

**Most (85%) Say Governments Should Work Closer Together to Address Online Threats, with Majority (83%) Agreeing that We Need New Rules about How Companies, Governments and other Internet Users Use Personal Data**

*Majority (57%) of Global Citizens are More Concerned about Their Online Privacy, than One Year Ago*

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**Toronto, ON** – A majority of global citizens (85%) agree (41% strongly/44% somewhat) that their government “should work closely with other governments and organizations to address cybersecurity threats”. Further, a majority of respondents also believe that enforcement of existing rules is not enough: eight in ten (83%) agree (44% strongly/39% somewhat) that “we need new rules about how companies, governments and other internet users” use personal data. The poll entitled the *2016 CIGI-Ipsos Global Survey on Internet Security and Trust*, is being presented today at the United Nations Conference on Trade and Development (UNCTAD).

A majority (57%) of global citizen say they’re more concerned (31% much more/26% somewhat more) concerned about their online privacy compared to one year ago. Residents of developing regions such as BRIC (Brazil, Russia, India, China – 64%), Latin America (63%), The Middle East/Africa (60%) and Asia Pacific (59%) are most likely to be more concerned than they were last year about their online privacy, while those in North America (53%), G-8 Members (52%) or Europe (50%) are less likely to have heightened levels of concern.

More specifically:

- Eight in ten (79%) agree (38% strongly/41% somewhat) that they’re **concerned about a lack of privacy as a result of having so much information about themselves available on the internet.**

- Eight in ten (78%) agree (37% strongly/41% somewhat) that **they're concerned that their information may be monitored.**
- Just four in ten (38%) **trust** (10% completely/28% somewhat) that their activities on the internet are **not being monitored.**
- Fewer than half (46%) **trust** (13% completely/34% somewhat) that their activities on the internet are **not being censored.**
- Three in ten (31%) think that companies do **enough to keep their personal information secure and safe from their government.**
- Three in ten (30%) think that their government does **enough to keep their personal information secure and safe from private companies.**

### ***Most (83%) Global Citizens Have Changed Their Online Behaviour...***

Most (83%) global citizens appear to have changed their online behaviour in an effort to control the amount of personal information that is being shared online. The behaviour information ranges from minor changes such as avoiding opening emails from unknown email addresses (55%) to more substantial changes such as doing fewer financial transactions (23%), or even using the internet less often (11%). The chart below describes the ways in which global citizens' online behaviour is changing.

<b>Behaviour Change</b>	<b>% of Global Citizens</b>
Avoiding opening emails from unknown email addresses	55%
Cutting down on the amount of biographically accurate information you divulge online	39%
Using commercial antivirus software	39%
Doing fewer financial transactions online	23%
Making fewer online purchases	21%
Using the internet less often	11%
Other	3%

## *There are Limits to Privacy*

Global citizens do recognize that there are limits to privacy, particularly when it comes to criminal activity:

- Eight in ten (85%) agree (49% strongly/37% somewhat) that “when someone is suspected of a crime, governments should be able to find out who their suspects communicated with online”.
- Seven in ten (70%) agree (32% strongly/38% somewhat) that “law enforcement agencies should have a right to access the content of their citizens’ online communications for valid national security reasons”.
- Six in ten (63%) agree (26% strongly/36% somewhat) that “companies should not develop technologies that prevent law enforcement from accessing the content of online conversations”.

*These are some of the findings of an Ipsos poll for CIGI in field between November 20 and December 4, 2015. The survey was conducted in 24 countries—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 24,143 Internet users. Twenty of the countries utilized the Ipsos Internet panel system while the other four (Kenya, Nigeria, Pakistan and Tunisia) were conducted by Ipsos Computer-aided Telephone Interviewing (CATI) facilities in each of those countries. In the US and Canada respondents were aged 18-64, and 16-64 in all other countries. Approximately 1000+ individuals were surveyed in each country and are weighted to match the online population in each country surveyed. The precision of Ipsos online polls is calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For those surveys conducted by CATI, the margin of error accuracy is +/- 3.1. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*



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***For full tabular results, please visit:***

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