36	36	36	35
(2) Not very likely to share	30	31	33	33	28	26	31	22	37	29	29	31	30	30
(1) Not at all likely to share	18	17	15	20	21	23	19	11	21	13	15	17	21	24
<b>The data collector accessing my location data received good reviews</b>														
(4) Very likely to share	13	16	12	10	9	15	9	22	8	19	17	12	10	6
(3) Likely to share	38	39	47	41	37	37	35	40	30	41	42	37	36	34
(2) Not very likely to share	31	28	29	30	33	26	34	26	40	28	26	33	32	34
(1) Not at all likely to share	18	17	12	19	21	22	23	13	22	12	15	18	22	26
<b>I trusted the data collector accessing my location data</b>														
(4) Very likely to share	19	25	23	17	17	16	14	26	13	28	23	17	16	12
(3) Likely to share	43	43	49	47	43	34	46	41	40	44	44	41	42	44
(2) Not very likely to share	22	19	19	20	23	25	22	22	29	18	20	26	25	23
(1) Not at all likely to share	16	12	9	16	16	25	17	12	18	10	13	16	18	21

# Factors Influencing Willingness to Share – Brand of Data Collector 2/2

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - BRAND OF DATA COLLECTOR

The data collector accessing my location data had a good reputation

(4) Very likely to share	16	34	15	6	23	9	8	3	22	13	23	13
(3) Likely to share	42	47	52	28	45	39	35	32	39	48	51	43
(2) Not very likely to share	26	15	24	34	21	30	30	31	26	24	18	26
(1) Not at all likely to share	17	5	9	31	11	22	28	33	12	15	8	18

### The data collector accessing my location data was well-known

(4) Very likely to share	15	33	13	6	22	9	7	4	22	12	22	12
(3) Likely to share	39	46	48	24	42	36	32	24	38	42	49	38
(2) Not very likely to share	29	16	29	37	25	33	31	39	26	30	21	31
(1) Not at all likely to share	18	5	10	33	12	23	30	33	14	16	8	19

### The data collector accessing my location data had been around for a long time

(4) Very likely to share	12	30	10	5	19	7	6	4	19	9	18	9
(3) Likely to share	37	46	46	22	41	34	27	25	39	41	47	36
(2) Not very likely to share	31	19	33	37	27	35	34	37	27	33	25	35
(1) Not at all likely to share	19	5	11	36	13	24	33	35	14	17	11	20

### I had good experiences with the data collector accessing my location data

(4) Very likely to share	18	37	18	8	26	12	10	4	23	18	27	16
(3) Likely to share	44	44	54	33	46	42	37	34	41	48	50	45
(2) Not very likely to share	23	14	21	30	18	26	27	28	23	20	17	23
(1) Not at all likely to share	16	5	8	29	10	20	26	34	13	14	7	16

### My family/friends allowed the data collector to access their location data

(4) Very likely to share	16%	31%	14%	8%	22%	11%	8%	5%	23%	13%	21%	13%
(3) Likely to share	36%	44%	43%	22%	38%	34%	29%	22%	37%	40%	44%	35%
(2) Not very likely to share	30%	19%	31%	36%	26%	33%	31%	36%	27%	30%	25%	33%
(1) Not at all likely to share	18%	5%	11%	33%	14%	22%	32%	37%	13%	17%	10%	19%

### The data collector accessing my location data received good reviews

(4) Very likely to share	13	31	10	4	19	7	6	1	20	10	17	9
(3) Likely to share	38	47	47	23	42	35	29	25	38	41	49	38
(2) Not very likely to share	31	17	31	38	26	34	35	38	28	31	24	33
(1) Not at all likely to share	18	5	11	34	13	23	31	36	14	18	10	20

### I trusted the data collector accessing my location data

(4) Very likely to share	19	37	19	8	26	13	11	6	22	18	29	17
(3) Likely to share	43	45	51	34	44	42	37	36	41	47	46	45
(2) Not very likely to share	22	14	21	29	19	25	26	25	24	22	17	22
(1) Not at all likely to share	16	5	9	29	11	20	26	32	13	13	7	16



# Factors Influencing Willingness to Share – Transparency 1/6

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I knew whether and how my location data is protected

(4) Very likely to share	22	25	24	20	19	26	15	33	13	29	26	20	18	17
(3) Likely to share	46	48	52	47	47	40	49	40	44	46	45	44	47	47
(2) Not very likely to share	20	17	17	19	21	18	22	17	26	16	18	22	22	20
(1) Not at all likely to share	13	11	8	14	13	16	13	9	17	9	11	13	13	17

I knew whether my location data has been anonymised

(4) Very likely to share	22	23	24	20	21	26	16	30	12	30	25	20	17	15
(3) Likely to share	43	44	49	45	45	39	43	40	38	42	45	41	43	42
(2) Not very likely to share	22	20	19	19	22	19	26	20	33	19	20	24	24	24
(1) Not at all likely to share	14	13	8	15	13	16	15	11	17	9	10	15	15	19

I knew whether my location data has been encrypted

(4) Very likely to share	22	26	24	19	19	25	17	33	12	27	24	23	18	17
(3) Likely to share	43	44	50	46	45	37	46	39	40	45	45	40	44	43
(2) Not very likely to share	21	19	18	19	22	21	23	17	30	19	19	23	23	21
(1) Not at all likely to share	14	12	8	16	13	18	14	11	18	10	12	14	15	19

I knew that my location data settings are PIN or password protected

(4) Very likely to share	22	27	27	21	20	23	16	32	11	30	25	20	20	17
(3) Likely to share	42	44	47	45	41	39	44	40	37	42	42	41	42	44
(2) Not very likely to share	22	19	17	21	23	19	25	18	33	19	22	24	24	21
(1) Not at all likely to share	14	11	9	14	15	18	15	10	19	9	11	15	15	18

I had terms and conditions explained to me

(4) Very likely to share	18	22	21	15	12	20	14	31	8	24	21	17	15	13
(3) Likely to share	42	44	50	46	37	39	45	37	35	41	45	40	41	40
(2) Not very likely to share	26	22	21	24	31	22	26	22	37	24	22	28	27	27
(1) Not at all likely to share	15	12	9	15	20	19	14	10	21	10	13	15	17	20

# Factors Influencing Willingness to Share – Transparency 2/6

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I knew whether and how my location data is protected

(4) Very likely to share	22	39	23	11	31	15	14	7	24	23	30	22
(3) Likely to share	46	46	54	37	46	46	43	41	44	49	51	47
(2) Not very likely to share	20	11	17	28	15	23	23	25	20	19	15	19
(1) Not at all likely to share	13	4	7	23	8	16	20	27	13	9	4	13

I knew whether my location data has been anonymised

(4) Very likely to share	22	39	22	11	30	14	15	8	24	21	29	21
(3) Likely to share	43	44	51	34	43	42	40	37	42	43	48	43
(2) Not very likely to share	22	13	20	30	17	26	23	26	22	24	16	23
(1) Not at all likely to share	14	4	7	25	9	17	22	30	12	11	7	13

I knew whether my location data has been encrypted

(4) Very likely to share	22	38	23	11	31	14	15	6	23	23	33	21
(3) Likely to share	43	45	51	34	43	43	41	35	43	45	44	45
(2) Not very likely to share	21	12	18	30	16	25	23	25	22	22	15	20
(1) Not at all likely to share	14	5	7	25	9	17	21	34	13	9	7	14

I knew that my location data settings are PIN or password protected

(4) Very likely to share	22	40	23	12	31	15	16	9	24	23	33	20
(3) Likely to share	42	43	50	33	43	42	37	40	40	46	46	43
(2) Not very likely to share	22	13	20	30	18	25	25	21	23	19	15	23
(1) Not at all likely to share	14	4	7	25	9	18	23	30	12	12	6	13

I had terms and conditions explained to me

(4) Very likely to share	18	35	18	9	26	11	10	5	23	18	26	16
(3) Likely to share	42	45	49	31	43	41	37	34	39	46	47	42
(2) Not very likely to share	26	15	25	33	21	29	28	27	25	24	21	26
(1) Not at all likely to share	15	4	9	27	10	19	25	35	13	12	7	15

# Factors Influencing Willingness to Share – Transparency 3/6

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I received notifications when location data has been accessed (consent notifications)

(4) Very likely to share	21	24	22	19	20	25	16	33	10	29	24	21	18	15
(3) Likely to share	42	44	48	44	42	38	43	38	37	40	43	40	42	44
(2) Not very likely to share	23	21	21	21	24	19	27	19	34	23	22	26	24	23
(1) Not at all likely to share	14	11	9	16	14	18	14	10	19	9	12	14	16	18

I knew what my location data is used for

(4) Very likely to share	22	27	25	21	19	24	16	29	10	28	25	20	18	17
(3) Likely to share	44	45	51	49	46	39	46	39	39	43	45	43	45	44
(2) Not very likely to share	21	18	16	17	21	18	25	20	32	19	19	23	22	22
(1) Not at all likely to share	13	10	7	14	14	19	14	12	19	9	11	14	15	18

I knew whether my location data was immediately or systematically deleted after use

(4) Very likely to share	24	25	27	21	24	30	19	31	12	31	27	22	19	20
(3) Likely to share	43	46	49	46	44	37	46	36	42	43	42	42	44	44
(2) Not very likely to share	20	20	17	18	20	17	22	21	28	18	20	23	23	18
(1) Not at all likely to share	13	10	7	14	12	16	13	12	17	9	11	12	14	18

I knew why my location data is needed

(4) Very likely to share	22	26	25	19	20	23	17	31	13	29	26	20	18	16
(3) Likely to share	45	47	52	48	44	40	47	42	44	44	45	43	47	47
(2) Not very likely to share	20	19	16	19	22	19	24	18	26	18	18	23	22	20
(1) Not at all likely to share	12	9	7	14	13	18	13	9	17	9	10	13	13	17

I knew where my location data is stored and for how long

(4) Very likely to share	19	23	22	16	16	22	14	27	10	26	24	16	15	13
(3) Likely to share	43	44	50	47	46	38	45	40	35	45	43	42	43	42
(2) Not very likely to share	24	23	19	19	24	22	27	22	36	20	21	27	26	25
(1) Not at all likely to share	14	11	9	17	14	18	14	11	19	9	11	15	16	20

# Factors Influencing Willingness to Share – Transparency 4/6

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I received notifications when location data has been accessed (consent notifications)

(4) Very likely to share	21	37	22	12	30	14	14	9	23	22	28	21
(3) Likely to share	42	44	50	32	43	41	38	36	40	45	49	41
(2) Not very likely to share	23	14	22	30	18	27	26	26	24	22	17	24
(1) Not at all likely to share	14	4	7	26	9	18	22	29	12	12	6	14

I knew what my location data is used for

(4) Very likely to share	22	41	21	11	30	15	14	8	24	22	31	20
(3) Likely to share	44	43	53	35	44	44	42	38	42	47	50	45
(2) Not very likely to share	21	11	18	30	16	25	23	25	22	21	13	21
(1) Not at all likely to share	13	5	7	24	10	17	21	29	13	10	6	13

I knew whether my location data was immediately or systematically deleted after use

(4) Very likely to share	24	40	25	14	32	17	19	12	23	26	34	23
(3) Likely to share	43	43	51	36	43	44	40	37	41	46	47	44
(2) Not very likely to share	20	13	18	27	17	24	21	23	24	19	13	20
(1) Not at all likely to share	13	4	6	23	8	16	20	28	12	9	6	13

I knew why my location data is needed

(4) Very likely to share	22	39	22	12	30	15	15	9	25	22	31	20
(3) Likely to share	45	46	54	36	45	46	43	39	42	50	51	47
(2) Not very likely to share	20	11	17	29	16	24	23	25	22	19	13	20
(1) Not at all likely to share	12	4	7	23	8	16	19	28	12	10	5	13

I knew where my location data is stored and for how long

(4) Very likely to share	19	36	18	9	26	12	11	6	22	19	26	17
(3) Likely to share	43	46	52	31	45	42	37	32	41	48	51	44
(2) Not very likely to share	24	13	22	34	19	28	27	30	24	23	18	24
(1) Not at all likely to share	14	4	8	26	10	18	24	32	13	11	5	14

# Factors Influencing Willingness to Share – Transparency 5/6

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I knew what further personal information is collected

(4) Very likely to share	17	22	21	16	16	21	12	21	9	26	22	16	13	11
(3) Likely to share	41	43	49	45	41	39	44	33	33	40	41	40	42	40
(2) Not very likely to share	26	23	21	22	27	21	27	28	37	22	23	28	27	28
(1) Not at all likely to share	16	12	9	17	16	19	16	18	21	12	13	16	18	21

I knew when third parties are involved that use my location data

(4) Very likely to share	15	18	17	12	12	19	13	19	6	23	19	13	10	8
(3) Likely to share	35	40	44	41	35	38	31	29	23	37	39	33	35	30
(2) Not very likely to share	30	26	26	28	31	23	35	29	43	26	26	33	31	34
(1) Not at all likely to share	20	17	14	18	22	21	21	24	28	15	16	21	23	28

I know which third parties are involved that use my location data

(4) Very likely to share	16	18	18	15	13	20	12	23	7	23	21	14	11	10
(3) Likely to share	38	42	45	42	36	37	37	35	27	41	40	36	36	35
(2) Not very likely to share	29	26	25	24	32	24	32	25	42	24	25	32	31	30
(1) Not at all likely to share	18	14	12	19	19	19	19	17	24	12	14	17	22	24

I knew that my location data is stored safe and secure

(4) Very likely to share	26	31	31	23	24	26	18	38	15	34	29	24	22	20
(3) Likely to share	42	43	47	45	44	36	47	38	39	41	42	41	44	42
(2) Not very likely to share	20	17	16	19	20	21	22	16	29	17	18	23	21	21
(1) Not at all likely to share	12	10	7	13	12	17	13	8	17	9	10	12	13	17

I knew how much my location data is worth to the data collector

(4) Very likely to share	15	15	16	12	10	19	12	26	8	19	19	15	12	9
(3) Likely to share	36	39	43	38	31	36	34	36	31	40	39	35	35	32
(2) Not very likely to share	30	29	27	29	32	24	34	25	38	28	26	31	32	32
(1) Not at all likely to share	19	16	14	21	26	21	20	13	23	13	15	19	22	27

# Factors Influencing Willingness to Share – Transparency 6/6

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - TRANSPARENCY

I knew what further personal information is collected

(4) Very likely to share	17	33	17	9	24	12	11	3	20	16	26	16
(3) Likely to share	41	45	49	29	43	39	35	36	39	44	48	42
(2) Not very likely to share	26	17	24	33	21	30	29	29	27	25	18	26
(1) Not at all likely to share	16	5	10	29	12	19	26	32	14	15	8	16

I knew when third parties are involved that use my location data

(4) Very likely to share	15	30	13	7	21	10	8	4	20	13	18	13
(3) Likely to share	35	42	43	22	38	32	29	21	35	34	45	35
(2) Not very likely to share	30	21	31	35	25	34	30	36	30	33	24	31
(1) Not at all likely to share	20	7	14	35	16	24	33	38	15	20	13	21

I know which third parties are involved that use my location data

(4) Very likely to share	16	33	14	7	23	10	8	4	21	12	22	14
(3) Likely to share	38	43	47	25	40	36	32	28	37	40	45	38
(2) Not very likely to share	29	20	28	35	24	33	32	30	27	32	22	30
(1) Not at all likely to share	18	5	11	32	13	22	27	38	15	16	10	18

I knew that my location data is stored safe and secure

(4) Very likely to share	26	45	27	14	36	18	18	12	26	29	37	25
(3) Likely to share	42	41	50	34	41	43	39	36	40	44	47	43
(2) Not very likely to share	20	11	17	29	16	24	23	24	23	17	12	20
(1) Not at all likely to share	12	4	6	23	8	16	20	28	11	10	4	12

I knew how much my location data is worth to the data collector

(4) Very likely to share	15	32	13	6	22	9	9	4	21	13	20	12
(3) Likely to share	36	44	43	23	39	33	28	24	38	37	44	36
(2) Not very likely to share	30	18	32	35	25	34	30	33	28	33	25	32
(1) Not at all likely to share	19	6	11	35	14	24	32	39	14	17	11	21

# Factors Influencing Willingness to Share – Control 1/4

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
<b>FACTORS INFLUENCING WILLINGNESS - CONTROL</b>														
<b>Withdraw access to my location data anytime</b>														
(4) Very likely to share	27	32	33	24	23	36	19	36	12	35	30	24	25	22
(3) Likely to share	41	44	43	43	41	35	46	37	41	41	40	41	42	42
(2) Not very likely to share	20	15	15	20	22	16	22	17	29	17	19	23	19	19
(1) Not at all likely to share	12	9	8	13	13	14	13	10	18	8	11	12	14	17
<b>Delete my location data history</b>														
(4) Very likely to share	26	31	30	24	23	31	19	37	13	32	30	24	24	20
(3) Likely to share	42	44	46	46	43	38	44	38	41	41	42	43	42	44
(2) Not very likely to share	20	17	16	19	22	17	23	17	30	19	19	21	22	19
(1) Not at all likely to share	12	9	8	11	12	14	14	8	17	8	9	12	13	16
<b>Easily change my permissions and preferences</b>														
(4) Very likely to share	24	28	29	23	19	27	17	35	11	32	27	22	20	18
(3) Likely to share	42	43	49	44	44	41	42	37	40	40	43	41	43	45
(2) Not very likely to share	21	18	16	19	24	17	26	17	30	19	20	24	21	20
(1) Not at all likely to share	13	11	7	14	13	16	15	11	19	9	11	14	15	17
<b>Pre-set my location data sharing preferences to be 'off' by default</b>														
(4) Very likely to share	22	24	24	18	20	27	20	29	12	27	25	20	18	18
(3) Likely to share	43	46	47	47	41	40	44	40	42	42	43	41	44	45
(2) Not very likely to share	22	20	22	22	25	18	21	21	29	21	21	25	23	21
(1) Not at all likely to share	13	11	7	13	14	15	14	10	17	9	11	13	14	16
<b>Pre-set my location data sharing preferences to be 'on' by default</b>														
(4) Very likely to share	14	13	12	11	11	19	9	26	8	18	17	13	12	8
(3) Likely to share	33	34	36	31	27	36	29	39	31	33	35	32	33	32
(2) Not very likely to share	32	31	34	35	31	24	37	23	38	33	29	33	32	31
(1) Not at all likely to share	22	22	18	24	31	21	25	12	23	17	19	21	23	29

# Factors Influencing Willingness to Share – Control 2/4

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - CONTROL

### Withdraw access to my location data anytime

(4) Very likely to share	27	44	29	16	35	20	22	16	26	30	39	26
(3) Likely to share	41	40	48	35	41	42	38	32	41	43	45	42
(2) Not very likely to share	20	12	17	27	17	22	21	22	23	17	12	19
(1) Not at all likely to share	12	4	6	22	8	16	19	29	11	10	4	13

### Delete my location data history

(4) Very likely to share	26	41	28	16	35	19	20	16	25	27	39	25
(3) Likely to share	42	42	49	36	41	44	39	36	42	44	44	44
(2) Not very likely to share	20	12	18	27	17	23	22	21	22	20	13	20
(1) Not at all likely to share	12	4	5	21	8	15	19	27	11	9	4	11

### Easily change my permissions and preferences

(4) Very likely to share	24	42	24	13	33	16	15	11	25	26	33	23
(3) Likely to share	42	42	50	35	42	43	41	37	40	44	48	43
(2) Not very likely to share	21	12	18	29	17	24	23	23	23	20	15	20
(1) Not at all likely to share	13	4	7	24	9	17	21	29	12	11	4	14

### Pre-set my location data sharing preferences to be 'off' by default

(4) Very likely to share	22	35	23	13	29	16	17	10	22	23	30	21
(3) Likely to share	43	45	51	35	44	43	38	40	43	46	49	43
(2) Not very likely to share	22	16	20	29	18	25	26	21	23	21	15	22
(1) Not at all likely to share	13	4	7	23	9	16	19	28	11	10	6	13

### Pre-set my location data sharing preferences to be 'on' by default

(4) Very likely to share	14	30	12	6	20	8	8	4	19	11	19	11
(3) Likely to share	33	43	39	20	36	30	24	20	38	32	41	31
(2) Not very likely to share	32	22	34	35	27	35	34	31	29	34	26	34
(1) Not at all likely to share	22	6	15	39	16	26	34	45	14	23	14	24



# Factors Influencing Willingness to Share – Control 3/4

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## FACTORS INFLUENCING WILLINGNESS - CONTROL

Get a notification if a third party is accessing my location data

(4) Very likely to share	20	22	22	17	18	26	14	33	8	27	23	20	17	15
(3) Likely to share	37	39	41	42	38	37	36	34	29	38	39	36	37	35
(2) Not very likely to share	26	24	25	23	27	20	31	21	39	24	25	27	27	28
(1) Not at all likely to share	17	15	13	17	18	18	19	13	24	11	14	18	19	23

Forbid the data collector to sell my location data to third parties

(4) Very likely to share	27	32	32	26	23	34	19	38	10	34	30	26	24	22
(3) Likely to share	37	41	42	39	37	35	35	33	32	37	39	36	36	36
(2) Not very likely to share	21	17	16	20	23	16	27	16	37	19	19	24	24	20
(1) Not at all likely to share	15	11	10	14	18	16	19	13	21	10	12	15	17	22

Forbid the data collector to allow access to my location data by third parties

(4) Very likely to share	25	31	30	23	21	33	18	37	9	32	28	25	23	20
(3) Likely to share	39	42	43	43	41	37	39	34	35	39	40	37	38	40
(2) Not very likely to share	21	17	17	19	22	15	27	18	36	19	20	24	22	21
(1) Not at all likely to share	14	10	9	16	17	15	17	11	20	9	12	14	17	19

Allow the data collector access to my location data only for certain purposes, and not for others

(4) Very likely to share	20	24	24	19	18	21	17	28	9	30	24	19	17	13
(3) Likely to share	40	44	46	43	40	37	41	36	34	38	41	39	40	43
(2) Not very likely to share	24	20	20	21	24	24	25	22	35	22	22	27	25	24
(1) Not at all likely to share	16	12	9	17	17	18	16	15	22	10	14	16	18	20

Receive a royalty fee or other financial benefit when the data collector sells my location data to third parties

(4) Very likely to share	21	25	25	22	13	28	15	30	10	28	24	21	18	13
(3) Likely to share	32	36	38	32	28	30	31	32	30	32	37	32	31	29
(2) Not very likely to share	25	23	22	25	27	19	31	21	34	24	22	27	26	27
(1) Not at all likely to share	22	16	15	21	31	23	24	17	26	16	17	20	24	31

Directly sell my location data to interested parties and receive a financial benefit

(4) Very likely to share	18	19	21	17	14	23	13	26	10	23	23	18	14	11
(3) Likely to share	30	31	35	29	25	30	28	30	30	31	32	30	28	27
(2) Not very likely to share	27	27	25	27	26	21	31	23	36	26	25	28	29	27
(1) Not at all likely to share	25	23	19	26	35	26	28	22	25	19	20	24	29	35

# Factors Influencing Willingness to Share – Control 4/4

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## FACTORS INFLUENCING WILLINGNESS - CONTROL

Get a notification if a third party is accessing my location data

(4) Very likely to share	20	38	20	10	28	13	15	6	24	18	30	18
(3) Likely to share	37	40	44	27	38	36	31	32	37	38	43	37
(2) Not very likely to share	26	16	26	33	21	30	27	27	25	28	18	28
(1) Not at all likely to share	17	6	10	29	12	21	27	36	14	15	8	17

Forbid the data collector to sell my location data to third parties

(4) Very likely to share	27	41	30	16	35	20	21	14	26	28	37	27
(3) Likely to share	37	39	42	30	38	36	33	32	36	37	42	37
(2) Not very likely to share	21	14	19	27	17	25	22	18	25	21	14	20
(1) Not at all likely to share	15	5	9	26	10	19	24	36	12	13	7	15

Forbid the data collector to allow access to my location data by third parties

(4) Very likely to share	25	40	27	16	34	19	22	14	25	28	35	24
(3) Likely to share	39	40	46	32	40	39	35	31	39	40	44	39
(2) Not very likely to share	21	15	19	27	17	24	21	23	24	21	15	21
(1) Not at all likely to share	14	5	8	25	9	18	23	32	12	12	6	15

Allow the data collector access to my location data only for certain purposes, and not for others

(4) Very likely to share	20	35	22	10	28	14	13	8	23	21	28	19
(3) Likely to share	40	44	48	30	42	39	35	33	39	42	48	40
(2) Not very likely to share	24	16	22	31	20	27	27	26	24	23	16	25
(1) Not at all likely to share	16	5	9	29	10	20	25	34	13	14	8	16

Receive a royalty fee or other financial benefit when the data collector sells my location data to third parties

(4) Very likely to share	21	38	21	10	29	14	15	9	24	19	32	19
(3) Likely to share	32	40	37	23	35	30	26	20	37	33	36	30
(2) Not very likely to share	25	16	26	30	20	29	25	21	25	26	20	27
(1) Not at all likely to share	22	6	15	38	16	27	34	50	15	22	12	24

Directly sell my location data to interested parties and receive a financial benefit

(4) Very likely to share	18	34	18	8	26	11	12	6	23	16	26	15
(3) Likely to share	30	36	35	20	32	28	24	20	34	31	32	28
(2) Not very likely to share	27	18	29	30	23	30	27	26	26	26	22	30
(1) Not at all likely to share	25	11	19	42	19	31	37	48	17	27	19	28

# Future Concepts – Overall Liking 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
OVERALL LIKING														
Concept A: Privacy Profile														
(4) Like it very much	20	26	21	20	19	15	13	41	6	22	24	21	17	17
(3) Like it somewhat	51	51	59	56	53	53	54	46	35	56	52	49	50	47
(2) Dislike it somewhat	20	16	14	16	20	23	23	11	42	17	18	20	22	25
(1) Dislike it very much	9	7	6	8	8	10	10	2	17	5	6	9	11	12
Concept B: Privacy Service														
(4) Like it very much	20	27	24	19	21	18	14	33	6	27	25	18	18	16
(3) Like it somewhat	48	49	52	53	45	51	48	52	38	49	50	50	47	47
(2) Dislike it somewhat	23	18	19	19	24	23	26	13	40	20	20	22	26	25
(1) Dislike it very much	8	7	5	9	10	8	12	2	16	5	6	10	10	12
Concept C: Personal Data Manager														
(4) Like it very much	17	19	19	15	16	15	10	33	6	19	20	17	13	13
(3) Like it somewhat	39	42	42	42	35	37	39	43	33	40	43	39	39	34
(2) Dislike it somewhat	30	26	27	28	29	33	33	20	43	30	26	29	32	33
(1) Dislike it very much	14	13	11	14	20	15	18	4	18	10	10	15	17	20

# Future Concepts – Overall Liking 2/2

	Open To Sharing			Tech Savviness		Segments						
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## OVERALL LIKING

### Concept A: Privacy Profile

(4) Like it very much	20	40	19	11	31	11	12	8	24	23	31	17
(3) Like it somewhat	51	49	59	44	53	49	46	43	50	51	55	53
(2) Dislike it somewhat	20	9	17	30	12	27	26	31	19	18	11	22
(1) Dislike it very much	9	3	4	15	4	12	15	19	7	8	3	9

### Concept B: Privacy Service

(4) Like it very much	20	37	20	12	31	12	13	9	22	21	31	19
(3) Like it somewhat	48	48	55	44	50	47	42	39	51	49	50	48
(2) Dislike it somewhat	23	13	20	30	15	29	29	31	21	23	15	23
(1) Dislike it very much	8	2	5	14	4	12	15	20	6	7	3	9

### Concept C: Personal Data Manager

(4) Like it very much	17	34	15	8	26	9	9	7	22	16	25	13
(3) Like it somewhat	39	43	46	30	42	37	29	24	44	41	43	39
(2) Dislike it somewhat	30	18	30	37	23	36	34	34	25	32	25	34
(1) Dislike it very much	14	5	9	25	9	19	28	35	9	12	8	15

# Future Concepts – Consideration 1/2

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
LIKELIHOOD TO USE														
Concept A: Privacy Profile														
(4) Would definitely consider using	17	21	16	19	13	13	14	35	4	20	21	18	14	12
(3) Would probably consider using	48	48	55	49	49	49	48	54	33	53	51	47	46	44
(2) Would probably not consider using	24	21	20	21	27	25	26	9	48	21	21	25	26	29
(1) Would definitely not consider using	10	10	9	11	12	13	12	2	15	6	7	10	14	15
Concept B: Privacy Service														
(4) Would definitely consider using	17	23	19	16	16	16	14	29	4	23	21	17	13	12
(3) Would probably consider using	46	46	49	49	40	49	44	56	34	47	48	46	45	43
(2) Would probably not consider using	26	23	23	24	30	25	29	12	47	24	23	27	28	29
(1) Would definitely not consider using	10	8	9	11	13	11	14	2	15	5	7	11	13	15
Concept C: Personal Data Manager														
(4) Would definitely consider using	15	17	18	13	12	13	12	28	3	18	19	16	12	10
(3) Would probably consider using	36	38	35	36	32	35	34	51	30	38	41	36	35	31
(2) Would probably not consider using	33	30	32	34	33	33	36	17	50	33	28	33	34	37
(1) Would definitely not consider using	16	15	15	17	23	19	18	4	17	11	12	15	19	22

# Future Concepts – Consideration 2/2

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771
LIKELIHOOD TO USE												
Concept A: Privacy Profile												
(4) Would definitely consider using	17	36	15	9	27	9	10	5	23	16	25	13
(3) Would probably consider using	48	49	58	39	53	44	39	33	49	51	57	48
(2) Would probably not consider using	24	12	22	34	15	32	30	36	21	25	13	28
(1) Would definitely not consider using	10	3	6	18	5	15	21	26	6	9	4	11
Concept B: Privacy Service												
(4) Would definitely consider using	17	34	16	9	27	9	9	5	21	16	28	15
(3) Would probably consider using	46	47	53	39	50	43	38	35	49	47	50	46
(2) Would probably not consider using	26	16	25	34	18	33	32	35	24	29	19	28
(1) Would definitely not consider using	10	3	6	18	5	15	21	25	7	8	4	11
Concept C: Personal Data Manager												
(4) Would definitely consider using	15	32	13	7	24	7	7	5	22	13	23	10
(3) Would probably consider using	36	42	42	27	41	33	25	22	43	36	40	35
(2) Would probably not consider using	33	21	34	38	25	39	36	34	27	38	28	37
(1) Would definitely not consider using	16	5	11	27	10	21	31	38	8	13	9	18

# Future Concepts – Attribute Ratings 1/6

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## ATTRIBUTE RATINGS: CONCEPT A: PRIVACY PROFILE

Provides enhanced transparency about what happens with my location data

(4) Agree strongly	19	20	19	16	16	17	12	42	9	21	22	20	18	15
(3) Agree somewhat	48	50	54	54	47	45	49	44	39	52	47	47	46	47
(2) Disagree somewhat	26	22	22	23	28	27	30	11	41	22	26	25	27	27
(1) Disagree strongly	8	8	5	8	9	11	9	3	11	5	6	8	9	11

Gives me enough control over my location data settings

(4) Agree strongly	20	23	23	18	15	19	14	42	9	25	22	20	18	17
(3) Agree somewhat	48	51	52	55	48	48	49	44	40	48	50	49	47	47
(2) Disagree somewhat	23	20	20	19	28	23	28	11	41	22	22	23	25	25
(1) Disagree strongly	8	7	5	8	10	10	9	3	11	5	6	8	9	11

Would be easy to use

(4) Agree strongly	23	25	21	18	23	24	16	43	10	25	25	22	22	19
(3) Agree somewhat	51	54	57	57	52	49	53	45	41	52	50	52	50	50
(2) Disagree somewhat	20	16	18	19	18	20	24	10	39	19	21	19	21	22
(1) Disagree strongly	6	6	4	7	6	6	6	2	11	5	4	7	7	9

Would save time

(4) Agree strongly	25	25	24	21	22	24	18	52	13	30	29	24	23	21
(3) Agree somewhat	49	51	53	55	50	46	50	37	46	45	49	51	49	49
(2) Disagree somewhat	20	18	17	17	22	21	25	9	32	21	18	19	21	22
(1) Disagree strongly	6	6	5	6	6	9	6	2	9	4	5	6	7	9

I would trust this service to manage my location data in my best interest

(4) Agree strongly	17	17	16	13	13	16	13	39	8	19	19	18	16	13
(3) Agree somewhat	47	47	55	50	46	43	49	46	39	48	48	48	45	45
(2) Disagree somewhat	27	25	23	29	30	28	29	12	41	27	26	26	27	29
(1) Disagree strongly	9	11	7	8	11	13	9	4	12	6	7	9	11	13

Would be a real improvement compared to the current privacy practices

(4) Agree strongly	21	22	21	18	19	20	13	45	9	24	24	20	19	18
(3) Agree somewhat	48	50	53	54	49	47	49	43	42	49	50	49	48	47
(2) Disagree somewhat	23	20	21	21	25	23	29	9	39	22	21	23	24	25
(1) Disagree strongly	7	8	5	8	7	10	8	3	10	4	5	7	9	10

# Future Concepts – Attribute Ratings 2/6

	Open To Sharing				Tech Savviness		Segments					
	Total	Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## ATTRIBUTE RATINGS: CONCEPT A: PRIVACY PROFILE

Provides enhanced transparency about what happens with my location data

(4) Agree strongly	19	35	18	11	29	10	12	6	23	20	27	17
(3) Agree somewhat	48	49	54	40	49	47	41	41	48	51	56	47
(2) Disagree somewhat	26	14	24	34	18	32	32	36	23	22	15	29
(1) Disagree strongly	8	2	4	14	4	11	15	17	6	7	2	8

Gives me enough control over my location data settings

(4) Agree strongly	20	36	20	11	31	12	13	6	22	23	31	18
(3) Agree somewhat	48	49	54	42	49	48	42	41	49	49	52	49
(2) Disagree somewhat	23	12	21	32	16	30	29	37	23	22	15	24
(1) Disagree strongly	8	2	4	15	4	11	15	16	6	6	2	8

Would be easy to use

(4) Agree strongly	23	38	22	15	34	13	18	8	23	23	33	22
(3) Agree somewhat	51	48	56	50	50	51	50	47	50	53	53	51
(2) Disagree somewhat	20	13	19	25	13	27	22	31	21	19	11	22
(1) Disagree strongly	6	2	3	10	3	8	10	15	6	5	2	6

Would save time

(4) Agree strongly	25	41	26	15	37	16	17	13	27	27	36	24
(3) Agree somewhat	49	45	53	47	47	50	46	41	47	50	50	50
(2) Disagree somewhat	20	11	18	27	13	26	26	30	20	18	10	20
(1) Disagree strongly	6	2	3	11	4	8	11	15	6	5	3	6

I would trust this service to manage my location data in my best interest

(4) Agree strongly	17	34	16	9	26	10	9	7	21	17	25	14
(3) Agree somewhat	47	51	54	37	49	45	39	34	48	48	53	47
(2) Disagree somewhat	27	13	25	37	19	33	32	36	24	28	18	30
(1) Disagree strongly	9	3	5	17	6	12	20	23	7	7	4	9

Would be a real improvement compared to the current privacy practices

(4) Agree strongly	21	37	20	13	32	12	15	10	25	22	29	18
(3) Agree somewhat	48	47	55	43	48	49	45	38	47	50	55	49
(2) Disagree somewhat	23	13	21	31	16	29	26	36	22	22	14	26
(1) Disagree strongly	7	3	4	13	4	10	14	16	6	6	2	7



# Future Concepts – Attribute Ratings 3/6

	Total	Country								Age				
		United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504

## ATTRIBUTE RATINGS: CONCEPT B: PRIVACY SERVICE

Provides enhanced transparency about what happens with my location data

(4) Agree strongly	21	26	23	20	18	21	13	40	9	26	24	20	19	18
(3) Agree somewhat	45	45	49	49	44	44	47	44	38	44	45	46	46	43
(2) Disagree somewhat	26	22	22	23	27	26	31	13	42	24	24	26	27	27
(1) Disagree strongly	8	7	6	8	11	9	10	3	11	6	6	8	9	12

Gives me enough control over my location data settings

(4) Agree strongly	22	25	24	21	19	22	17	39	9	29	25	20	19	18
(3) Agree somewhat	46	47	51	49	42	46	44	45	40	44	46	49	46	43
(2) Disagree somewhat	24	20	19	20	27	24	29	12	40	21	23	23	26	26
(1) Disagree strongly	8	7	5	9	11	9	10	4	11	6	6	8	9	12

Would be easy to use

(4) Agree strongly	21	24	20	18	24	22	14	38	10	26	24	20	19	18
(3) Agree somewhat	47	50	52	50	43	50	48	47	38	47	47	48	48	46
(2) Disagree somewhat	24	19	23	23	25	21	29	12	41	21	23	24	25	25
(1) Disagree strongly	8	7	6	9	8	7	9	3	12	5	6	8	8	11

Would save time

(4) Agree strongly	23	24	21	20	21	23	16	45	10	27	26	22	21	19
(3) Agree somewhat	46	49	50	52	44	45	45	40	42	44	46	47	46	46
(2) Disagree somewhat	24	21	23	20	26	23	29	11	37	24	22	23	25	25
(1) Disagree strongly	8	6	6	7	9	9	10	4	11	5	6	8	9	10

I would trust this service to manage my location data in my best interest

(4) Agree strongly	19	21	20	18	17	19	14	35	8	24	23	18	17	15
(3) Agree somewhat	44	45	49	45	41	44	45	47	37	46	44	46	43	41
(2) Disagree somewhat	27	26	24	27	28	26	29	14	42	24	25	27	29	30
(1) Disagree strongly	10	9	7	10	13	11	11	4	12	7	7	9	11	14

Would be a real improvement compared to the current privacy practices

(4) Agree strongly	23	27	24	22	21	25	17	41	9	28	26	22	21	20
(3) Agree somewhat	45	47	49	49	43	45	43	43	41	47	46	47	44	42
(2) Disagree somewhat	24	19	21	21	26	22	29	13	39	20	22	24	26	27
(1) Disagree strongly	8	7	6	8	10	9	10	3	11	6	6	7	9	11

# Future Concepts – Attribute Ratings 4/6

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## ATTRIBUTE RATINGS: CONCEPT B: PRIVACY SERVICE

Provides enhanced transparency about what happens with my location data

(4) Agree strongly	21	37	20	14	31	13	15	9	22	24	31	20
(3) Agree somewhat	45	44	50	40	45	45	37	40	47	45	50	45
(2) Disagree somewhat	26	16	24	32	19	31	32	32	25	24	17	26
(1) Disagree strongly	8	3	5	14	5	11	16	19	6	6	3	9

Gives me enough control over my location data settings

(4) Agree strongly	22	39	22	14	32	14	15	7	23	25	32	22
(3) Agree somewhat	46	44	51	41	45	46	39	44	46	47	50	46
(2) Disagree somewhat	24	14	22	31	17	29	30	33	25	22	15	24
(1) Disagree strongly	8	3	5	14	5	11	16	16	7	7	3	9

Would be easy to use

(4) Agree strongly	21	35	21	15	32	13	15	10	22	23	33	20
(3) Agree somewhat	47	46	51	45	47	48	43	41	49	45	49	48
(2) Disagree somewhat	24	15	23	29	17	30	28	32	23	26	15	24
(1) Disagree strongly	8	3	5	11	4	10	14	17	6	6	3	8

Would save time

(4) Agree strongly	23	38	23	15	33	14	15	9	24	25	34	22
(3) Agree somewhat	46	44	50	43	45	47	43	39	47	44	47	47
(2) Disagree somewhat	24	15	23	29	17	29	28	34	23	25	16	23
(1) Disagree strongly	8	3	5	12	5	10	14	18	6	6	3	8

I would trust this service to manage my location data in my best interest

(4) Agree strongly	19	37	18	11	29	11	11	9	22	21	27	18
(3) Agree somewhat	44	44	51	38	46	43	36	31	45	47	50	45
(2) Disagree somewhat	27	16	25	35	19	33	33	37	27	24	18	28
(1) Disagree strongly	10	3	6	17	6	13	20	22	6	8	4	10

Would be a real improvement compared to the current privacy practices

(4) Agree strongly	23	39	23	15	34	15	17	13	23	26	35	22
(3) Agree somewhat	45	44	49	42	45	45	40	37	48	45	46	45
(2) Disagree somewhat	24	14	22	30	16	30	29	31	23	23	15	25
(1) Disagree strongly	8	2	5	13	5	11	15	19	6	6	3	8

# Future Concepts – Attribute Ratings 5/6

	Country									Age				
	Total	United States	United Kingdom	Australia	Germany	France	Netherlands	Brazil	Japan	16-24	25-34	35-44	45-54	55-65
Base	8073	1000	1014	1001	1001	1000	1007	1046	1004	1486	1684	1642	1757	1504
ATTRIBUTE RATINGS: CONCEPT C: PERSONAL DATA MANAGER														
Provides enhanced transparency about what happens with my location data														
(4) Agree strongly	17	18	17	13	14	17	11	34	8	19	19	17	15	13
(3) Agree somewhat	38	39	43	42	33	35	36	43	33	39	42	38	36	34
(2) Disagree somewhat	32	29	30	32	33	34	38	16	43	31	29	32	34	34
(1) Disagree strongly	13	14	11	13	20	14	15	6	15	11	10	13	15	19
Gives me enough control over my location data settings														
(4) Agree strongly	17	19	18	14	13	17	10	35	8	18	21	18	14	12
(3) Agree somewhat	37	39	39	40	33	33	37	41	33	39	39	37	36	34
(2) Disagree somewhat	32	28	32	32	34	35	37	17	45	32	29	32	34	34
(1) Disagree strongly	14	15	12	14	20	15	17	7	14	11	11	13	16	20
Would be easy to use														
(4) Agree strongly	22	25	21	18	22	21	14	40	10	27	25	21	18	18
(3) Agree somewhat	41	43	46	43	42	41	40	40	33	42	43	40	41	39
(2) Disagree somewhat	26	22	24	26	22	26	34	15	42	22	24	28	29	28
(1) Disagree strongly	11	10	9	12	14	12	12	5	15	9	8	10	12	15
Would save time														
(4) Agree strongly	24	26	24	22	23	21	16	45	13	30	26	22	21	19
(3) Agree somewhat	40	43	45	44	39	38	39	39	35	39	43	40	39	40
(2) Disagree somewhat	26	22	23	25	26	28	33	12	37	23	23	27	28	27
(1) Disagree strongly	10	10	8	10	13	13	12	4	14	8	8	10	12	14
I would trust this service to manage my location data in my best interest														
(4) Agree strongly	16	15	16	12	13	16	11	34	7	18	19	16	14	12
(3) Agree somewhat	37	39	40	38	33	34	36	41	33	37	40	39	36	32
(2) Disagree somewhat	33	29	32	35	31	34	38	17	45	32	31	31	34	35
(1) Disagree strongly	15	17	12	15	22	16	15	7	14	12	11	14	17	20
Would be a real improvement compared to the current privacy practices														
(4) Agree strongly	19	20	19	17	15	18	11	40	9	23	22	18	16	14
(3) Agree somewhat	38	40	42	38	35	37	36	40	36	38	41	37	37	36
(2) Disagree somewhat	31	27	29	33	30	32	38	15	41	29	27	32	33	32
(1) Disagree strongly	13	14	10	12	19	13	14	5	14	10	10	12	14	17

# Future Concepts – Attribute Ratings 6/6

	Total	Open To Sharing			Tech Savviness		Segments					
		Open to share	Undecided	Not open to sharing	Yes	No	Passionate Purist	Careful Follower	Virtual Urbanite	Savvy Sociable	Proud Achiever	Mindful Mover
Base	8073	1715	3408	2539	3652	4421	1018	225	2343	868	848	2771

## ATTRIBUTE RATINGS: CONCEPT C: PERSONAL DATA MANAGER

Provides enhanced transparency about what happens with my location data

(4) Agree strongly	17	32	15	10	26	9	11	9	21	16	23	14
(3) Agree somewhat	38	43	43	29	40	36	28	27	43	40	43	36
(2) Disagree somewhat	32	20	32	39	25	38	35	38	27	33	27	35
(1) Disagree strongly	13	5	9	22	10	17	26	27	9	11	7	15

Gives me enough control over my location data settings

(4) Agree strongly	17	33	15	9	26	9	10	7	23	16	24	13
(3) Agree somewhat	37	40	42	29	38	36	27	25	42	38	42	35
(2) Disagree somewhat	32	20	33	39	26	38	35	40	27	35	27	36
(1) Disagree strongly	14	6	10	23	10	17	28	28	9	11	7	15

Would be easy to use

(4) Agree strongly	22	37	21	14	32	13	15	12	24	21	32	20
(3) Agree somewhat	41	40	46	38	42	40	37	37	43	43	43	40
(2) Disagree somewhat	26	18	25	31	19	32	29	31	26	26	19	28
(1) Disagree strongly	11	5	8	17	7	14	19	20	7	10	6	12

Would save time

(4) Agree strongly	24	40	23	16	35	15	15	11	26	25	34	23
(3) Agree somewhat	40	40	46	35	40	41	37	37	42	43	40	39
(2) Disagree somewhat	26	16	25	31	19	31	29	32	24	24	20	27
(1) Disagree strongly	10	4	7	17	7	13	20	20	8	8	6	11

I would trust this service to manage my location data in my best interest

(4) Agree strongly	16	31	14	8	24	9	8	7	22	15	23	12
(3) Agree somewhat	37	43	41	28	39	35	27	24	42	39	41	35
(2) Disagree somewhat	33	20	34	39	26	38	35	39	27	33	27	37
(1) Disagree strongly	15	6	11	25	10	18	29	30	9	12	9	16

Would be a real improvement compared to the current privacy practices

(4) Agree strongly	19	34	18	11	28	11	12	9	23	20	28	15
(3) Agree somewhat	38	43	42	31	40	36	30	28	43	39	40	36
(2) Disagree somewhat	31	18	31	37	23	37	35	40	26	32	25	35
(1) Disagree strongly	13	5	9	21	9	16	23	24	8	10	7	14

