

Research on Privacy Concerns and Data Sharing

April 2024

Prepared for
Privacy Commissioner

ak research & consulting

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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. Some tracking measures are retained to provide insight into any changes in privacy sentiment and additional questions are included to measure specific privacy issues of the day and priority focus areas for the OPC. This year questions were included to reflect concerns around children's data privacy and protection. Also, some questions were included to allow for comparison with results from the Office of the Australian Information Commissioner.
- As in 2022 a Māori booster sample was also included to provide more depth to findings among Māori. This brought the total Māori sub-sample to n=327.

Objectives

- The overall objectives of the 2024 survey were 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=1184, with the margin of error for a 50% figure at the 95% confidence level being $\pm 3.0\%$.
 - The total sample of n=1184 is made up of a nationally representative survey of n=1000 respondents (as part of the regularly omnibus survey) and an additional booster sample of 184 Māori respondents to achieve a **Māori total sub-sample of n=327**.
 - For a sample size of n=327 the margin of error for a 50% figure at the 95% confidence level is $\pm 5.6\%$.
 - The fieldwork was conducted from the 12th to 20th of March 2024.
- The analysis and commentary provides reporting for the general public (ALL) and comparison with Māori. Where there are significant demographic differences these have been included in the commentary.
- This year we have also included non-Māori data points to provide comparison with the Māori sub-sample.

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: $3 + 4 = 6$*

Key findings – General public



Privacy issues and concerns

- A majority of respondents have got more concerned about privacy generally over the past few years, up 14% from the last survey.
- Total concern for individual privacy has increased (51%, up 5% from 2022).
- Main privacy concerns were organisations sharing data, use of AI in decision-making and cyber attacks.
- Social media, online browsing, online shopping and online dating were the most common things avoided due to privacy concerns.
- Most would consider changing service providers due to poor privacy and security breaches.



Special topic: Attitudes regarding Children's privacy

Childrens personal information should be protected, with strong agreement that:

- Children's privacy is a major concern (62%, and 80% for Māori)
- We need more legislation that protects children's privacy (82%, and 88% for Māori).
- Organisations have a responsibility to protect children's privacy. Including considering the best interests of children when handling personal data, only collecting the minimum data needed and clearly providing information about data privacy to children.



Use of personal information

- A strong majority want control of their data (80%, and 87% for Māori) and said that protecting it is a major concern (63%, and 79% for Māori).
- However many also said that:
 - they prefer targeted relevant ads,
 - we need to get used to personal information not being private,
 - that it is too much effort to protect their data privacy.
- Most common personal information incidents were 'not being able to unsubscribe', 'unsolicited direct marketing', 'providing unnecessary personal information' and 'unnecessarily identifying themselves'.



Understanding of the Privacy Act 2020

- Half of respondents were aware they have a right to request a copy of their personal information held by an organisation
- A strong majority said they should have the right to:
 - know when personal information is used in automated decision-making
 - ask a business to delete their personal information
 - object to certain data practices
 - seek compensation for a breach of privacy.
- A strong majority said the Privacy Commissioner should have more powers.

Key findings – Māori



Privacy issues and concerns

- There were strong indications that Māori were more concerned about privacy and protection of personal information and more engaged in taking action.
- Total concern was higher as was those more concerned over the past few years.
- Higher levels of concern regarding a range of privacy issues (particularly around facial recognition and government sharing data).
- Māori are much more likely to avoid doing a range of activities due to privacy concerns



Special topic: Attitudes regarding Children's privacy

- More likely to agree to more legislation that protect children's privacy and that protection of children's personal information is a major concern.
- Also, more likely to agree that parents are in control of their children's online privacy.



Use of personal information

- More likely to always read the privacy statement when signing up to a new service.
- More likely to agree about wanting control and choice and protection of personal information being a concern. Also, more likely to agree it is too much effort to protect their data privacy and that they feel in control of their data privacy.



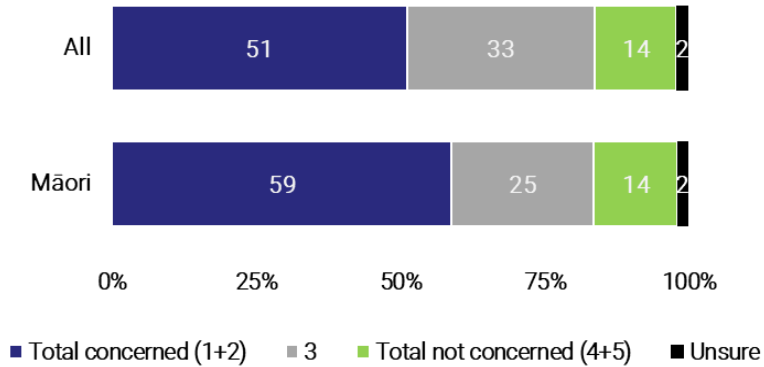
Understanding of the Privacy Act 2020

- Less likely to say they should have the right to object to certain data practices (e.g. selling my personal information) while still being able to access and use the service).
- Less likely to believe the Commissioner should have the power to issue a fine for a privacy breach that a business has caused... or audit the privacy practices of a business or government agency.

Privacy issues and concerns – summary snapshot

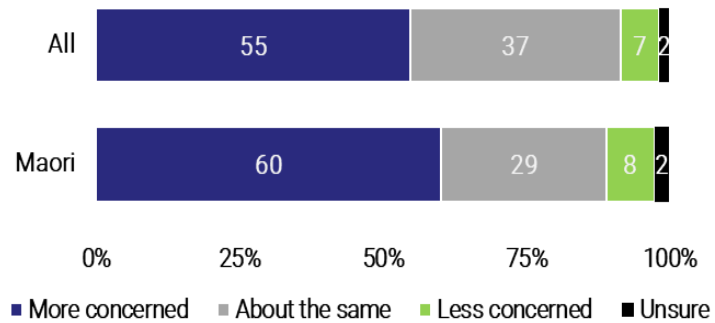
TOTAL CONCERN FOR INDIVIDUAL PRIVACY AND PROTECTION OF PERSONAL INFORMATION

Increased 5% since 2022, Māori up 8%



MORE CONCERNED ABOUT PRIVACY ISSUES OVER LAST FEW YEARS

Increased 14% since 2022, Māori up 12%

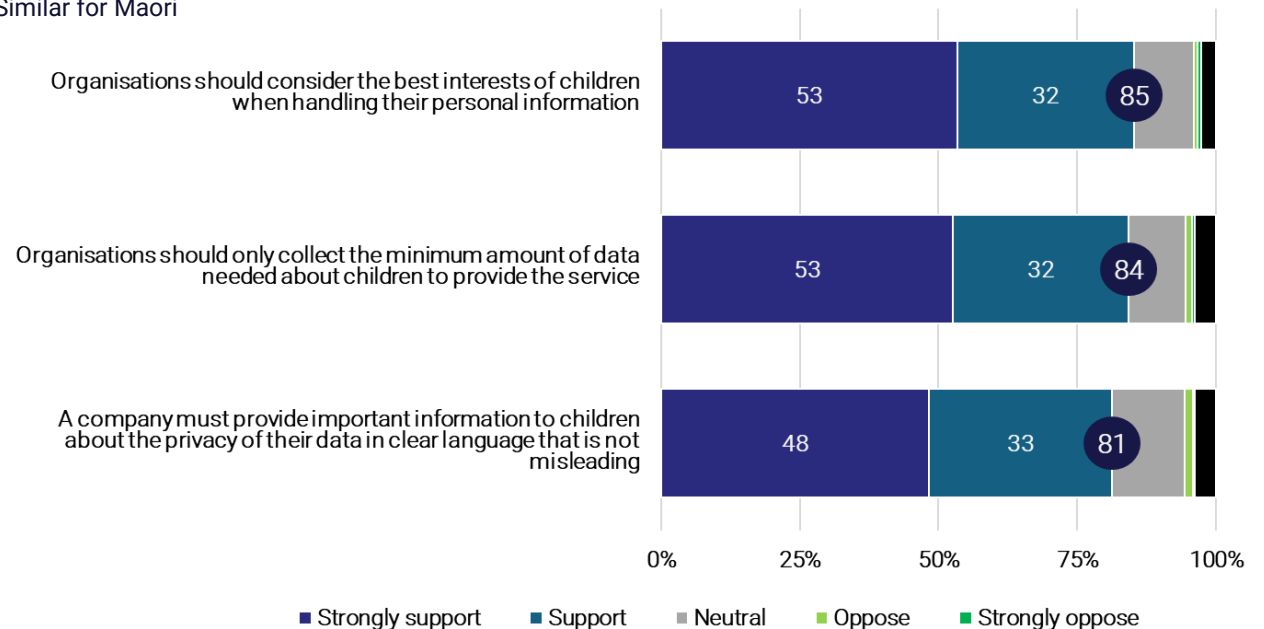


STRONG SUPPORT FOR RIGHTS UNDER THE PRIVACY ACT

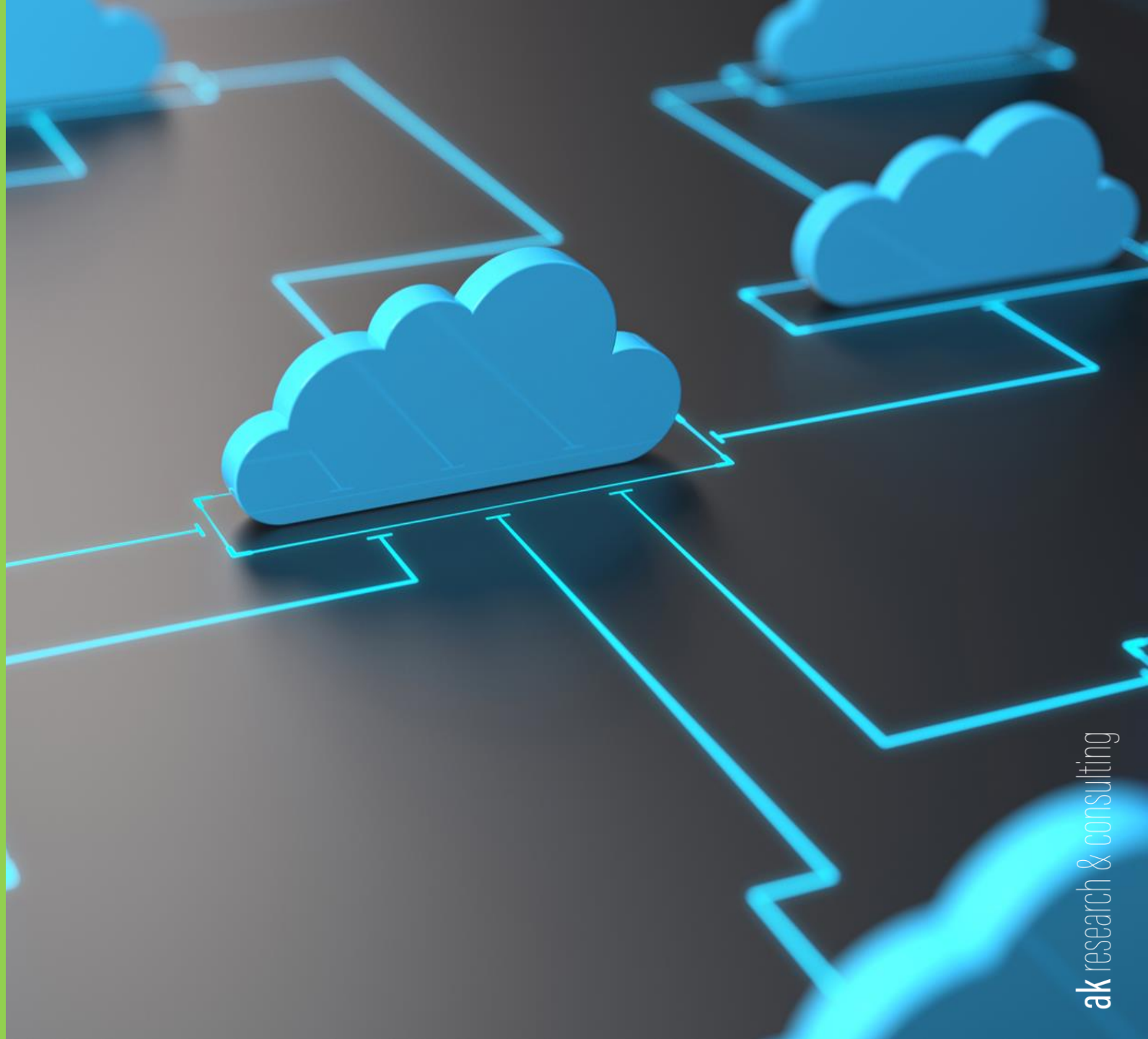
- ☞ know when personal information is used in automated decision-making (83% general public; 82% Māori)
- ☞ ask a business to delete their personal information (82%; 80%)
- ☞ object to certain data practices (77%; 70%)
- ☞ seek compensation in the courts for a breach of privacy (75%; 74%)
- ☞ ask a government agency to delete personal information (64%; 69%)

SUPPORT HIGH THAT ORGANISATIONS TAKE ACTIONS TO PROTECT CHILDREN'S DATA PRIVACY

Similar for Māori



Report findings:
Issues and concerns
regarding
individual
privacy



Key findings

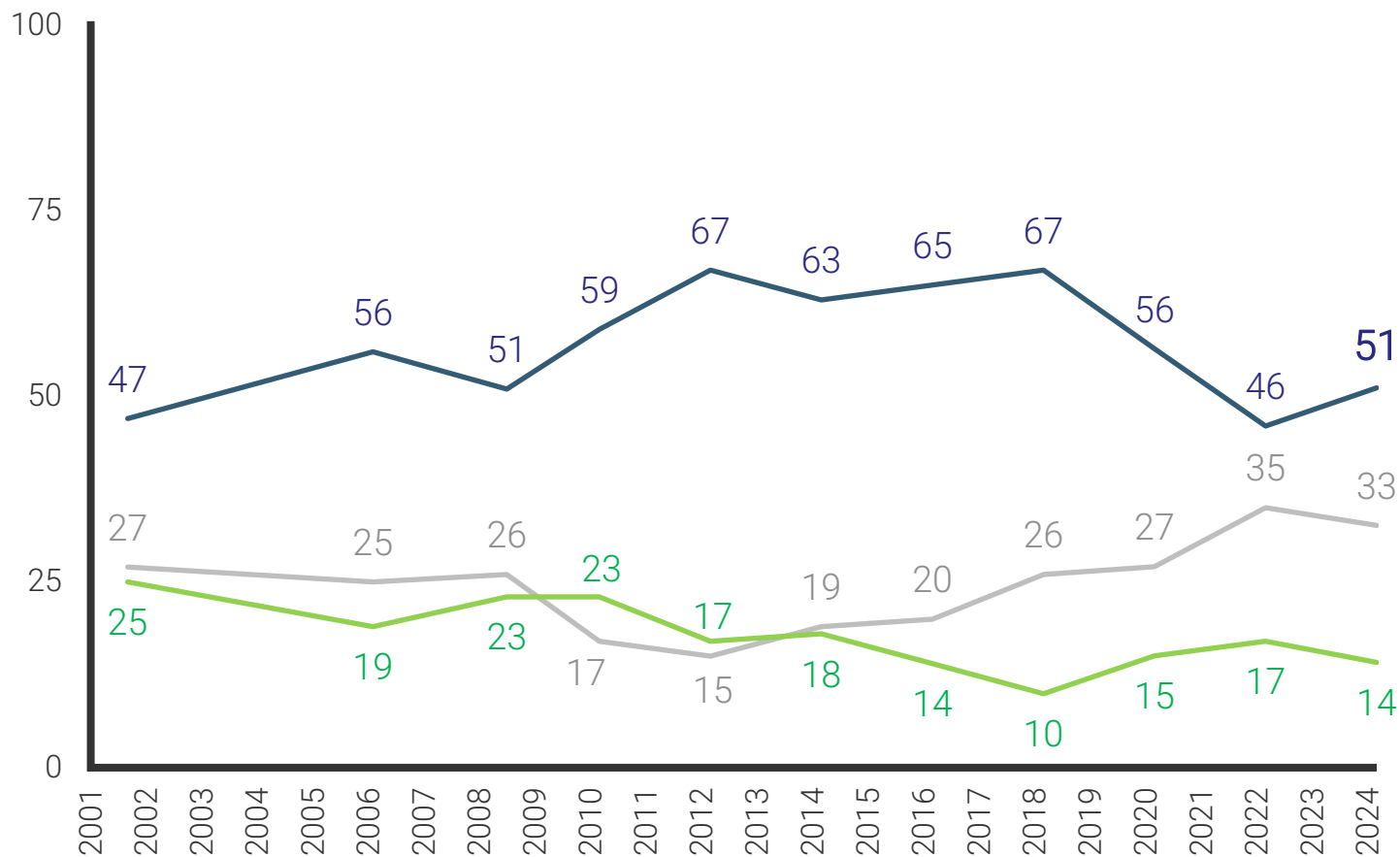
General issues and concerns

- Total concern for individual privacy has increased slightly (up 5%, to 51%) from 2022. Māori had higher levels of concern (59%, up 8%).
- Concern about privacy issues has risen this year with 55% (up 14%) declaring they have become more concerned over the past few years. 37% said their level of concern has stayed the same and 7% said it has lessened. Privacy concerns were more likely to have risen amongst Māori (60% more concerned, 29% about the same, 8% less). This has risen 12% since 2022.
- The leading privacy issues of concern were:
 - business or government organisation sharing personal information without telling you (67% concerned)
 - business or government using AI to make decisions about you (66%) and
 - business or government losing your personal information in a cyber-attack (65%).
- Māori were more likely to express concern about:
 - bias in facial recognition... (63%)
 - use of facial recognition in retail stores... (55%)
 - government organisations combining data... (55%) and
 - law enforcement using facial recognition... (50%).
- The most common things people avoided doing in the past 12 months due to privacy concerns were:
 - Social media (33%)
 - Online browsing (28%)
 - Online shopping (28%) and
 - Online dating (28%).
- Māori and younger respondents were more likely to have said they have avoided all the things tested due to privacy concerns.
- There was an increase in those likely to change service providers in response to poor privacy and security practices with 70% (up 7%) declaring they were likely to consider changing service providers. Māori gave similar results.

Total concern for individual privacy has increased slightly from 2022 - 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? (%)




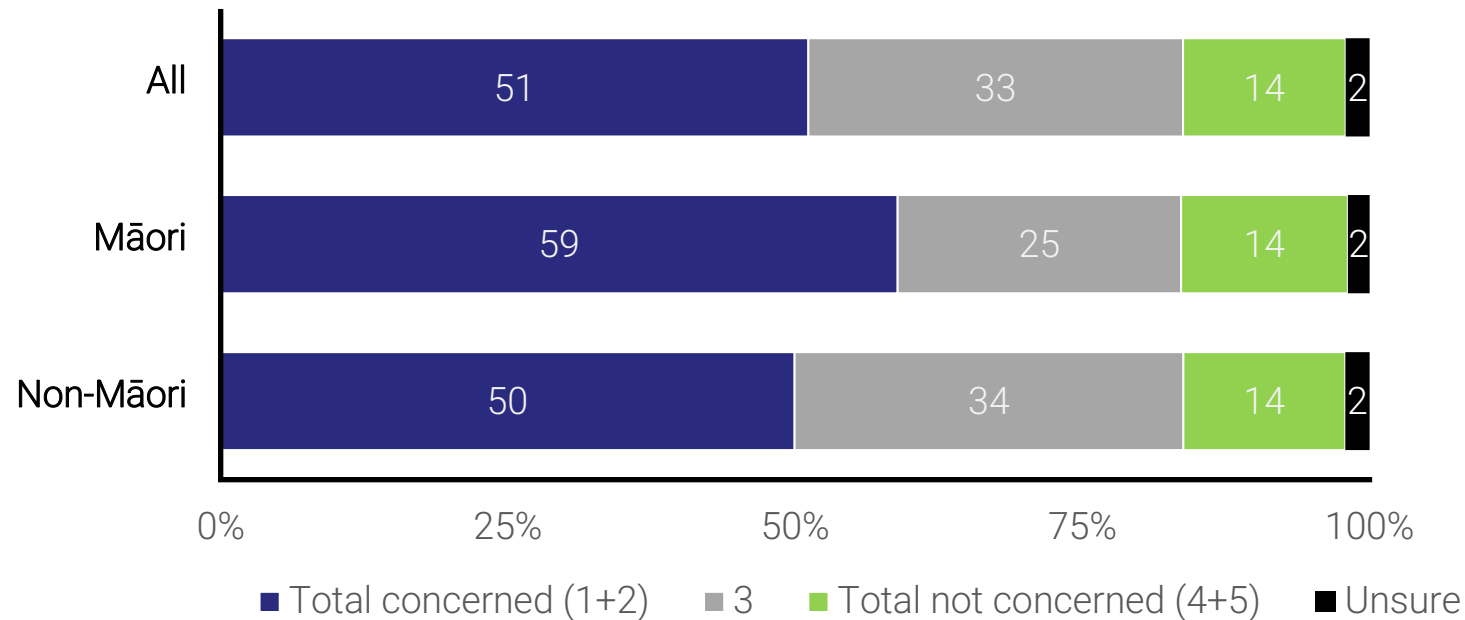
- Concern (1+2)
- Neutral
- Not concerned (4+5)

There are differences by region and ethnicities about concerns for individual privacy and protection of personal information, with levels of concern for:

- Aucklanders: 60%
- Pasifika: 67%
- Māori: 59%
- NZ European: 47%
- Asian: 52%

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? (%)

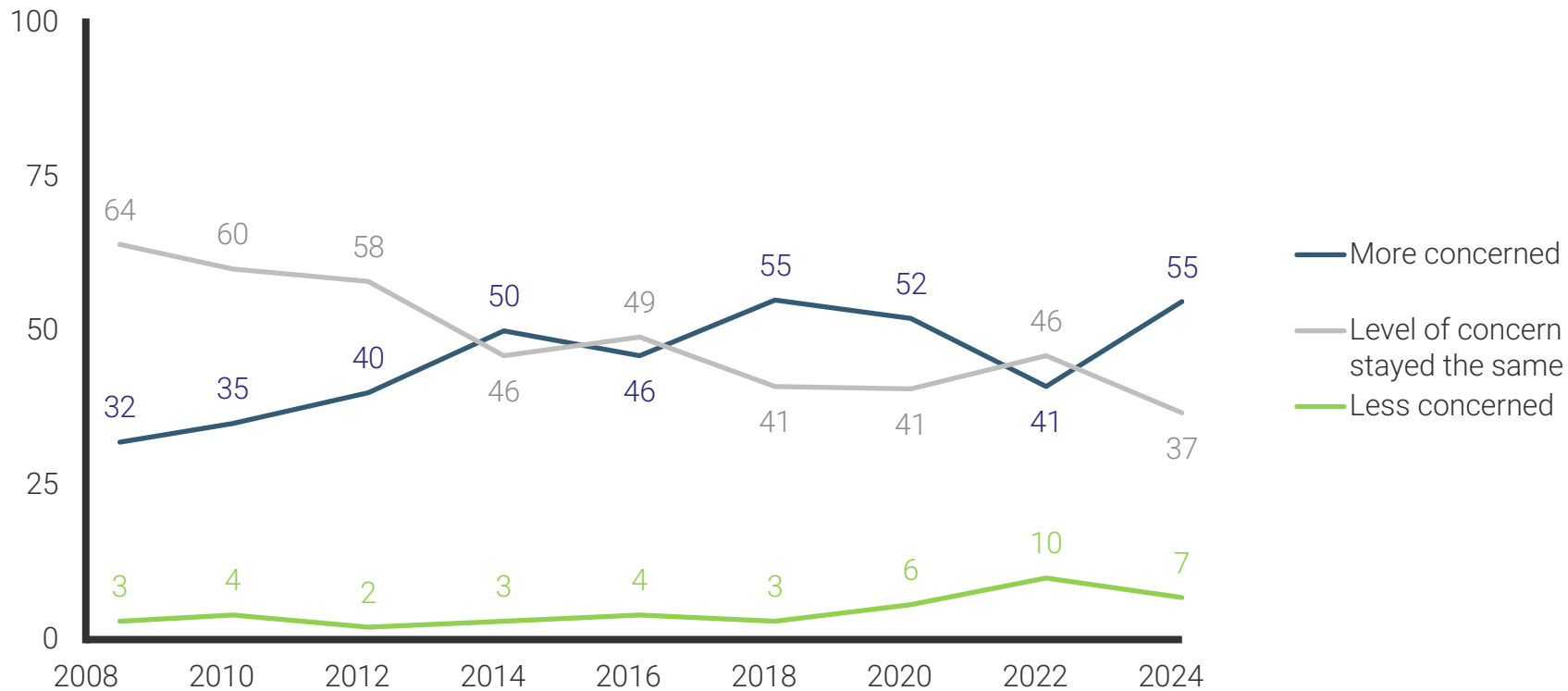


The levels of "very concerned" ('1' on the 5-point scale) were significantly higher for Māori and Pasifika

- Pasifika: 46%
- Māori: 41%
- Asian: 27%
- NZ European: 21%

Proportion who are more concerned about privacy has risen from 2022 - 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? (%)



Groups that are less concerned about issues of individual privacy and personal information:

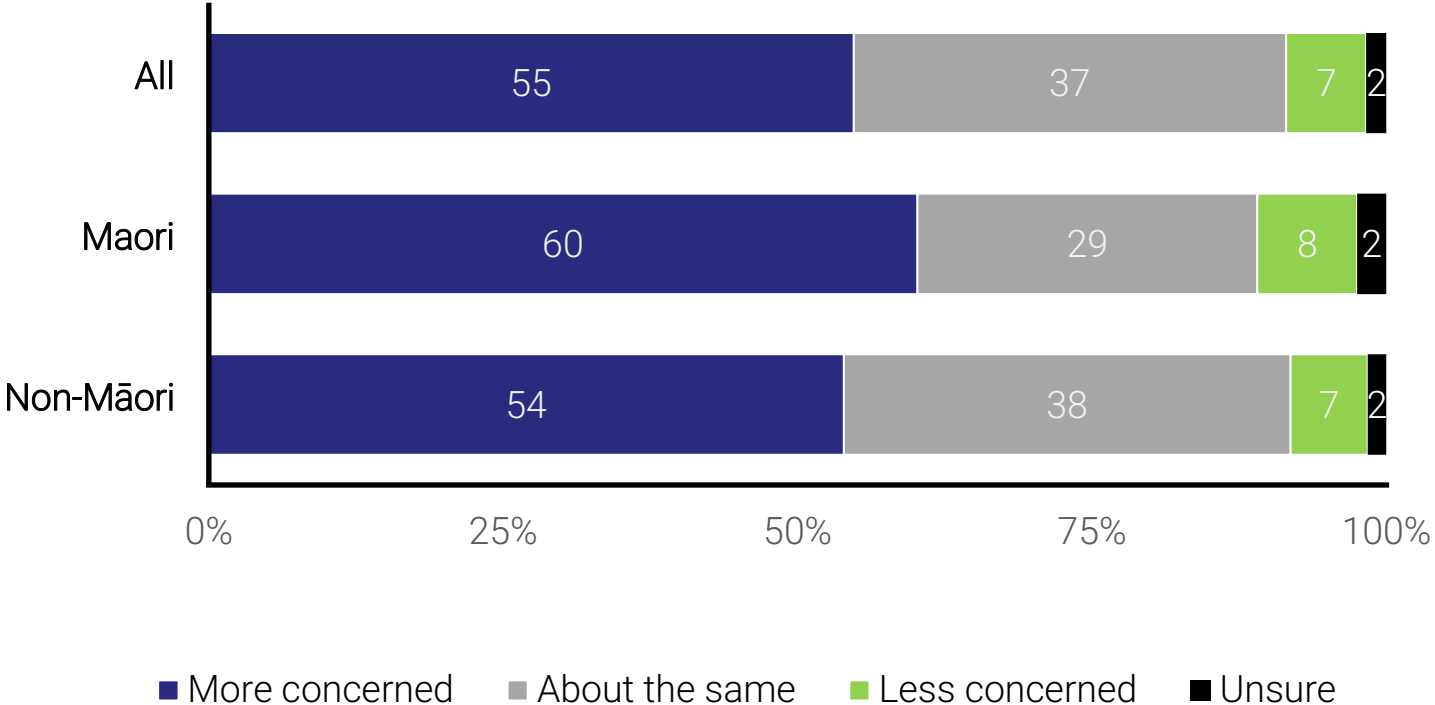
- Under 30 (17% are more likely to be less concerned")
- Asian (14% are "more likely to be less concerned").

Those living with dependent children under 18 years old are more concerned about issues of individual privacy and personal information (61% are "more concerned").

Privacy concerns more likely to have risen amongst 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? (%)



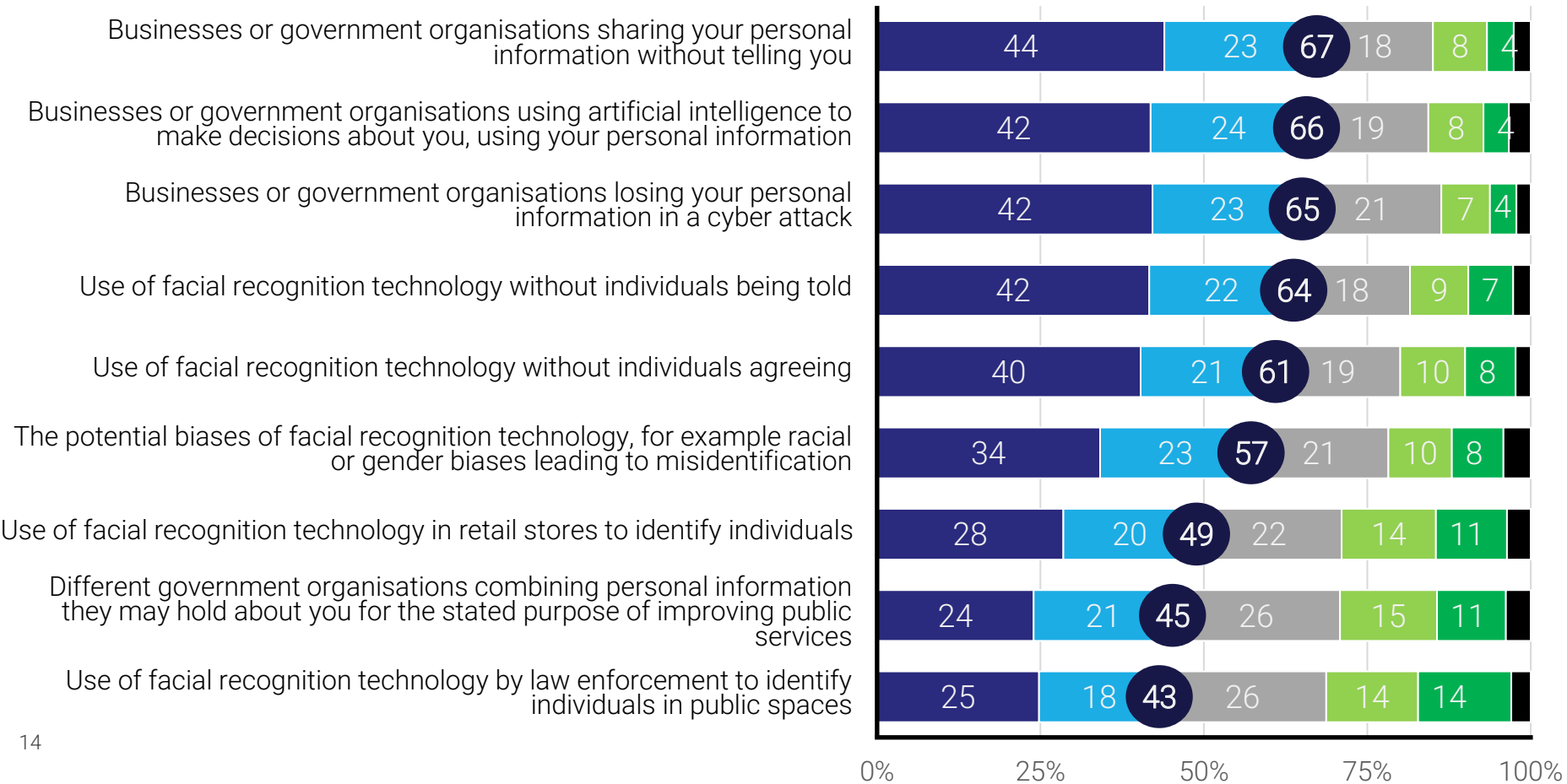
Base: All respondents (n=1,184), Māori (n=327)

There are high levels of concern regarding key privacy issues in New Zealand



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

■ 1 - Very concerned ■ 2 ■ 3 ■ 4 ■ 5 - Not concerned at all ■ Unsure



Women were more likely to say they were concerned for all the issues tested.

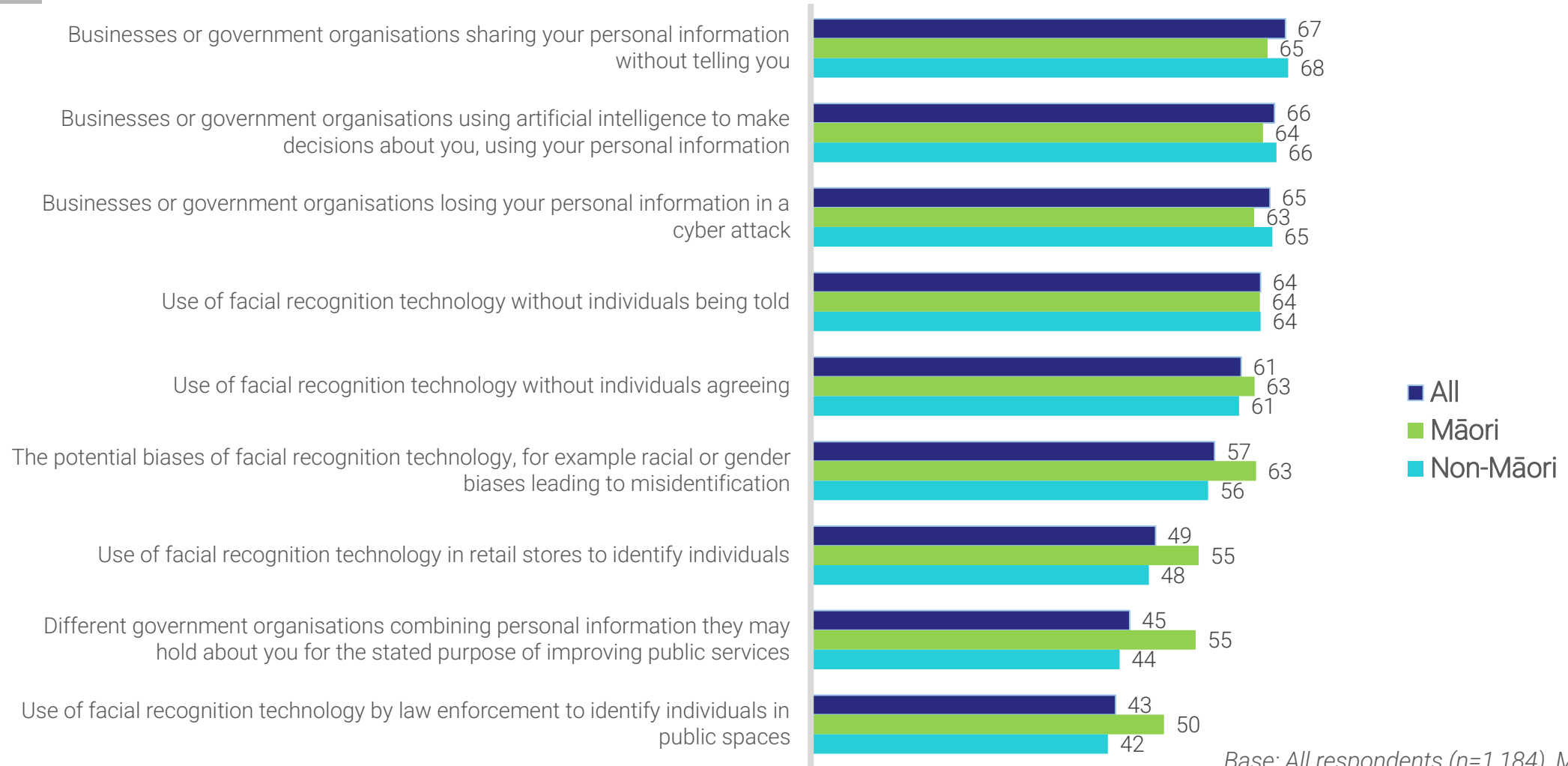
Those aged 60+ were more likely to express concern regarding organisations sharing personal information (76%), organisations using AI and personal information to make decisions (78%) and organisations losing information in a cyber attack (77%).

Those aged 30-44 were more likely to express concern about retail use of facial recognition (55%), personal information being combined by government organisations (52%) and law enforcement use of facial recognition (53%).

Māori more likely to express concern regarding facial recognition and government sharing data - Māori comparison (total concerned 1+2)



How concerned are you about the following privacy issues in New Zealand today? (% Total concern: 1+2)

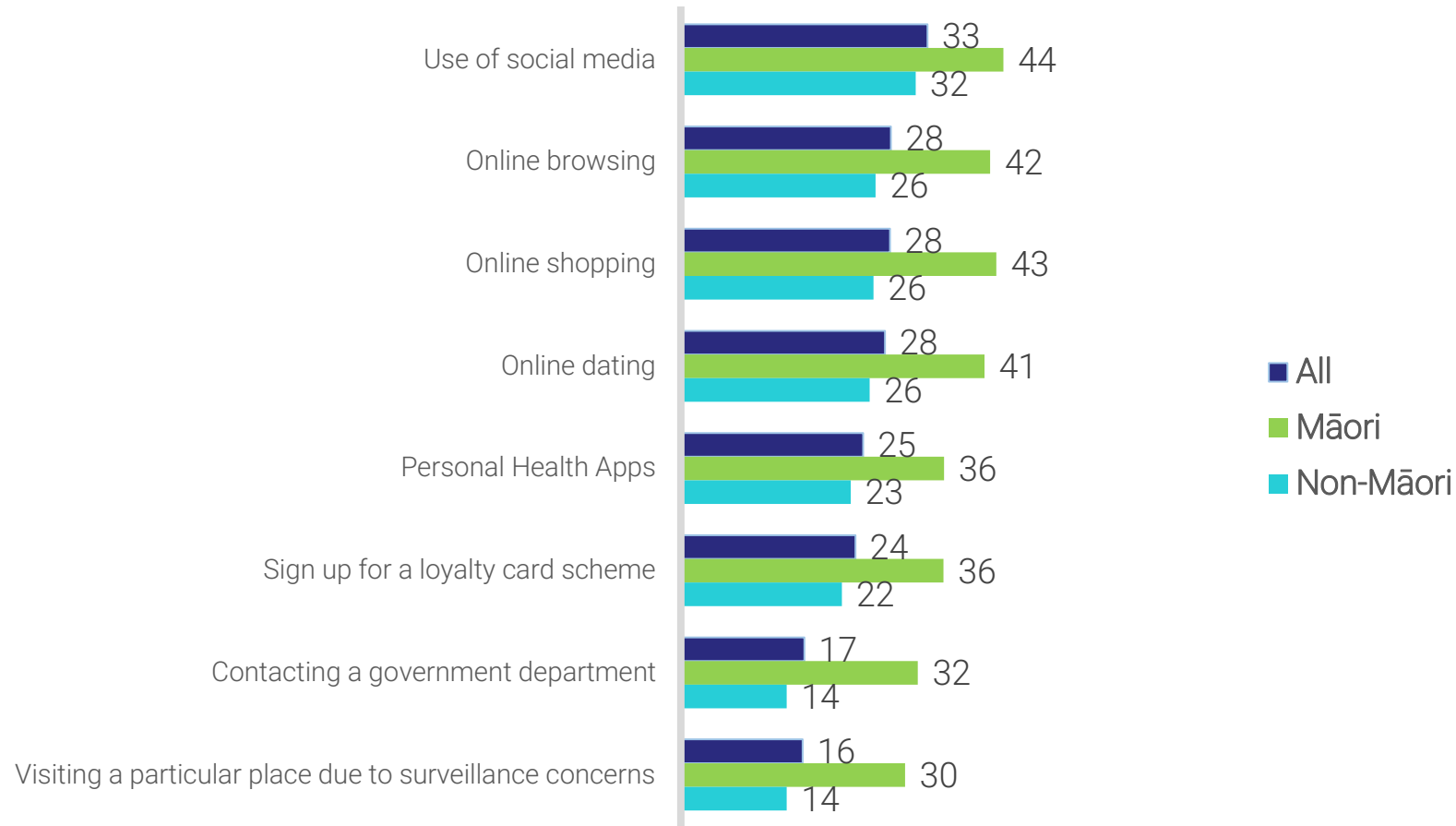


Base: All respondents (n=1,184), Māori (n=327)

Māori more likely to have avoided doing all of the following due to privacy concerns



In the past 12 months, have you avoided doing any of the following due to privacy concerns? (% Yes)



Those under 30 and Aucklanders were more likely to say they have avoided these things

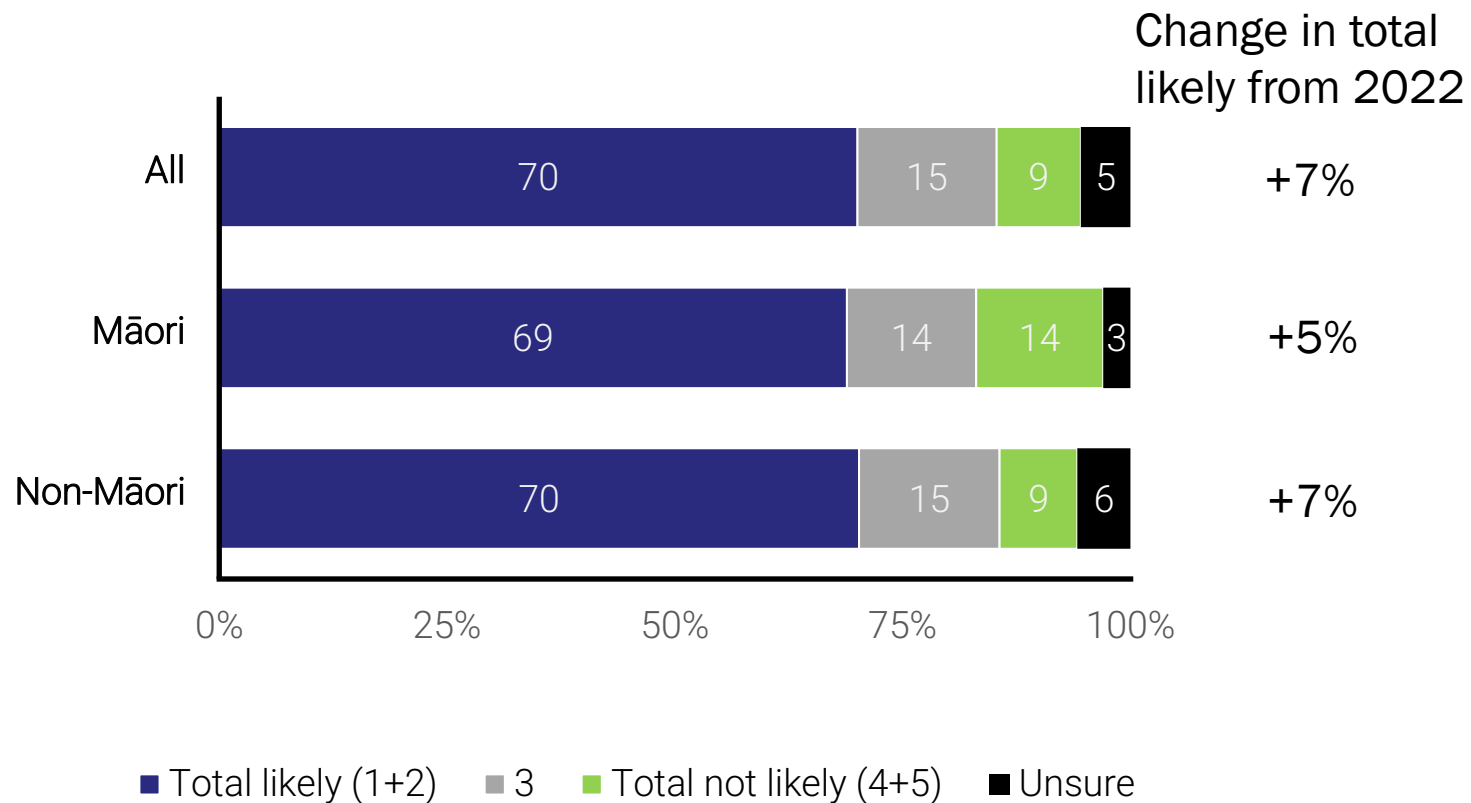
■ All
■ Māori
■ Non-Māori

Base: All respondents (n=1,184), Māori (n=327)

An increase in those likely to change service providers if they heard they had poor privacy and security practices



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



Older respondents were more likely to consider changing providers:

- Under 30: 61%
- 30-44: 70%
- 45-59: 68%
- 60+: 80%

Base: All respondents (n=1,184), Māori (n=327)

Special topic:
Attitudes
regarding
Children's
Privacy



Key findings

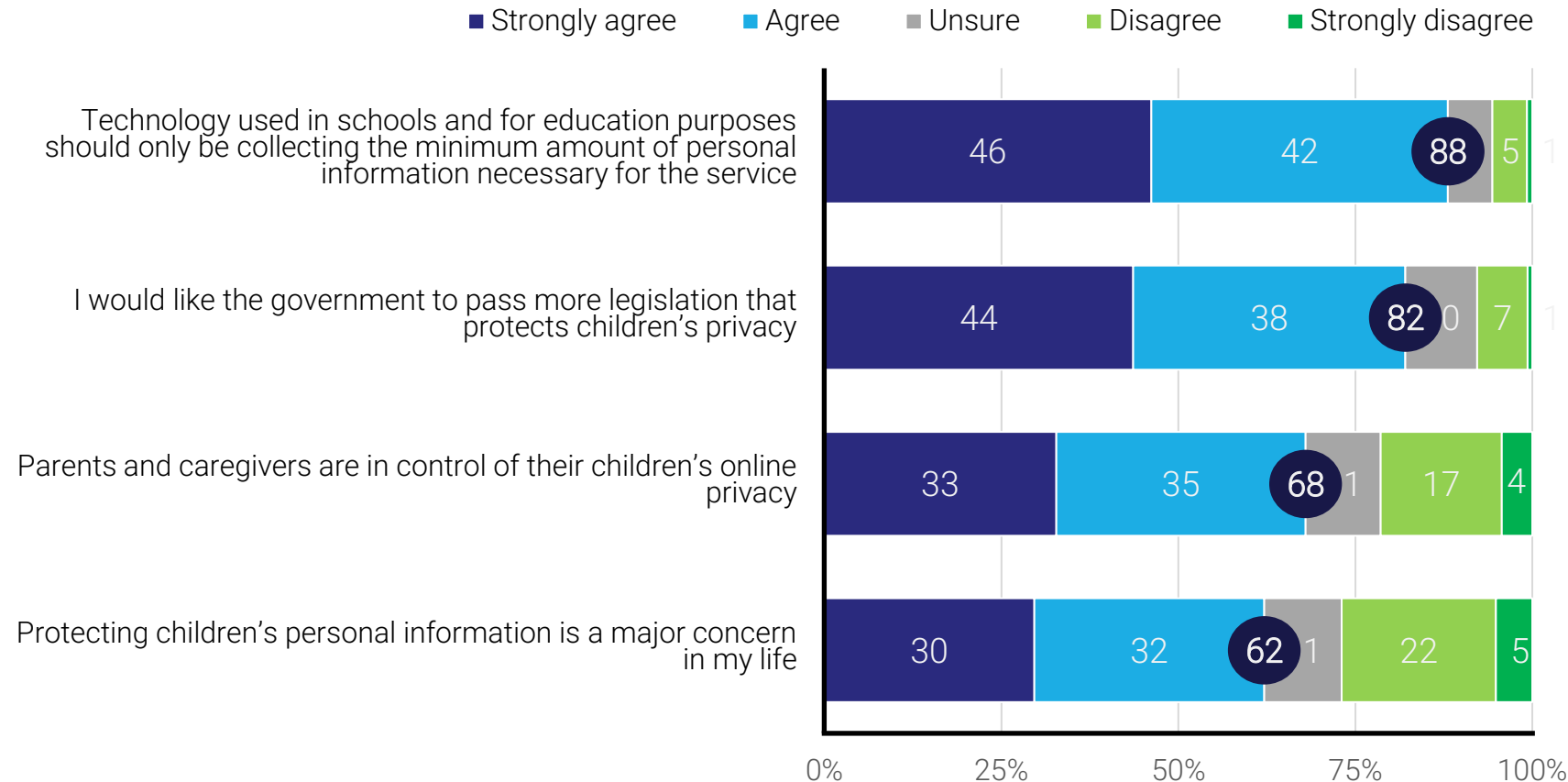
Children's Privacy

- Agreement was high regarding children's data privacy and the following privacy actions (particularly amongst Māori):
 - technology used in schools and for education purposes should only be collecting the minimum amount of personal information (88% general public; 90% Māori),
 - government should pass more legislation that protects children's privacy (82%; 88%).
- From a personal perspective there was moderate agreement that caregivers are in control of their children's online privacy (68; 79%) and protecting children's personal information is a major concern (62%; 80%). There was higher agreement among Māori.
- Support for measures to increase the data privacy of children online was very high and over 80% for all measures tested. Support was similar among Māori.
 - organisations considering the best interests of children when handling their personal information (85%; 85%),
 - organisations only collecting the minimum amount of data needed (84%; 85%) and
 - companies providing important information to children about the privacy of their data (81%; 82%).

Strong agreement for more legislation to protect children's privacy



Thinking about children's data privacy, to what extent do you agree or disagree with each of the following statements? (%)



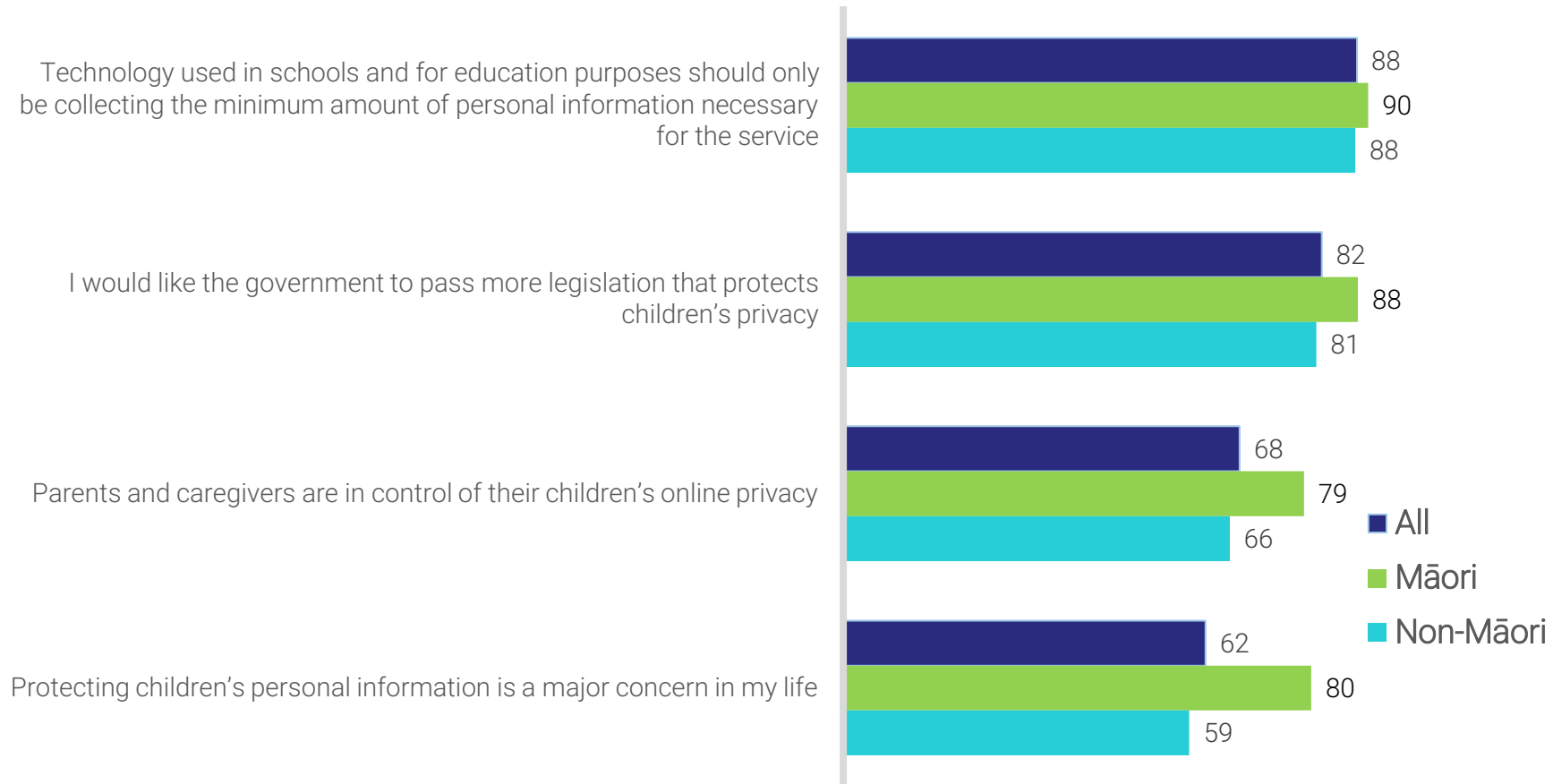
Women and those with dependent children were more likely to agree with the four statements.

Older respondents (60+) were more likely to agree that technology should only be collecting the minimum (93%), while they were less likely to agree the government should pass more legislation (74%) or that protecting children's personal information is a major concern (43%).

Māori are more concerned about children's privacy - Māori comparison



Thinking about children's data privacy, to what extent do you agree or disagree with each of the following statements? (% Total agree)



Māori significantly higher for:

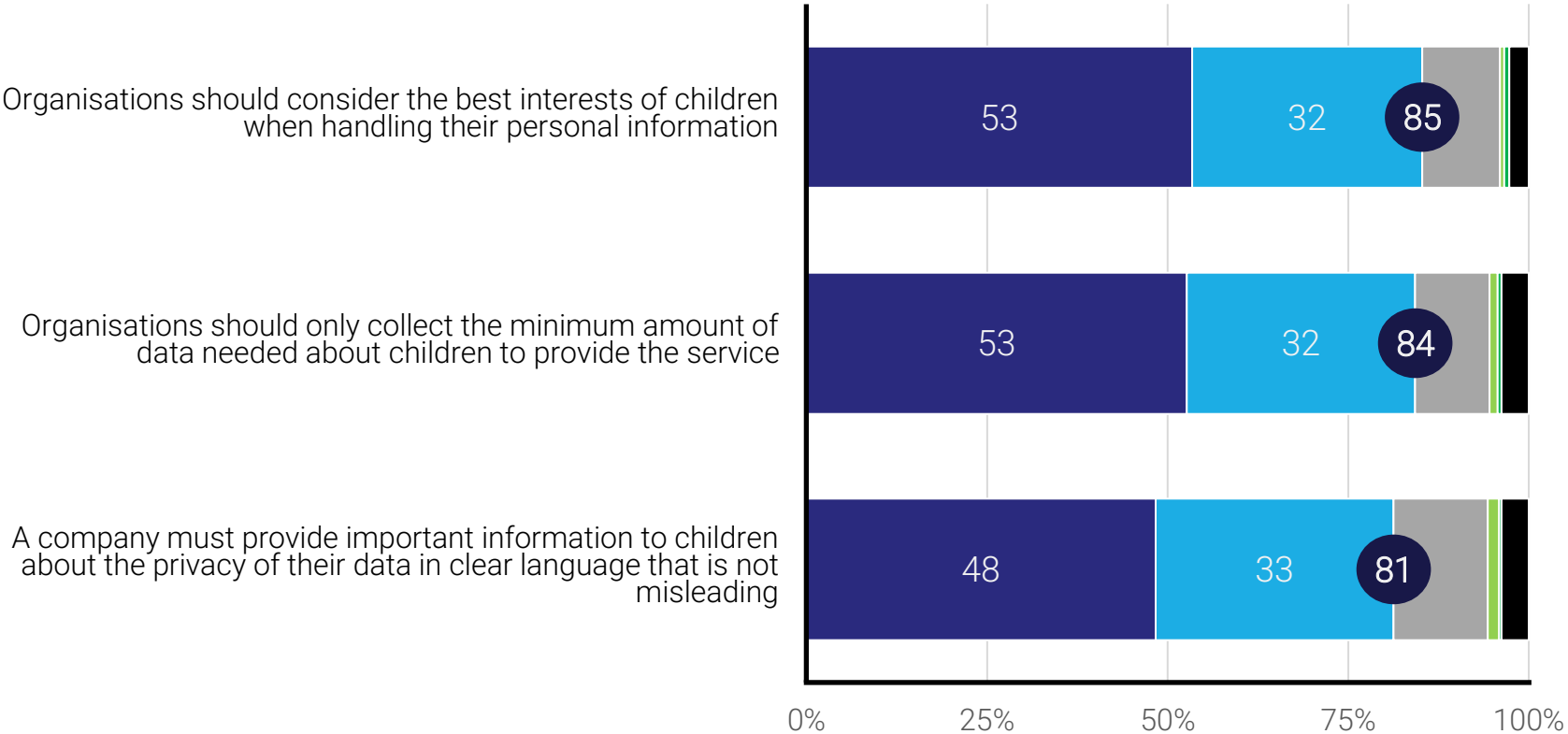
- Government to pass more legislation that protects children's privacy
- Parents and caregivers are in control of their children's online privacy
- Protecting children's personal information is a major concern in my life

Strong support for organisations to protect children’s online privacy



How much do you support or oppose each of the following measures to increase the data privacy of children online? (%)

■ Strongly support ■ Support ■ Neutral ■ Oppose ■ Strongly oppose



Women and older respondents were more likely to support each measure.

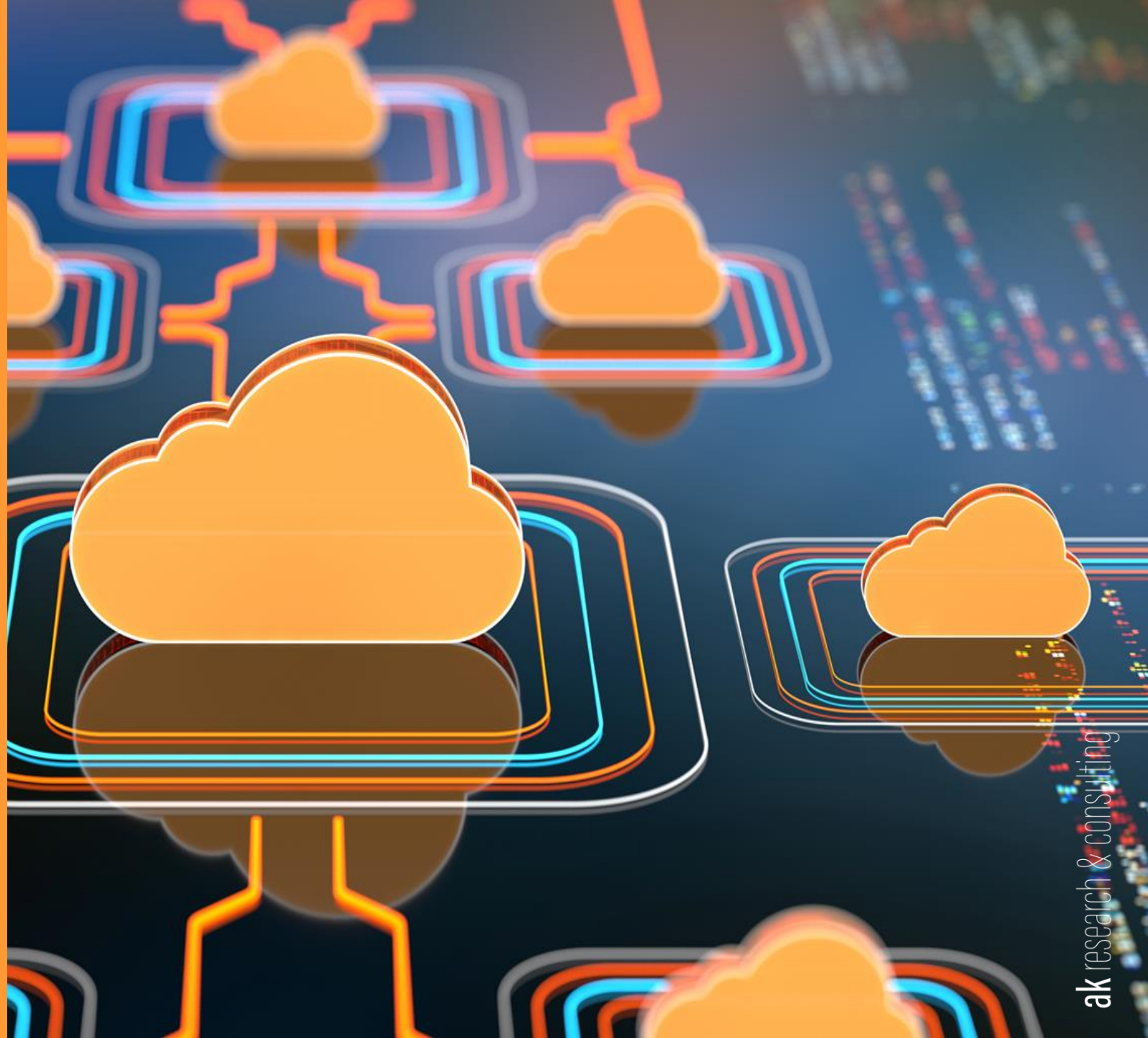
Māori respondents had similar high levels of support across each measure tested - Māori comparison



How much do you support or oppose each of the following measures to increase the data privacy of children online? (% Total support)



Report findings: Use of personal information



Key findings

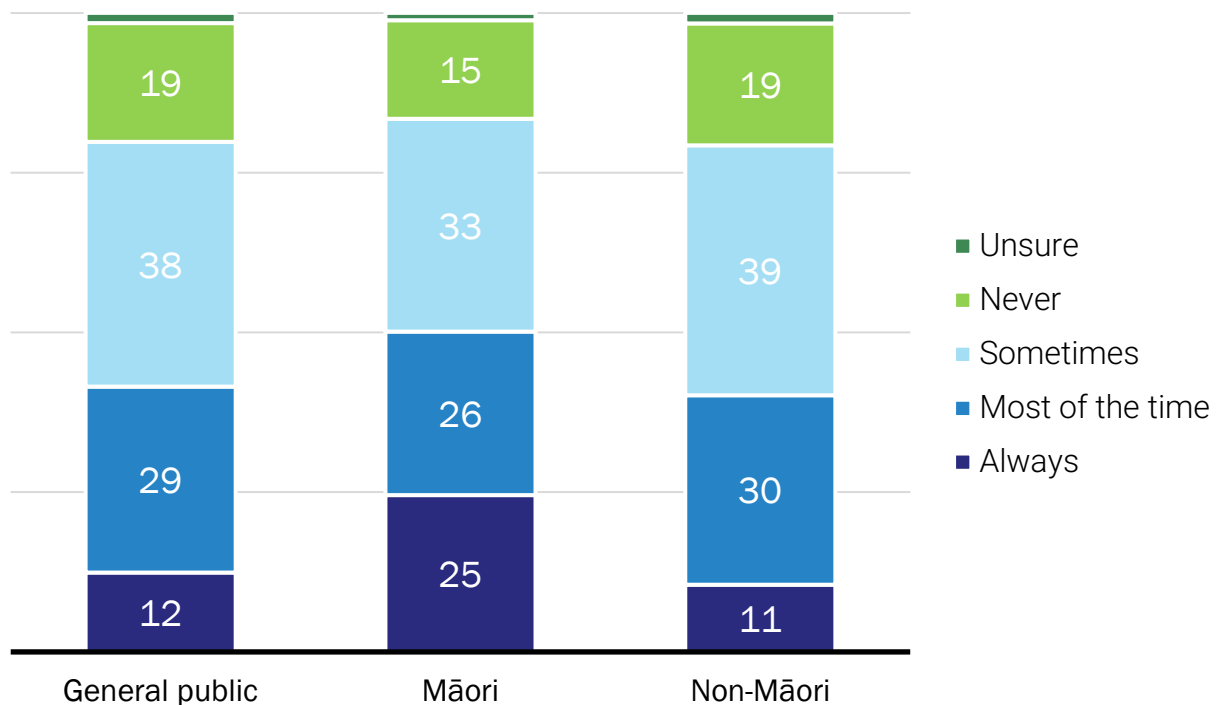
Use of personal information

- Under half (41%) said they always or mostly read the privacy statement when signing up for a new service. Māori were significantly higher at 51%.
 - The most common personal information incidents that respondents said they have experienced over the past year were (% for Māori shown second):
 - not being able to unsubscribe from marketing (21%:26%)
 - unsolicited direct marketing (16%:18%)
 - having to provide unnecessary personal information (12%:17%)
 - having to unnecessarily identify themselves (12%:20%) and
 - not being able to access, update or delete personal information (11%:21%).
 - Māori were more likely to have experienced all 11 tested incidents.
- Eighty percent agreed that they want more control of their data, 87% Māori.
 - A strong majority agreed that protecting personal privacy is a major concern (63%). However, 61% would prefer targeted relevant ads, 49% agreed that we need to get used to personal information not being private and 45% agreed that it is too much effort to protect the privacy of their data.
 - Only 43% said they feel in control of their data privacy.
 - Māori were more likely to agree about wanting control (87%), protection being a concern (79%), and that they feel in control (52%) but also more likely to agree it is too much effort (56%).
 - 17% (up 2%) said they have made a rental application in the past year - 35% (up 11%) amongst Māori.
 - Of that, 62% (up 9%) said they thought they had to provide too much personal information – 76% (up 15%) amongst Māori.

Māori were more likely to read privacy statements when signing up for a new service – Māori comparison



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



Older and younger respondents were more likely to say they always or mostly read the privacy statements:

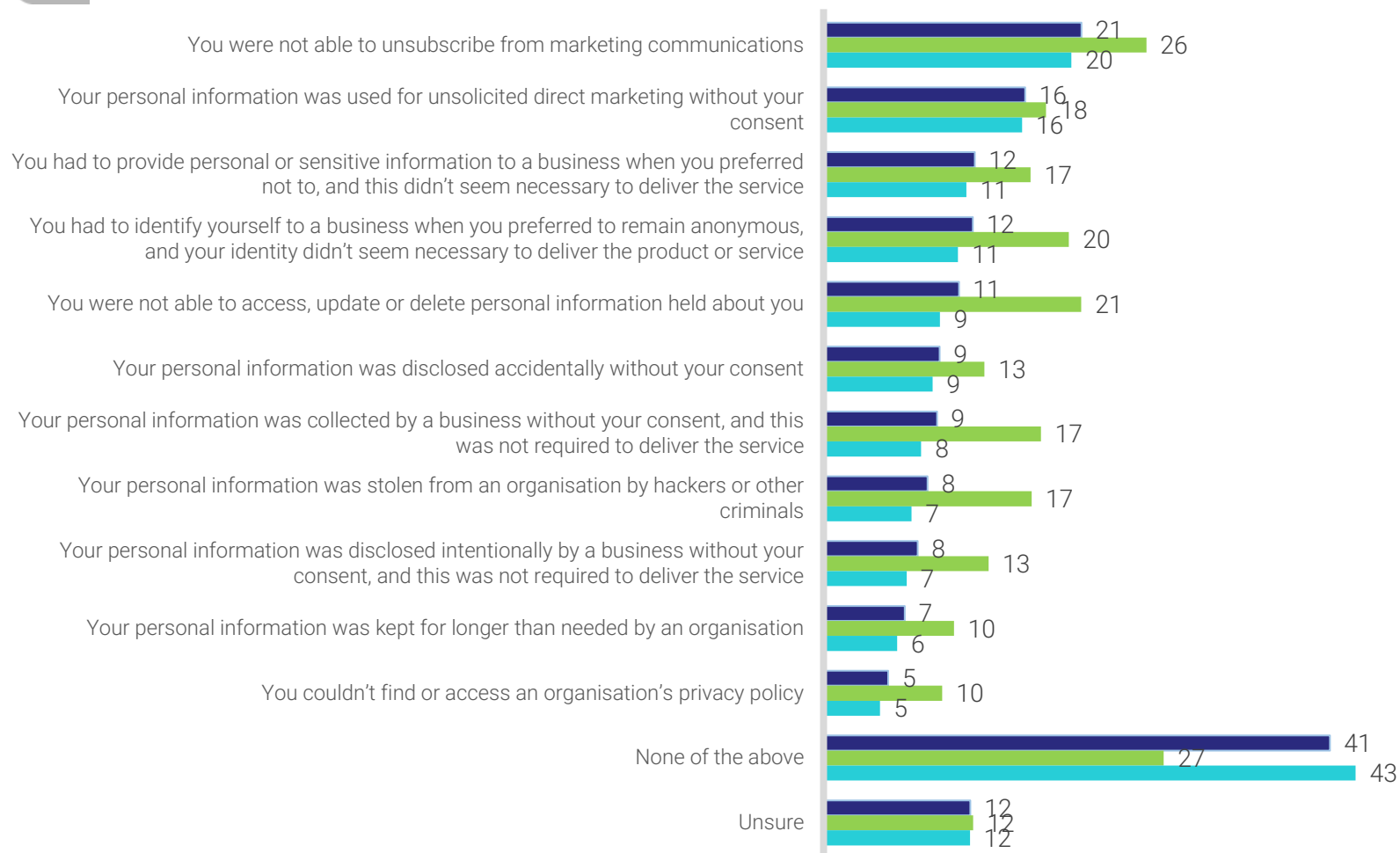
- Under 30: 44%
- 30-44: 37%
- 45-59: 36%
- 60+: 48%

Base: All respondents (n=1,184), Māori (n=327)

Māori were more likely to have experienced all of the following incidents/actions about personal information - Māori comparison



Have you experienced any of the following in the past 12 months? (%)



Younger respondents were more likely to have experienced at least one of these.

31% of those aged under 30 said none of the above compared to 47% of those aged 60+.

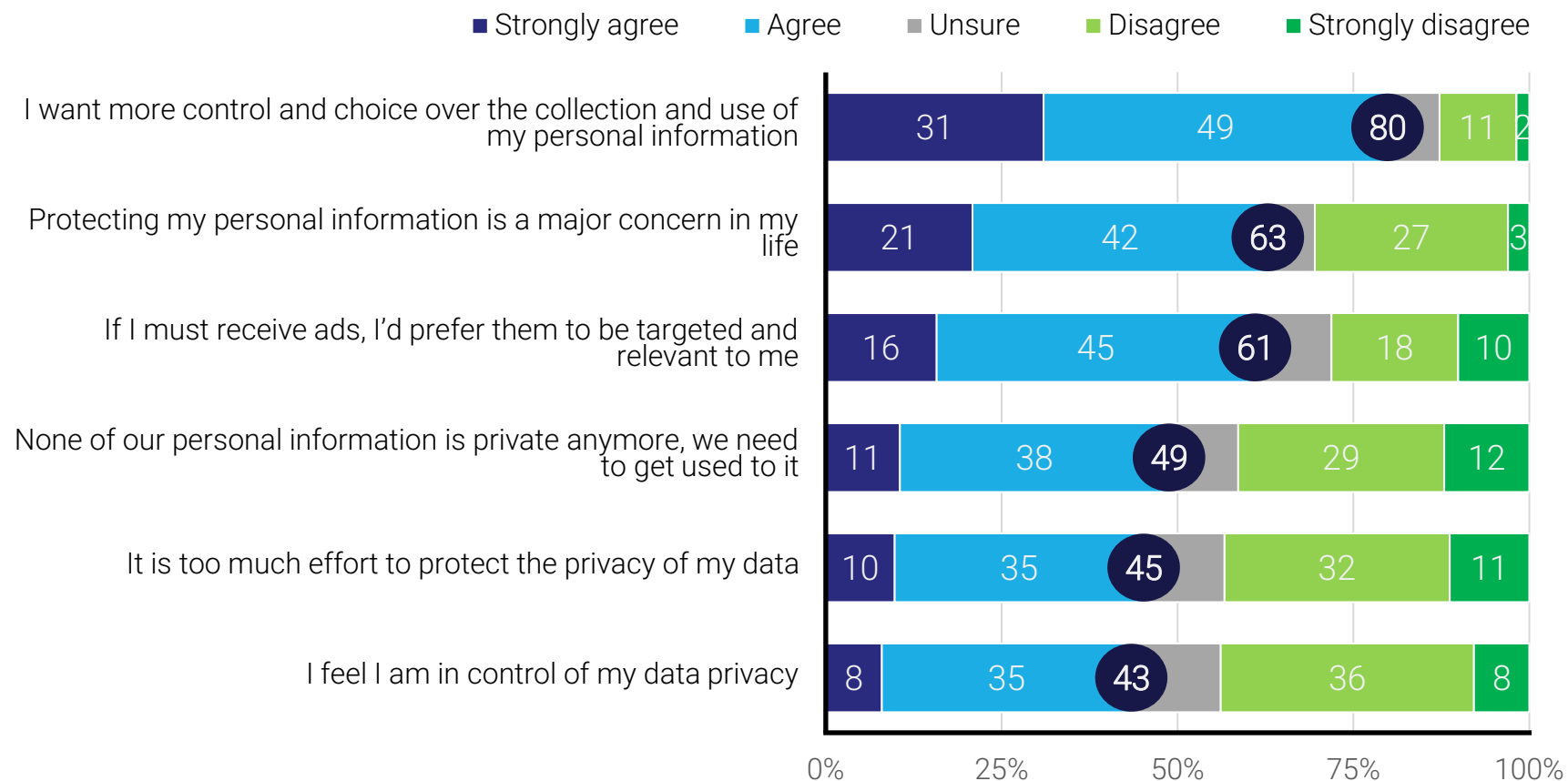
■ All
■ Māori
■ Non-Māori

Base: All respondents (n=1,184), Māori (n=327)

Over 60% were concerned with protecting their personal information



Thinking about the privacy of your personal information, to what extent do you agree or disagree with the following? (%)



Women were more likely to want more control over collection and use of personal information (83% agree) compared to men (76%).

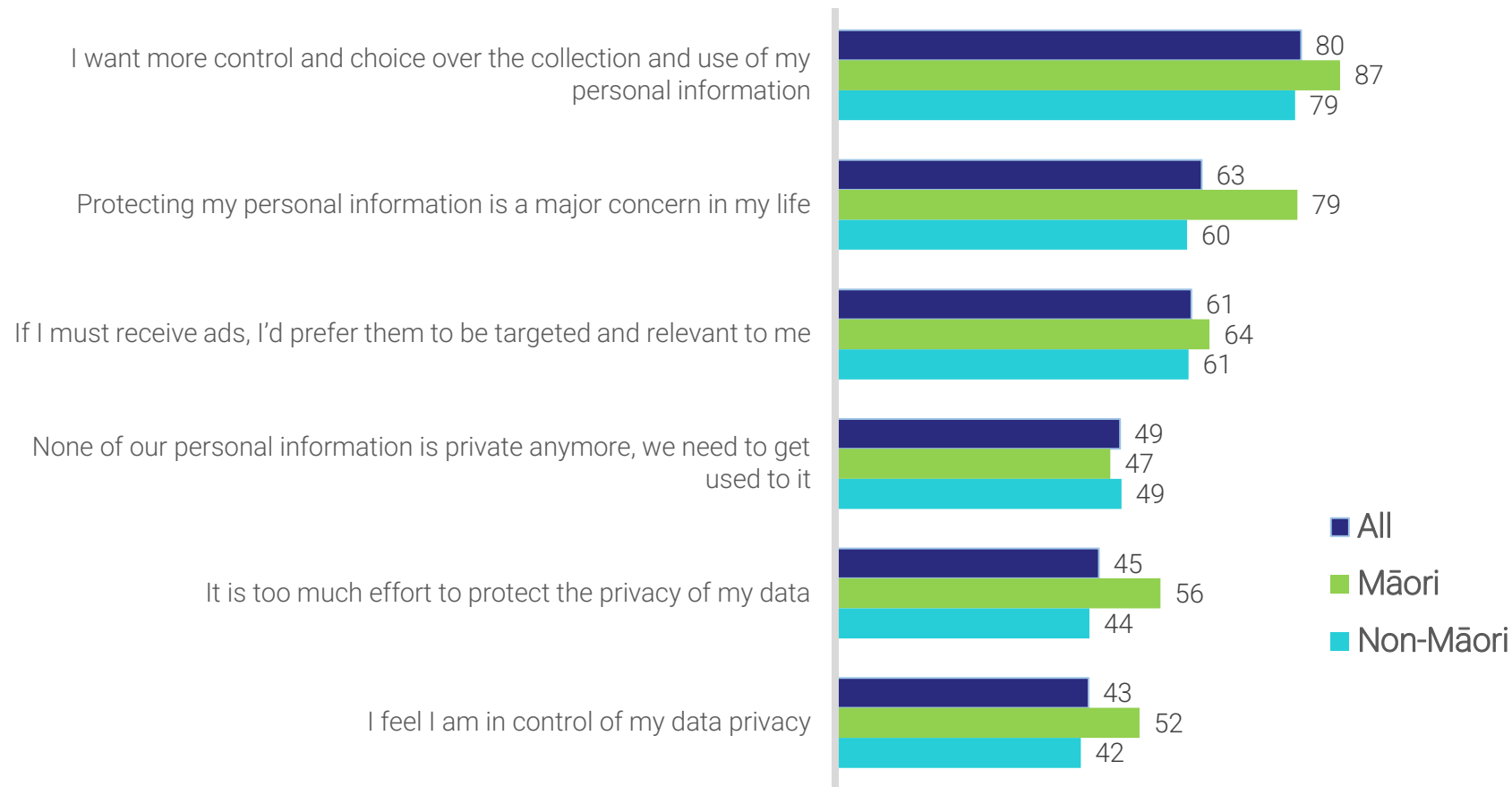
Younger respondents were more likely to agree it is too much effort to protect their data privacy (under 30: 57%, 30-44: 53%, 45-59: 44%, 60+: 30%).

Aucklanders were more likely to agree that protecting information is a major concern (69%), and they were more likely to prefer targeted ads (68%).

Māori were more likely to want more control and choice over the collection of their personal information – Māori comparison



Thinking about the privacy of your personal information, to what extent do you agree or disagree with the following? (% total agree)



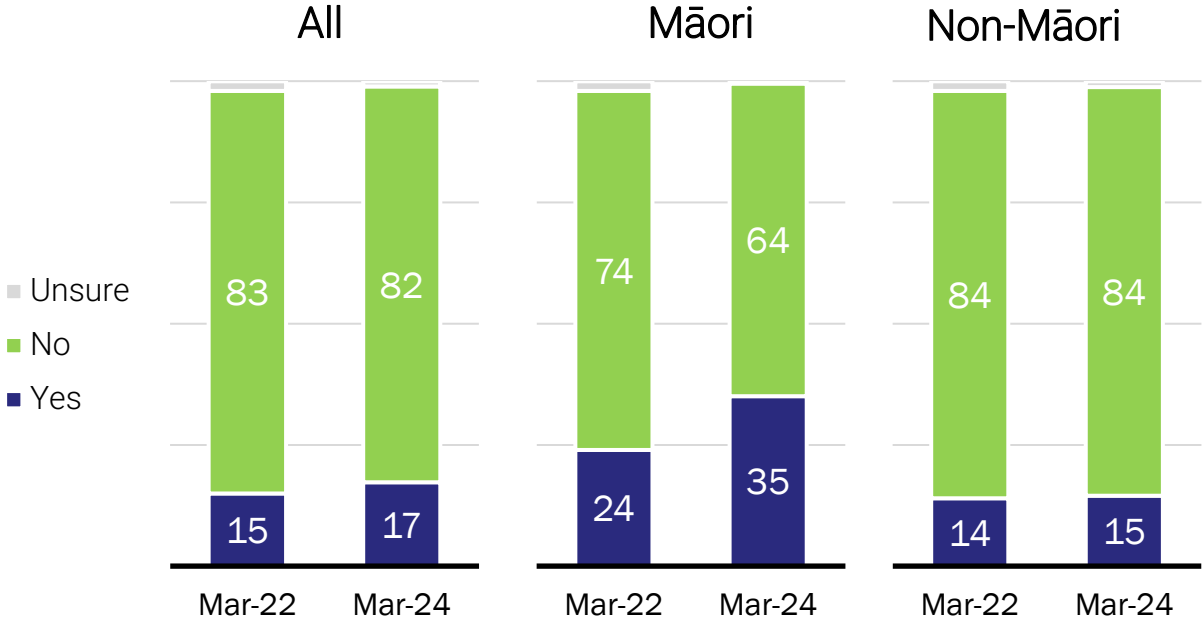
Females and over 60+ were more likely to agree they want more control and choice over collection of personal information.

■ All
■ Māori
■ Non-Māori

Māori were more likely to have made a rental application than the general public, this was up from last year - Māori comparison



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



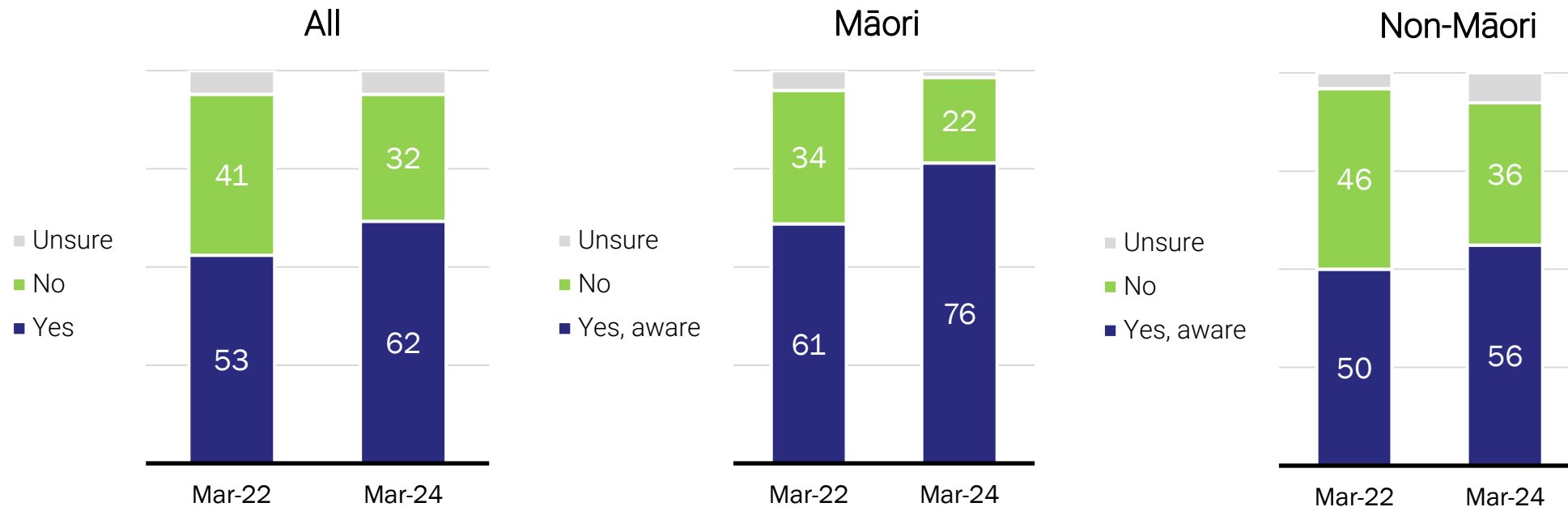
Younger respondents were more likely to have made a rental application (under 30: 36%, 30-44: 22%, 45-59: 10%. 60+: 4%).

Base: All respondents (n=1,184), Māori (n=327)

Of those who have made a rental application over six in ten said they had to provide too much personal information, higher for Māori - Māori comparison



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



Base: Those who completed the application (n=225), Māori (n=109)

Report findings: Understanding of the Privacy Act 2020



Key findings

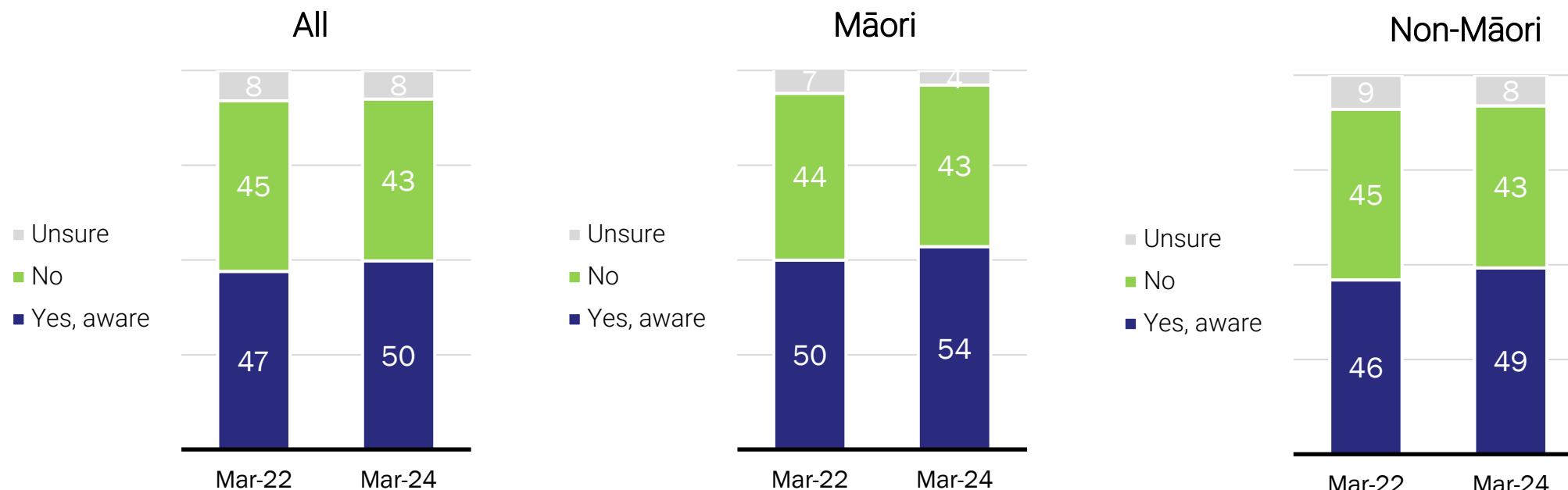
Privacy Act

- Half of respondents (up 3% from 2022) said they were aware of the Privacy Act giving them the right to a copy of any personal information held by an organisation. Māori gave a similar level of declared awareness (54%).
 - Looking at the five rights explored, strongest majorities were recorded for:
 - knowing when personal information is used in automated decision-making (83% general public; 82% Māori), and
 - asking a business to delete their personal information (82%; 80%),
 - Furthermore, the remaining three rights also had majority support:
 - to object to certain data practices (77%; 70%),
 - to seek compensation in the courts for a breach of privacy (75%; 74%) and
 - to ask a government agency to delete personal information (64%; 69%).
- Clear majorities said the Privacy Commissioner should have the following powers under the Privacy Act:
 - to issue a fine for a privacy breach that a business has caused (81%; 75%)
 - to audit the privacy practices of a business or government agency (80%; 69%)
 - to issue a fine for a privacy breach that a government agency has caused (80%; 78%) and
 - to stop in advance a business or government agency from undertaking an activity due to privacy concerns (74%; 70%).
 - Both the general public and Māori were strongly supportive of issuing of fines for privacy breaches by government and business.

Half of respondents were aware the Privacy Act gives them rights to personal information, similar to 2022; similar across Māori respondents



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

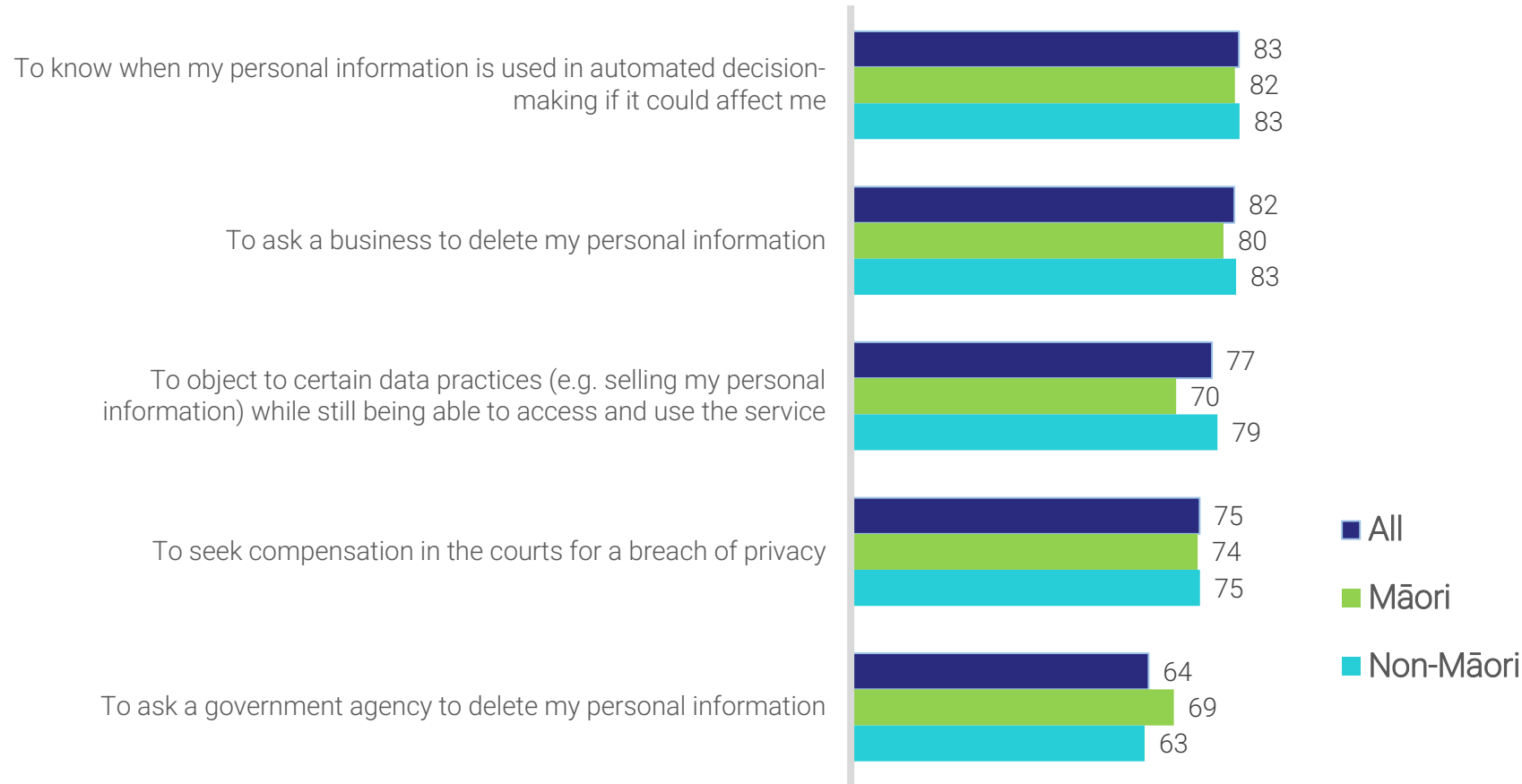


Base: All respondents (n=1,184), Māori (n=327)

A majority of respondents support strong privacy rights



Do you believe you should have these rights under the New Zealand Privacy Act? (% Yes)



Māori respondents were less likely to say they should have the right to object to certain data practices (70%).

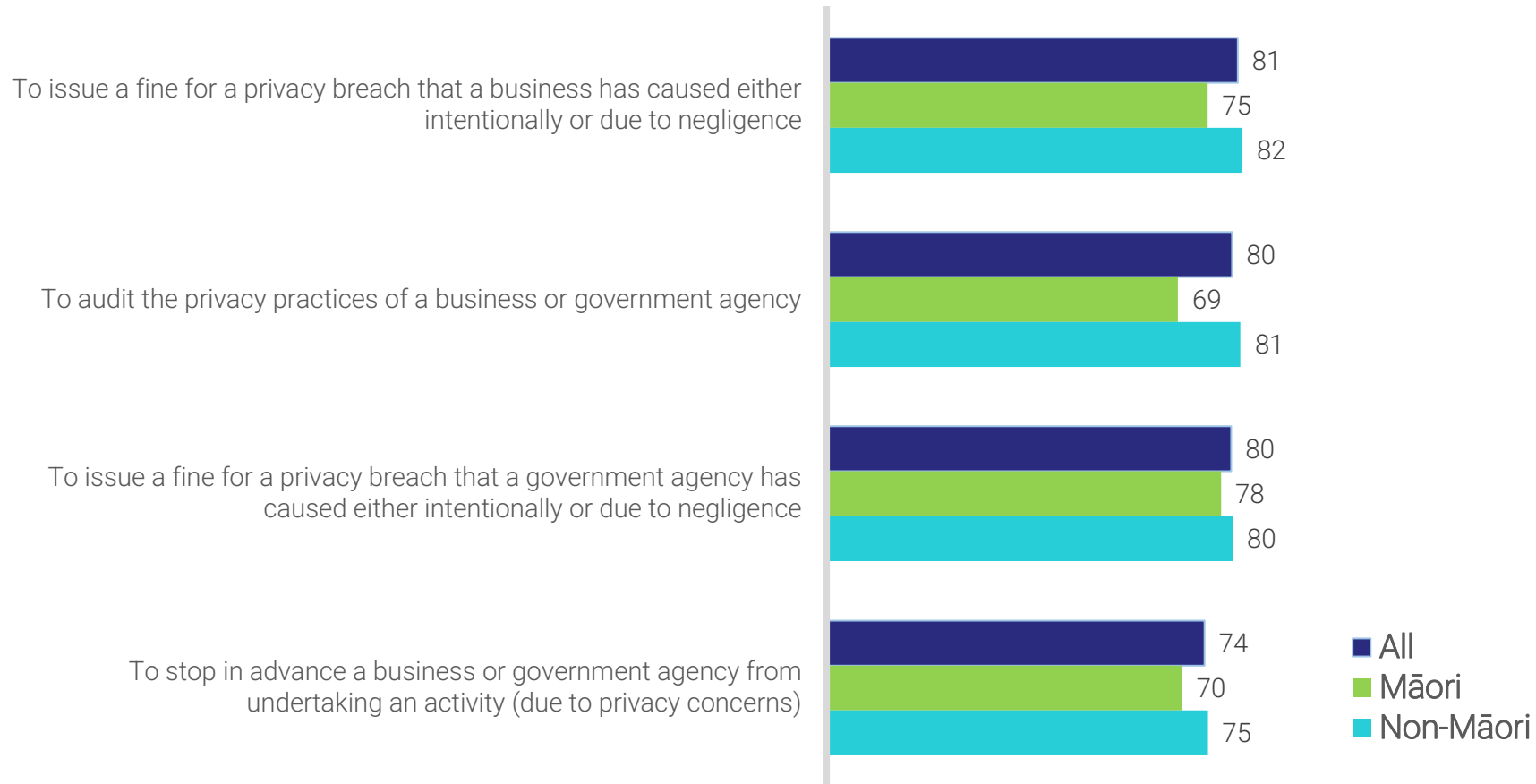
Older respondents were more likely to say they should have these rights (except for the right to ask a government agency to delete personal information).

Males and those with dependent children were less likely to say they should have the rights to know when personal information is used in automated decision-making (80%:79%) and to ask a business to delete their personal information (77%:76%).

The Privacy Commissioner should have greater powers under the Privacy Act



Do you believe the Privacy Commissioner should have the following powers under the New Zealand Privacy Act? (% yes)



Māori respondents were less likely to believe the Commissioner should have the power to issue a fine for a privacy breach that a business has caused... (75%) or audit the privacy practices of a business or government agency (69%).

Women were more likely to think the Commissioner should have the power to issue a fine for a privacy breach that a business (85%) or a government agency (84%) has caused.

Older respondents were more likely to believe the commissioner should have all the powers tested.

■ All
■ Māori
■ Non-Māori

Base: All respondents (n=1,184), Māori (n=327)



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