

TNS-TRUSTe

Consumer Privacy Index

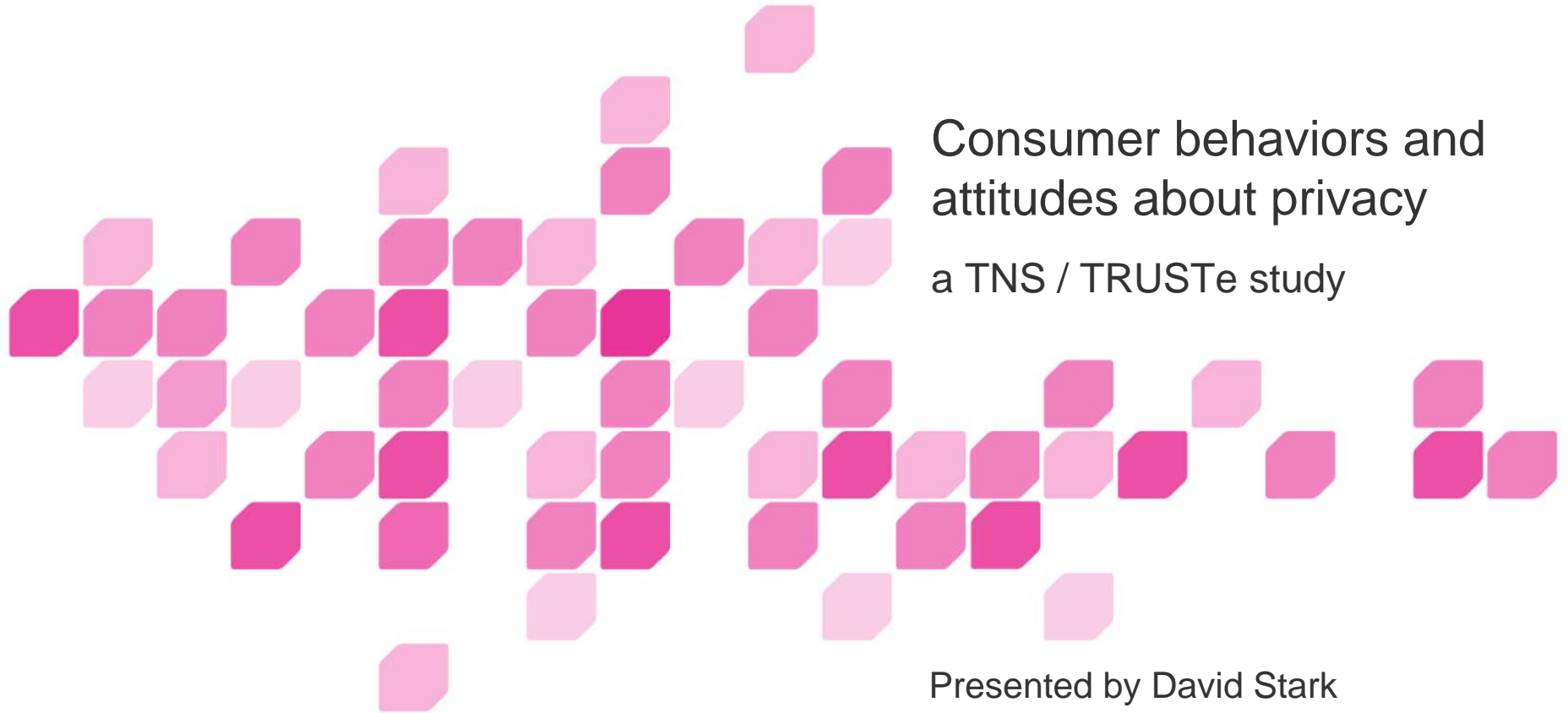
Q4 2004

Consumer behaviors and
attitudes about privacy



the sixth sense of business™





Consumer behaviors and attitudes about privacy
a TNS / TRUSTe study

Presented by David Stark
Privacy Officer, North America, TNS
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Study objectives

- Determine consumer attitudes and behaviors about
 - Website registration
 - How organizations treat personal information
 - Online activities
- Establish attitudinal and self-rated index for benchmarking



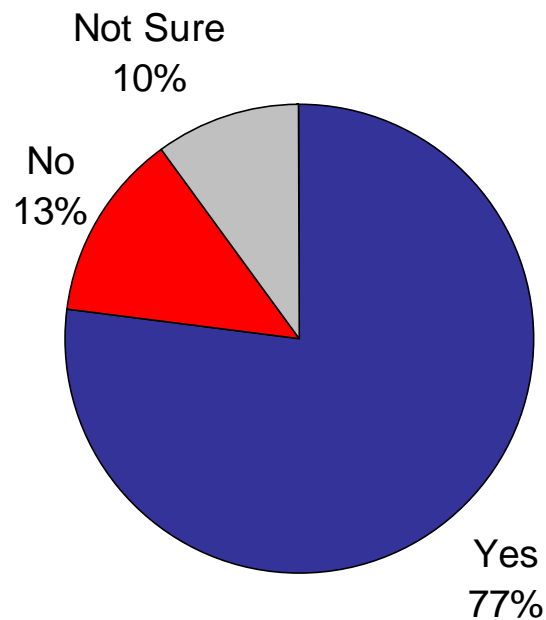
Methodology

- Nationally representative random sample drawn from TNS's Internet access panel
- Conducted online between October 15 and 20, 2004
- 1,092 completed interviews
- Accurate within plus or minus three percentage points, 19 times out of 20



Incidence of registration at websites

Q. Are you currently a registered user with any websites that required you to provide your name and email address at registration?

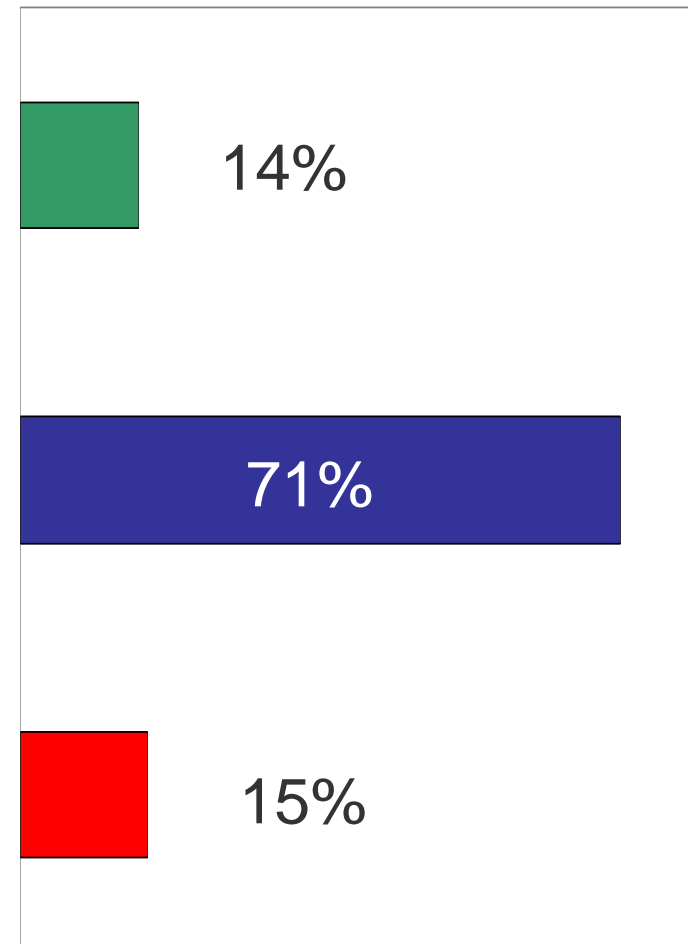


Attitudes towards registering at websites

I like registering my information on websites because it allows the site to remember me and to customize the content I receive when I visit it.

I do not like registering because I have to give personal information about me, but I will do so if it is necessary to obtain content/information that I really want.

I never/almost never register even if I'd like to access content on the site because I have to give personal information.



Net Agree

Strongly Agree

Agree

Neutral

Disagree

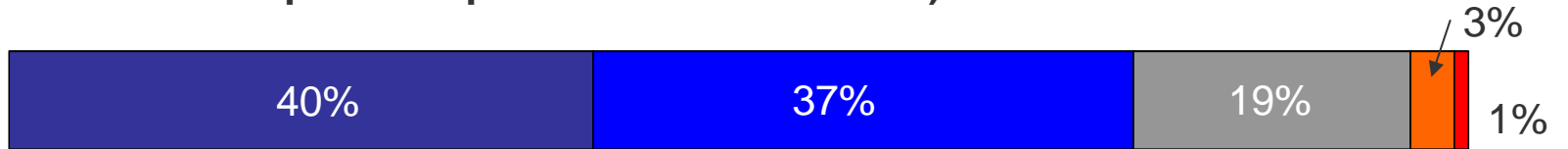
Strongly Disagree

90%



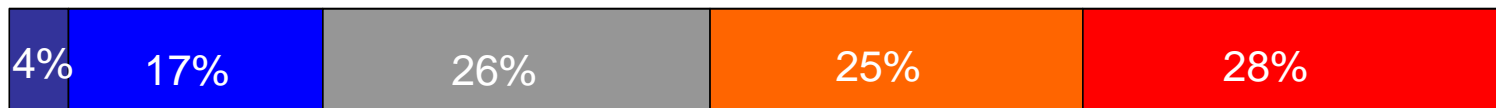
I watch for ways to control what people send me (such as check boxes that allow me to opt-in or opt-out for certain offers).

77%



I register only on sites that have a privacy policy posted.

21%



I like receiving customized advertisements and promotions by email.

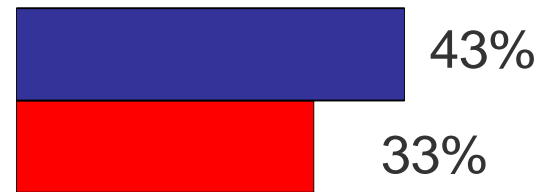
16%



I like to give information to websites because I get offers for products and services I personally like.

Consumer perceptions regarding use of their PII

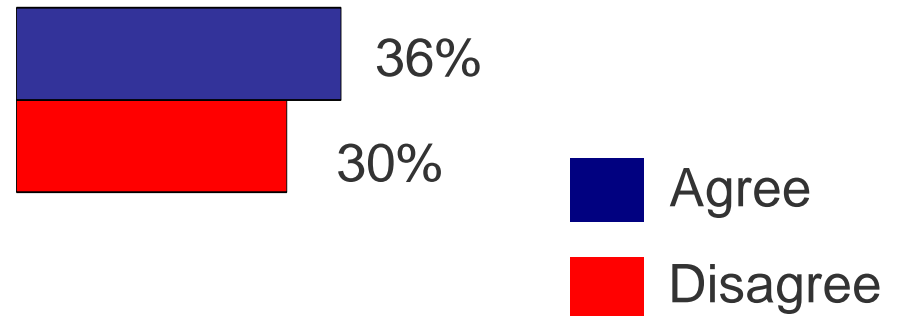
I trust companies to safeguard my personal information and not share it without my permission.



Companies often collect and use this information for marketing purposes.



I like receiving personalized information from companies that I have done business with.



Consumers' trust in organizations in keeping their PII secure and not sharing it without their consent

- Banks and other financial institutions 69%
- Government departments and agencies 48%
- Credit card companies 42%
- Online shopping sites such as Amazon or eBay 42%
- Large retail stores 34%
- Internet sites where you register to get services (such as free email or news) 17%



% who say they trust them always or most of the time

Perceptions about amount of PII asked at websites

I am asked for an appropriate amount of information when I register or make purchases online.

46%

I am asked for too much information in these online transactions.

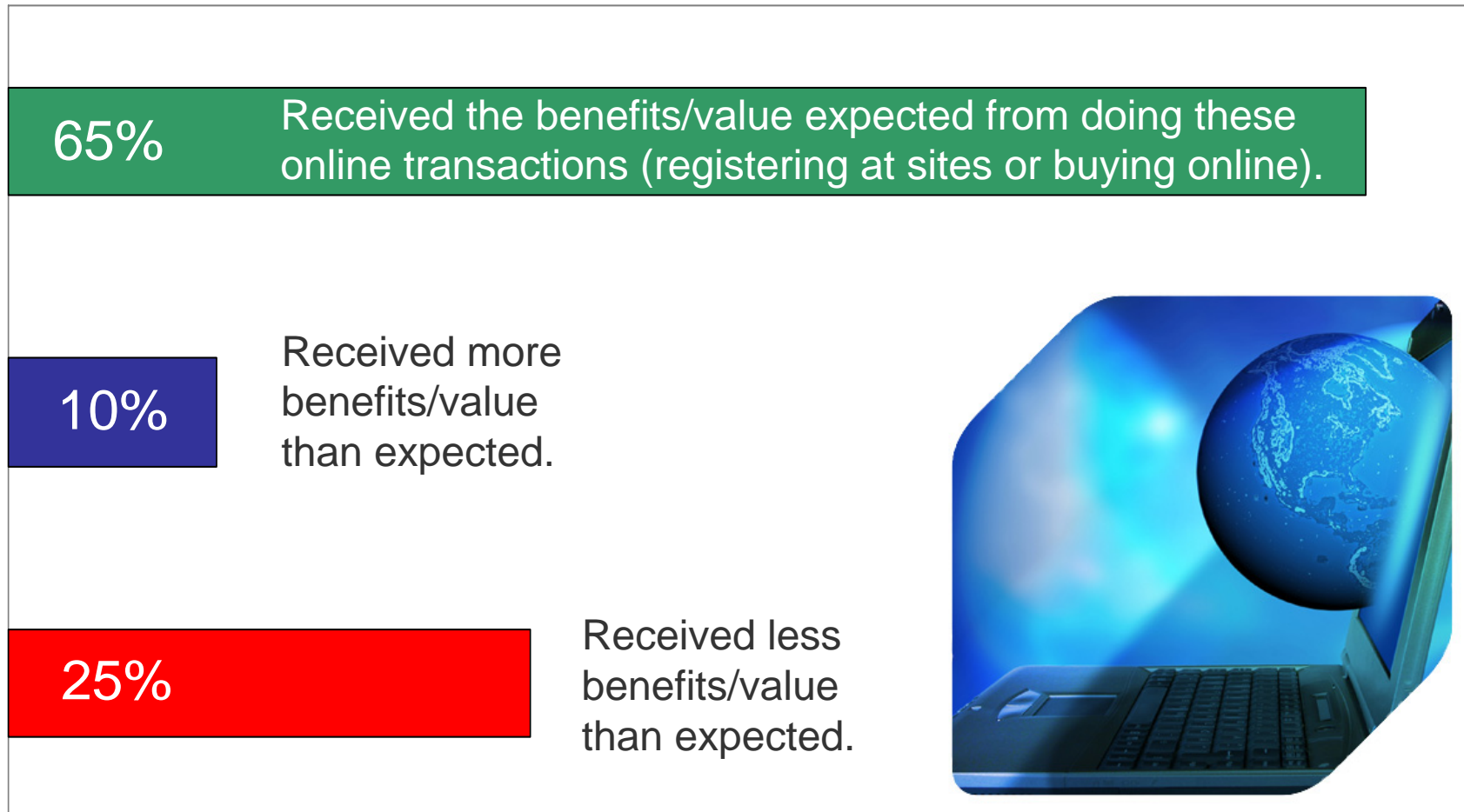
52%

I am asked for less information than is needed to provide me with the best service.

1%

Benefits received for providing PII at websites versus expectations

Overall, I have...



Actions taken by consumers in the past six months to reduce amount of PII they reveal when visiting websites

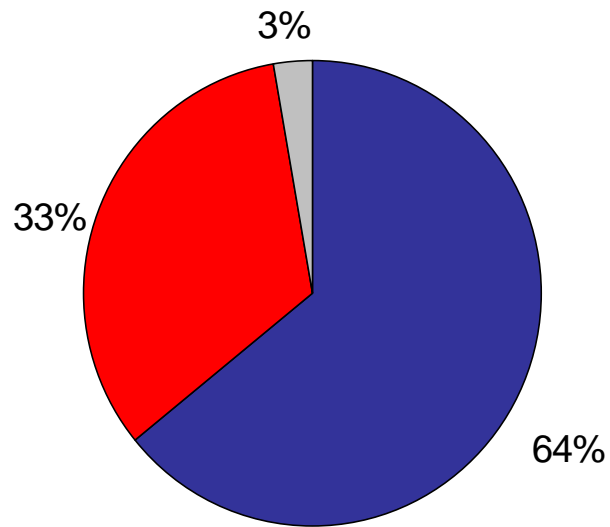
- Read privacy policies 52%
- Look for privacy certification 51%
- Use more than one email address 37%
- Change passwords on a regular basis 26%
- Use software to protect personal information 20%
- Login anonymously 14%
- Use email encryption 11%



About two in ten consumers have not done any of these.

Importance consumers place on online privacy

- A really important issue that I think about often (64%)
- A somewhat important issue that I think about sometimes (33%)
- Not much of an issue / I hardly ever think about it (3%)

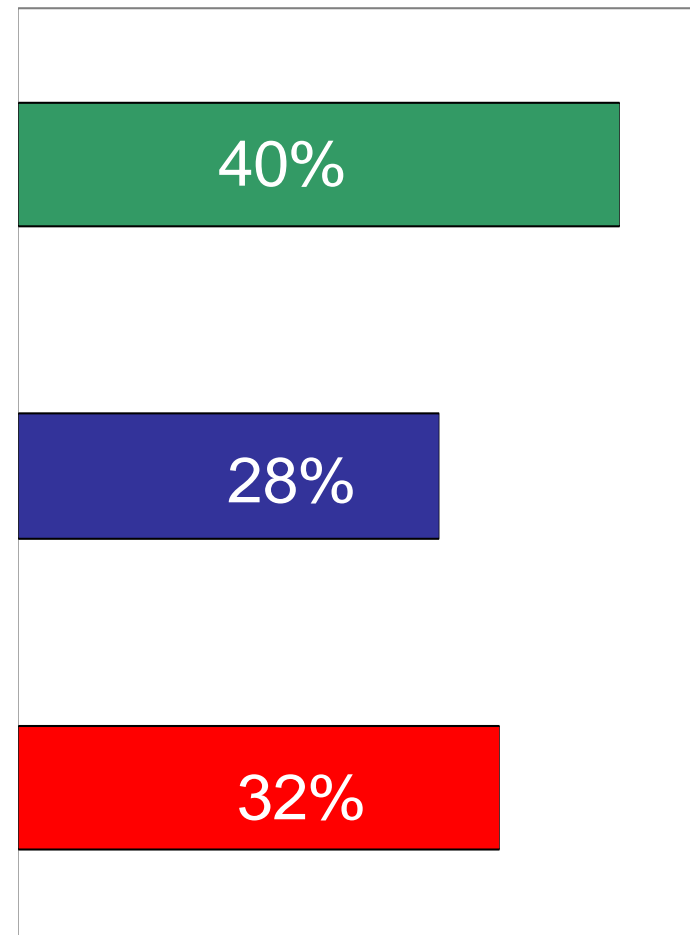


Self-assessment about protecting PII online

I know how to protect my personal information online and consistently take the necessary steps to do so.

I know how to protect my personal information online but don't consistently do so.

I don't really know how to protect my personal information online.



For more information

David Stark

Tel: (416) 924-5751



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Carolyn Hodge

Tel: (415) 520-3415

