

INSTITUT FÜR DEMOSKOPIE ALLENSBACH  
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# Freely-Given and Informed Consent? The User's Perspective

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An investigation conducted on behalf of the  
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# The Aim of the Investigation

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## Before you continue

In accordance with the applicable data protection laws, we would ask you to take a few moments to read through the most important points of Google's privacy policy. This is not meant to inform you about changes we have made, but rather to give you an opportunity to familiarize yourself with the most important points. You can revoke your consent at any time with effect for the future.




**This step is required in order for you to be able to access the Google services.**

NEXT



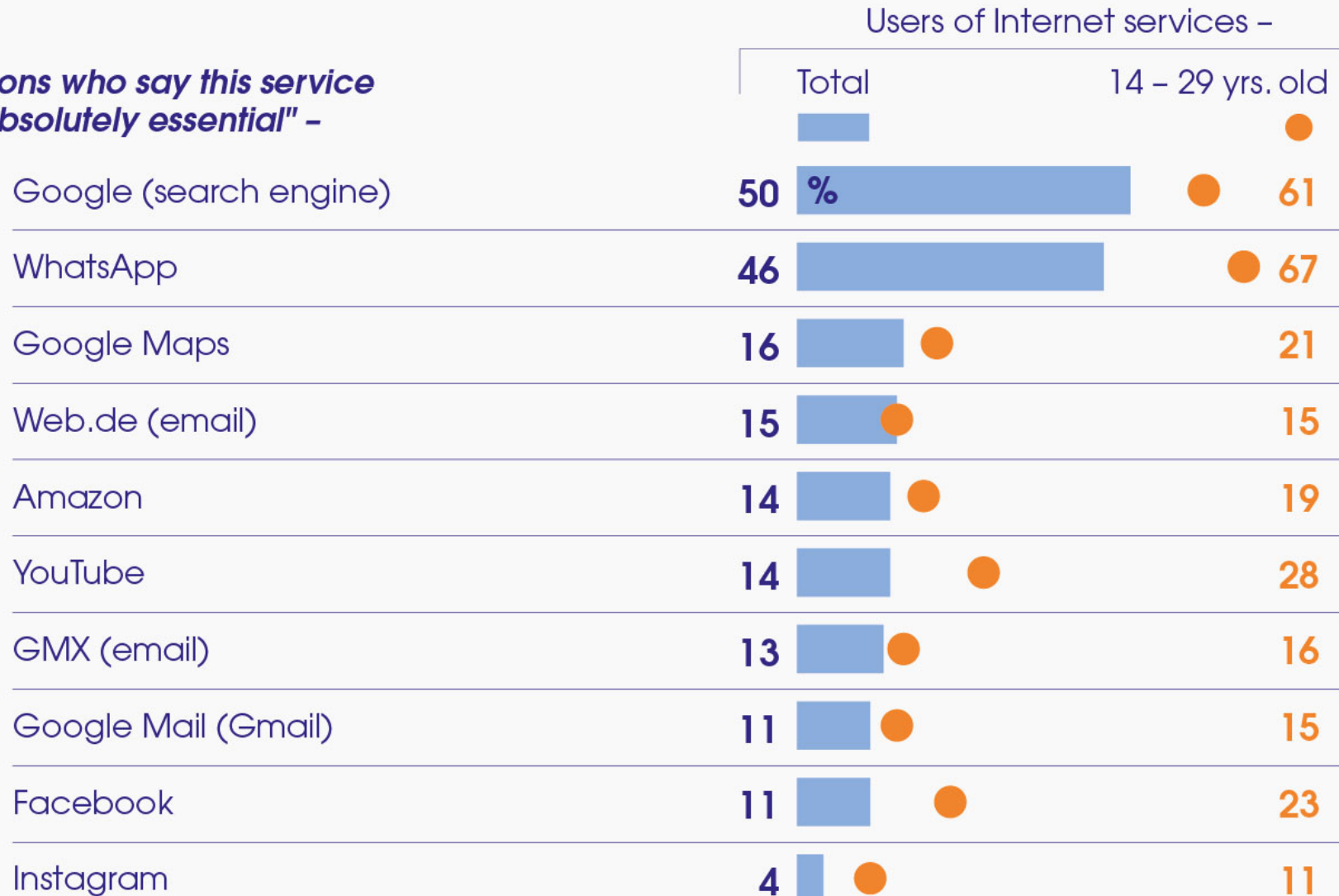
# Internet Services Currently Used Most Often

Persons who use this service at least occasionally – – Excerpt –	Internet users –			
	Total	14 – 15 yrs. old	16 – 29 yrs. old	60 and over
	%	%	%	%
Google (search engine)	95	99	98	89
WhatsApp	85	98	95	69
YouTube	73	95	91	48
Google Maps	73	60	84	58
Amazon	72	69	86	55
Facebook	50	64	80	19
Web.de (email)	46	32	41	47
Google Mail (Gmail)	36	39	44	29
GMX (email)	34	37	41	27
Skype	29	37	45	19
Instagram	23	82	53	6
Twitter	16	23	33	4
Snapchat	13	73	35	2

 used by more than two thirds

# Especially the Google Search Engine and WhatsApp Are Considered to Be "Absolutely Essential"

***Persons who say this service is "absolutely essential" –***



# For the Majority of Users, the Services' Attractiveness Outweighs Their Concerns about Their Data Being Collected

*"I am confident that the Internet services adhere to the laws when handling their users' data. That's why I have no problem with them collecting data about me."*

**12 %**

*"I am critical when it comes to Internet services collecting data about me. But since using these services is important to me, I accept it."*

**52 %**

*"I have serious concerns about Internet services collecting data about me. Therefore, I try not to disclose my data if at all possible and, if need be, just don't use certain services."*

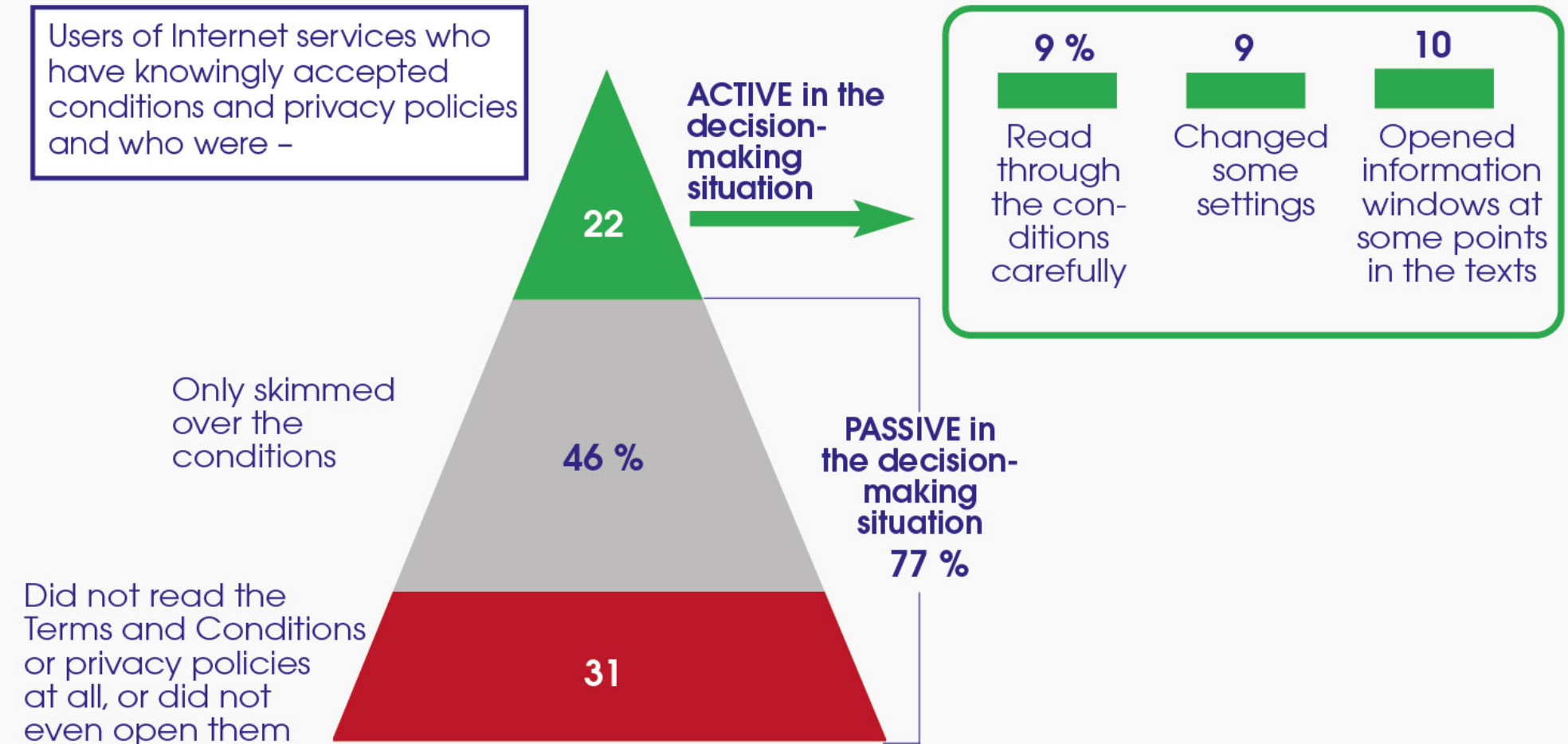
**33 %**



Internet users

# In the Decision-Making Situation, More Than Three Quarters Either Skim over the Conditions at Best or Don't Read Them at All

Question: "Thinking about the last time that you accepted the General Terms and Conditions or data privacy policy of one of these Internet services: How did you go about doing that, which item on the list would you choose?"



Base: Federal Republic of Germany, users of Internet services who have knowingly accepted General Terms and Conditions and privacy policies

Source: Allensbach Archives, IfD Survey 8201

# Consent Situations Give Rise to Negative Emotions, Leaving Many Users with a Somewhat Uneasy Feeling

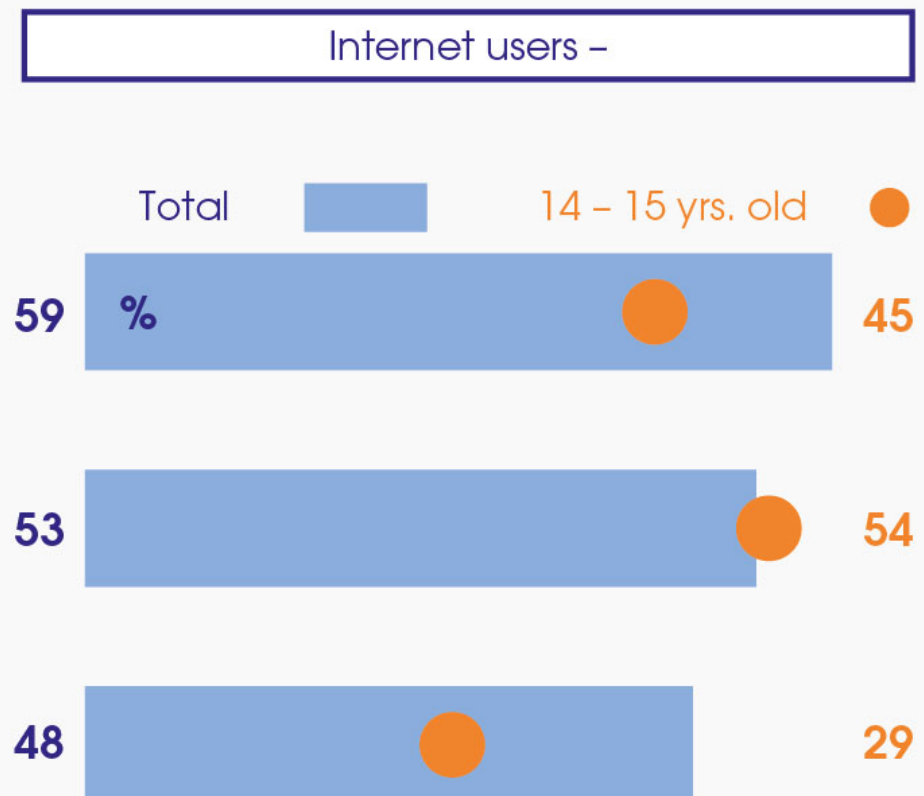
Question: "Here are some statements about Internet services' General Terms and Conditions and data privacy policies. Which of them would you agree with, what things would you say too?"

– Excerpt –

I suspect that the companies intentionally design their data privacy policies so that you can hardly understand what they really mean. I find that annoying

It gets on my nerves that the conditions are being updated constantly and that you have to accept them over and over again, so I usually don't read them anymore

Accepting such conditions gives me an uneasy feeling



# Users Are Frustrated by Consent Situations in Their Current Form

Question: "Here are some statements about Internet services' General Terms and Conditions and data privacy policies. Which of them would you agree with, what things would you say too?"

Users of Internet services who have knowingly accepted conditions and privacy policies –

– Excerpt –

Total  Persons who behave passively in consent situations<sup>\*)</sup> 

**There is no point in reading the conditions since you have to accept them anyway if you want to use the Internet service**

77 %

 82

For me, it is too difficult to really read through the conditions

73

 82

If I am asked to accept conditions right while I am using a service, I simply accept them so I can continue using the service

57

 61

It gets on my nerves that the conditions are being updated constantly and that you have to accept them over and over again, so I usually don't read them anymore

57

 60

The services do not offer users enough possibilities to change the settings and still keep using the service

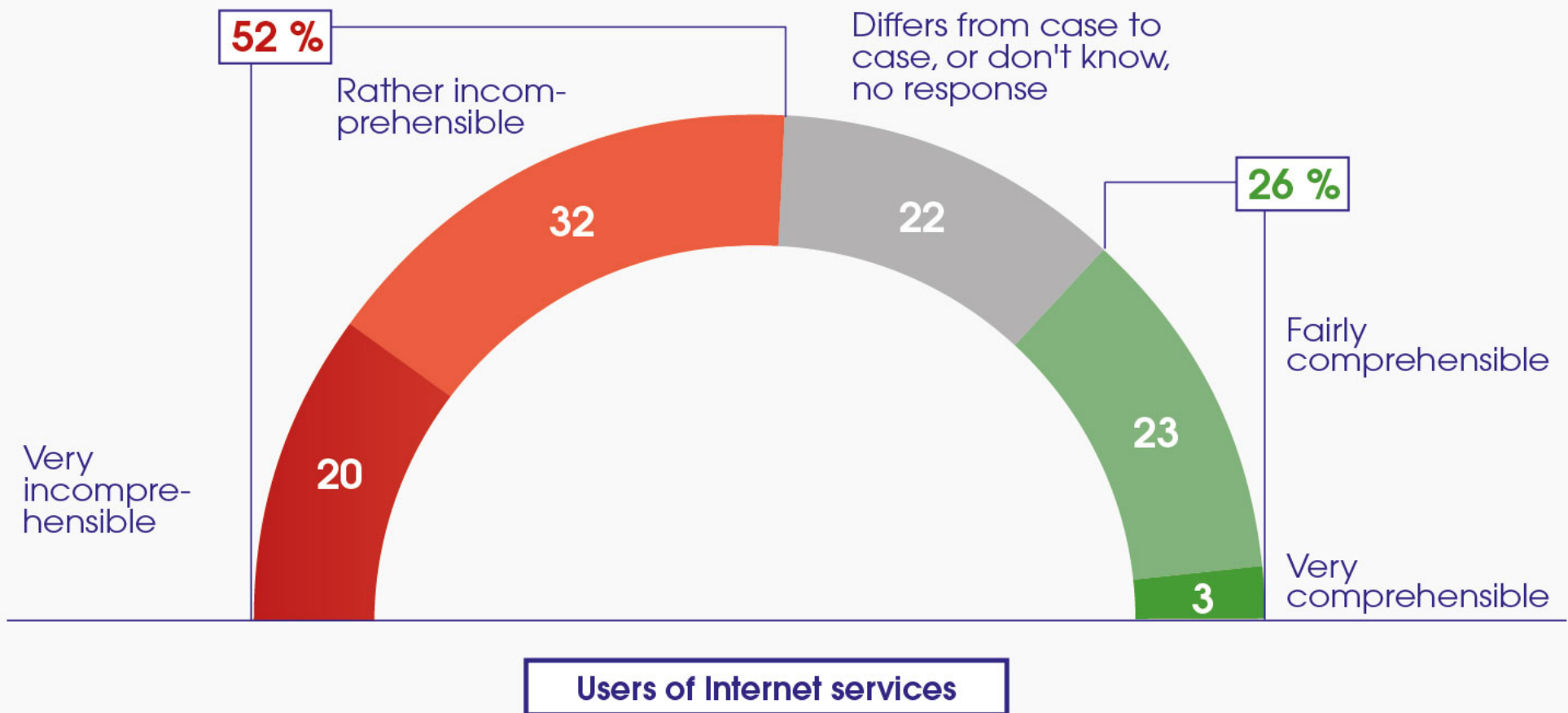
44

 41

<sup>\*)</sup> Persons who only skimmed over or did not read the conditions at all the last time they accepted them

# Overall Assessment of the Comprehensibility of the Internet Services' Conditions

*Persons who say the Internet services' Terms and Conditions and privacy policies are generally -*



# When Asked about Individual Conditions: Important Terms of Use Are Rejected (WhatsApp)

WhatsApp users –



By using the service, all of these persons have already accepted the Terms and Conditions and privacy policies

**Persons who would NOT accept these excerpts from WhatsApp's Terms and Conditions or privacy policies –**

## **Data transferral/recipient (b)**

"Information ... is transferred or conveyed or, respectively, stored and processed ... in the United States or other third countries"



## **Accessing others' address data (c)**

"... you give us regular access to the telephone numbers in your mobile telephone directory ..."



## **Data transferral/recipient (a)**

"We receive information about you from other users and companies ... your phone number, your name and other information ..."



## **Right to delete or limit processing of the data (d)**

"In accordance with the General Data Protection Regulation or other applicable laws, you have the right to have access to, correct, determine the portability or deletion of the information about you ..."



# When Asked about Individual Conditions: Important Terms of Use Are Rejected (Facebook)

Facebook users –



By using the service, all of these persons have already accepted the Terms and Conditions and privacy policies

**Persons who would NOT accept these excerpts from Facebook's Terms and Conditions or privacy policies –**

## **Data transferral/recipient (f)**

"We use the information available to us ... to help advertisers and other partners ..."



## **Data sources for creating user profile (g)**

"Facebook and Instagram share the infrastructure, systems and technology with other Facebook companies ...."



## **Purpose and duration of data storage (e)**

"We store the data as long as it is needed, ...."

