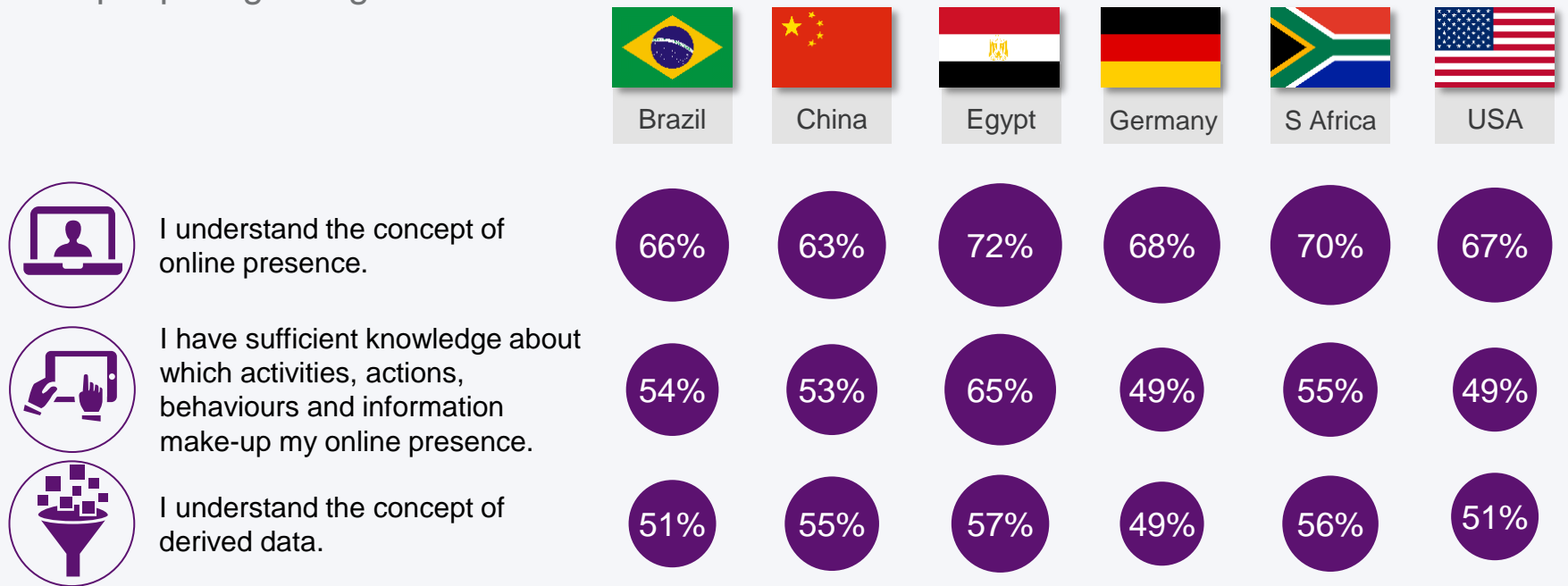


## Do end users understand the types of personal data that result from using digital media?

% of people agreeing



How much of their online presence do end users believe is subject to third-party analysis?

More than half  
**53%**

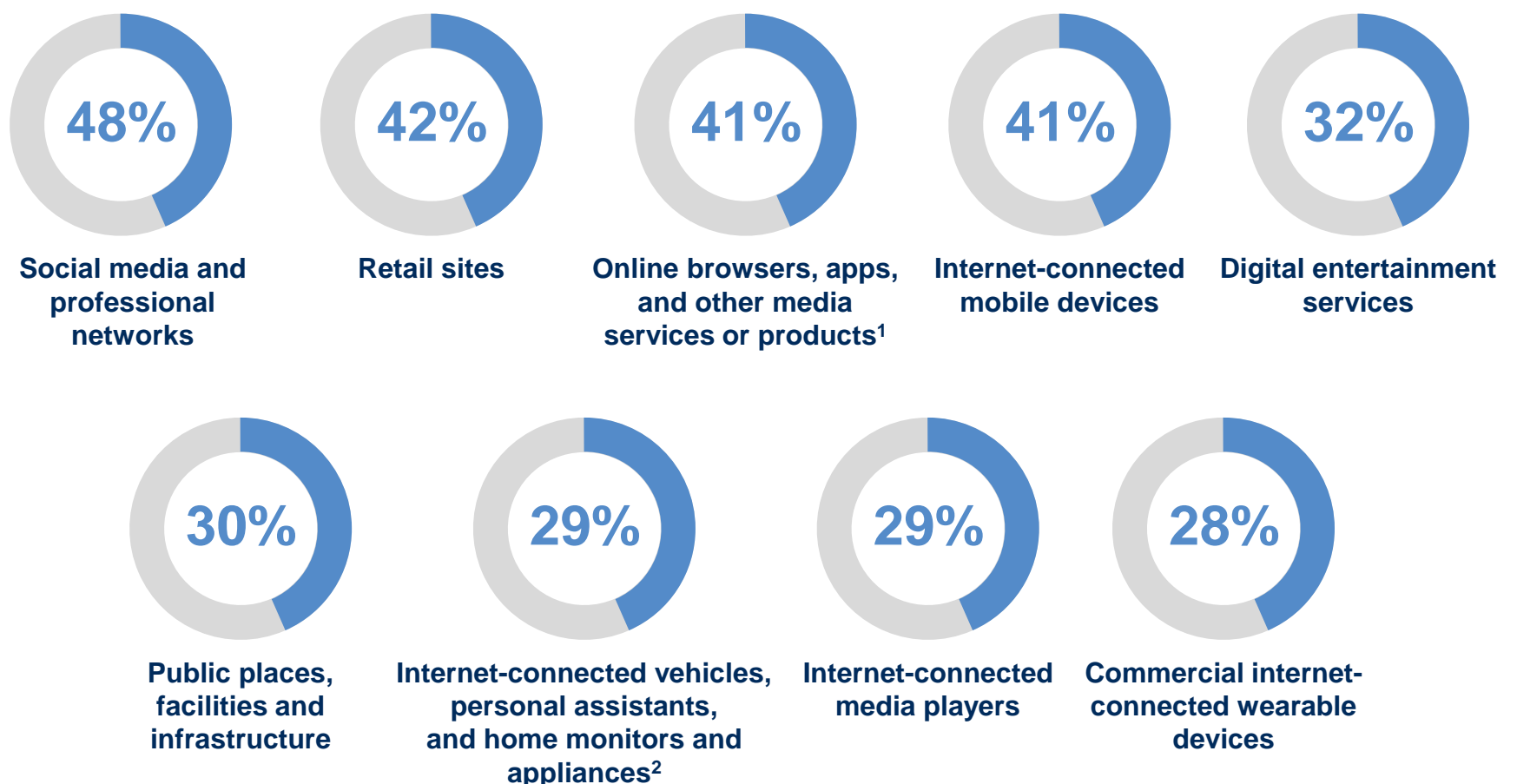
Less than half  
**23%**

Not sure / unaware  
**24%**

## Are end users aware that their personal data may be collected, analysed and stored when using digital media?

% of people aware

Type of platform, service or technology



<sup>1</sup> Including one's choices, searches, content viewed, and preferences  
<sup>2</sup> Including one's choices, searches, settings, and statistics

SOURCE: The End User Perspectives on Digital Media Survey, World Economic Forum, 2017. Global representative sample of 6,347 digital media users aged 15-69 from the six countries Brazil, China, Egypt, Germany, South Africa, and the United States of America. The End User Perspectives on Digital Media Survey examined end user perceptions, sentiment, and behaviour around the collection, use and sharing of personal data by digital media services, platforms and technologies. Find out more at [weforum.org](http://weforum.org)