

APPENDIX C: DATA TABLES

TABLE 1

Percent of Web Sites That Collect Personal Information

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Collect Personal Information:	97% (95.0%-98.8%) ²	326/335			

1. "Personal Information" is defined to include any of the following: personal identifying information (.g., name, postal address, email address, telephone number); and non-identifying information, including demographic information (.g., age, gender, education level, income) and preference information (.g., hobbies, interests).
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.



TABLE 3

Of Those Web Sites That Collect Personal Identifying Information,
Percent With a Privacy Disclosure

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Nu	

1. A "Privacy Disclosure" can be either a "privacy policy," defined as a comprehensive description of a Web site's information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an "information practice statement," defined as a discrete statement that describes a particular practice regarding consumers' personal information (such as "we may share your personal information with third parties").
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

TABLE 4

Of Those Web Sites That Collect Personal Identifying Information,

TABLE 5

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Provide Elements of Notice

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

TABLE 6

Percent of Web Sites That Post Disclosures About the Site's Use or Non-Use of Cookies

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.

TABLE 7

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Provide Elements of Choice

	Random Sample		Most Popular Group		Weighted
	Percent	Number	Percent	Number	Percent
Provide Choice for the Use of, or Say They Do Not Use, Personal Information to Send Communications	71%				(65.7%-75.9%)

1. "Communications to consumers" include any communications other than those directly related to processing
2. Figures
3. There
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TABLE 8a

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Disclose Whether They Do or May Use Personal Information
to Send Communications to Consumers

TABLE 8b

Of Those Web Sites That Collect Personal Identifying Information and Offer Choice Regarding the Use of Personal Information to Send Communications to Consumers, Percent That Offer Opt-In or Opt-Out¹

1. This table does not include sites that say they do not use personal information to send communications to consumers. (Compare Table 7 (including both sites that provide choice and sites that say they do not use personal information to send communications to consumers)).
2. "Opt-in" is defined as choice that requires an affirmative act by the consumer (such as checking a click-box or sending an email or a letter) before the information can be used in a particular manner; *i. e.*, the default is that the information will not be used. (See Appendix B, 2000 Online Privacy Survey: Instructions for

TABLE 9a

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Say They May Disclose Personal Identifying Information to Third Parties

	Random Sample	Most Popular Group	Weighted Analysis
	Percent10		

TABLE 9b

Of Those Web Sites That Collect Personal Identifying Information and
Say That They Offer Choice Regarding the Disclosure of Personal Identifying
Information to Third Parties, Percent That Offer Opt-In or Opt-Out⁴

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
4. This table does not include sites that say they do not disclose personal identifying information to third parties. (Compare Table 7 (including both sites that provide choice and sites that say they do not disclose personal identifying information to third parties)).

TABLE 10

Of Those Web Sites That Collect Personal Identifying Information, Percent That Provide Choice For Either Sending Communications to Consumers or Disclosure to Third Parties (and Percent That Implement Notice, Modified Choice, Access, and Security to Some Extent)

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Provide Choice for Either Sending Communications to Consumers <u>or</u> Disclosure to Third Parties (“Modified Choice”):	82% (77.5%-86.1%) ¹	266/324	98% ²	88/90	89% (+/- 4.5%) ³
Implement Notice, Modified Choice, Access, and Security to Some Extent:	27% (22.1%-32.0%)	87/324	63%	57/90	40% (+/- 6.6%)
Address Notice & Modified Choice to Some Extent:	54% (48.4%-59.5%)	175/324	87%	78/90	72% (+/- 6.8%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

TABLE 11

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Provide Elements of Access

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Allow Consumers to Review at Least Some Personal Information:	21% (16.4%-25.5%) ¹	67/324	48% ²	43/90	32% (+/- 4.8%) ³
Allow Consumers to Have at Least Some Personal Information Corrected:	37% (31.8%-42.5%)	120/324	78%	70/90	64% (+/- 6.0%)
Allow Consumers to Have at Least Some Personal Information Deleted:	17% (13.3%-21.8%)	56/324	31%	28/90	26% (+/- 5.0%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

TABLE 12

Of Those Web Sites That Collect Personal Identifying Information,
 Percent That Provide Opportunity to Review and to Correct or Delete Information
 (and Percent That Implement Notice, Choice, Modified Access,
 and Security to Some Extent)

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Say Consumers May Review <u>and</u>					

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

TABLE 13

Of Those Web Sites That Collect Personal Identifying Information,
Percent That Provide Disclosures About Elements of Security

	Random Sample	Most Popular Group	Weighted Analysis
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1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

TABLE 14a

Percent of All Web Sites That Display a Privacy Seal

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Display a Privacy Seal:	8% (5.4%-11.5%) ¹	27/335	45% ²	41/91	36% (4.6%) ³

TABLE 14b

Of Those Web Sites That Collect Personal Identifying Information and Display a Privacy Seal, Percent that Implement

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
Implement Notice, Choice, Access & Security to Some Extent:	52% (31.9%-71.3%)	14/27	56%	23/41	54% (+/- 6.8%)
Implement Notice & Choice to Some Extent:	63% (42.4%-80.6%)	17/27	71%	29/41	72% (+/- 7.2%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
4. All sites that displayed a privacy seal also collected personal identifying information.

