

Please fill in the following information as you would fill in the similar information while you use online service. If you find any information is too sensitive to share you can keep that blank.

Name:	
Address:	
Nationality:	
Date of birth /age:	
Favourite holiday location:	
Name of school and college from where you last graduated:	
Year of graduation:	
Any medical condition:	
Religion:	
Yearly income:	

Part 1

Number of participant = 14

How sensitive are the following information to you

- a. Your basic purchasing habits – things like the foods and clothes and stores you prefer
 1. Very sensitive- 2
 2. Somewhat sensitive- 9
 3. Not too sensitive - 3
 4. Not at all sensitive
- b. Who your friends are and what they are like
 1. Very sensitive - 6
 2. Somewhat sensitive - 7
 3. Not too sensitive- 1
 4. Not at all sensitive
- c. The state of your health and the medicines you take
 1. Very sensitive -14
 2. Somewhat sensitive
 3. Not too sensitive
 4. Not at all sensitive
- d. Your political views and the candidates you support
 1. Very sensitive - 7
 2. Somewhat sensitive – 5
 3. Not too sensitive – 1
 4. Not at all sensitive - 1
- e. The media you like – such as your tastes in music, movies, books, websites, magazines
 1. Very sensitive - 1
 2. Somewhat sensitive – 9
 3. Not too sensitive – 4
 4. Not at all sensitive
- f. Your religious and spiritual views
 1. Very sensitive - 5
 2. Somewhat sensitive - 5
 3. Not too sensitive – 2
 4. Not at all sensitive - 2
- g. Your relationship history, including people you have dated or were romantically involved with in the past
 1. Very sensitive - 13
 2. Somewhat sensitive - 1
 3. Not too sensitive

4. Not at all sensitive
- h. Your birth date
 1. Very sensitive - 5
 2. Somewhat sensitive - 7
 3. Not too sensitive - 2
 4. Not at all sensitive
 - i. Your social security number
 1. Very sensitive - 11
 2. Somewhat sensitive - 1
 3. Not too sensitive - 2
 4. Not at all sensitive
 - j. The websites you have visited
 1. Very sensitive - 10
 2. Somewhat sensitive - 3
 3. Not too sensitive - 1
 4. Not at all sensitive
 - k. Searches you have made using online search engines
 1. Very sensitive - 9
 2. Somewhat sensitive -4
 3. Not too sensitive - 1
 4. Not at all sensitive
 - l. The content of your email messages
 1. Very sensitive - 10
 2. Somewhat sensitive - 4
 3. Not too sensitive
 4. Not at all sensitive
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Part 2

- a. Consumers have lost control over how personal information is collected and used by companies.
 1. Strongly agree - 12
 2. Agree - 2
 3. Disagree
 4. Strongly Disagree
- b. I appreciate that online services are more efficient because of the increased access they have to my personal data.
 1. Strongly agree - 2
 2. Agree -2
 3. Disagree -4
 4. Strongly Disagree – 3

5. Neither agree nor disagree - 1
 - c. It is easy for me to be anonymous when I am online.
 1. Strongly agree - 3
 2. Agree - 1
 3. Disagree -6
 4. Strongly Disagree - 4
 - d. I am willing to share some information about myself with companies in order to use online services for free.
 1. Strongly agree
 2. Agree - 7
 3. Disagree-3
 4. Strongly Disagree-4
 - e. When I meet new people, I assume that they might search for information about me on the internet.
 1. Strongly agree - 7
 2. Agree - 5
 3. Disagree - 2
 4. Strongly Disagree
 - f. If inaccurate information about me got posted online, it would be very difficult to get it removed.
 1. Strongly agree - 5
 2. Agree - 8
 3. Disagree - 1
 4. Strongly Disagree
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Part 3

- a. How concerned are you, if at all, that some of the information you share on social networking sites might be accessed by third parties, like advertisers or businesses, without your knowledge?
 1. Very concerned - 8
 2. Somewhat concerned - 5
 3. Not too concerned - 1
 4. Not at all concerned
- b. Have you, personally, had any bad experiences because embarrassing or inaccurate information was posted about you on the internet, or has this never happened to you?
 1. Yes, had any bad experiences- 3
 2. No, never happened -11
- c. Have you ever asked someone to remove or correct information about you that was posted on the internet, including things like photos or videos, or have you never done this?

1. Yes, have done this – 7 (people who chose yes for b also chose yes for c)
 2. No, never did this - 7
- d. Were you successful at getting this information about you removed or corrected, or not?
1. Yes - 7
 2. No – 4
 3. N/A - 3
- e. Have you ever posted comments, queries or information on the internet...
- Using your real name
1. Yes
 2. No
- Using a username or screen name that people associate with you
1. Yes
 2. No
- Anonymously
1. Yes
 2. No
- (yes, yes, yes -> 10; yes, no, yes -> 2; no, no, yes -> 2)
- f. Have you ever used an online search engine to look up your own name or see what information about you is on the internet?
1. Yes - 13
 2. No - 1
- g. Have you ever set up an automatic alert through a search engine or news feed that will notify you when your name is mentioned in news stories, blogs, or other places online –
- or have you never done this?
1. Yes, have set up automatic alerts for self - 3
 2. No, have never done this - 11
- h. Have you ever read the privacy policy of the website you visit?
1. Yes, I have - 13
 2. No, have never done this - 1
- i. Do you think having privacy policy in website means your data is safe there?
1. Yes - 1
 2. No - 13
- j. Are you willing to pay (in terms of buying privacy protecting tools) for protecting your privacy ?
1. Yes - 9
 2. No – 4
 3. Unsure - 1