

Privacy concerns and sharing data

...
Privacy Commissioner
March 2022



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INTRODUCTION

Background

- The Office of the Privacy Commissioner (OPC) conducts regular two-yearly research among the general public to measure awareness, knowledge and levels of concern regarding privacy and the protection of personal information. Over the years some tracking measures have been retained. In addition the question set is adapted in line with issues of the day and priority focus areas for the OPC.
- This year a Māori booster sample was also included to provide more depth to findings among Māori. This brought the total Māori sub-sample to n=300.

Objectives

- The overall objectives of the 2022 survey are to:
 1. Provide some consistency with prior years (to allow for benchmarking comparisons on specific areas of interest to the OPC)
 2. Monitor progress towards OPC outcomes
 3. To assist in prioritisation of specific issues, and
 4. To support efforts to help government agencies and business improve their privacy maturity.

METHODOLOGY



- Results in this report are based upon questions asked in the nationally representative AK Research online omnibus survey of adults in New Zealand.
 - The sample size for the online survey was n=1168, with the margin of error for a 50% figure at the 95% confidence level being $\pm 3.0\%$.
 - The total sample of n=1168 is made up of a nationally representative survey of n=1006 respondents (as part of the regularly omnibus survey) and an additional booster sample of 162 Māori respondents to achieve a **Māori total sub-sample of n=300**.
 - For a sample size of n=300 the margin of error for a 50% figure at the 95% confidence level is $\pm 5.7\%$.
 - The fieldwork was conducted from the 16th to 28th of March 2022.

Note on rounding:

- *All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.*
- *For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$*



Concern measures

46% ↓10%

Concerned about individual privacy and protection of personal information, (35% neutral)

51% Māori

41% ↓11%

Have got more concerned about privacy and personal information in the last few years, (46% neutral)

48% Māori

Knowledge/interactions

11%

Know 'Total a lot' about what the OPC does (27% neutral)

16% Māori

37%

Would contact OPC followed by Police if experiencing a privacy breach

33% Māori

SNAPSHOT



Privacy Act 2020

11%

Think oversight of privacy and personal information has got better, 41% neutral, 28% unsure

15% Māori

29% Māori think it has got worse

47%

Aware the Privacy Act gives you the right to copy of personal information an organisation holds

50% Māori

11%

Made a request under the Privacy Act for a copy of personal information an organisation holds

19% Māori

EXECUTIVE SUMMARY

Concerns about privacy and personal information

- There are indications that New Zealanders are becoming less concerned about privacy and protection of their personal information.
 - Total concern (46%) about individual privacy and protection of personal information has declined and is at a similar level to 2001. 35% were neutral and 17% were not concerned. Highest levels of concern were in 2012 and 2018 at 67%.
 - Concern levels on key issues has also declined. Four of the issues tracked have all declined in levels of concern: (business sharing, security of personal information on the internet, govt agencies sharing and health organisations sharing.
 - Of the two new privacy issues included this year, information being collected about children online without parental second rated second highest (61%) concerned, while use of facial recognition technology to identify individuals in public spaces came lowest at 49% total concerned.
- New Zealanders are polarised on whether they would avoid internet activity if they were concerned they were being tracked; with 45% stating they would avoid compared to 43% who would not.

Knowledge and interactions with the OPC

- A majority state they have low or little knowledge of the OPC (55%).
 - While 11% declared 'Total a lot of knowledge' and 27% were neutral.
 - The OPC and the Police were the leading agencies to contact in the event of a privacy breach. And among those who experienced a privacy breach, over a third contacted the OPC.
 - Those who did not contact the OPC resolved the issue through the company/ employer OR did not know who to contact.

Privacy Act 2020

- When asked to look back at the last 12 months and changes to the Privacy Act, 21% of respondents felt oversight of individual privacy and personal has got worse. In contrast 11% considered it got better. 41% were neutral and just over a quarter were unsure (28%).
- Just under a majority were aware the Privacy Act gave them the right to personal information held about them, while 45% were not aware.
- Twenty-seven percent said they read the privacy statement when signing up to a new service, while 32% said they did not. Over a third said it depends (37%).
- A strong majority (63% Total likely) would likely consider changing providers if they heard they had poor privacy and security practices. A further 21% were neutral and only 7% said it was 'Total unlikely'.

EXECUTIVE SUMMARY

Māori

- There are strong indications that Māori are more concerned about privacy and protection of personal information and more engaged in taking action.
 - Total concern was higher (51%.)
 - Higher levels of concern regarding the six privacy issues tested; especially business and government sharing of information.
 - More likely to avoid doing something on the Internet due to concerns activity being tracked.
 - More likely to have made a rental application and higher agreement that they had to provide too much personal information (61%) when making an application - indicative due to small sub-sample.
 - More likely to know a lot (1+2) about what the OPC does.
 - More likely to say they have had information lost or taken in a privacy breach.
 - In the event of a privacy breach a higher proportion contacted the OPC (64%), indicative only due to small sub-sample.
- More likely to consider that oversight of privacy and personal information has got worse (29%).
- Awareness of the right to a copy of personal information held about them similar to the general population.
- However, more likely to have made a request for a copy of personal information held about them.
- More likely to read the privacy statement when signing up for a new service (37% yes and 29% depends).
- Similar to the general population, 64% would consider changing service providers if they heard the provider had poor privacy and security practices.

Concern about privacy and protection of personal information

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KEY FINDINGS


Concerns about privacy and protection of personal information

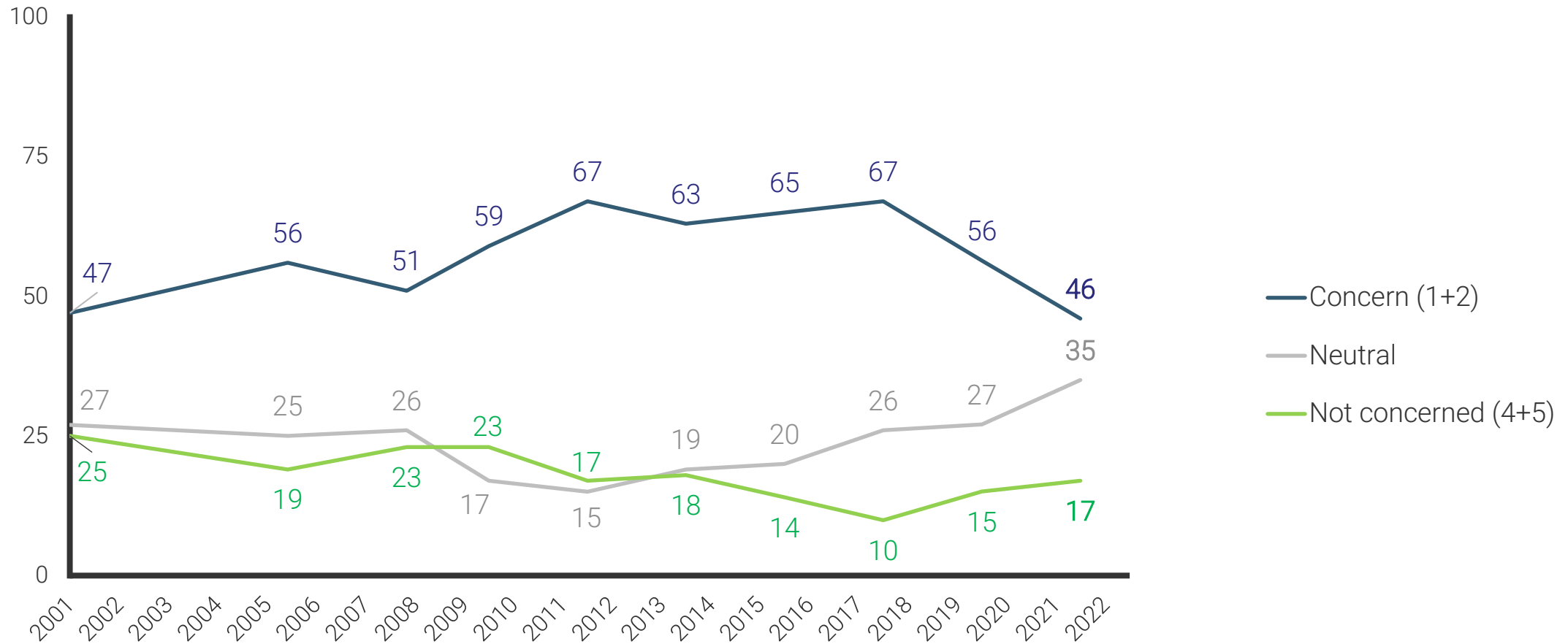
- In 2022 the **level of concern about individual privacy and protection of personal information has fallen** to similar levels observed in 2001. Forty six percent declared they were concerned (1+2), compared to 56% in 2020. Thirty-five percent were neutral (3 on the 5 point scale) , up 8%.
 - Concern about individual privacy was higher among Māori (51%).
- In addition, those who said they were **more concerned about issues of individual privacy and personal information has also fallen** (41%, down 11%). Forty-six percent said their level of concern remained the same (up 5%). Ten percent were less concerned.
 - There are indications that Māori have got more concerned about privacy issues (48%).
- The **leading privacy issues of concern** were 'business sharing personal information' (63% concerned), **information collected about children without parental consent** (new issue this year)and 'security of personal information on the internet', both on 61% concerned.
- Four issues asked in previous years continue to be tracked. **The tracking indicated that these issues declined** in concern similar to other downward trends:
 - Businesses sharing your personal information with other businesses without your permission (63%, down 12%)
 - Security of your personal information on the internet (61%, down 11%)
 - Government agencies sharing your personal information with other government agencies without your permission (55%, down 6%)
 - Health organisations sharing your health information without your permission (49%, down 2%).

KEY FINDINGS


- The new issue included this year ‘use of facial recognition to identify individuals in public places’ garnered the lowest level of concern (49%); although close to a majority.
- **Māori had similar or higher levels of concern about the privacy issues tested.**
 - Older Māori had higher levels of concern expressed about information being collected online without parental consent and business sharing personal information without permission.
- **Opinion was divided on whether they would avoid internet activity** due to concerns about being tracked, 45% yes , avoid and 43% No.
 - Māori and rural respondents were more likely to avoid.
- Of those who had made a **rental application** in the last 12 months (15%), a majority (53%) **considered they had to provide too much personal information.** Looking at the Māori sample, nearly a quarter had made a rental application and 61% stated they thought they had to provide too much personal information

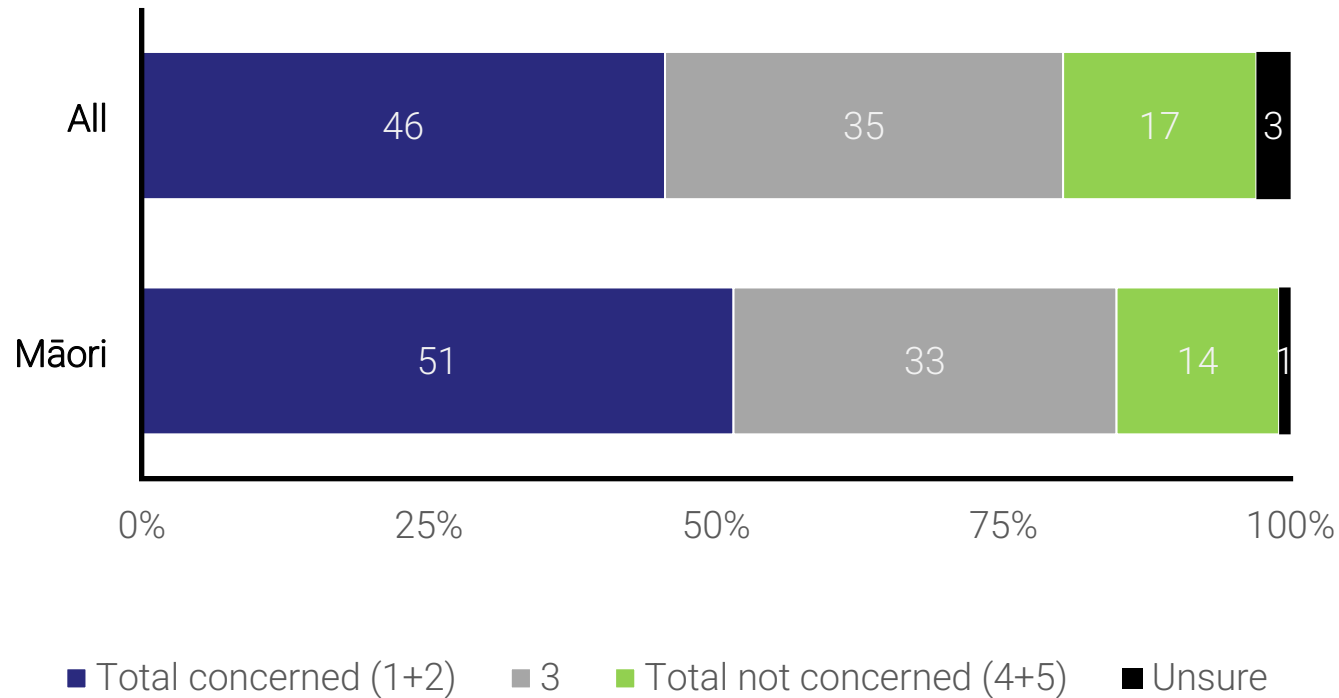
TOTAL CONCERN FOR INDIVIDUAL PRIVACY HAS DECLINED TO LEVELS RECORDED IN 2001 - TRENDLINE

 Using a scale of 1 to 5, where 1 means you are very concerned and 5 not concerned at all, how concerned are you about an individual's privacy and the protection of personal information? (%)



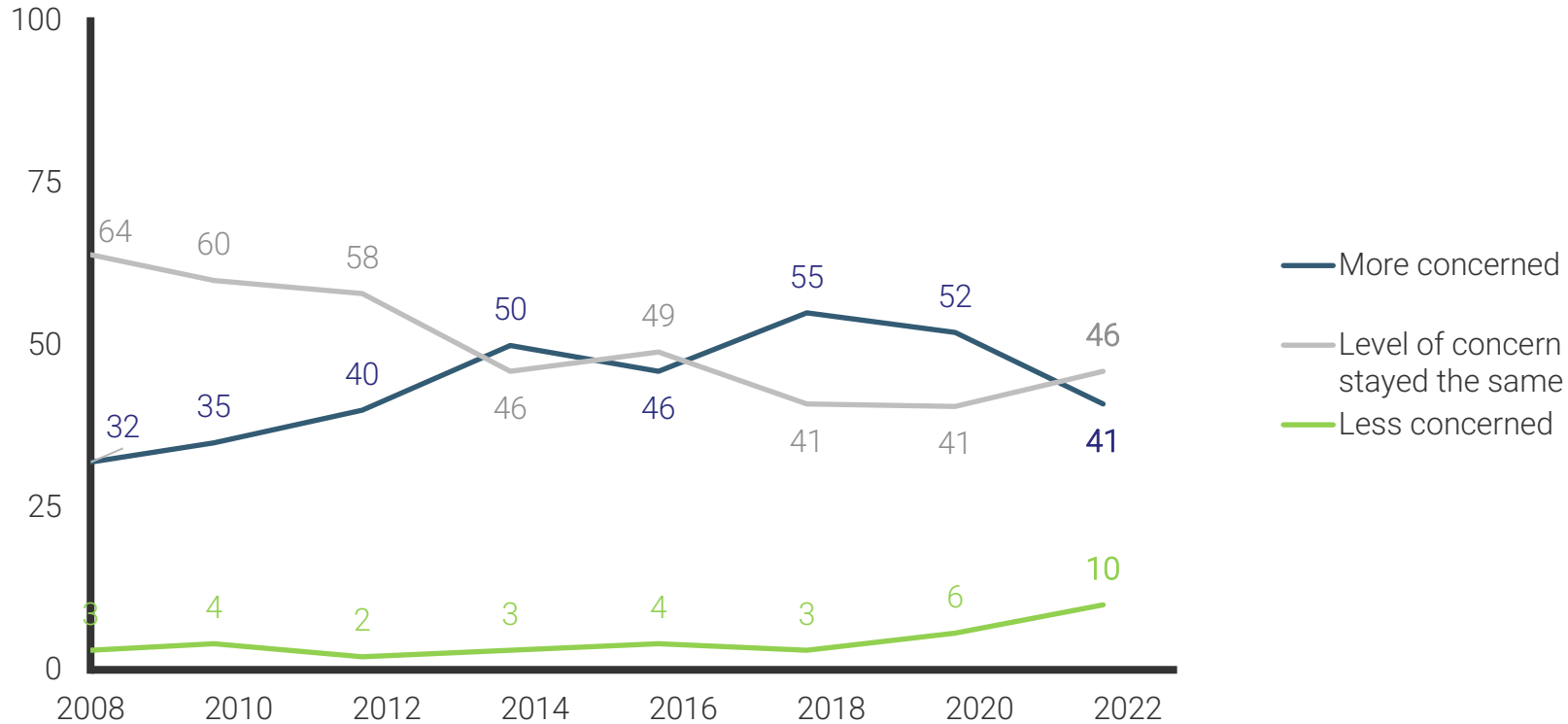
TOTAL CONCERN FOR INDIVIDUAL PRIVACY WAS HIGHER ACROSS MĀORI RESPONDENTS – MĀORI COMPARISON

 Using a scale of 1 to 5, where 1 means you are very concerned and 5 not concerned at all, how concerned are you about an individual's privacy and the protection of personal information? (%)



PROPORTION THAT CLAIM TO BE MORE CONCERNED ABOUT PRIVACY ALSO DROPPED - TRENDLINE

Q Looking back over the last few years, have you got more concerned about issues of individual privacy and personal information, less concerned or has your level of concern stayed about the same? (%)

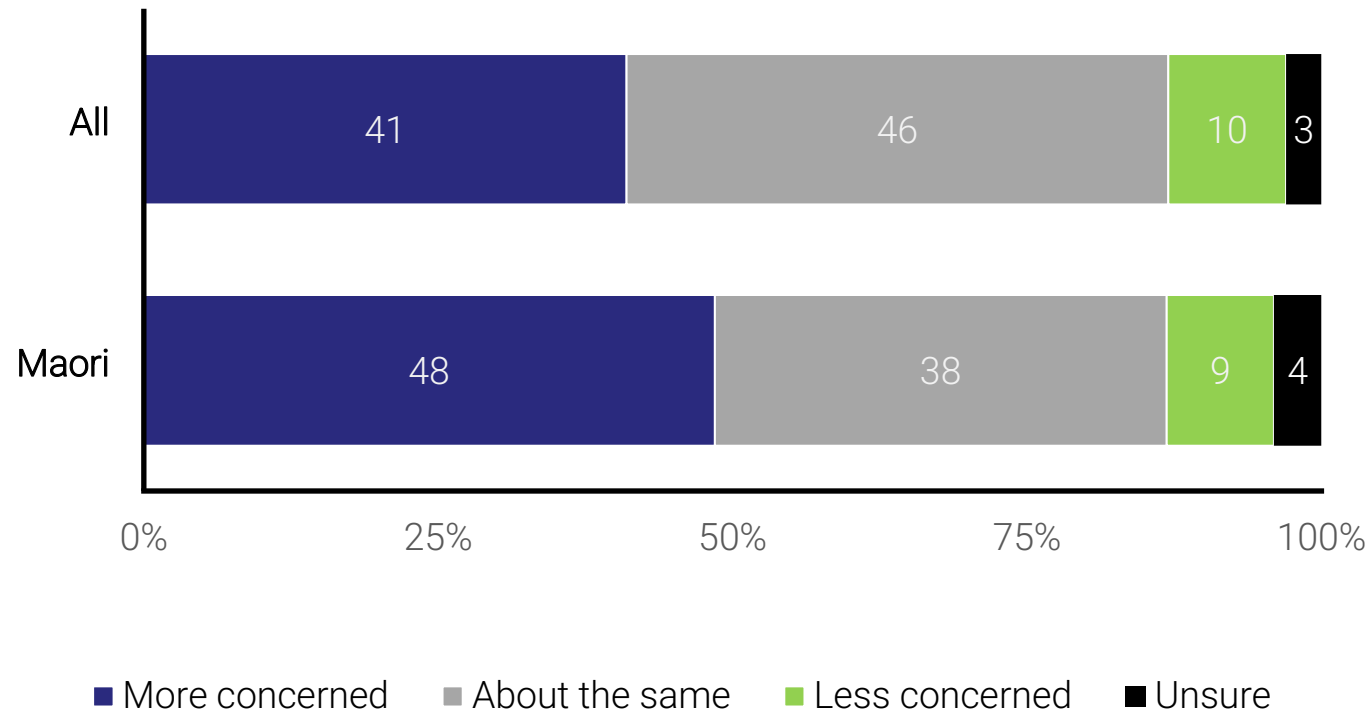


More likely to be less concerned about issues of individual privacy and personal protection.

- Trend by age younger on 17% versus older on 3%.
- Those living with dependent children under 18 years (16%) compared to those with no dependent children under 18 years (7%)

PRIVACY CONCERNS MORE LIKELY TO HAVE RISEN ACROSS MĀORI – MĀORI COMPARISON

 Looking back over the last few years, have you got more concerned about issues of individual privacy and personal information, less concerned or has your level of concern stayed about the same? (%)

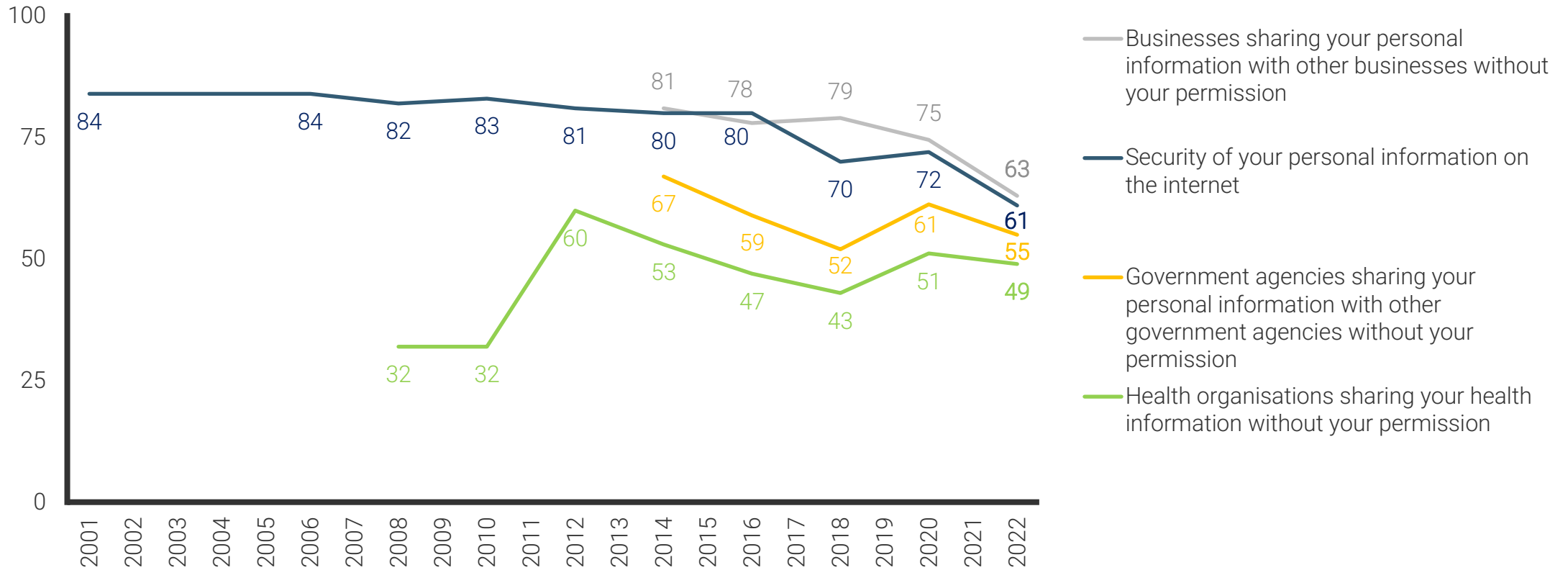


Base: All respondents (n=1,168), Māori (n=300)

IN LINE WITH GENERAL TREND OF LOWERING CONCERN, CONCERN ON MOST SPECIFIC PRIVACY ISSUES HAS DROPPED - TRENDLINE



How concerned are you about the following privacy issues in New Zealand today? (%)

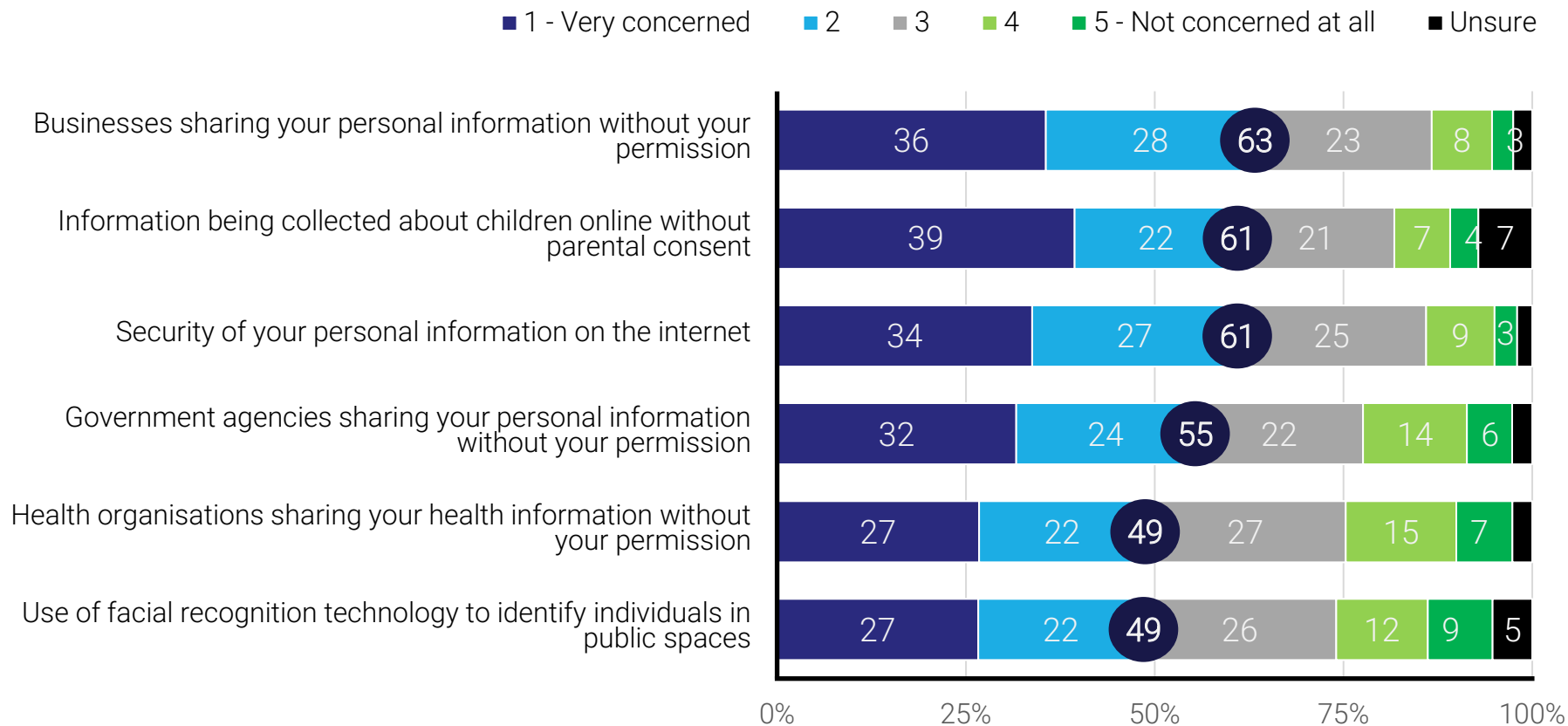


Base: All respondents (n=1,168)

NEW PRIVACY ISSUES ADDED, AT LEAST HALF CONCERNED ABOUT EVERY ISSUE – FULL BREAKDOWN



How concerned are you about the following privacy issues in New Zealand today? (%)



Older respondents were **more concerned** across all issues except use of facial technology where they expressed the same level of concern as younger respondents.

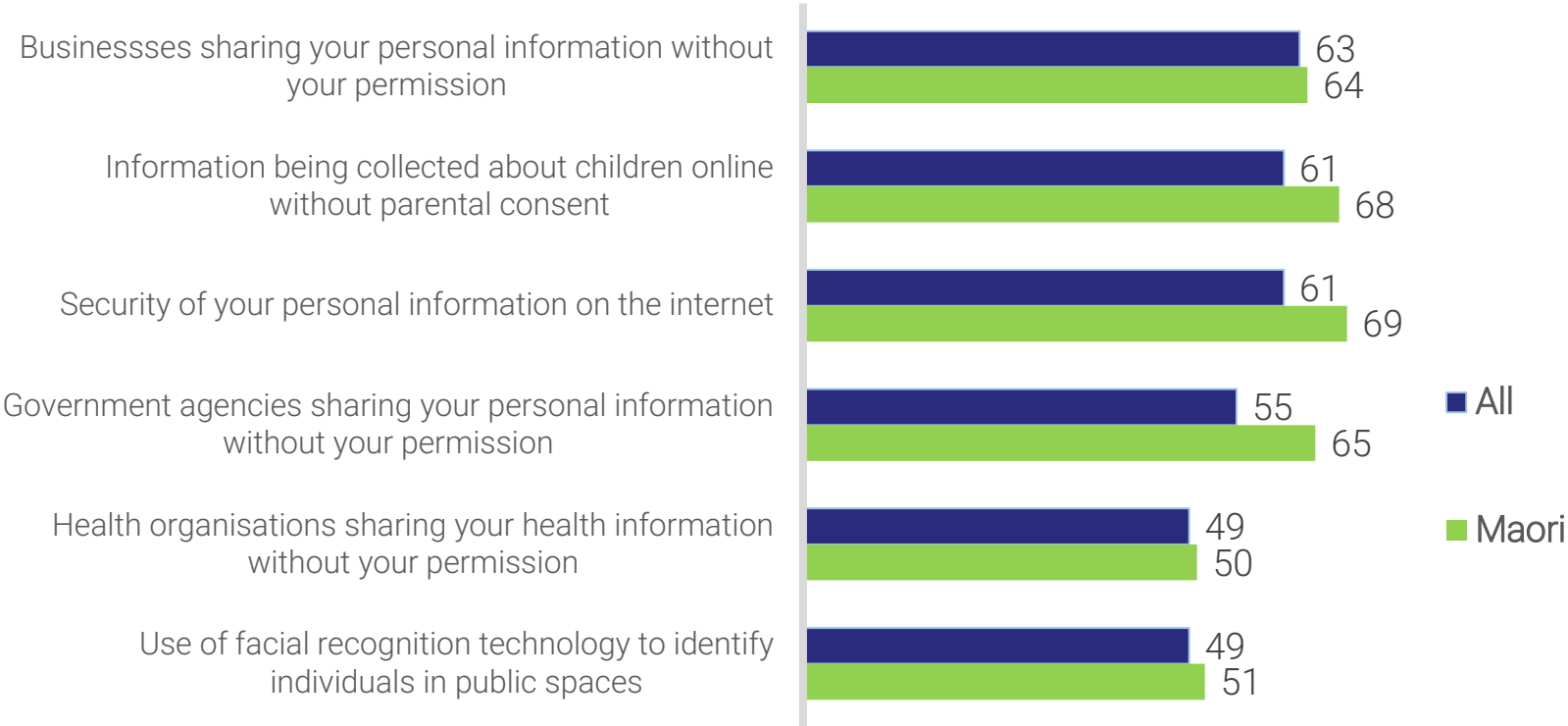
More concerned about government sharing personal information without permission:

- Those earning less than \$50K (63%) compared to those earning more than \$100K (45%).
- Māori (65%).

MĀORI MORE LIKELY TO EXPRESS CONCERN ABOUT MANY PRIVACY ISSUES – MĀORI COMPARISON (TOTAL CONCERNED 1+2)



How concerned are you about the following privacy issues in New Zealand today? (%)

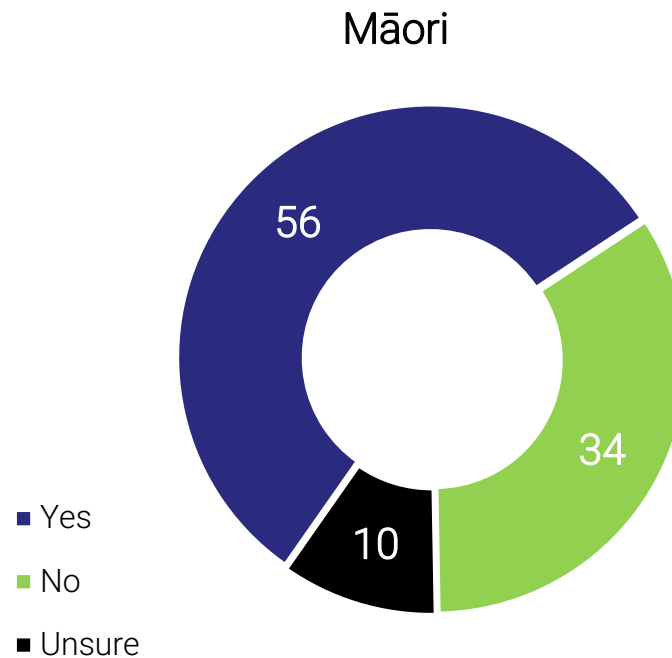
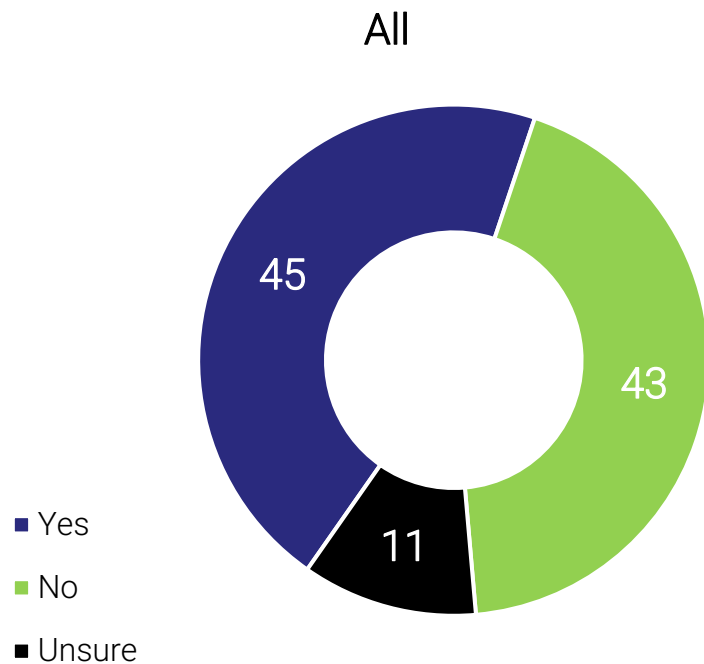


Trend by age with older respondents more concerned about information being collected about children online without parental consent and Business sharing your personal information without your permission.

Base: All respondents (n=1,168), Māori (n=300)

POLARISED OPINION ON WHETHER THEY WOULD AVOID INTERNET ACTIVITY DUE TO CONCERNS ABOUT BEING TRACKED, MĀORI MORE LIKELY TO AVOID - MĀORI COMPARISON

Have you ever avoided doing something on the internet (such as browsing or making a purchase) due to concerns that your online activity is being tracked? (%)



More likely to avoid doing something on the internet due to concerns activity being tracked:

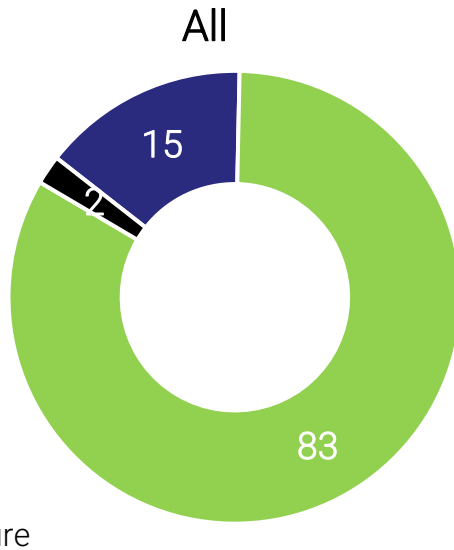
- Māori (56%) compared to NZ Europeans (40%)
- Rural respondents (57%) compared to non-rural respondents (43%).

Base: All respondents (n=1,168), Māori (n=300)

SMALL PROPORTION HAD MADE A RENTAL APPLICATION IN THE PAST MONTH, WITH OVER HALF STATING THEY HAD TO PROVIDE TOO MUCH PERSONAL INFORMATION. MĀORI RECORDED HIGHER ON BOTH OF THESE INDICATORS - MĀORI COMPARISON



In the past last 12 months, have you made an application to rent a property? (%)



[Of those who said yes] In completing the application, did you think you had to provide too much personal information? (%)

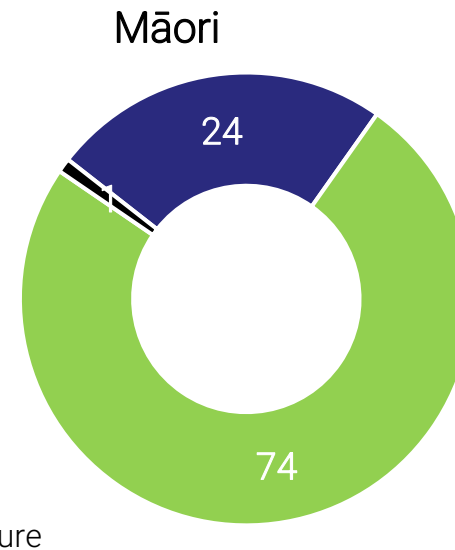
Response	%
Yes	53
No	41
Unsure	6

Unsurprisingly age was a big factor with 30% of under 30s, 24% of 30-44s, 6% of 45-59s and 3% of over 60s having made an application in the past year.

While samples are small, those under 30 (n=46) were much less likely to say they were asked for too much information (34%) compared to those older (68%, n=125)



In the past last 12 months, have you made an application to rent a property? (%)



[Of those who said yes] In completing the application, did you think you had to provide too much personal information? (%)

Response	%
Yes	61
No	34
Unsure	4

Māori (24%) were also more likely to have made an application.

Knowledge and interactions with Office of the Privacy Commissioner ...

KEY FINDINGS

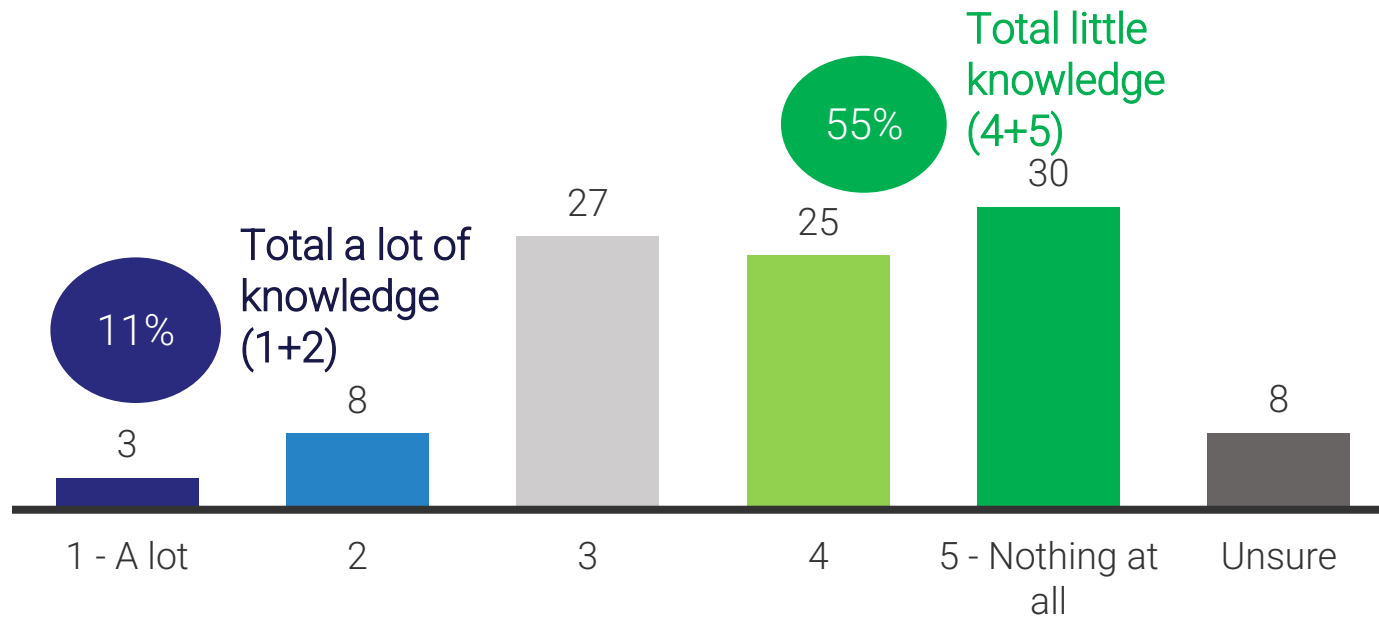
Knowledge and interactions with the Office of the Privacy Commissioner

- Declared **knowledge was low**, with 11% declaring they know a lot about what the Office of the Privacy Commissioner does (1+2 on the 5 point scale). Māori had similar levels of knowledge generally, although were more likely to know a lot (16%) compared to NZ Europeans.
- The Office of the Privacy Commissioner was the leading agency to call in the event of a privacy breach (37%) followed by the NZ Police (33%). However a nearly a third were unsure of who to contact. This was similar for Māori with a third nominating the OPC.
- **Only 7% had experienced a privacy breach** (n=93). Although this was significantly higher among Māori with 12% stating they had experienced a privacy breach.
 - Over a third of those who experienced a privacy breach contacted the OPC.
 - While those who did not contact the OPC, dealt with it through the company or employer (17%). And a further 17% were unsure who to contact, 14% did not deem it that serious.
 - A higher proportion of Māori contacted the OPC this is indicative only due to small sub-sample.

DECLARED KNOWLEDGE OF THE OFFICE OF THE PRIVACY COMMISSIONER WAS GENERALLY LOW – FULL BREAKDOWN



How much would you say you know about what the Office of the Privacy Commissioner does? (%)



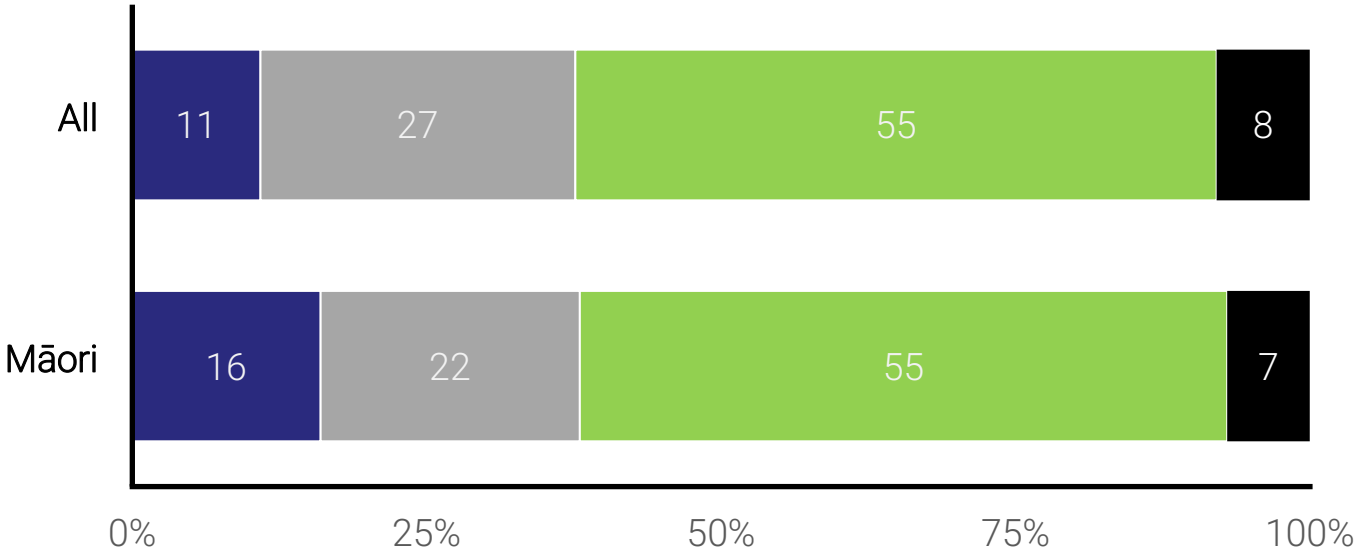
More likely to know a lot (1+2)

- Those with dependent children under 18 (15%) compared to those with no dependent children under 18 (9%)
- Asian (18%) compared to NZ European (8%)

SIMILAR KNOWLEDGE LEVELS ACROSS MĀORI RESPONDENTS – MĀORI COMPARISON



How much would you say you know about what the Office of the Privacy Commissioner does? (%)



More likely to know a lot (1+2)

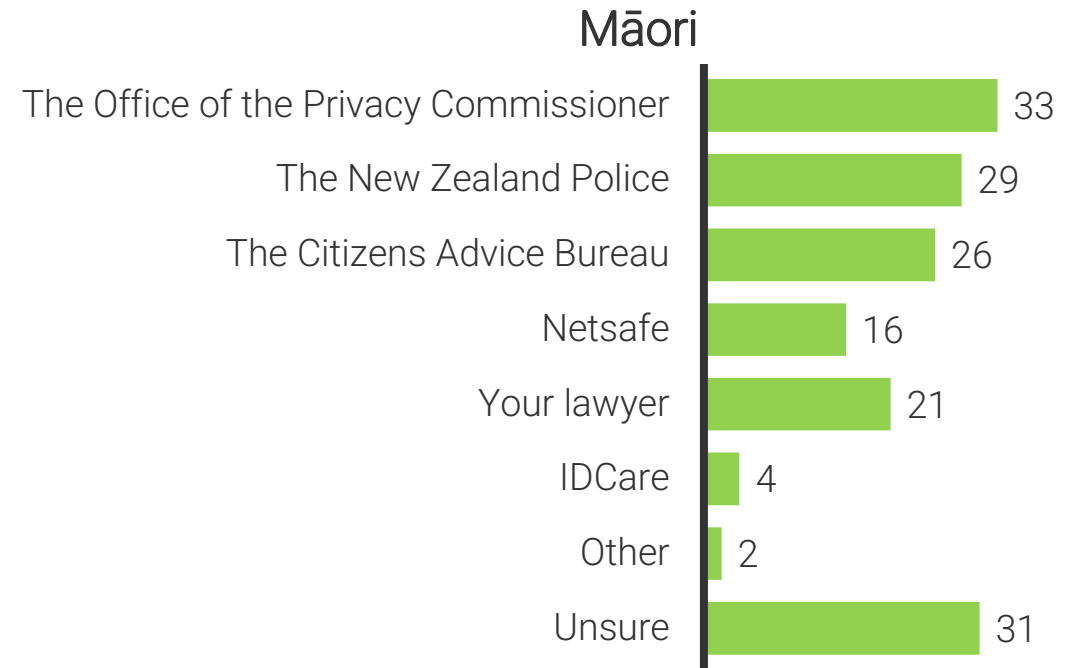
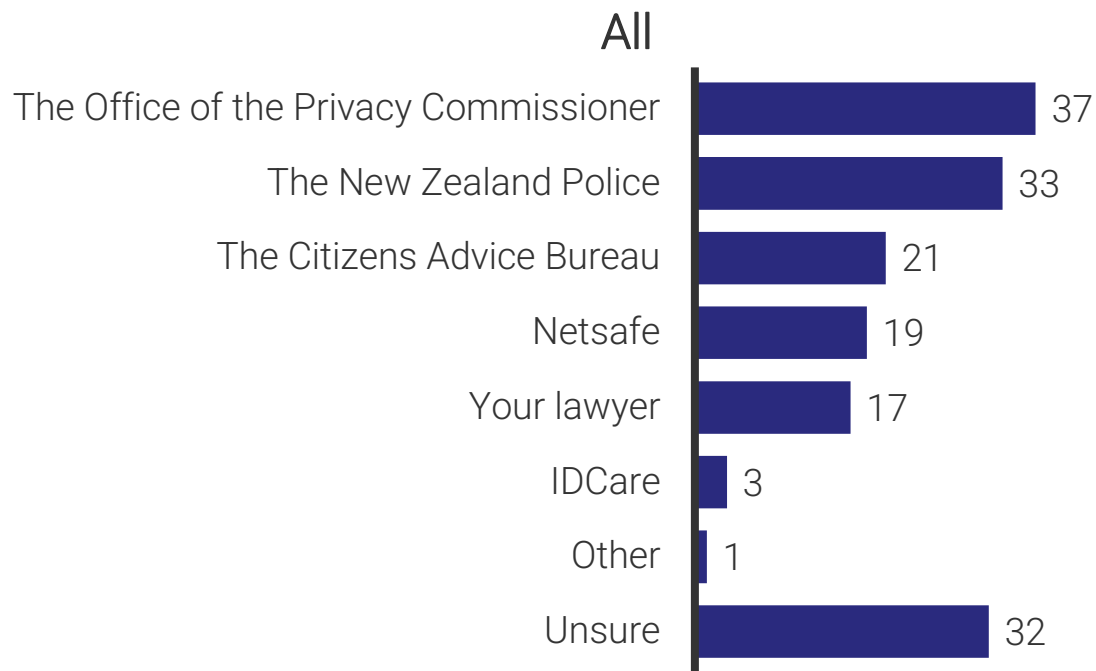
- Māori (16%) compared to NZ European (8%)

■ Total a lot of knowlege (1+2) ■ 3 ■ Total little knowledge (4+5) ■ Unsure

Base: All respondents (n=1,168), Māori (n=300)

OFFICE OF THE PRIVACY COMMISSIONER THE TOP ORGANISATION TO CONTACT IN EVENT OF A BREACH, BUT NEARLY A THIRD WERE 'UNSURE' WHO THEY WOULD CONTACT, SIMILAR ACROSS MĀORI RESPONDENTS – MĀORI COMPARISON

Q If an organisation told you they had a privacy breach and personal information about you had been lost, stolen or misused, which of the following organisations would you consider contacting? (%)



Older respondents were more likely to say they would contact the Office of the Privacy Commissioner.

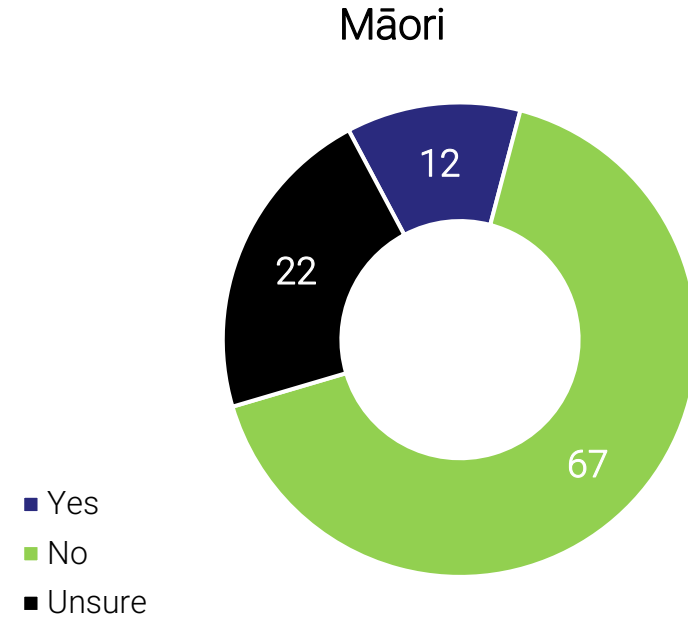
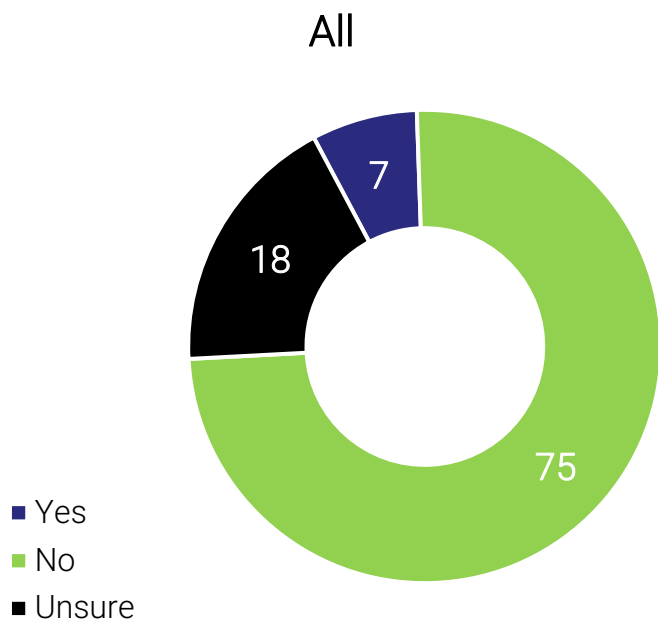
- Under 30: 21%
- 30-44: 27%
- 45-59: 43%
- 60+: 54%

Base: All respondents (n=1,168), Māori (n=300)

LESS THAN 1 IN TEN SAID THEY HAD EXPERIENCED A PRIVACY BREACH, HIGHER ACROSS MĀORI RESPONDENTS – MĀORI COMPARISON



In the past year have you had any of your information lost or taken from an organisation in a privacy breach? (%)



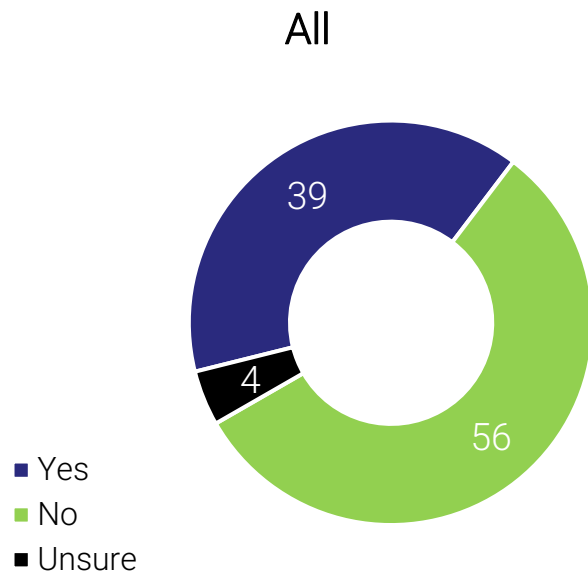
More likely to say they had information lost or taken in a privacy breach.

- Māori (12%)
- Those living in rural areas (20%)
- Those living in Auckland (12%)

Base: All respondents (n=1,168), Māori (n=300)

OF THOSE WHO HAD A BREACH, 39% CONTACTED THE PRIVACY COMMISSIONER. OTHERS HAD DEALT WITH ISSUE THROUGH COMPANY/ EMPLOYER OR HAD NOT KNOWN WHO TO CONTACT - ALL

Thinking about this privacy breach, did you contact the Office of the Privacy Commissioner about this? (%)

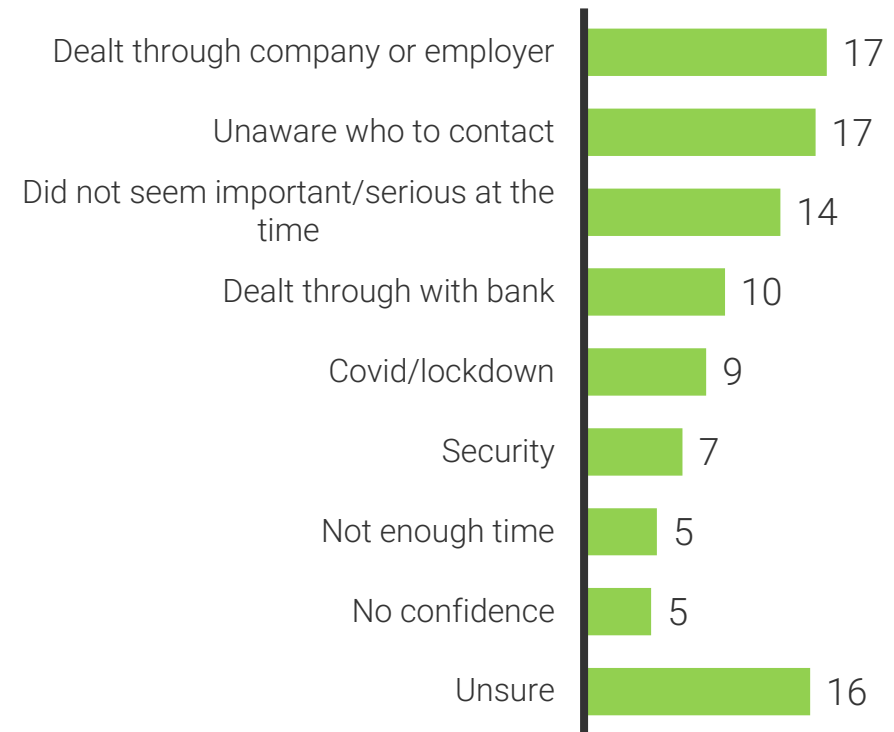


More likely to state 'yes' they contacted the Office of the Privacy Commissioner.

- Those living in rural areas (70%)
- Those living with dependent children under 18 years (63%)

Base: Those who had experienced a privacy breach (n=93))

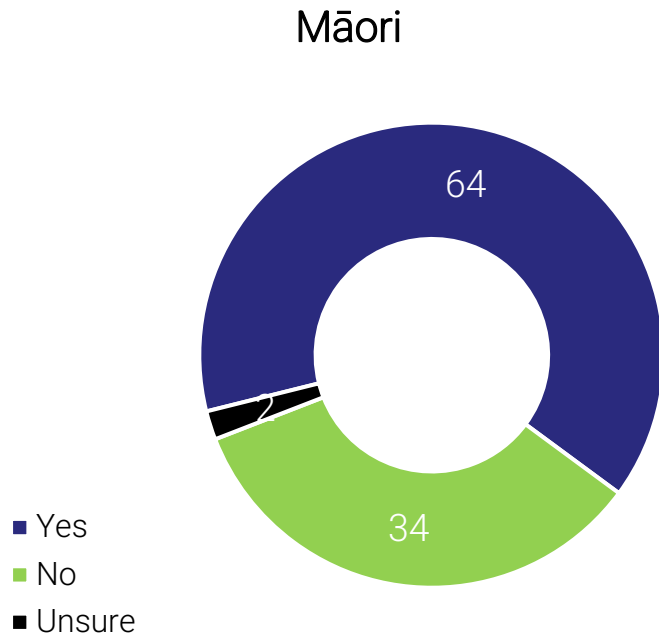
What were your reasons for not contacting the Office of the Privacy Commissioner? (% coded)



Base: Those who did not contact the Privacy Commissioner (n=47)

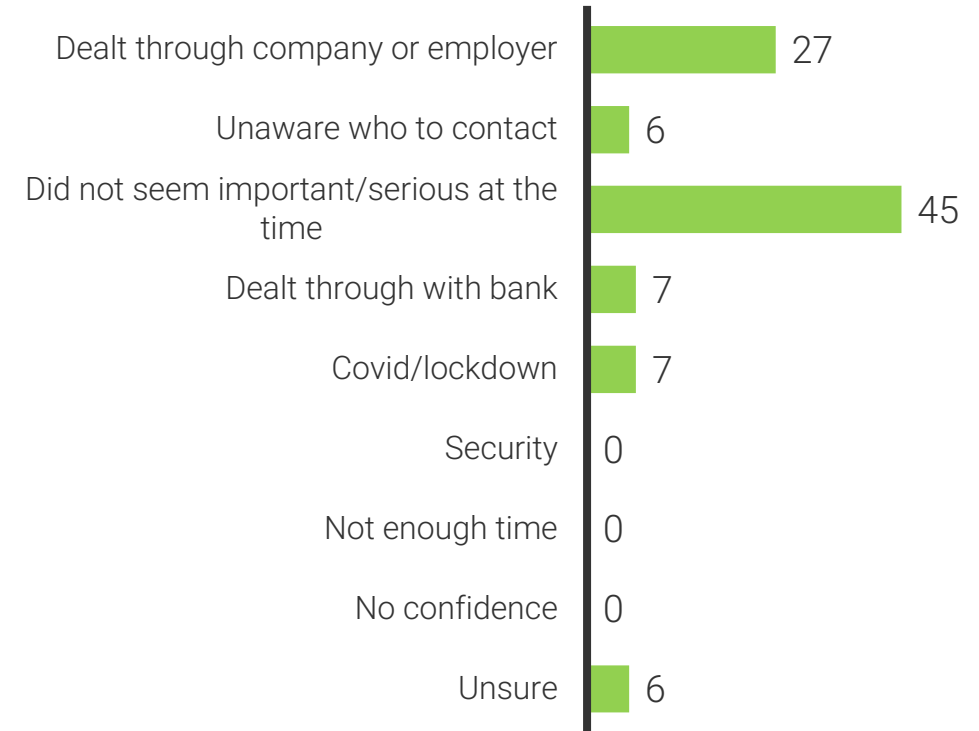
OF THOSE WHO HAD A BREACH, HIGHER PROPORTION OF MĀORI HAD CONTACTED THE PRIVACY COMMISSIONER. OTHERS HAD DEALT WITH ISSUE THROUGH COMPANY/ EMPLOYER OR HAD NOT THOUGHT IT WAS IMPORTANT AT THE TIME – MĀORI

Thinking about this privacy breach, did you contact the Office of the Privacy Commissioner about this? (%)



Base: Those who experienced a privacy breach (n=37)
Note small sub-sample, indicative only

What were your reasons for not contacting the Office of the Privacy Commissioner? (% coded)



Base: Those who did not contact the Privacy Commissioner (n=12)
Note small sub-sample, indicative only

Operation of the Privacy Act 2020

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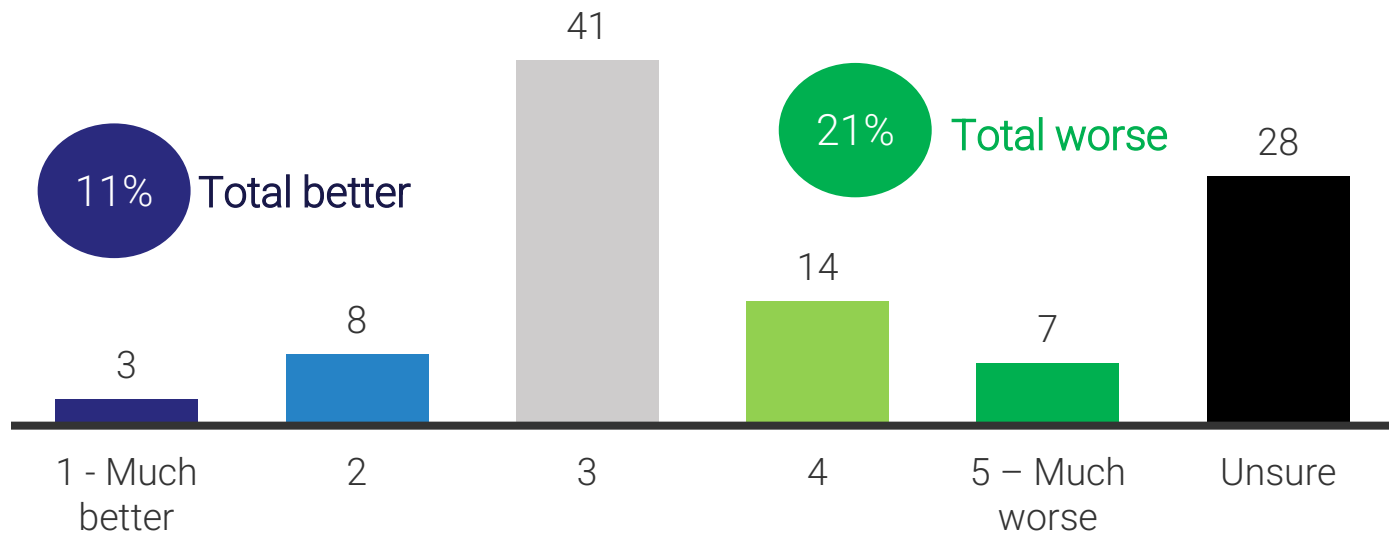
KEY FINDINGS

Operation of the Privacy Act 2020

- When asked to look back over the past 12 months, 21% of respondents think that **oversight of individual privacy and personal information** held by companies or government has got worse. 41% were neutral and over a quarter were unsure. Just 11% considered it was better.
 - Māori were more likely to consider it has gotten worse (29%)
- Just under a majority (47%) were aware the Privacy Act gave them **rights to a copy of their personal information** held by organisations, Māori had similar awareness.
 - Eleven percent of respondent had made a request under the Privacy Act for personal information held by an organisation.
 - Māori were more likely to make a personal information request (19%).
- Just over a quarter read the privacy statement when signing up to a new service. Around a third said it depends.
 - Māori are more likely to read the privacy statement (37%).
- Nearly two thirds of respondents said they would likely change providers if they heard of poor privacy/ security practices, 7% were 'Total unlikely' and 21% were neutral.
 - Māori were similar.

A FIFTH BELIEVE OVERSIGHT OF INDIVIDUAL PRIVACY AND PERSONAL INFORMATION HAD BECOME WORSE – FULL BREAKDOWN

Q Thinking specifically of the last 12 months, has the oversight of individual privacy and personal information held by companies or government got better or worse? (%)



More likely to have got worse:

- Trend by age, older (28%) compared to under 30 (10%)
- Those not working (26%) compared to those working 30 hours or more (17%)

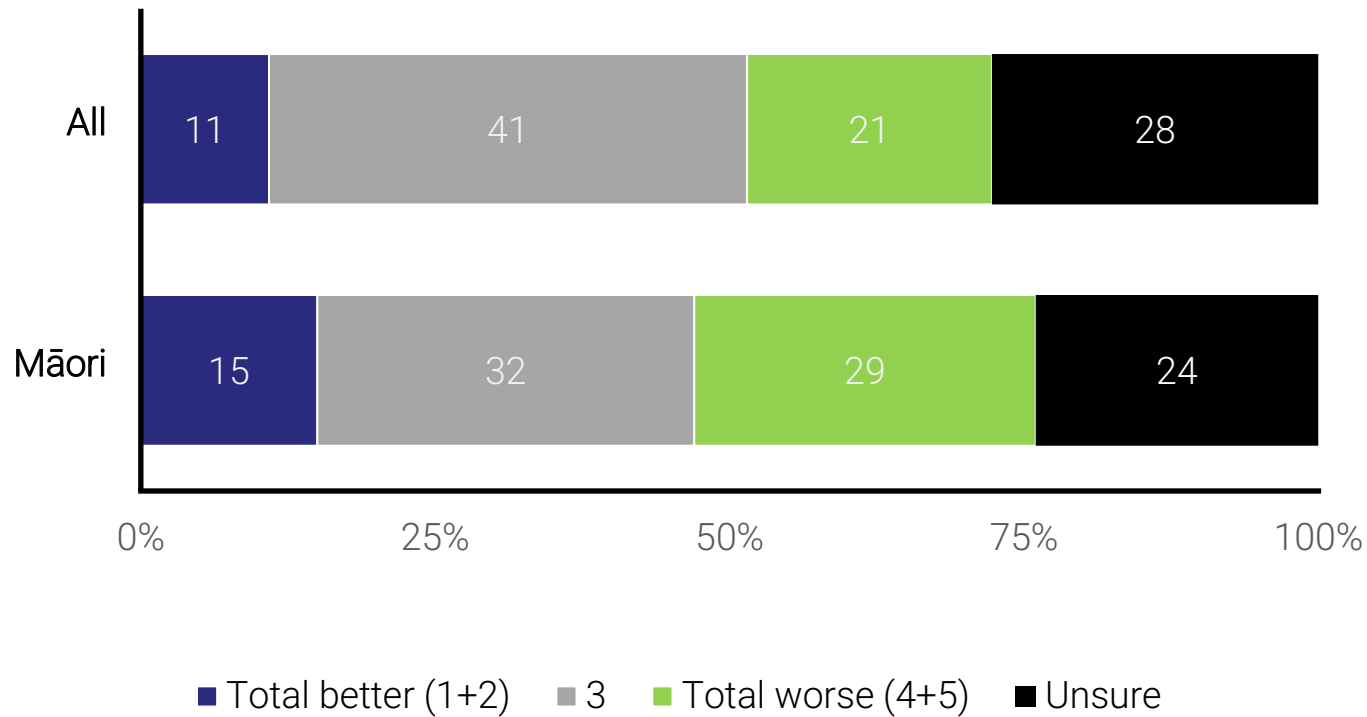
More likely to be unsure:

- Females (33%) compared to Males (22%)
- Non-rural (30%) compared to rural (16%)
- Those without dependent children (30%) compared to those with dependent children (22%)

MĀORI RESPONDENTS WERE MORE CRITICAL OF PERCEIVED OVERSIGHT – MĀORI COMPARISON



Thinking specifically of the last 12 months, has the oversight of individual privacy and personal information held by companies or government got better or worse? (%)



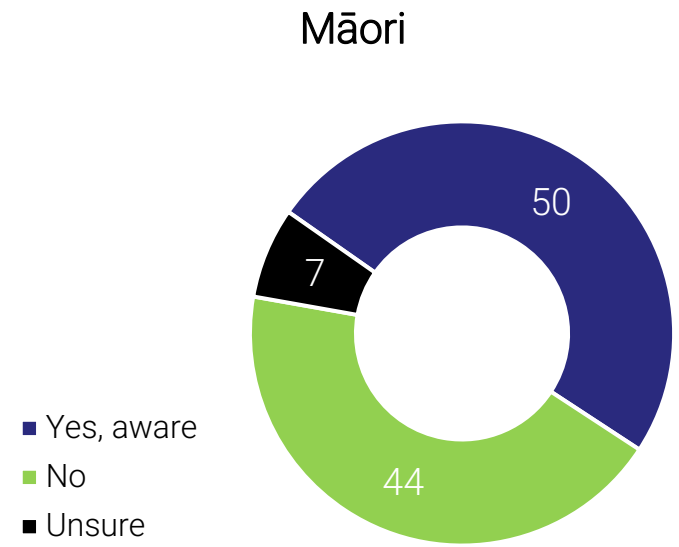
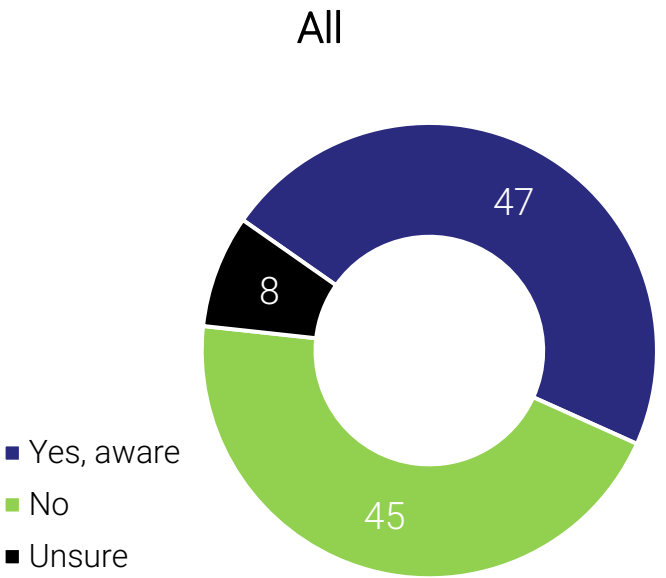
Māori were more likely to have consider it has got worse (29%).

Base: All respondents (n=1,168), Māori (n=300)

ABOUT HALF SAY THEY WERE AWARE THE PRIVACY ACT GIVES THEM RIGHTS TO PERSONAL INFORMATION, SIMILAR ACROSS MĀORI RESPONDENTS - MĀORI COMPARISON



Are you aware that the Privacy Act gives you the right to a copy of any personal information an organisation holds about you? (%)

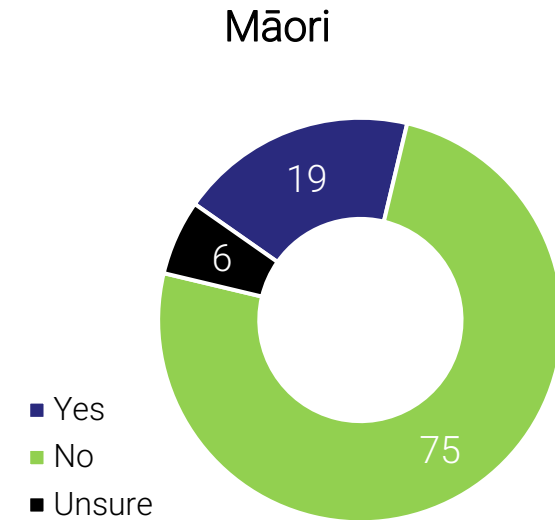
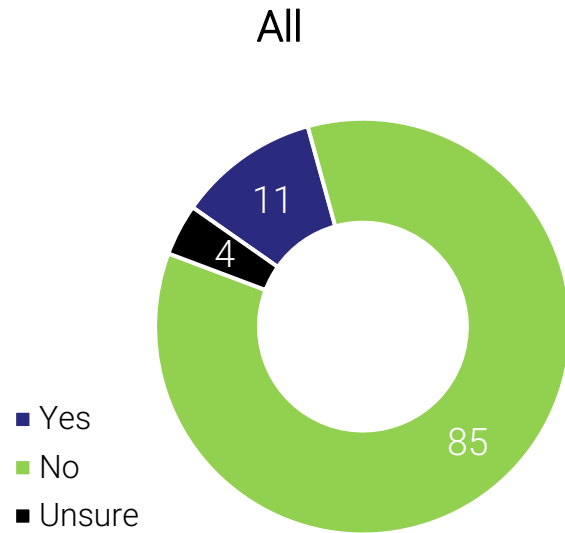


Base: All respondents (n=1,168), Māori (n=300)

ONLY ONE IN 10 HAS MADE A REQUEST FOR INFORMATION UNDER THE ACT, WITH MĀORI MORE LIKELY TO HAVE MADE A REQUEST - MĀORI COMPARISON



Have you ever made a request under the Privacy Act for a copy of any personal information an organisation holds about you? (%)



More likely to have made a request under the Act:

- Trend by age, younger (17%) compared to 60+ (4%)
- Those living in a rural area (30%) compared to those living in a non-rural area (7%)
- Those with dependent children under 18 (17%) compared with those with no dependent children under 18 years (8%)
- Those working 30 hours or more (14%) compared to those not working (6%)

More likely to have made a request under the Act:

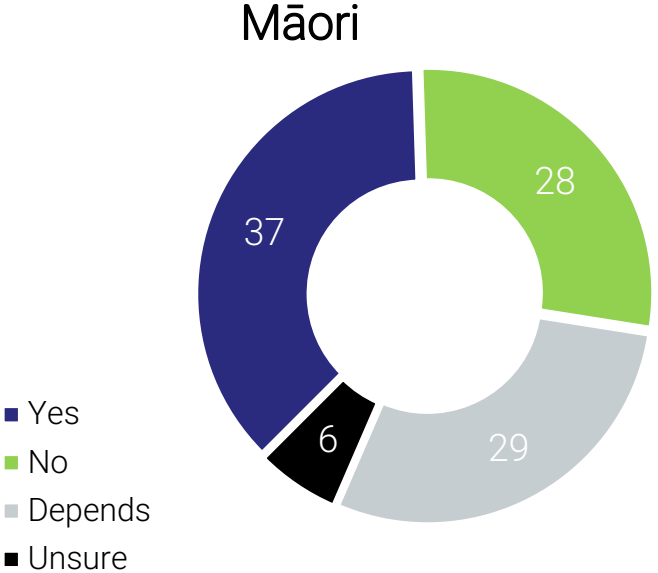
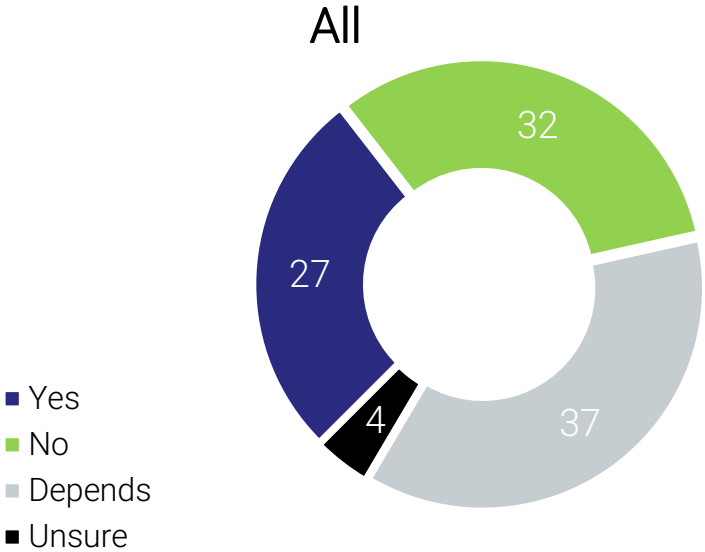
- 30-44 years (36%) compared to 60+ (3%)
- Those living in a rural area (45%) compared to those living in a non-rural area (13%)
- Those with dependent children under 18 (35%) compared with those with no dependent children under 18 years (11%)

Base: All respondents (n=1,168), Māori (n=300)

27% CLAIM TO READ PRIVACY STATEMENTS AND 37% WOULD UNDER CERTAIN CIRCUMSTANCES – MĀORI COMPARISON



When signing up for a new service, do you read their privacy statement? (%)



More likely to have read the privacy statement or depends:

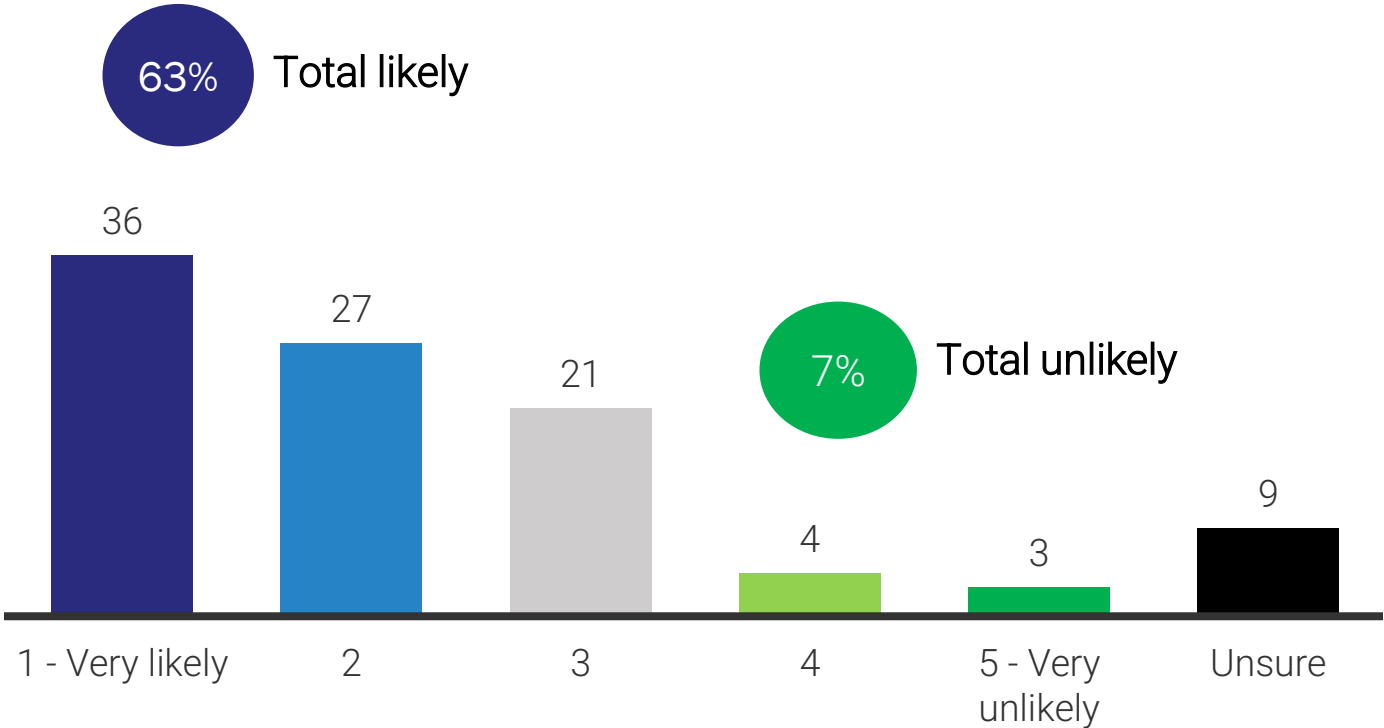
- Trend by age, younger (45%) compared to 60+ (75%)
- Māori (37% compared to All)

Base: All respondents (n=1,168), Māori (n=300)

NEARLY TWO-THIRDS SAID THEY WERE LIKELY TO CHANGE SERVICE PROVIDERS IF THEY HEARD THEY HAD POOR PRIVACY AND SECURITY PRACTICES - FULL BREAKDOWN



How likely would you be to consider changing service providers if you heard they had poor privacy and security practices? (%)



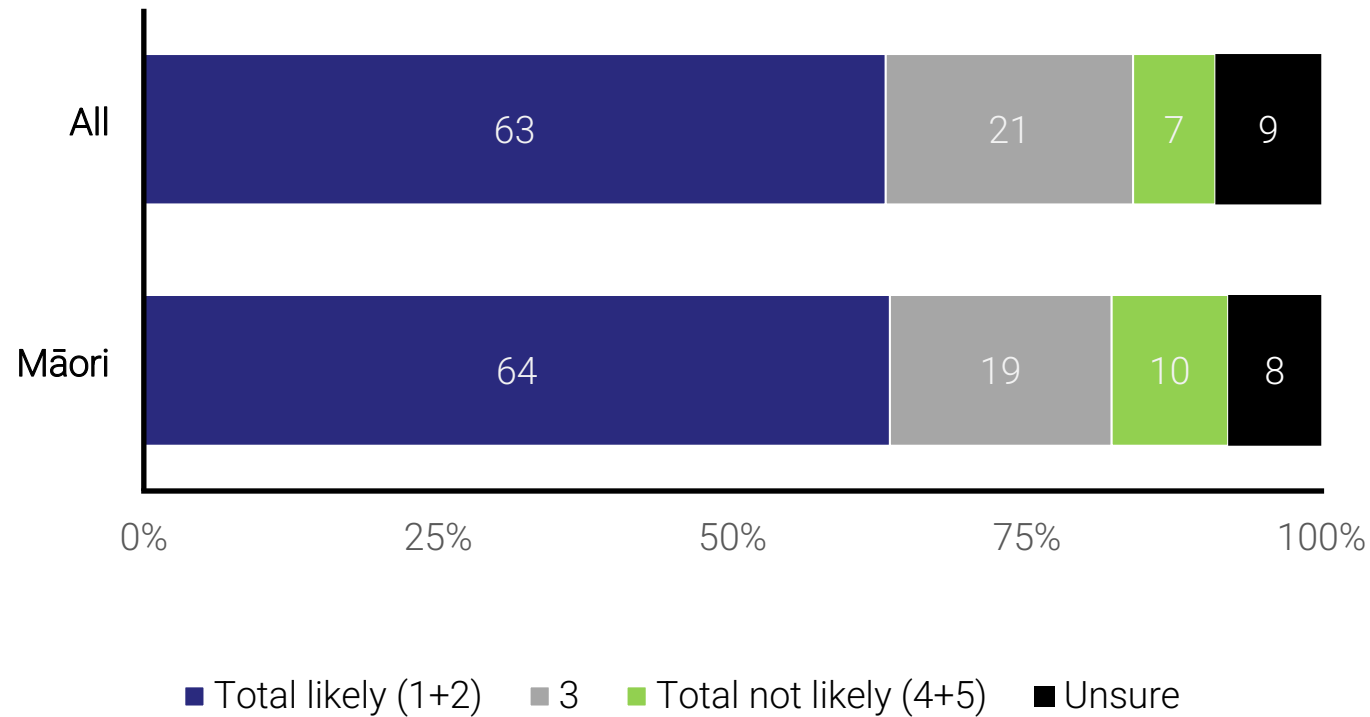
More likely to change serviced providers if heard of poor practice:

- Trend by age, older (76%) compared to under 30(50%)

SIMILAR PROPORTION OF MĀORI LIKELY TO CHANGE SERVICE PROVIDERS IF THEY HEARD THEY HAD POOR PRIVACY AND SECURITY PRACTICES - MĀORI COMPARISON



How likely would you be to consider changing service providers if you heard they had poor privacy and security practices? (%)



Base: All respondents (n=1,168), Māori (n=300)

