POLISH PUBLICOPINION

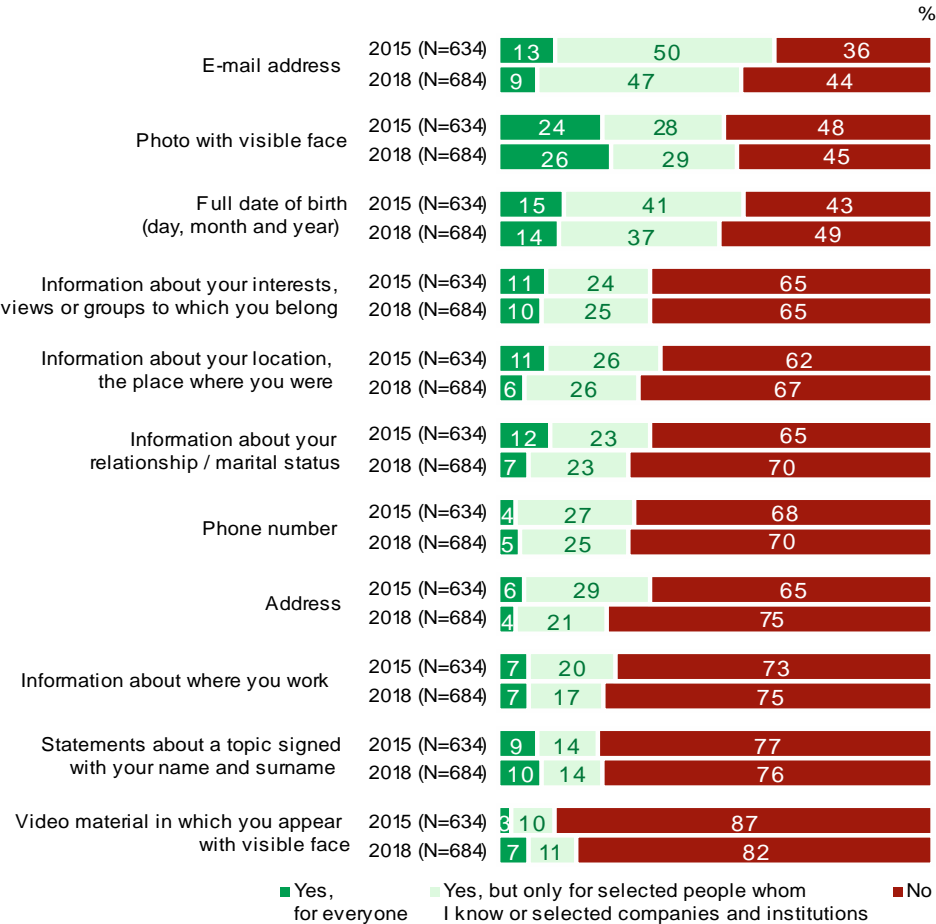Solid and Professional

Safety online

The key issue when it comes to online security is skilful privacy management. Along with the development of the Internet, including social networks, more and more data about us are available on the web and, importantly, most of them are voluntarily placed by users themselves. The most frequently available information online is: an e-mail address that has been placed by more than half of users (56%, including 9% who made it available for everyone), a photo with the face of the user (55%, including 26% sharing it with everyone), as well as the date of birth (51%, including 14% disclosing this information to all). About one third of internet users have published online (usually giving access to selected people or companies/ institutions) information about their interests, views or group affiliation (35%), location (32%), about their relationship/marital status (30%), as well as their telephone number (30%). Data with address of residence (25%), place of employment (24%), statements signed with name and surname (24%) and video materials enabling identification of the person publishing them (18%) were less frequently published online.

At present, less frequently than three years ago, users disclose their home and email addresses, birth dates, location information (where they are) and marital or relationship status online. In the case of the relationship status and location, there has been a decrease

in the number of people who share the information with everyone. Compared with 2015, video materials where the user is recognizable are made available slightly more often.

Have you shared the following information about yourself on the Internet?
Answers of internet users

%

		Yes, for everyone	Yes, but only for selected people whom I know or selected companies and institutions	No
E-mail address	2015 (N=634)	13	50	36
	2018 (N=684)	9	47	44
Photo with visible face	2015 (N=634)	24	28	48
	2018 (N=684)	26	29	45
Full date of birth (day, month and year)	2015 (N=634)	15	41	43
	2018 (N=684)	14	37	49
Information about your interests, views or groups to which you belong	2015 (N=634)	11	24	65
	2018 (N=684)	10	25	65
Information about your location, the place where you were	2015 (N=634)	11	26	62
	2018 (N=684)	6	26	67
Information about your relationship / marital status	2015 (N=634)	12	23	65
	2018 (N=684)	7	23	70
Phone number	2015 (N=634)	4	27	68
	2018 (N=684)	5	25	70
Address	2015 (N=634)	6	29	65
	2018 (N=684)	4	21	75
Information about where you work	2015 (N=634)	7	20	73
	2018 (N=684)	7	17	75
Statements about a topic signed with your name and surname	2015 (N=634)	9	14	77
	2018 (N=684)	10	14	76
Video material in which you appear with visible face	2015 (N=634)	3	10	87
	2018 (N=684)	7	11	82

■ Yes, for everyone   ■ Yes, but only for selected people whom I know or selected companies and institutions   ■ No
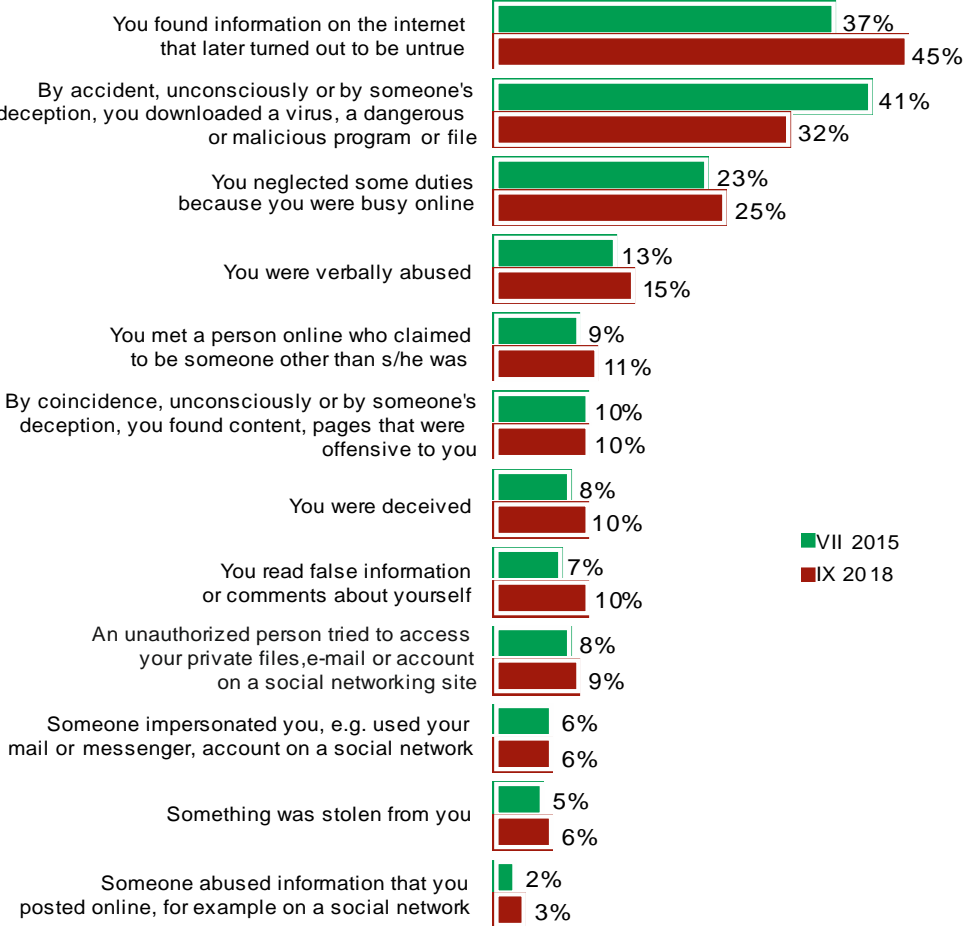
"Don't know" was omitted.

Personal information was almost universally posted on the Internet by people under 35 years of age, especially the youngest (18-24 years). They often published material available for all potential recipients.

The vast majority of Internet users (92%) define their way of using the web as safe. Nevertheless, a large part of users have had some negative experiences resulting from their presence on the web. The most frequently indicated risk associated with the use of the Internet is false information. Almost half of users read falsehood online (45%), most of them (40%) more than once. Viruses are second in the ranking. Malicious programs or infected files were downloaded by one third of respondents (32%), including one in five (20%) who did it more than once. A quarter (25%) neglected some obligation because of online activity,

with the majority of them (23%) at least several times. About one-seventh (15%) have been verbally abused by someone online, including one-ninth (11%) who experienced it more than once. On the other hand, one tenth of internet users (10%) opened pages containing offensive content, with the majority of them (7%) several times or more. Every ninth Internet user (11%) met a person who claimed to be someone other than s/he was in reality. A similar percentage of users (10%) fell victim to fraud on the Internet and the same number (10%) saw false information or comments about themselves. Nine out of one hundred (9%) claim that an unauthorized person has tried to obtain or obtained access to their private files, e-mail or social network account.

Have you ever experienced the following situations while using the Internet?
Affirmative answers of Internet users

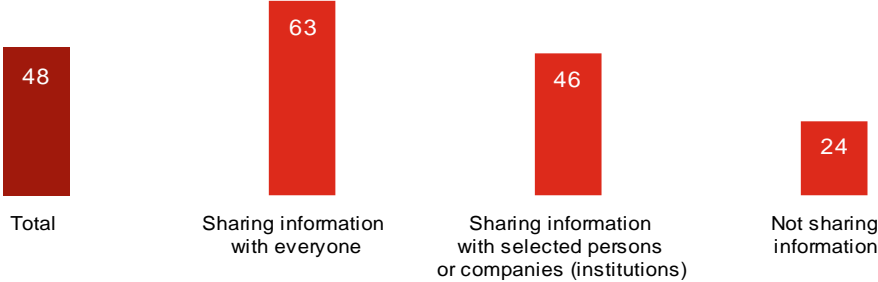| Situation	VII 2015	IX 2018
You found information on the internet that later turned out to be untrue	37%	45%
By accident, unconsciously or by someone's deception, you downloaded a virus, a dangerous or malicious program or file	41%	32%
You neglected some duties because you were busy online	23%	25%
You were verbally abused	13%	15%
You met a person online who claimed to be someone other than s/he was	9%	11%
By coincidence, unconsciously or by someone's deception, you found content, pages that were offensive to you	10%	10%
You were deceived	8%	10%
You read false information or comments about yourself	7%	10%
An unauthorized person tried to access your private files, e-mail or account on a social networking site	8%	9%
Someone impersonated you, e.g. used your mail or messenger, account on a social network	6%	6%
Something was stolen from you	5%	6%
Someone abused information that you posted online, for example on a social network	2%	3%

In comparison to the results of the survey conducted three years ago, the scale of most negative experiences related to the use of the Internet remains relatively stable. The magnitude of the so-called fake news has increased: in comparison to 2015, more Internet users declare that they have encountered false information on the Internet (an 8 point

increase). On the other hand, contact with viruses and various other harmful applications has diminished (decrease by 9 points).

There is a link between posting personal information online and the experience of negative events (apart from the abuse of the Internet and contact with false information).

Percentage of users who experienced negative events in connection with Internet use.

48	63	46	24
Total	Sharing information with everyone	Sharing information with selected persons or companies (institutions)	Not sharing information

More information about this topic can be found in CBOS report in Polish: "Internet Safety", October 2018. Fieldwork for national sample: September 2018, N=1023. The random address sample is representative for adult population of Poland.