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ENIGMA

Privacy, Measurably, Isn’t Dead



Security and Privacy Group

FINANCIAL TIMES

Is privacy dead?

THE WALL STREET JOURNAL.

TECH | KEYWORDS

Privacy Is Dead. Here's What Comes Next

If Privacy Is Dead, What Can We Do Instead?

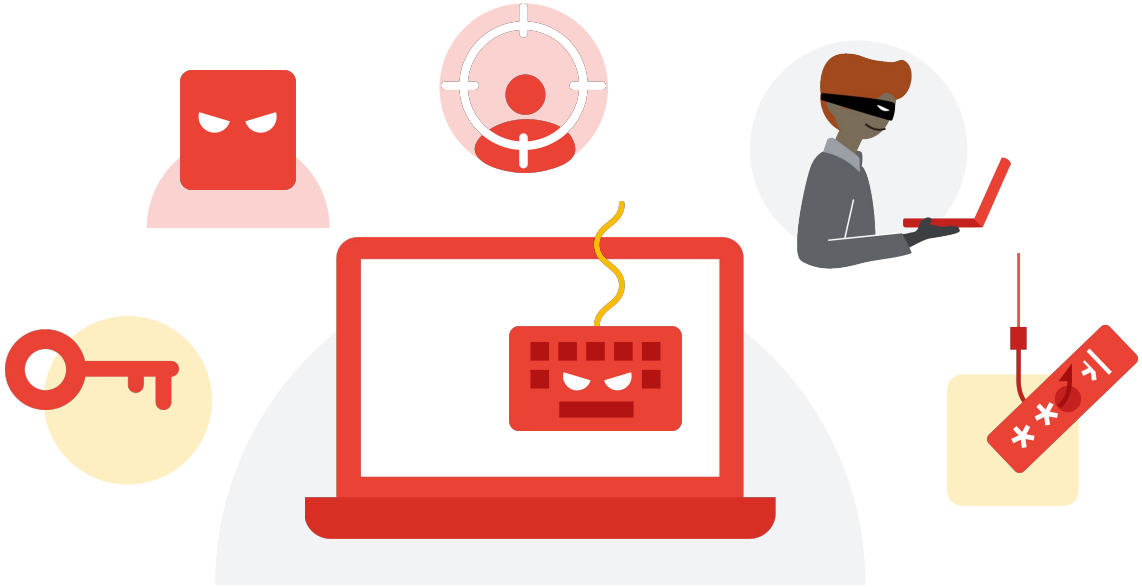
Forbes

Privacy Is Dead And Most People Really Don't Care



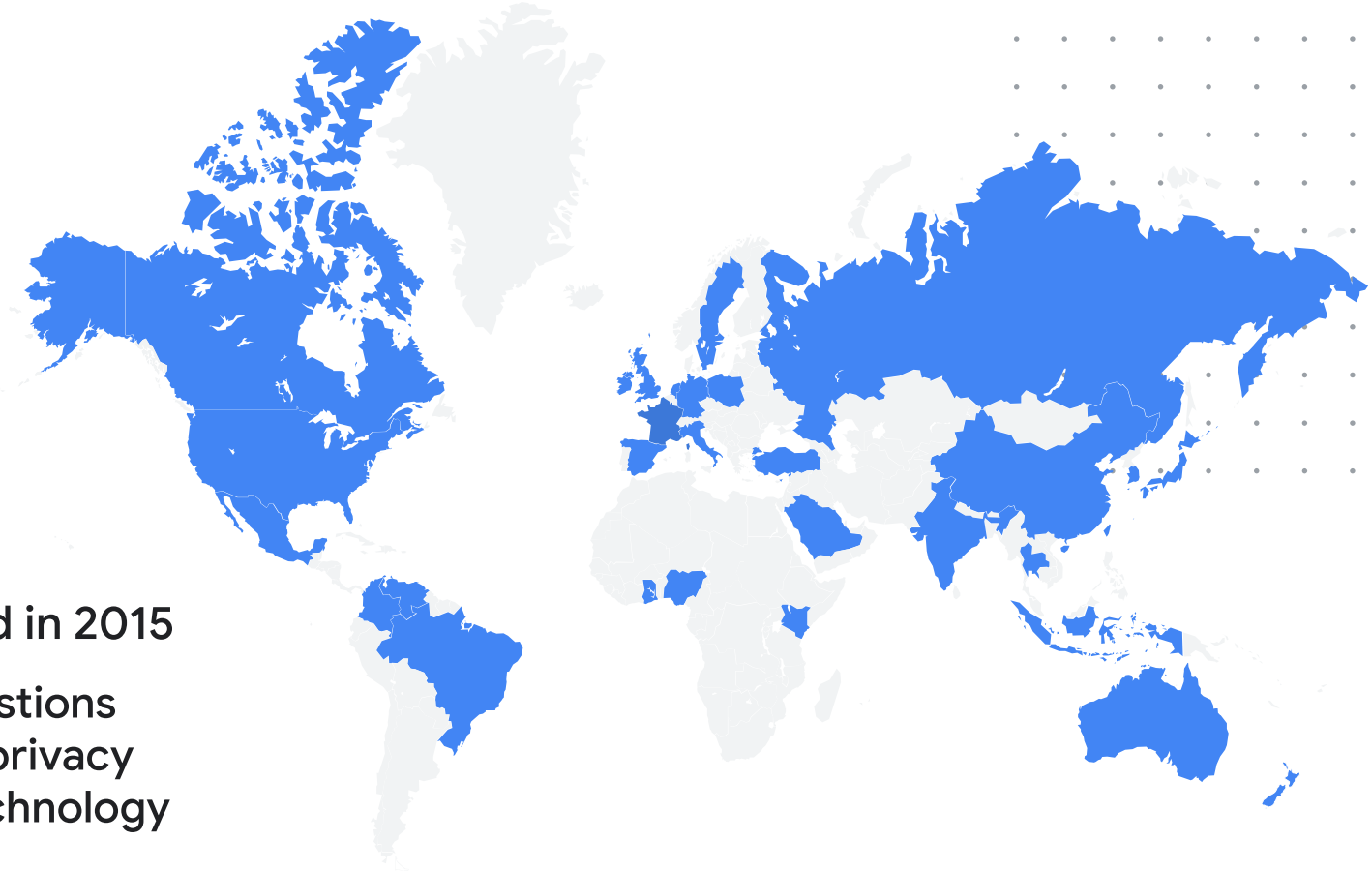
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Started in 2015

60 questions
about privacy
and technology

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In ten years, will you have more, less, or the same amount of privacy that you have today?

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will you have **more, less, or the same amount of privacy** that you have today?





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Five more things we know about privacy



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People say privacy is important

People say privacy is important

89% of our respondents across all countries say privacy is extremely or very important



- Extremely important
- Very important
- Moderately important
- Slightly important
- Not at all important

Designing surveys

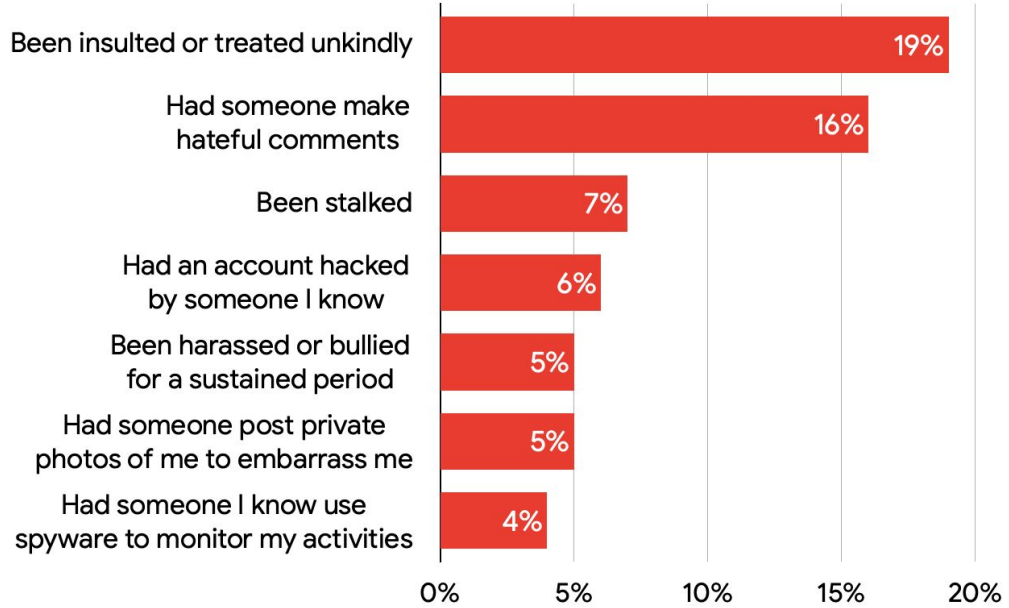
Self-report

Our participants chose their answers from the selections we provided

Order and framing effects

We asked people to answer dozens of privacy related questions all at once

People have negative experiences online

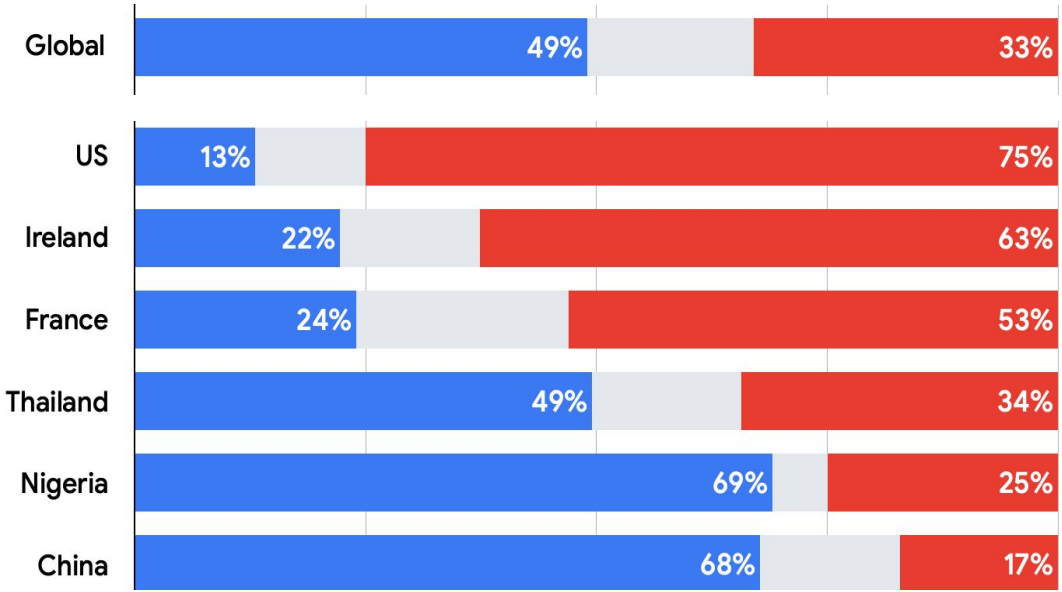




Regional differences matter

Regional differences matter

Privacy in 10 years



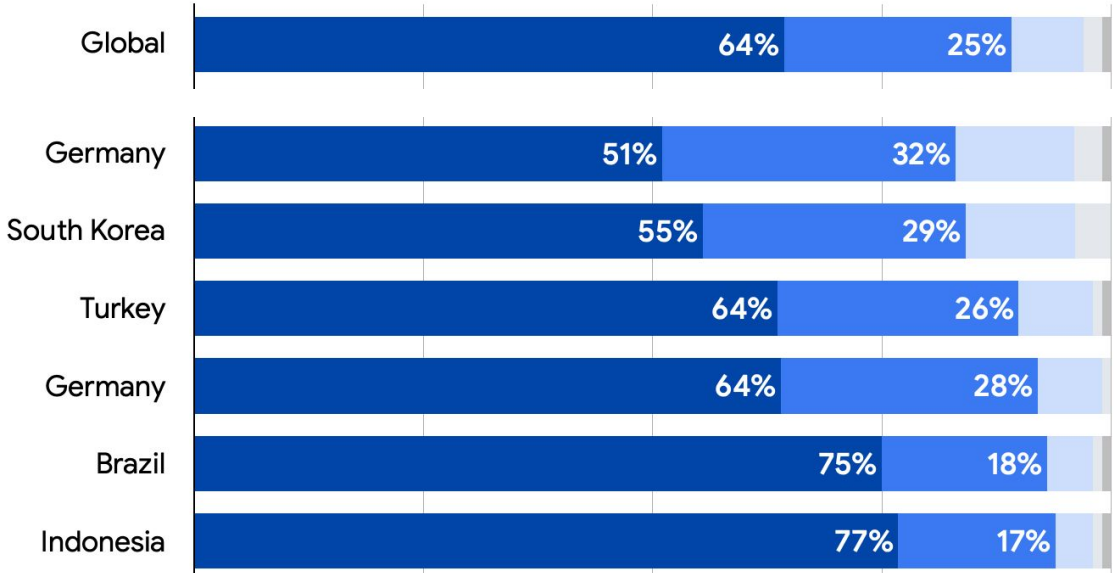
More privacy

The same amount

Less privacy

Regional differences matter

Importance of privacy



Multi-national surveys

Translation

Survey items were originally written in English, and some nuance may be lost in translation.

Generalizability

Our panels, our weighting, and the difference between countries make direct comparisons complicated



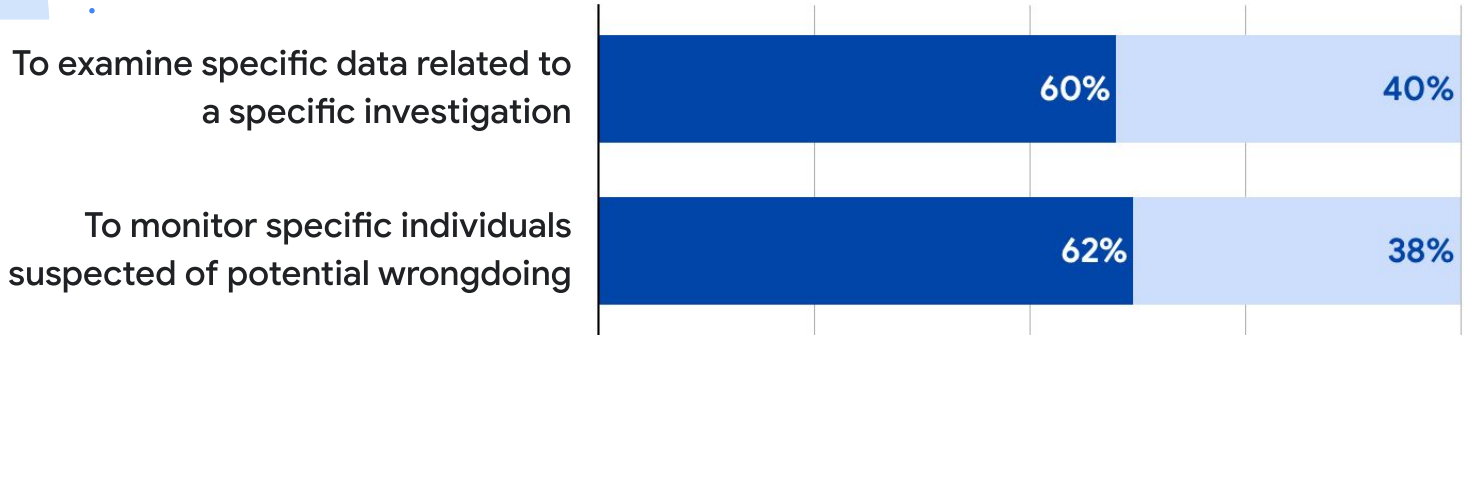
To examine specific data related to a specific investigation



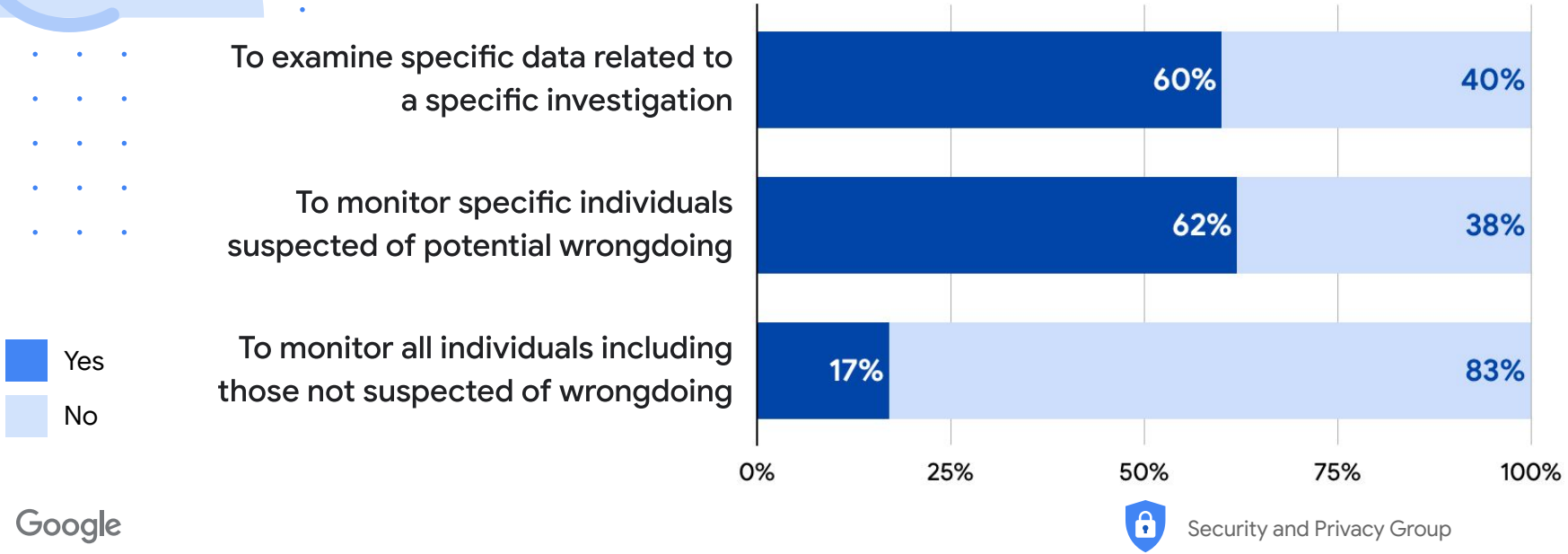
Yes

No




To examine specific data related to a specific investigation
60%
40%
To monitor specific individuals suspected of potential wrongdoing
62%
38%
Yes
No

People can navigate differences in data collection and use





Is privacy possible?

Is privacy possible?



Unlike how important privacy was, we see mixed feelings about if achieving privacy is possible

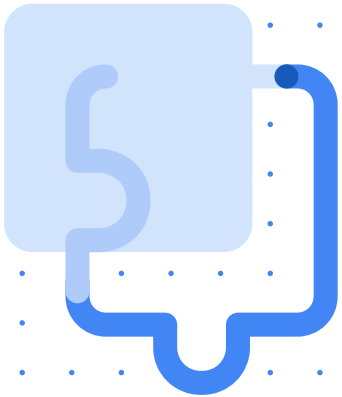
- Extremely possible
- Very possible
- Moderately possible
- Slightly possible
- Not at all possible

- Many believe they will have more privacy in 10 years
- People believe privacy is important
- Though many have had negative experiences online
- Regional differences matter
- People can navigate varied data collection and use
- Varied opinions on how possible it is to have privacy



We need to study privacy views and help people meet their privacy needs

- More deep, foundational research
- Privacy research that respects culture and society



Invest in protections
and solutions

Privacy needs to feel important
and feel possible



We need to shift the narrative

Many maintain hope and we must provide alternate, more optimistic visions of privacy