

Responsible data use at a crossroads: European citizen's perspective on privacy

Research results of a survey on privacy related topics amongst European citizens in the largest eighteen European countries

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Responsible data use at a crossroads: European citizen's perspective on privacy

Privacy matters. And it matters a lot.

Not so long ago, privacy was a philosophical debate. With the implementation of a new regulation (GDPR) in the EU, this has changed for the better. It's now a matter for leaders.

Now that the implementation of the new set of rules is five years behind us, it is a good time to evaluate. How do people in various countries in the EU perceive the effectiveness of this regulation? Has it contributed to their trust? What do they think of the instruments to deal with violations? And perhaps most important: how do they look at the future of privacy in a time of ongoing rapid technological change?

One thing is certain: the stakes are higher than ever before. With the rapid adoption of AI in society, we have yet again arrived at a pivotal moment. History has proven that nearly every technology has a bright and a dark side, and digitalization is no exception to this. It helps us to organise our personal and professional lives very efficiently and has many other advantages. However, there is also the darker side: the risks of infringement of personal life, discriminating against certain characteristics and misusing personal information.

Against this background it may not come as a surprise that the debate on the pros and cons of digitalization recently flared up. On the one hand we see optimists such as Venture Capitalist Marc Andreessen, who in his recent Techno Optimist Manifesto raves about the pros and even argues that any deceleration of AI will cost lives. This declaration is in stark contrast with experts such as Elon Musk who call for a controlled approach, as AI might be able to completely reboot our human operating system and/or threaten democracy.

This paper has no intention to analyse this debate. However, we do think that it is vital to consider this important context to assess the results of this survey. Especially in a time like this, it is quintessential to understand to what extent laws and regulations can contribute to tame the dark side and to give way to the bright side.

The KPMG research team,

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European citizens are now willing and able when it comes to privacy

The European Union has been a front-runner in regulating the use of personal data in the recent past and has actively spread the word on the importance of it among citizens. Our survey shows the effect of this.

First of all, awareness among citizens is high. In 2023, only a small minority of 18% of the respondents state that they do not care who can access their data, because they have nothing to hide (figure 1). This low percentage may be related to extensive media coverage about infringements, ramifications, investigations and substantial fines stemming from these infringements.

A majority of respondents say they are more aware than in 2018 – in fact only 9% say they have not become more aware (figure 2). There is hardly any doubt that these results are related to the implementation of the GDPR, although a relatively low share of respondents (55%) know that the GDPR is in place to protect their rights.

Our guess is that most people are aware of the regulation yet do not know exactly what it entails. Only 12% of the respondents have not heard of the GDPR (figure 3).

Figure 1.

I do not care who can access my data, I have nothing to hide

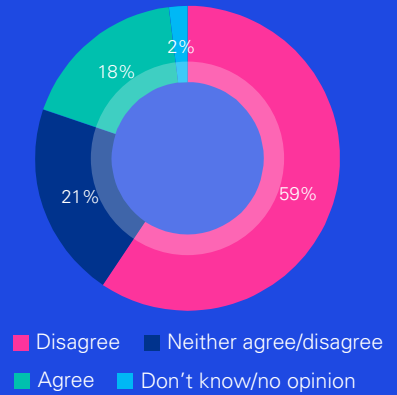


Figure 2.

Compared to 5 years ago, I notice that I am more aware of the importance of privacy

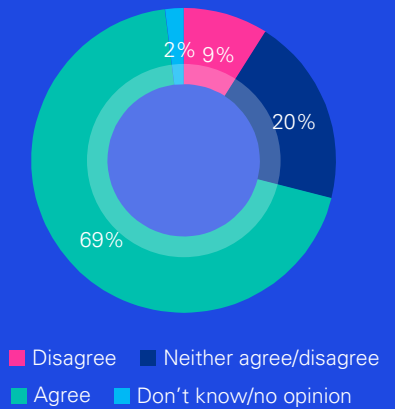
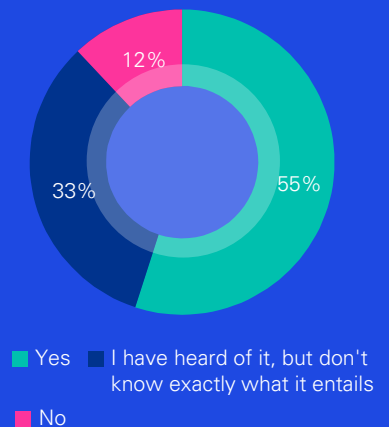


Figure 3.

Since May 25, 2018, the new European privacy law, the GDPR, has been in effect. Are you aware of this?



The results in this whitepaper are weighted and representative of the population for each country surveyed by age, education and gender. The figures show the average percentages of those countries.

There are quite some differences in perception across Europe. One example is that overall an average of **41%** of respondents agree that the GDPR has resulted in the feeling of having more control over their personal data (figure 4). In the Netherlands, however, people are less optimistic about this (**23%**), while Romania is a lot more positive (**63%**).

Second, and perhaps even more importantly: citizens feel that companies are taking their privacy more seriously since the implementation of the legislation. Half of respondents agree with this statement, while one-third are neutral on the matter (figure 5). This makes sense, given that the GDPR has imposed numerous obligations and conditions on companies regarding data processing, and these are highly visible to consumers.

A positive surprise is that a relatively high number of respondents claim to have exercised rights under GDPR: **37%** say they have exercised these rights (e.g., right to access, right to rectification, right to erasure) and **14%** have filed a complaint with the respective local Data Protection Authority.

Figure 4.

I find that I have more control over my personal data due to the introduction of the GDPR

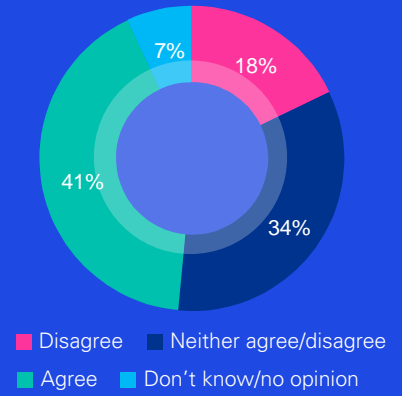
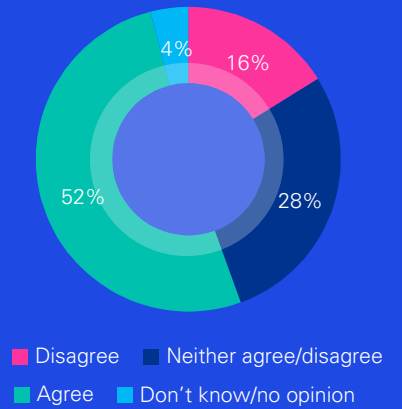


Figure 5.

Compared to 5 years ago, I notice that companies are taking my privacy more seriously and paying more attention to it



AI redefines the privacy arena and fuels pessimism on the future of privacy

These days, AI is hot and algorithms are increasingly guiding decisions in many areas. Beyond the hype, it is clear that technological developments continue to disrupt many services, and these may also impact citizen’s requirements and expectations on dealing with personal data.

What stands out in the survey results is that citizens have doubts about their privacy in the near future; **41%** are pessimistic and around one-third are neutral (figure 6). Some also fear that the attention for privacy will diminish: around one-third agree, one-third disagree and one-third are neutral. Their wish list of improvements gives some insight into what they expect for the future. Better protection for children – stated by **38%** – and more transparency about the use of personal data – **36%** – top the ranks on this question. This desire for transparency is not surprising given the high percentage of respondents who are pessimistic about their privacy in the future. After all, new technologies today are so complex that they may contribute to a feeling of powerlessness with little control over privacy.

Other questions about specific technology point out that AI may redefine the privacy arena. A majority of **57%** agree with the statement ‘I find the rise of artificial intelligence (AI) in relation to privacy of my data worrisome’. The lack of control and transparency described above could also be an explanation for this. AI clearly is one of the topics that keep respondents busy. **54%** claim to be careful with the data entered into chatbots like ChatGPT, out of concern that data may be stored and used for unknown purposes. Another sign of AI redefining privacy is that only **20%** are not concerned that the use of personal data by AI will lead to discrimination (figure 7).

Figure 6. I am pessimistic about the future of my privacy

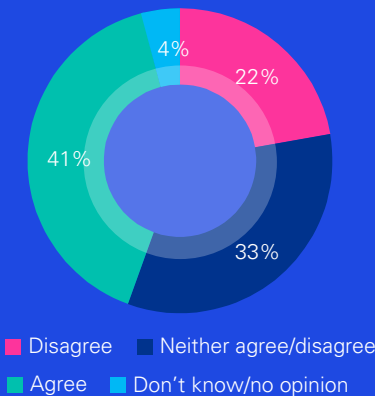
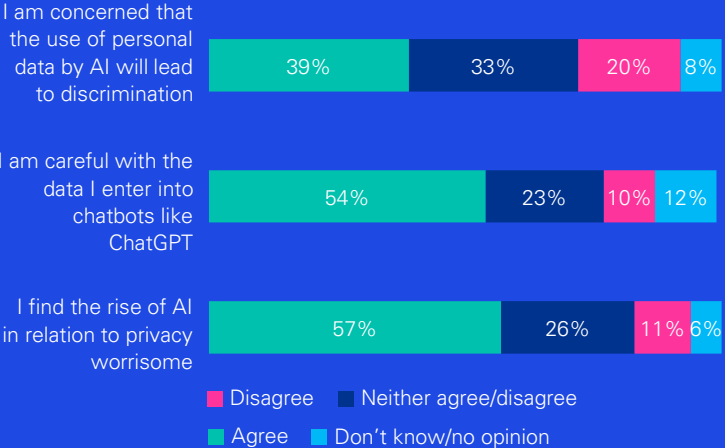


Figure 7. Privacy and AI



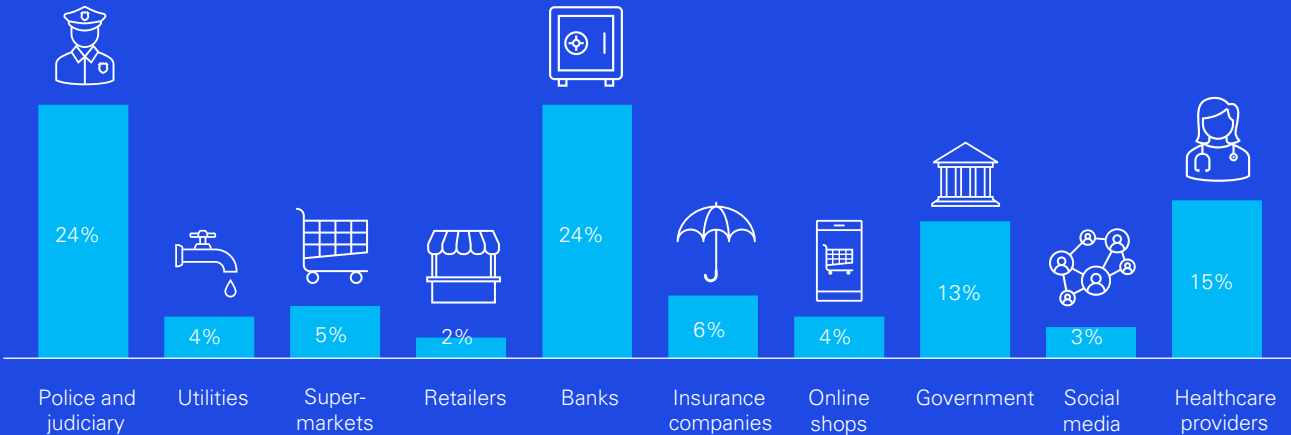
A growing need for trust and the limits to transparency

The digital transformation of the past decades deeply affects the way humans and organisations interact with each other and, as such, also has a profound impact on how trust is established in digital interactions. Our survey shows that banks and healthcare providers have the best reputation among citizens when it comes to this.

When asked ‘Which type of organisation do you trust the most with your personal data?’, 24% of respondents named banks, 24% names police and judiciary and 15% named healthcare providers as number one. Lowest in rank are retailers (2%) and social media (3%) (figure 8).

When phrased differently – ‘Which type of organisation do you trust the least with your personal data?’ – the social media sector clearly stands out negatively (43%). It is pretty clear that banks and financial institutions have a strong reputation when it comes to the level of trust regarding privacy. The healthcare sector also scores well, despite multiple incidents that have occurred in the domain of security and privacy. The low level of trust among respondents when it comes to social media is hardly surprising. These platforms have been involved in large investigations and fines by local regulators on the matter of privacy. This has not gone unnoticed by the general public.

Figure 8. Which type of organisation do you trust the most with your personal data?



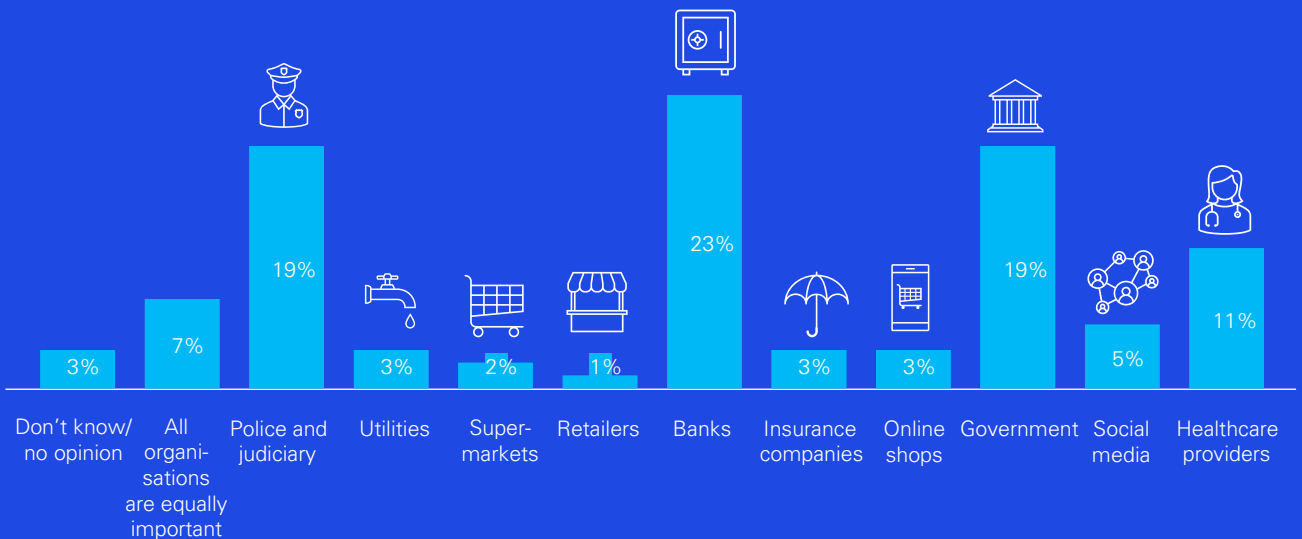
Our survey also highlights the importance of this aspect for different sectors. In response to the question ‘Which type of organisation do you consider it most important that they handle personal data properly?’, respondents named banks (23%) government (19%) as well as police and judiciary (19%) as their number one. Surprisingly, the government is not among the top-3 sectors in which the public currently has the highest level of trust when it comes to their personal data. In fact, for only 13% of the respondents, the government is the most trusted sector when it comes to the handling of personal data. Also, when asked, the other way around, ‘which sector do you trust the least with your personal data’, the government ranks third, with 12% of the respondents stating that they trust the government the least when it comes to the handling of personal data (figure 9).

There is no doubt that trust is a vital ‘lubricant’ in society. Many politicians and policymakers argue that organisations need to be more transparent to earn this trust. In fact, as stated earlier, this is high on the wish list of respondents (36% say this is the most important topic for the future).

However, we should not overstate the impact of transparency in this respect. One tends to think that the more knowledge we have about an organisation, the more willing we are to put our trust in it. This may sound obvious, but it also deserves another perspective. Simply put: when buying a pack of milk, we don’t gather any information at all on the production process. We make a trust leap, and we do this all the time in the digital space. As a consequence, it means we must build solid reputations to gain trust rather than follow the path of a deluge of information.

To conclude: transparency is no snake oil for building trust, as most people don’t (want to) take the time to inform themselves. Therefore, to maintain trust in a digital society, we need to distinguish between blind trust and informed trust. When blind trust is necessary, we must offer simple concepts for building trust, built on (brand) reputation or intermediary trust brokers. In other cases, when informed trust is feasible, we must be transparent and offer detailed information. In our view, this balanced perspective is vital in an era with intense debate on how to deal with AI – and its black box.

Figure 9. Which type of organisation do you consider it most important that they handle personal data properly?



Creepy or cool: exploring the borders of our personal space

Digital services often make our personal and professional lives a lot easier and may also guide us in taking better decisions. However, these advantages often come at a price, as it may be necessary to use personal data to unleash the potential. Our survey gives insight into the borders of convenience and intrusiveness.

One topic that stands out is that in 2023, it seems to have become acceptable that intelligence agencies monitor internet behaviour to prevent potential criminal activities: only a minority of **26%** are against this. Almost 1 in 2 people in countries such as Italy, Spain, the UK and Portugal find this acceptable. In the Netherlands and Austria, on the other hand, more people consider this a bridge too far; only **28%** and **32%** find this acceptable.

It is paradoxical that the respondents express low confidence in the government's handling of privacy but still support tracking and monitoring of internet behaviour for crime prevention. An explanation could be that respondents might view these activities as justified and necessary to enhance public safety and believe in the effectiveness of such measures and thus prioritize immediate safety over abstract privacy concerns.

The survey also provides insights into how cool or creepy different applications are in the eyes of the respondents. They consider deepfakes to be the creepiest topic. While deepfakes offer innovative entertainment,

they can also fabricate deceptive portrayals, threatening personal reputations or aid cybercrime. A majority of **62%** think this is creepy.

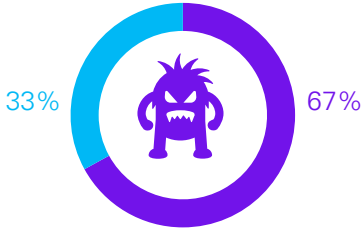
Number two of the creepiest developments is facial recognition used to make recognition of identities easier. This involves the use of massive databases and the potential for mass surveillance; misuse by authorities may evoke discomfort, with **57%** of respondents expressing a sense of unease about this development.

Perceptions of other developments are summarized in figure 10 on the next page. These show that the question of 'cool' or 'creepy' has differentiated answers. The perception is influenced by several factors, such as the level of control one has over the technology, its (potential) ethical implications, the coolness, and the benefits it offers, such as contributing to a safe society. Five years ago, we have asked a similar population similar questions in the spectrum of creepy vs. cool. Compared to five years ago, we see a similar outcome and see no increasing trends on the scale of creepy vs. cool.

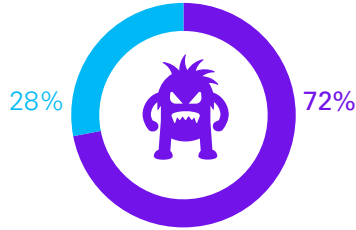


Figure 10.^(a)  Creepy or  Cool

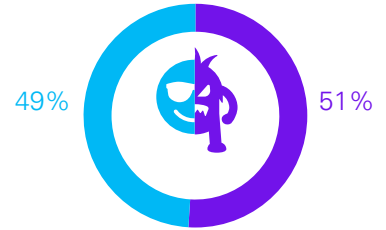
TikTok's advanced algorithm personalizes your feed instantly, yet it learns from and exploits your viewing habits



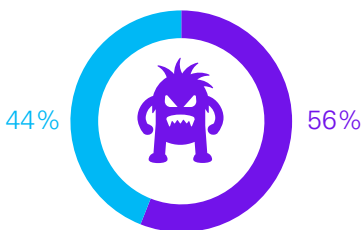
Smart assistants like Google Home or Alexa streamline home tasks but pose privacy risks by constantly listening



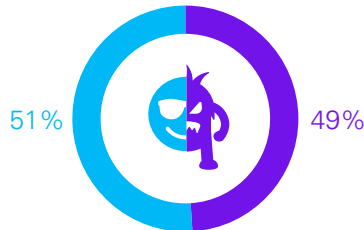
While your smartwatch's fitness app optimizes your health tracking, it also handles sensitive health data



Connected cars deliver safety enhancements and real-time info, yet they also collect and share personal driving data



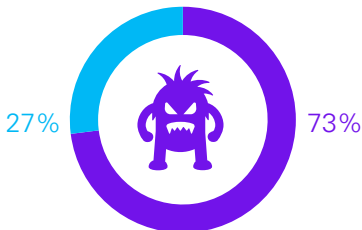
Smart doorbells provide convenient visitor identification but can infringe on public privacy by recording street scenes



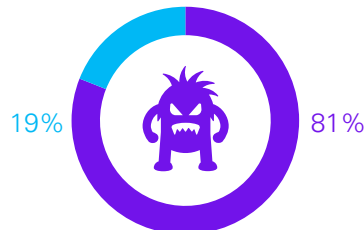
Social media ads tailor deals to your browsing history, which involves monitoring your online behaviour



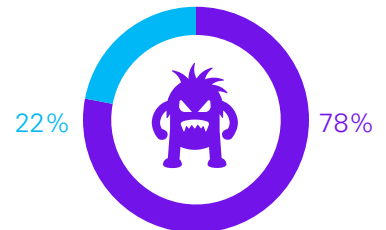
Facial recognition companies have 100bn+ face photos to ease recognition of identities on photos or for authentication, but this massive data-base risks exposing personal identities



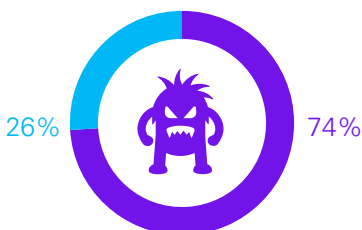
While deepfakes offer innovative entertainment, they can also fabricate deceptive portrayals, threatening personal reputations or aid cybercrime



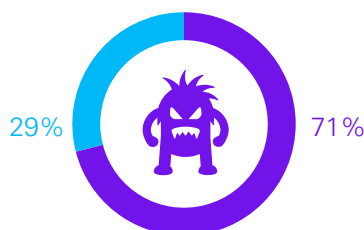
Social networking sites enable global connection, but they often collect and share vast amounts of personal information, raising significant privacy concerns.



Machine learning algorithms can make credit and job decisions more efficient, yet they can also inadvertently perpetuate bias and unfairly impact individuals based on their data.



IoT (Internet of Things) devices, from smart fridges to thermostats, add convenience to daily life but can be vulnerable to hacking, risking user data and privacy.



Our internet behaviour is monitored by intelligence agencies to prevent potential criminal activities



Note: (a) Respondents also had the option to answer 'don't know/no opinion'. Only the respondents that answered cool or creepy are included

Exploring Privacy Across Borders Country- Specific Insights

In addition to providing a general overview, we found it interesting to delve into country-specific insights. The following pages are dedicated to these insights from the participating countries. From our survey we selected several questions, categorized into six topics that we found most compelling.

The chosen topics include:

- Perception of Privacy
- Privacy & AI
- Social Media & Internet
- Privacy & Trust
- Creepy or cool?
- Look ahead

For each country, the highlighted percentages within these topics are all from the same questions, enabling a cross-country comparison.

The last page of this section presents the average of all the countries that participated. This enables you to not only grasp individual country nuances but also to see how each country stands in relation to the broader European sentiment.



France

Although the French have become more concerned about privacy in recent years, at the same time they think that privacy is getting too much attention. It is also noteworthy that France is one of the countries that are rather pessimistic about their privacy in the future.

59%

of the French are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

59 percent of the French are more concerned about their privacy compared to 5 years ago. **40 percent** also believe they are doing better in terms of privacy compared to other countries, while only **18 percent** disagree.

However, **30 percent** consider all the attention to privacy exaggerated, making France one of the leading countries with this sentiment.

40 percent claim to have more control over their personal data since the introduction of the GDPR.



Privacy & AI

40 percent are concerned that the use of their personal data may lead to discrimination.

59 percent of the French respondents find the rise of AI in relation to their data privacy worrisome, while only **11 percent** disagree.

Also, **55 percent** is careful with the data they enter into ChatGPT.



Social Media & Internet

The opinions of the French considering cookies consent pop-ups are divided. **39 percent** think they are convenient, while **24 percent** disagree.

41 percent believe it is beneficial for intelligence agencies to monitor their behaviour to prevent potential criminal activities.

As for advertising, **45 percent** do not believe it's positive that social media platforms keep track of the ads they view to better tailor them to their interests.



Privacy & Trust

The French have the most confidence in police & judiciary and banks to handle their personal data. These are also the types of organisations that they consider most important when it comes to handling personal data properly.

On the other hand, social media is least trusted to handle personal data.



Creepy or cool?

63 percent find TikTok's algorithm, which learns from your viewing habits, creepy. In comparison, **37 percent** find it cool.

67 percent consider smart assistants constantly listening to you creepy.

25 percent find deepfakes cool, while **75 percent** find them creepy because they fabricate deceptive images.



Look ahead

47 percent are pessimistic about the future of their privacy. Only **17 percent** are optimistic, ranking France as the least optimistic country regarding the future of privacy.

However, **41 percent** are confident that the protection of personal data will improve in the future.

41%

believe that it's beneficial for intelligence

agencies to monitor their behaviour to prevent potential criminal activities.

Germany

Germany ranks as one of the countries that are less worried about privacy and think that there is an excessive focus on this topic. Additionally, it is noteworthy that they are not particularly fond of the different methods used to track your activity on the internet, and that they are concerned about AI developments.

48%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

Compared to 5 years ago, only **48 percent** of the Germans are more concerned about their privacy. However, **almost half of them** believe they are doing well in terms of privacy compared to other countries.

43 percent don't think all the attention to privacy is exaggerated, with **30 percent** perceiving it as overemphasized.

40 percent believe that they have more control over their personal data since the introduction of GDPR.



Privacy & AI

44 percent express their concern that the use of their personal data may lead to discrimination.

58 percent of the respondents find the increasing presence of AI in relation to their data privacy worrisome, with only **13 percent** expressing disagreement.

57 percent are careful with the data they enter into ChatGPT.



Social Media & Internet

43 percent find cookies consent pop-ups convenient, while **20 percent** have an opposing view.

Only **35 percent** support intelligence agencies monitoring their behaviour for the prevention of potential criminal activities, **with a similar proportion** expressing disagreement.

Regarding ads, **45 percent** hold the view that social media platforms tracking the ads they view is not beneficial.



Privacy & Trust

The Germans have the most confidence in police & judiciary and banks to handle their personal data. These are also the types of organisations that are considered most important for handling personal data, along with the government.

On the other hand, social media is trusted the least with the handling of personal data.



Creepy or cool?

TikTok's algorithm, which learns from your viewing habits, is perceived as creepy by **72 percent** of the respondents.

69 percent consider smart assistants constantly listening to you creepy, whereas **31 percent** consider them cool.

Deepfakes, seen as providing entertainment, are found cool by only **22 percent**. Meanwhile, **78 percent** perceive them as creepy because of their ability to fabricate deceptive representations.



Look ahead

43 percent are pessimistic about the future of their privacy, while **24 percent** are optimistic, making Germany one of the more optimistic countries concerning this topic.

46 percent are also confident that the protection of personal data will improve in the future.

44%

express their concern that the use of their personal data may lead to discrimination.

Italy

Italians show mixed feelings about privacy. While the overall concern has increased over the past five years, residents have varying opinions on data protection, AI's impact, and the future of privacy.

64%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

In Italy, **64 percent** are more concerned about their privacy, compared to 5 years ago. However, only **37 percent** believe that they are doing well compared to other countries.

47 percent believe that attention to privacy is not exaggerated, while only **22 percent** agree.

Almost half of them feel that they have more control over their personal data after the introduction of GDPR.



Privacy & AI

43 percent are worried that the use of their personal data may lead to discrimination.

Half of the respondents find the rise of AI in relation to the protection of personal data worrisome, with only **14 percent** disagreeing.

52 percent are also careful about the data they enter into ChatGPT.



Social Media & Internet

Only **15 percent** find the cookies consent pop-ups inconvenient, whereas **almost half of the respondents** believe they are convenient.

47 percent endorse intelligence agencies monitoring their behaviour to prevent potential criminal activities, while **16 percent** oppose this approach.

36 percent believe that the tracking of the ads they view on social media is not in their best interest.



Privacy & Trust

The Italians have the most confidence in police & judiciary and healthcare providers to handle their personal data. They also believe that police & judiciary and the government should handle personal data properly.

On the other hand, social media is trusted the least with the handling of personal data.



Creepy or cool?

TikTok's algorithm, which learns from your viewing habits, is perceived as cool by **43 percent** of the respondents.

Only **59 percent** consider smart assistants constantly listening to you creepy, whereas **41 percent** view it as cool.

Deepfakes are deemed cool by only **28 percent**, while **72 percent** perceive them as creepy because of their ability to create misleading images.



Look ahead

Considering the future, **35 percent** are pessimistic about their privacy versus only **21 percent** who are optimistic about their future.

46 percent are also confident that the protection of personal data will improve in the future.

46%

are also confident that the protection of personal data will improve in the future.

Poland

Poland demonstrates an increased concern about privacy and emphasizes its importance. Polish citizens feel more in control of their personal data now, but there is a notable doubt regarding potential discrimination and AI's influence on privacy. Moreover, the majority share a pessimistic outlook on the future of their privacy.

62%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

In Poland, **62 percent** are more concerned about their privacy compared to 5 years ago. However, opinions on whether the country is doing well compared to others are evenly divided.

60 percent believe that attention to privacy is not excessive, while only **20 percent** consider it exaggerated.

58 percent feel more in control of their personal data after the introduction of GDPR.



Privacy & AI

40 percent express concern about potential discrimination resulting from the use of their personal data by AI.

59 percent also find the rise of AI in relation to the protection of personal data worrisome, with only **13 percent** in disagreement.

52 percent are careful when entering data into ChatGPT.



Social Media & Internet

Almost **half of the respondents** consider the cookie consent pop-ups on websites convenient.

Only **35 percent** support intelligence agencies monitoring their behaviour for the prevention of potential criminal activities. This ranks Poland highly as one of the countries opposed to this approach.

44 percent believe that the tracking of the ads they view on social media is not in their best interest.



Privacy & Trust

Banks enjoy the highest level of trust in their handling of personal data, with **42 percent** of the respondents expressing confidence in them. They also believe that proper management of personal data should be primarily entrusted to banks, followed by the police & judiciary and the government. Conversely, utility providers and insurance companies are currently regarded as the least trustworthy in handling personal data.



Creepy or cool?

59 percent view TikTok's algorithm, which learns from your viewing habits, as creepy.

37 percent consider smart assistants constantly listening to you cool. Only Italy, Romania, and Greece rank higher on this aspect.

Deepfakes are considered creepy by **76 percent** of the respondents.



Look ahead

The majority is pessimistic about the future, with only **32 percent** disagreeing.

On the other hand, **more than half** believe that the protection of their personal data will improve in the future.

59%

find the rise of AI in relation to the protection of personal data worrisome, with only 13 percent in disagreement.

Spain

Spain tops the list for prioritizing privacy, with the highest number of respondents concerned about privacy. On top of that, concerns about discrimination and AI's impact on privacy persist. Pessimism also prevails regarding the future of privacy, but the majority is optimistic about an enhanced protection of personal data in the future.

75%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

75 percent are now more concerned about their privacy compared to 5 years ago. **Half of the respondents** also believe that they are doing well compared to other countries.

Only **24 percent** perceive the attention to privacy as exaggerated.

47 percent believe that they have more control over their personal data after the implementation of the GDPR.



Privacy & AI

54 percent are worried that the use of their personal data by AI may lead to discrimination.

64 percent are therefore concerned about the rise of AI in relation to privacy.

Moreover, **54 percent** are careful about the data they enter into ChatGPT.



Social Media & Internet

Half of the respondents find the cookie consent pop-ups convenient, with only **18 percent** perceiving them as inconvenient.

Behaviour monitoring by intelligence agencies is regarded as beneficial by **48 percent**, while **26 percent** oppose this approach.

Opinions on advertisements tracking are divided, as **34 percent** consider this beneficial and **39 percent** do not see this as positive.



Privacy & Trust

Banks and police & judiciary are the organisations most trusted with personal data. These organisations and the government are also perceived as entities that should handle personal data properly.

Social media is the entity least trusted to handle personal data.



Creepy or cool?

59 percent perceive TikTok's algorithm, which learns from your viewing habits, as creepy.

38 percent find smart assistants constantly listening cool.

76 percent consider deepfakes creepy, as they can fabricate deceptive portrayals.



Look ahead

48 percent are pessimistic about the future of their privacy, ranking Spain as the country with the most pessimistic attitude.

61 percent, however, believe that the protection of their personal data will improve in the future.

64%

are concerned about the rise of AI in relation to privacy.

Belgium

Over half of the respondents from Belgium are more concerned about their privacy compared to 5 years ago. However, a substantial proportion of respondents also feel that there are more important things to worry about at the moment. Additionally, they are rather pessimistic about their privacy in the future.

55%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

Compared to 5 years ago, **55 percent** are more concerned about their privacy. **42 percent** of Belgians believe that they are doing well compared to other countries.

Nonetheless, **28 percent** think that too much attention is paid to privacy.

37 percent find that they have more control over their personal data after the introduction of GDPR.



Privacy & AI

38 percent believe that algorithms using their personal data can lead to discrimination.

57 percent are worried about the rise of AI in relation to the protection of their data.

Only **48 percent** are careful with what they enter into ChatGPT, with **14 percent** showing indifference to their input.



Social Media & Internet

38 percent find the cookie consent pop-ups convenient.

37 percent also agree that it's good that their internet behaviour is monitored for the prevention of potential crimes.

Tracking ads is disapproved of by **44 percent**.



Privacy & Trust

Belgians place their highest trust in several organisations to handle their personal data, namely healthcare institutions, government entities, banks, and police & judiciary. They also believe banks and the government should be the most careful when handling personal data.

Social media is perceived as the least trustworthy in relation to personal data.



Creepy or cool?

65 percent find that the monitoring of their viewing habits by TikTok's algorithm is creepy.

77 percent also believe that being constantly listened to by smart home assistants is creepy.

Deepfakes are considered creepy by **81 percent** of the respondents.



Look ahead

Belgians do not have a positive outlook on the future of privacy; only **20 percent** are optimistic about it.

43 percent nonetheless believe that the protection of their personal data will improve in the future.

77%

believe that constantly being listened to by smart home assistants is creepy.

United Kingdom

The UK is one of the countries most concerned about their privacy compared to 5 years ago. It is therefore not surprising that more than half of the people in the UK think their privacy attention is justified and not exaggerated.

69%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

69 percent are more concerned about their privacy compared to 5 years ago. **44 percent** also believe that the UK is doing well compared to other countries.

53 percent do not believe that the attention to privacy is exaggerated.

46 percent also feel that post-GDPR, they have more control over their personal data.



Privacy & AI

40 percent are concerned that using their personal data can lead to discrimination.

The rise of AI in relation to privacy concerns **61 percent** of the respondents.

57 percent are also attentive to the data they enter into ChatGPT.



Social Media & Internet

Cookie consent pop-ups are found convenient by **44 percent** of the UK respondents.

Almost half of them believe that it is beneficial that intelligence agencies monitor their data to prevent criminal activities.

31 percent do not find social media tracking their ads concerning.



Privacy & Trust

In the UK, healthcare providers and banks are most trusted with people's personal data. Moreover, banks and the government are considered to be the ones that should handle personal data appropriately.

Social media is trusted the least with personal data, with **42 percent** sharing this opinion; **17 percent** also do not trust the government in this aspect.



Creepy or cool?

68 percent find the learning algorithm of TikTok creepy, as it exploits your viewing habits.

73 percent find it creepy that smart assistants are constantly listening.

Deepfakes are also perceived as creepy by **81 percent** of respondents.



Look ahead

Only **18 percent** are optimistic about the future of privacy, with **48 percent** having a negative outlook on it.

45 percent are however confident that the protection of their personal data will improve in the future.

44%

find Cookie consent pop-ups convenient

Austria

Austria is one of the countries in Europe that are the least concerned about their privacy. In addition, over half of the respondents think that Austria is doing well compared to the other countries. However, they are worried about the rise of AI and its impact on their privacy.

47%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

Austria is among the countries in Europe that are the least concerned about privacy, with only **47 percent** showing increased concern compared to 5 years ago; **31 percent** also believe that too much attention is paid to privacy.

Half of the respondents, however, believe that Austria is doing well in terms of privacy compared to other countries.

Only **34 percent** believe they have more control over their personal data since the introduction of the GDPR.



Privacy & Trust

Banks and police & judiciary are the entities trusted the most by Austrians with their privacy. They also believe that these institutions as well as healthcare providers should handle personal data appropriately.

Social media is perceived as the least trustworthy in relation to personal data



Privacy & AI

26 percent do not believe that their personal data used by AI may lead to discrimination, but **35 percent** do have this concern.

56 percent find the rise of AI in relation to the protection of their data worrisome.

55 percent are careful in regard to the data they enter into ChatGPT.



Creepy or cool?

Austrians are the ones finding TikTok's algorithm and smart assistants constantly listening to them the most creepy, with **78 percent** holding this view.

82 percent also consider deepfakes fabricating deceptive portrayals creepy.



Social Media & Internet

43 percent think the cookie consent pop-ups are useful.

Only **32 percent** consider monitoring of their behaviour by intelligence agencies to prevent criminal behaviour beneficial, with **40 percent** disagreeing.

Austria is one of the countries strongly opposed to ad tracking, with **61 percent** sharing this opinion.



Look ahead

Austria is one of the countries that have a more pessimistic outlook on privacy; **40 percent** share this view, while only **24 percent** are optimists.

41 percent have confidence that the protection of their personal data will improve in the future, with only Switzerland ranking lower.

41%

have confidence that the protection of their personal data will improve in the future, with only Switzerland ranking lower.

Romania

Of all countries in Europe, people in Romania are the most concerned about their privacy compared to five years ago. But fortunately, 58% of respondents are confident that the protection of their personal data will improve in the future.

74%

are more concerned about their privacy compared to 5 years ago.

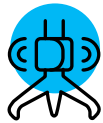


Perception of Privacy

Romanians are one of the populations most concerned about privacy compared to 5 years ago, based on the opinion of **74 percent**. Only **35 percent** of them believe that they are doing well in terms of privacy compared to other countries.

30 percent, however, think that the current attention to privacy is exaggerated.

63 percent believe that they have more control over their personal data after the introduction of GDPR.



Privacy & AI

33 percent are worried that the use of their personal data by algorithms can lead to discrimination.

Half of the respondents are concerned about the rise of AI in relation to privacy.

Compared to other countries, Romanians are the most careful about what they input in ChatGPT, with **63 percent** sharing this habit.



Social Media & Internet

43 percent think the cookie consent pop-ups are useful.

Only **32 percent** consider monitoring of their behaviour by intelligence agencies to prevent criminal behaviour beneficial, with **40 percent** disagreeing.

Austria is one of the countries strongly opposed to ad tracking, with **61 percent** sharing this opinion.



Privacy & Trust

Banks and police & judiciary are trusted the most with the personal data of the people. Romanians also believe that these entities and the government should prioritize protection of personal data.

Social media is considered the least reliable in terms of protecting personal data.



Creepy or cool?

37 percent find TikTok's algorithm cool because of its feature to personalize your feed.

39 percent think smart assistants, despite the constant listening, are cool.

76 percent consider deepfakes creepy, as they can create deceptive portrayals.



Look ahead

39 percent are pessimistic about the future of their privacy.

58 percent, nonetheless, are confident that the protection of their personal data will improve in the future.

76%

consider deepfakes creepy, as they can create deceptive portrayals.

Sweden

Sweden is one of the countries that is the least concerned about the use of algorithms leading to discrimination. However, over half of the respondents are more concerned about their privacy compared to 5 years ago. Notably, Sweden is one of the countries that are most positive about the cookie banners.

54%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

54 percent of the respondents are more concerned about their privacy compared to 5 years ago. And **55 percent** believe that they are doing well in terms of privacy compared to other countries.

26 percent find the attention to privacy exaggerated.

Only **35 percent** feel they have more control over their personal data after the introduction of the GDPR.



Privacy & AI

Only **33 percent** are worried that algorithms using their personal data can lead to discrimination.

The rise of AI in relation to privacy also worries **52 percent** of the respondents.

48 percent are careful about the data they put into ChatGPT.



Social Media & Internet

47 percent are not troubled by having to consent to the cookie pop-ups.

Monitoring their behaviour by intelligence agencies is considered useful by **44 percent**.

Ad tracking is found useful by **26 percent** of the respondents, with **41 percent** opposing this activity.



Privacy & Trust

Banks, government, and police & judiciary are trusted the most with the handling of personal data. The government and police & judiciary are considered entities that should prioritize the appropriate handling of this data.

More than half of the respondents trust social media the least on this aspect.



Creepy or cool?

34 percent find the personalization of their feed by the TikTok algorithm cool.

71 percent find smart assistants that are constantly listening creepy.

Deepfakes are perceived as creepy by **79 percent**.



Look ahead

37 percent are pessimistic about the future of privacy.

47 percent express confidence in the improvement of their personal data protection in the future.

47%

are not troubled by having to consent to the cookie pop-ups.

Greece

Greece is one of the countries least positive about how they are doing in terms of privacy compared to other countries. Despite this, it is notable that 45% do feel they have more control over their personal data since the introduction of the GDPR.

59%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

59 percent show increased worry regarding their privacy in comparison to 5 years ago.

Their opinions are split on how well Greece does compared to other countries.

Only **19 percent** think that there is too much attention going towards privacy.

45 percent believe that they have more control over their personal data since the introduction of the GDPR.



Privacy & AI

Half of the respondents are worried their personal data used by AI may lead to discrimination. **The same number** is cautious about what they enter into ChatGPT.

The rise of AI in relation to privacy concerns **58 percent**.



Social Media & Internet

Only **36 percent** of the respondents find cookie consent pop-ups convenient, with **20 percent** having an opposing view.

36 percent also think that it is beneficial for intelligence agencies to monitor their behaviour to prevent criminal activities.

Ad tracking is supported by **27 percent**, with **38 percent** not agreeing.



Privacy & Trust

Banks and police & judiciary are viewed as the most trustworthy in relation to privacy. The government and police & judiciary should be the most careful when handling personal data, according to the Greek respondents.

Social media is trusted the least with personal data.



Creepy or cool?

63 percent view TikTok's algorithm, which monitors your view activity, as creepy.

62 percent believe smart assistants constantly listening to them are creepy.

81 percent consider deepfakes creepy.



Look ahead

41 percent have a pessimistic outlook on the future of privacy.

Conversely, **44 percent** have confidence that the protection of personal data will improve in the future.

41%

have a pessimistic outlook on the future of privacy.

Finland

People in Finland think their country does above average compared to other countries when it comes to privacy. Not surprisingly, they are also rather confident that their country will improve the protection of their personal data in the future.

62%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

62 percent show increased privacy concerns in comparison to five years ago. However, **69 percent** think that Finland is doing well on privacy compared to other countries.

59 percent perceive the attention currently given to privacy as not exaggerated.

After the introduction of GDPR, **46 percent** believe they have more control over their personal data.



Privacy & AI

Only **31 percent** believe that the use of their personal data by algorithms can lead to discrimination.

61 percent find the rise of AI in relation to the protection of their data worrisome.

56 percent treat the input they give to ChatGPT with caution.



Social Media & Internet

Cookie consent pop-ups are considered convenient by only **36 percent**, while **31 percent** find them difficult.

43 percent find it beneficial that their behaviour is monitored by intelligence agencies to prevent criminal activities

55 percent oppose ad tracking, while only **17 percent** find it useful.



Privacy & Trust

The entity most trusted in Finland to protect their personal data is police & judiciary, followed by banks. These, together with healthcare providers should prioritize the protection of personal data, according to the respondents.

Social media is trusted the least on this aspect.



Creepy or cool?

41 percent find the feed personalization by TikTok's algorithm cool.

The constant listening by smart home assistants is however considered creepy by **81 percent**.

88 percent find the rise of deepfakes also creepy.



Look ahead

39 percent feel pessimistic about the future of privacy.

However, **58 percent** believe that the protection of their personal data will improve in the future.

61%

find the rise of AI relation to the protection of their data worrisome.

Portugal

Portugal is one of the countries that is the most concerned about privacy compared to 5 years ago. In addition, only 36 percent of respondents believe that Portugal is doing well compared to other countries. Notably, more than half do say they have more control over their data since the GDPR was introduced.

75%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

Portugal is one of the countries that shows the biggest concern about privacy compared to 5 years ago, with **75 percent** holding this view. Only **36 percent** believe that Portugal is doing well in terms of privacy compared to other countries.

60 percent believe that privacy gets the right amount of attention

Since the introduction of GDPR, **53 percent** feel they have more control over their personal data.



Privacy & AI

45 percent are concerned that algorithms using their data can lead to discrimination. This makes Portugal one of the countries most concerned about this aspect.

The rise of AI in relation to the privacy of their data concerns **62 percent** of respondents.

56 percent are also careful about the data they provide to ChatGPT.



Social Media & Internet

More than half of the respondents find the use of cookie consent pop-ups convenient.

48 percent believe that it is good that intelligence agencies monitor their behaviour to prevent criminal activities.

Opinions are split on ad tracking, with a comparable percentage both supporting and opposing this method.



Privacy & Trust

The Portuguese trust the police & judiciary as well as banks most with their personal data, with healthcare providers and the government in second place.

Social media ranks the lowest in terms of trust regarding personal data.



Creepy or cool?

64 percent find TikTok's algorithm creepy due to it monitoring your viewing habits.

70 percent are also not comfortable with smart assistants that are constantly listening and think they are creepy.

Deepfakes and their capacity to create deceptive portrayals are perceived as creepy by **83 percent**.



Look ahead

26 percent are optimistic about the future of their privacy.

54 percent also believe that the protection of their personal data will improve in the future.

54%

believe that the protection of their personal data will improve in the future.

Norway

In Norway only 32 percent are concerned that the use of personal data by algorithms will lead to discrimination, which ranks as one of the lowest. Notably, only 35 percent think they have more control over their personal data since the introduction of the GDPR.

54%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

54 percent are more concerned about their privacy in Norway compared to 5 years ago. On the other hand, 54 percent believe that Norway is doing well in terms of privacy compared to other countries.

Only 20 percent think that all the attention to privacy is exaggerated and that there are more important things to worry about.

Only 35 percent think they have more control over their personal data since the introduction of the GDPR.



Privacy & AI

In Norway only 32 percent are concerned that the use of personal data by algorithms will lead to discrimination.

56 percent of the respondents in Norway find the rise of AI in relation to privacy worrisome.

55 percent are careful with the data they enter into chatbots such as ChatGPT.



Social Media & Internet

Only 36 percent find the cookie consent pop-ups on websites convenient.

43 percent think that it is good that internet behaviour is monitored by intelligence agencies to prevent potential criminal activities.

Only 22 percent of the respondents in Norway think that it is good that social media platforms use ad tracking to ensure better matches to the viewers' interests.



Privacy & Trust

Respondents from Norway trust banks the most with personal data, followed by the police & judiciary and healthcare providers. They also think that for these organisations it is the most important that they handle personal data properly.

Like all countries, respondents from Norway trust social media the least with their personal data, followed by online shops.



Creepy or cool?

68 percent find TikTok's algorithm creepy.

77 percent also consider smart assistants constantly listening to you creepy.

87 percent think deepfakes are creepy.



Look ahead

35 percent of the respondents from Norway are pessimistic about the future of their privacy.

However, 58 percent of the respondents from Norway are confident that the protection of their personal data will further improve in the future.

22%

of respondents in Norway think that it is good that

social media platforms use ad tracking to ensure better matches.

Denmark

In Denmark only 24 percent of the respondents think there are more pressing things to worry about than privacy. In addition, almost half of the respondents are worried about the rise of AI and its effects on their privacy. Lastly, over half of the respondents are confident that the protection of their privacy will keep improving in the future.

47%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

47 percent are more concerned about their privacy compared to 5 years ago. **52 percent** also hold the view that they are doing well in terms of privacy compared to other countries.

Almost half of them believe that privacy receives the right attention, where **24 percent** think the focus on privacy is exaggerated.

38 percent believe they have more control over their personal data after the introduction of GDPR.



Privacy & AI

35 percent are worried that algorithms using their personal data may lead to discrimination.

The rise of AI in relation to privacy also worries **almost half** of the respondents.

48 percent are careful about the information they provide to ChatGPT.



Social Media & Internet

39 percent find cookie consent pop-ups convenient.

45 percent believe that intelligence agencies monitoring their behaviour to prevent potential criminal activities is useful.

23 percent have no objection to social media tracking their ad viewing activities, while **49 percent** are opposed to this.



Privacy & Trust

Police & judiciary is viewed as the most trusted entity in relation to the handling of personal data, followed by banks and government. These three entities are also considered the most important for handling this data accordingly.

Social media is seen as the least trustworthy, followed by online shops.



Creepy or cool?

68 percent find TikTok exploiting their viewing habits to personalize their feed creepy.

77 percent also find it creepy that smart assistants are constantly listening.

76 percent are concerned about deepfakes, believing they are creepy.



Look ahead

When asked about the future of privacy, **38 percent** expressed that they are pessimistic about it.

However, **53 percent** have confidence that the protection of their personal data will improve in the future.

39%

find cookie consent pop-ups convenient.

Switzerland

44 percent of the respondents from Switzerland are pessimistic about the future of their privacy. However, it is notable that 51 percent think that Switzerland is doing well right now in terms of privacy compared to other countries. Finally, it is worth noting that more than half of the respondents are opposed to ad tracking.

48%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

48 percent are more concerned about their privacy compared to 5 years ago, ranking Switzerland as one of the least concerned countries. 51 percent also consider Switzerland to do well in terms of privacy compared to other countries.

28 percent feel that there is too much attention going to privacy, while 44 percent have an opposing view.

Only 31 percent think they have more control over their personal data compared to 5 years ago.



Privacy & AI

Algorithms using their personal data concerns 42 percent of the respondents because of potential discrimination.

58 percent are also worried about the rise of AI in relation to privacy.

53 percent are careful about the data they enter into ChatGPT.



Social Media & Internet

Cookie consent pop-ups are found convenient by 39 percent of the respondents.

Only 31 percent perceive intelligence agencies monitoring their behaviour as good, which is well below the European average.

53 percent are opposed to ad tracking.



Privacy & Trust

Police & judiciary and banks are the organisations trusted the most in Switzerland. These two are also perceived as the ones that should be the most careful when handling personal data.

Social media is trusted the least on this topic, as seen in all the countries.



Creepy or cool?

TikTok's algorithm exploiting your viewing habits is considered creepy by 71 percent.

75 percent also think smart home assistants that are constantly listening are creepy.

80 percent find deepfakes creepy.



Look ahead

44 percent are pessimistic about the future of their privacy.

Even less respondents, 37 percent, believe that the protection of their personal data will improve in the future.

58%

are worried about the rise of AI in relation to privacy.

The Netherlands

The Netherlands is listed as least concerned about its privacy in Europe. But surprisingly, people in the Netherlands do have a lot of resistance to the rise of AI and algorithms and all new technologies, such as smart assistants and deepfake, when it comes to their privacy.

44%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

Compared to 5 years ago, only **44 percent** of respondents show heightened privacy concerns, ranking the Netherlands as the least concerned country about privacy. Moreover, only **28 percent** believe that they are doing well compared to other countries.

27 percent agree that there is too much attention going to privacy.

Only **23 percent** believe they have more control over their personal data post-GDPR.



Privacy & AI

29 percent are worried that the use of their personal data may lead to discrimination, while **27 percent** do not share this concern.

52 percent are, however, worried about the rise of AI in relation to their privacy.

57 percent are also cautious about the information they provide to ChatGPT.



Social Media & Internet

The cookie consent pop-ups are found inconvenient by **37 percent**.

35 percent do not agree with intelligence agencies monitoring their behaviour for the prevention of possible crimes.

62 percent do not believe that social media keeping track of the ads they watch is beneficial. This ranks the Netherlands as the country that is most opposed to this.



Privacy & Trust

Police & judiciary, banks, and the government are perceived as the most trustworthy in relation to privacy in the Netherlands. The government is also considered the most important entity for handling personal data appropriately.

Social media is perceived as the least trustworthy.



Creepy or cool?

77 percent believe that TikTok's algorithm monitoring your viewing activity is creepy.

79 percent find it also creepy that smart assistants listen to you constantly.

93 percent are concerned about the rise of deepfakes, finding their ability to create deceptive portrayals creepy.



Look ahead

Like the rest of Europe, the Netherlands does not have a very optimistic outlook on the future of privacy. **33 percent** are pessimistic about their future, with only **23 percent** having an opposing view.

Only **40 percent** believe that the protection of their personal data will improve in the future.

62%

do not believe that social media keeping track of the ads they watch is beneficial.

Ireland

Ireland is well above the European average in terms of concerns about its privacy. This concern is also reflected in the high percentages of people who find the rise of AI worrying in relation to their privacy and are pessimistic about the future in terms of their privacy.

72%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

72 percent are more concerned about their privacy than 5 years ago, which is well above the European average of **59 percent**. **46 percent** of the respondents in Ireland believe they are doing well in terms of privacy compared to other countries.

Only **24 percent** think that all the attention to privacy is exaggerated, and that we should worry about more important matters.

55 percent believe they have more control over their data compared to 5 years ago.



Privacy & AI

47 percent of the respondents from Ireland are concerned that the use of personal data by algorithms will lead to discrimination.

With **66 percent**, Ireland has the highest percentage of respondents that find the rise of AI in relation to privacy worrisome.

59 percent of the respondents from Ireland are careful with the data they enter into chatbots like ChatGPT.



Social Media & Internet

The cookie consent pop-ups are found inconvenient by **23 percent**.

25 percent do not agree with intelligence agencies monitoring their behaviour to prevent possible crimes.

42 percent do not believe that social media keeping track of the ads they watch is beneficial.



Privacy & Trust

In Ireland, respondents place the highest trust in banks with regard to their personal data, followed by health-care providers and the government. Notably, this is one of the few countries where the police & judiciary do not rank within the top three. The respondents prioritize the same top three organisations when asked which organisation they consider most important when handling personal data properly. Like in all countries, the respondents from Ireland trust social media the least with their personal data.



Creepy or cool?

75 percent consider TikTok's algorithm learning from your viewing habits creepy.

The same view is shared by **79 percent** of the respondents on smart assistants continuously listening to you.

84 percent believe that deepfakes are creepy.



Look ahead

46 percent of the respondents from Ireland are pessimistic about the future of their privacy.

Half of the respondents, however, do have confidence that the protection of personal data will further improve in the future.

46%

of the respondents from Ireland are pessimistic about the future of their privacy.

Europe

This page shows the average of all the respondents in Europe. Interestingly, many people in Europe say they are more concerned about their privacy compared to five years ago. Perhaps because of all the emerging new technologies, as on average a high percentage have concerns about the rise of AI, and a high percentage find things like smart assistants creepy.

59%

are more concerned about their privacy compared to 5 years ago.



Perception of Privacy

59 percent of the people in Europe are more concerned about their privacy than 5 years ago.

This also explains why **48 percent** believe that privacy receives the right attention and that all the attention to privacy is not exaggerated.

Besides this, **42 percent** feel they have more control over their personal data since the introduction of the GDPR.

In Europe, **43 percent** of the people think their country is doing well in terms of privacy compared to other countries.



Privacy & Trust

On average, banks are perceived as the most trustworthy in relation to privacy in Europe. Banks are also considered the most important entity for the proper handling of personal data, according to the people in Europe.

Social media is perceived as the least trustworthy.



Privacy & AI

39 percent are worried that the use of their personal data may lead to discrimination, while **20 percent** do not share this concern.

A rather high percentage of **57 percent** are worried about the rise of AI in relation to their privacy.

54 percent are careful with the data they enter into ChatGPT.



Social Media & Internet

41 percent of the people in Europe think the cookie consent pop-ups are convenient.

From all people in Europe, **40 percent** believe it is beneficial that intelligence agencies monitor their behaviour to prevent potential criminal activities.

45 percent are not in favour of ad tracking on social media.



Creepy or cool?

66 percent find TikTok exploiting their viewing habits for personalizing their feed creepy.

71 percent think it is also creepy that smart assistants are constantly listening to you.

80 percent are concerned about the rise of deepfakes, finding their ability to create deceptive portrayals creepy.



Look ahead

Europe's average outlook in terms of privacy is rather negative, since **40 percent** are pessimistic about the future

However, **48 percent** believe that the protection of their personal data will improve in the future.

48%

believe that the protection of their personal data will improve in the future.

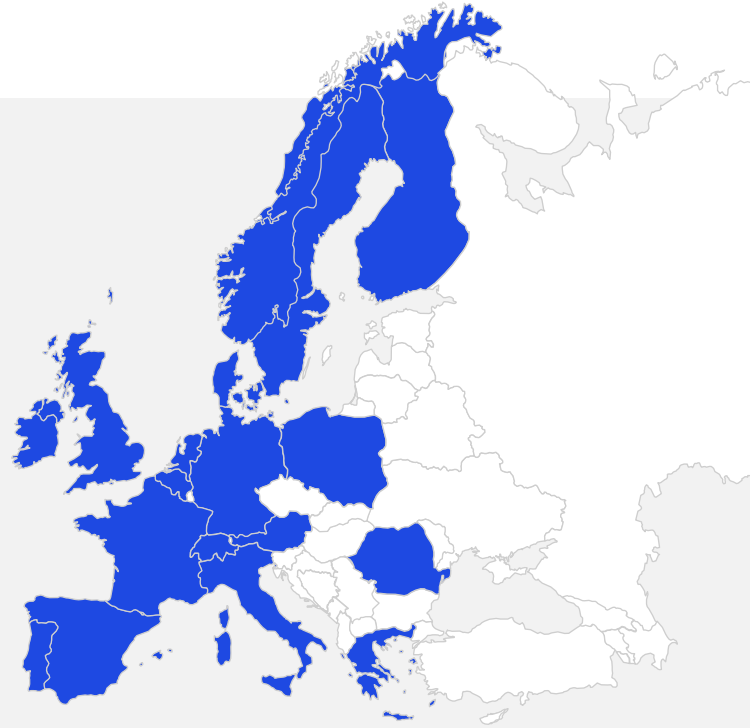
About our survey

At the request of KPMG, Motivaction International surveyed 9729 individuals from the European countries listed below, between the ages of 18 and 75 with the following characteristics on various privacy topics and on the GDPR in the summer of 2023.

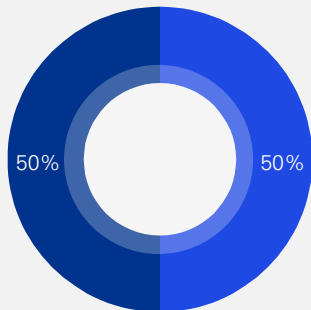
The results are weighted and representative of the population in the countries surveyed by age, education and gender. The survey was completed by a minimum of 500 respondents per country.

Participating countries

1. Austria
2. Belgium
3. Denmark
4. Finland
5. France
6. Germany
7. Greece
8. Ireland
9. Italy
10. Norway
11. Poland
12. Portugal
13. Romania
14. Spain
15. Sweden
16. Switzerland
17. The Netherlands
18. United Kingdom

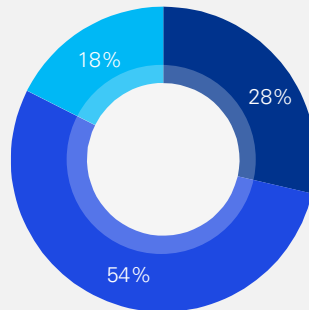


Gender



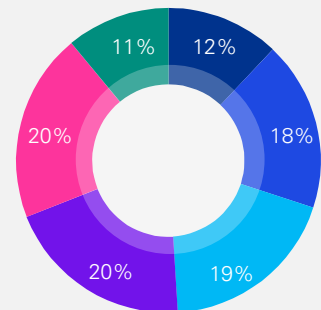
■ Male ■ Female

Education



■ High ■ Middle ■ Low

Age



■ 18-24 ■ 25-34 ■ 35-44
■ 45-54 ■ 55-64 ■ 65-75

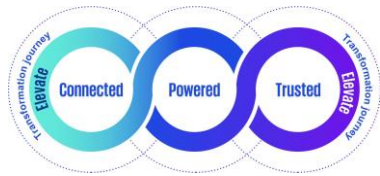
What does KPMG do in terms of privacy?

KPMG operates in more than 155 countries with a broad professional services portfolio. Our experts are part of a broad network with around 190,000 professionals. We are a leader in providing privacy advice across sectors and industries.

More than 400 privacy professionals are trained and qualified (of which over 200 CIPP/E, CIPM and CIPT) in the field of privacy with in-depth knowledge and experience in both legal, organisational and technical areas. We are hands-on in implementing pragmatic, effective and tailored privacy programs.

We help your organisation comply with regulations, and gain the trust of clients, stakeholders and employees.

The KPMG privacy services are part of our Trusted Enterprise initiative. Our Trusted Imperative is designed to reframe the way companies look at risk and regulation. Instead of focusing on passive, more reactive regulatory compliance, organisations need to find strategic, proactive ways to build trust and generate value across their entire business ecosystem. The more confidence stakeholders have in your organisation, the more freedom you have as a business leader to innovate and grow in a bold and sustainable way.



Some of our privacy services



GDPR implementation advice and Binding Corporate Rules implementations



Privacy assessments (Data Protection Impact Assessments, Data Transfer Impact Assessments, Other privacy assessments)



Privacy Audits and Maturity Measurements



Privacy Automation and Privacy Tool Implementation



Privacy Maturity Optimization programs



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