

PRIVACY



ONLINE 2022

ReputationUp



PRIVACY ONLINE: MEDIA EXPOSURE AND REPUTATION

The **ReputationUP** team, a company with over **20 years of experience in online reputation management**, wants to provide users with a tool to learn more about **online data protection**. So we have collected all the valuable information to deepen your knowledge on this topic and share it.

The data managed online constitutes, in fact, a second life. But many users need to learn that this double life has become public online.

Ignorance is the first step towards personal data vulnerability: in fact, only 33%

of users know the privacy laws that apply to their country. And data breaches are a priority issue, given that 74% of U.S. users **fear for the protection of their online privacy**.

Digitization has concentrated all areas in one space: the Web. **Media exposure**, either personal or on behalf of **third parties**; **data breach**; **identity theft** or **blackmail** by ransomware or sextortion are affecting the private life of users, corporate profits, and personal and corporate online reputation.

The above examples justify

that 86% of users consider erasing all traces from the Internet.

Privacy and online reputation are two completely interconnected concepts. Inaccurate, outdated, or harmful information about a brand **immediately impacts its reputation**. And repairing the damage is a long, painful and cruel process.

If you need help interpreting this data, give us a call. You will find our contact at the end of this report.

Andrea Baggio
ReputationUP
CEO EMEA



SOURCES THAT HELPED PRODUCE THIS REPORT ON ONLINE PRIVACY 2022



STATISTA



GOOGLE



SURFSHARK



VERIZON



IBM



PEW RESEARCH CENTER



HOOTSUITE



UNCTAD



FEDERAL TRADE COMMISSION



TERMLY



THALES



INVESP



SKILLCAST

STATUS OF LEGISLATION ON ONLINE DATA PROTECTION

137 out of
194

Countries have put in
place legislation to
secure the protection
of data and privacy

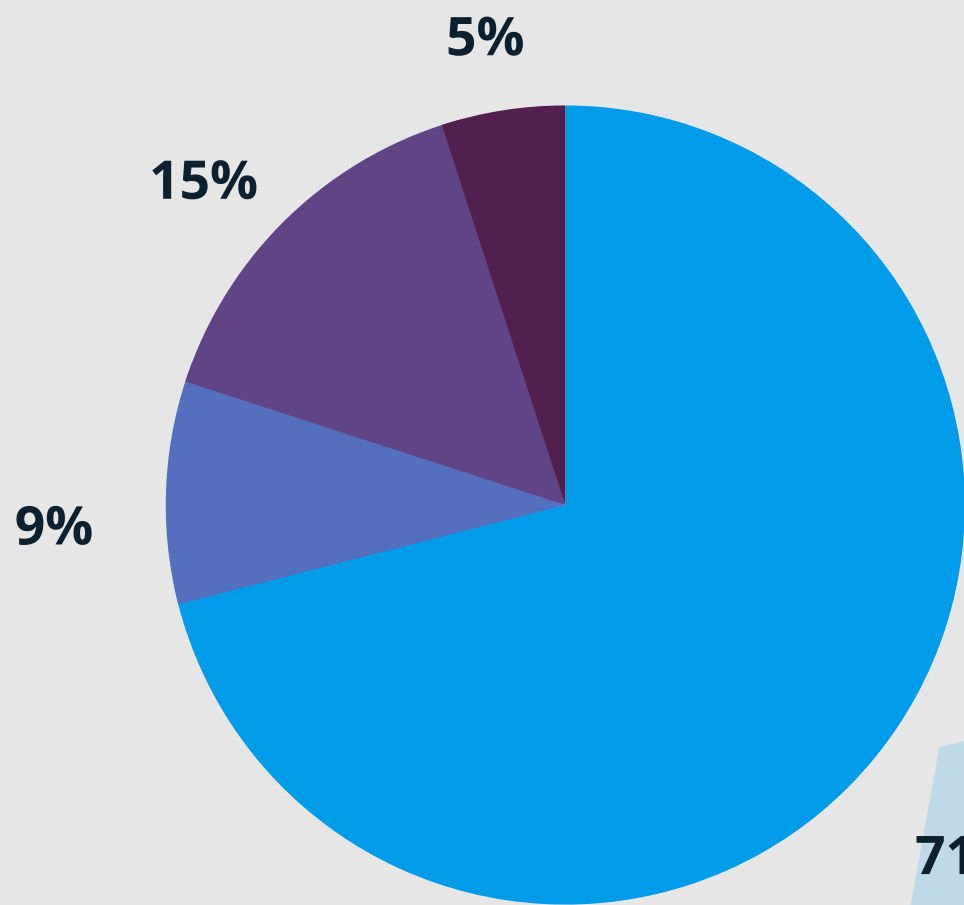


Online data protection is
a fundamental right



The International Covenant on
Civil and Political Rights
(ICCPR) is the primary law that
ensures privacy protection
worldwide

ONLINE DATA PROTECTION LAWS AROUND THE WORLD



71%
Of the countries in the world have legislation to ensure data protection and privacy

15%
Of countries do not have legislation (Venezuela, Afghanistan, Libya)

9%
Of countries have bills (mainly Asia and Africa)

5%
No data available

71%

ONLINE DATA PROTECTION LAW IN THE UNITED STATES

Currently, the United States does not have federal data privacy legislation

The European Commission and the United States announced that they agreed on a new Transatlantic Data Privacy Framework (TADPF)

48%

Of Americans believe they have no control over their online privacy and security concerning the queries they make

Of Americans say they understand how current laws governing online privacy in the United States work

3%

2022
DATA

The three most critical
data protection legal
frameworks affecting
global technology
companies in China

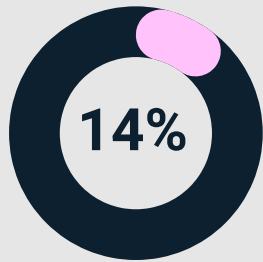
Cybersecurity Law
(CSL)

Data Security Law
(DSL)

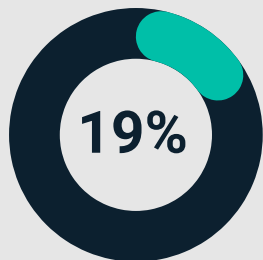
Personal Information
Protection Law (PIPL)

ONLINE DATA PROTECTION LAWS IN CHINA

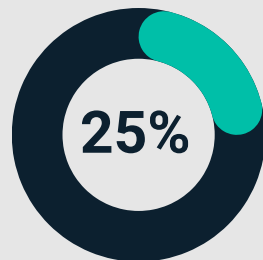
TRUST IN GOVERNMENTS



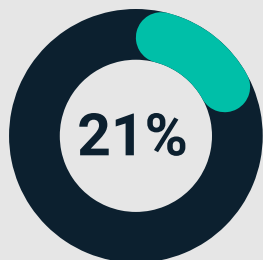
Of citizens worldwide trust their governments to protect their personal information



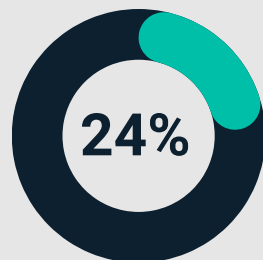
UK



Brazil



Mexico

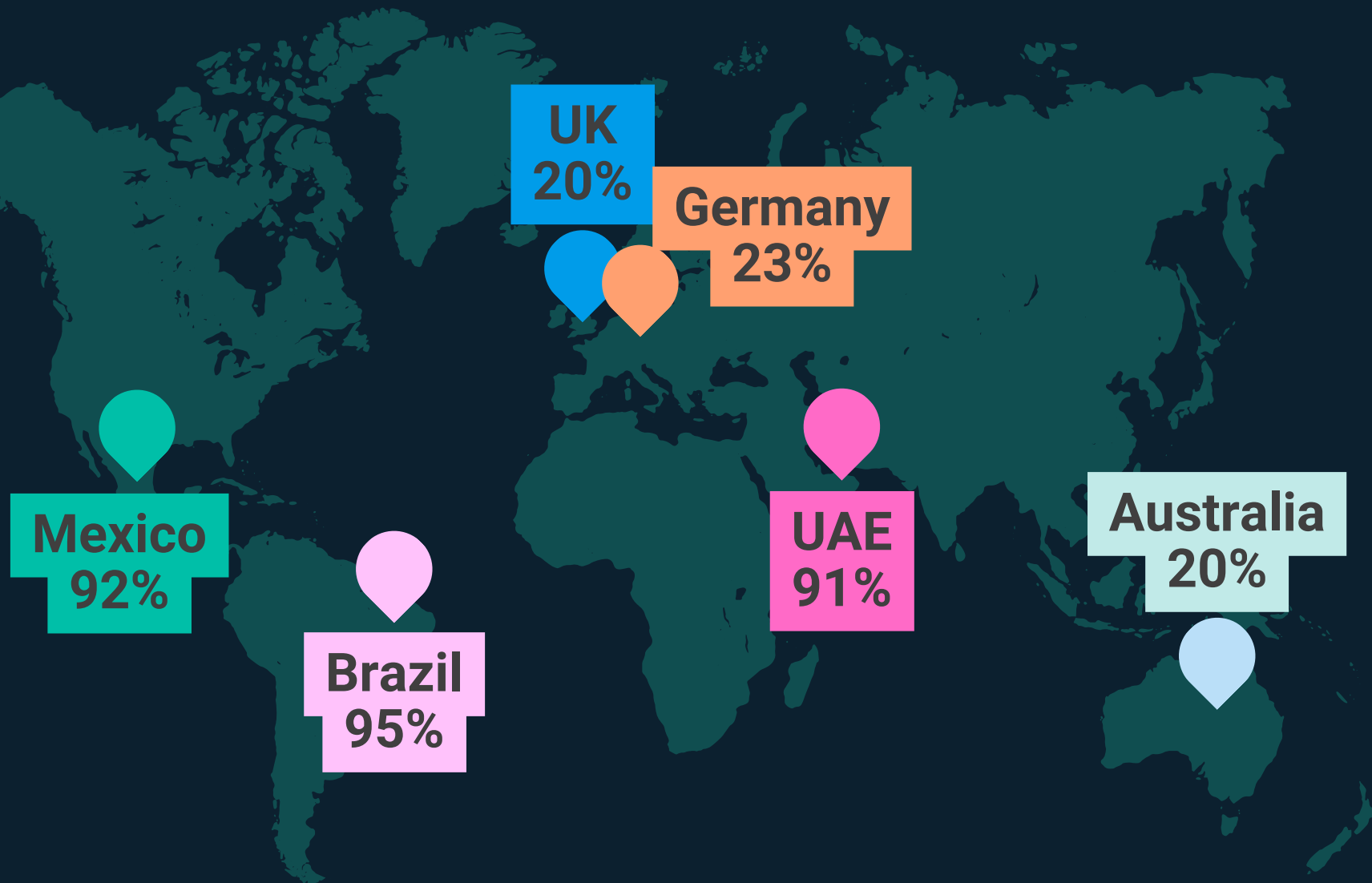


USA

And public awareness about GDPR has increased significantly in European markets since 2018

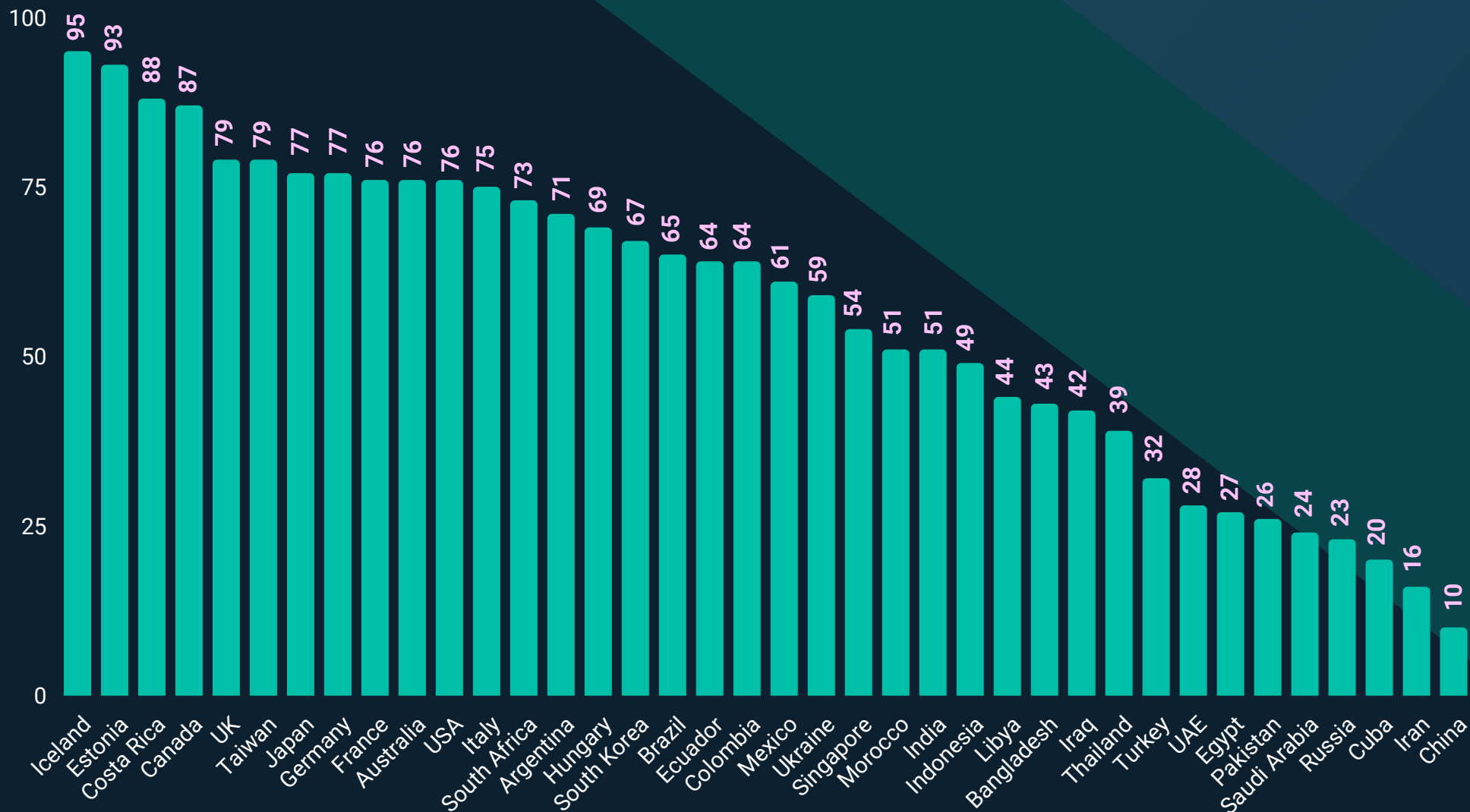
In the UK, it has increased from 32% in 2018 to 73% in 2022

COUNTRIES THAT TRUST MORE OR LESS DATA PROTECTION



FREEDOM ON THE NET

ACCORDING TO THE FREEDOM HOUSE INDEX 2022



Agree that data protection is vital
when browsing online

99%

Are unaware of any privacy law that regulates the
collection and processing of their data

55%

Rely on the security of their
online data

50%

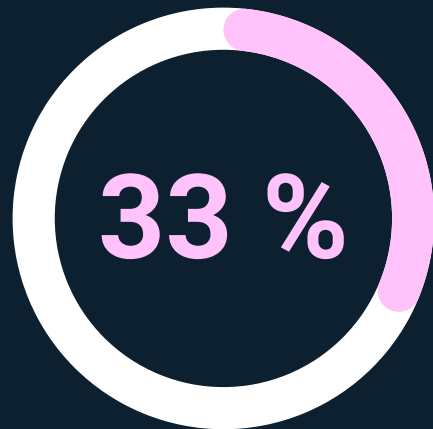
Agree that they are more attentive
than ever to their data and online
privacy

67%

CONSUMER AWARENESS ABOUT DATA SHARING AND PRIVACY

PERSONAL DATA AND USER CONSENT

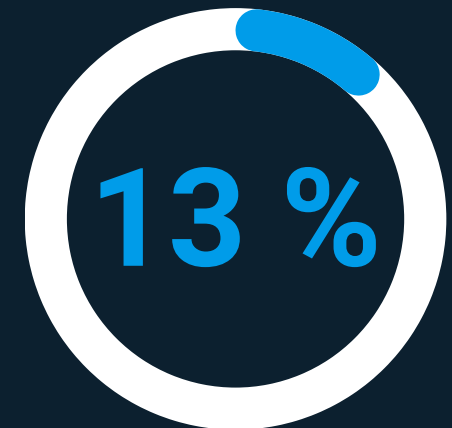
Percentage of U.S. Internet users aware of their country's privacy and data protection rules



Percentage of U.S. Internet users who believe that digital privacy is a myth



Percentage of U.S. Internet users who are willing to share online contact details to avoid paying for content



HOW CONSUMERS FEEL ABOUT DATA SHARING

49%

Of global consumers feel more comfortable with the notion of data exchange with businesses

That sentiment has risen from 41% in 2018 to 49% in 2022

+19,5%

53%

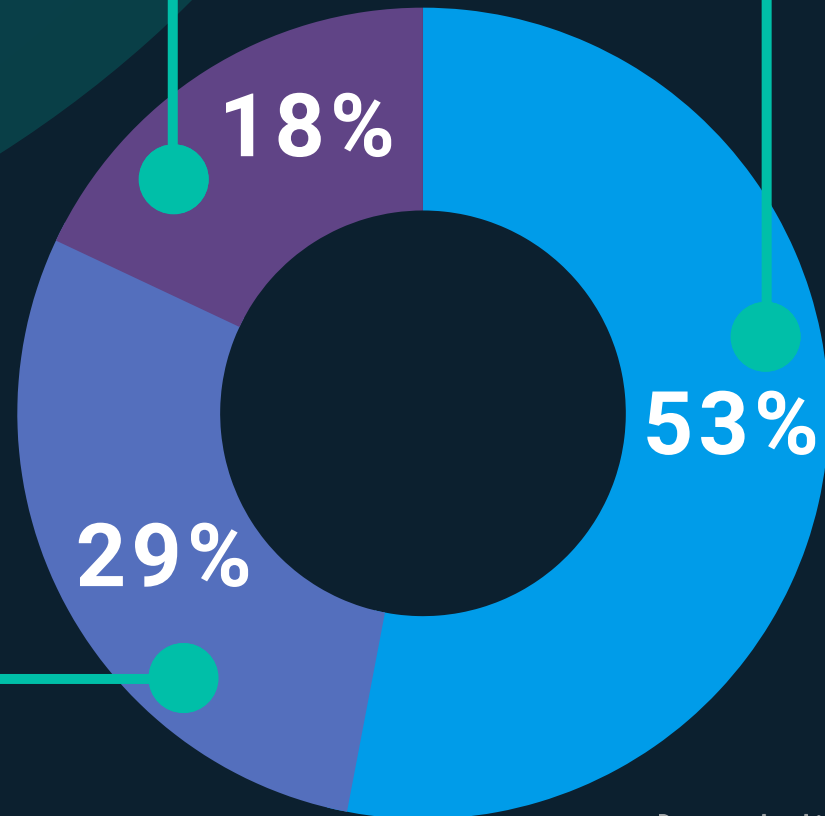
Agree that the exchange of personal information is essential for the smooth running of modern society

HOW CONSUMERS HANDLE THEIR PERSONAL DATA

Data Fundamentalist:
people who are not
willing to share personal
information

Data Pragmatists:
people who are happy to
exchange data with
companies as long as there
is a clear benefit in doing so

Data Unconcerned:
people who show little
or no concern for the
protection of their
personal data



CONSUMER PRIVACY CONCERNS

Percentage of U.S. Internet users who are more alarmed than ever about their online privacy

74%

Percentage of Internet users around the world who change passwords regularly

33%

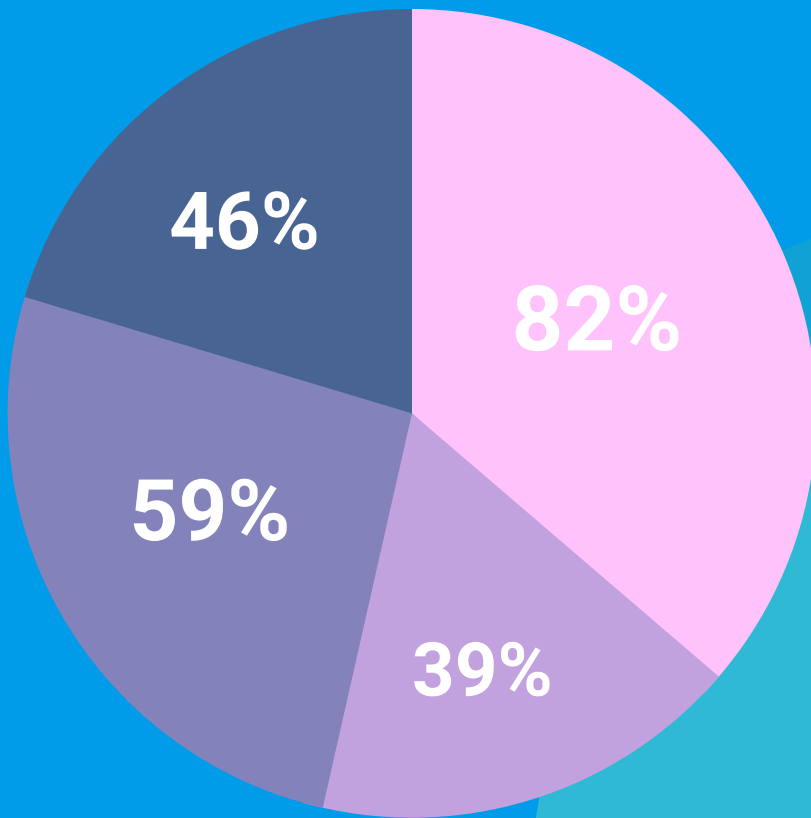
IDENTITY
THEFT AND
FRAUD

The most concerning data privacy issue for U.S. mobile internet users

23%

Percentage of U.S. consumers who trust social media ads

SHARING OF PERSONAL DATA WITH BUSINESSES



● **82%**
Would like to have more control over the personal information they provide to companies

● **59%**
Nearly 6 out of 10 agree that sharing personal information helps organizations better meet the needs of a diverse society

● **39%**
Outline that trust is among the three main factors for sharing data with an organization

● **46%**
Of consumers are more likely to share personal information to help provide a competitive advantage to smaller companies over larger ones

B2B DATA SHARING AGREEMENT BETWEEN COUNTRIES

39%

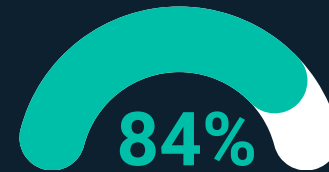


Of consumers would be delighted for companies to share their personal information with other organizations to offer more personalized services and products

82%

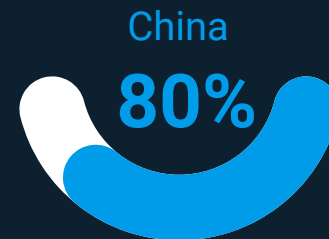


Of global consumers are ready to participate in the data economy in 2022



India

Some countries show exceptionally high levels of agreement



China

B2B DATA SHARING

53%

Of consumers now see their personal information as an asset to negotiate better prices and offers with companies



45%

Of consumers state they have no control to ensure that brands use their data for the agreed-upon purpose



77%

Of global consumers state that transparency about the use and collection of data is vital when sharing their personal information



MOST RELIABLE INDUSTRIES FOR DATA PRIVACY



42%
Finance



37%
Health care



32%
Technology

LESS RELIABLE INDUSTRIES FOR DATA PRIVACY



18%
Social
Media



14%
Governments



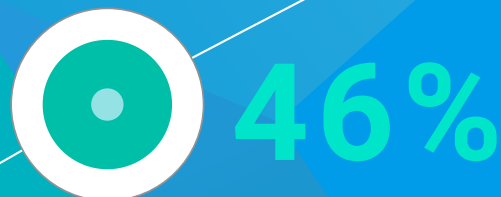
12%
Media &
Entertainment

HOW MARKETS REACT

TO DATA SHARING



Say they are happy with the amount of personal information they share with organizations



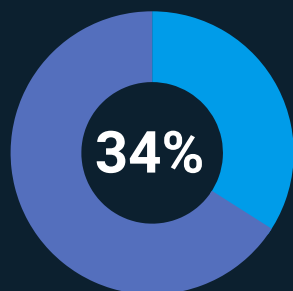
Consensus: data processing has grown from 40% in 2018 to 46% in 2022



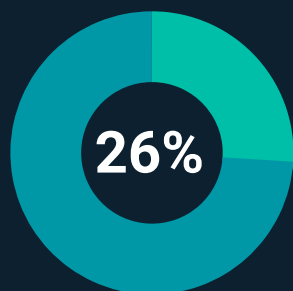
Is the increase in budget companies expect to invest in compliance

CONSUMERS WILLING TO SHARE THEIR DATA

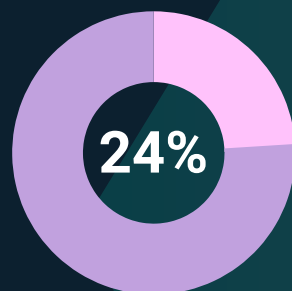
ACCORDING TO WEBSITES



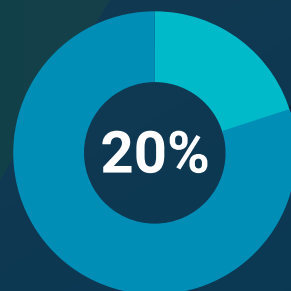
E-commerce sites



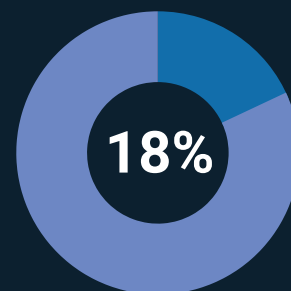
Video streaming sites



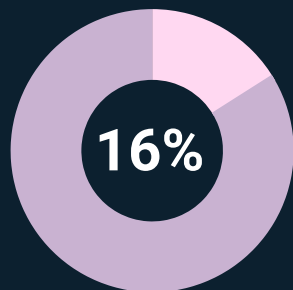
Social networks



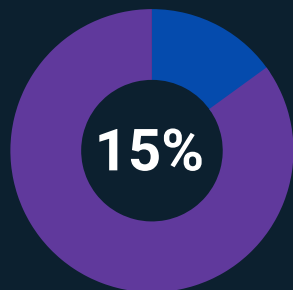
Music streaming sites



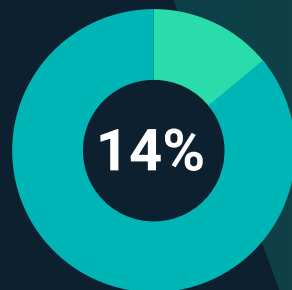
Travel sites



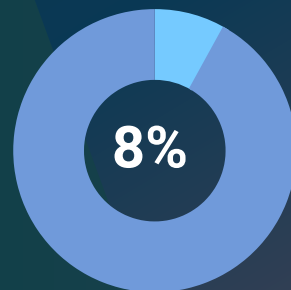
News sites



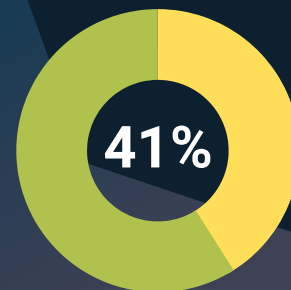
Gaming sites



Lifestyle sites



Blogs



Not willing to share personal information

48%

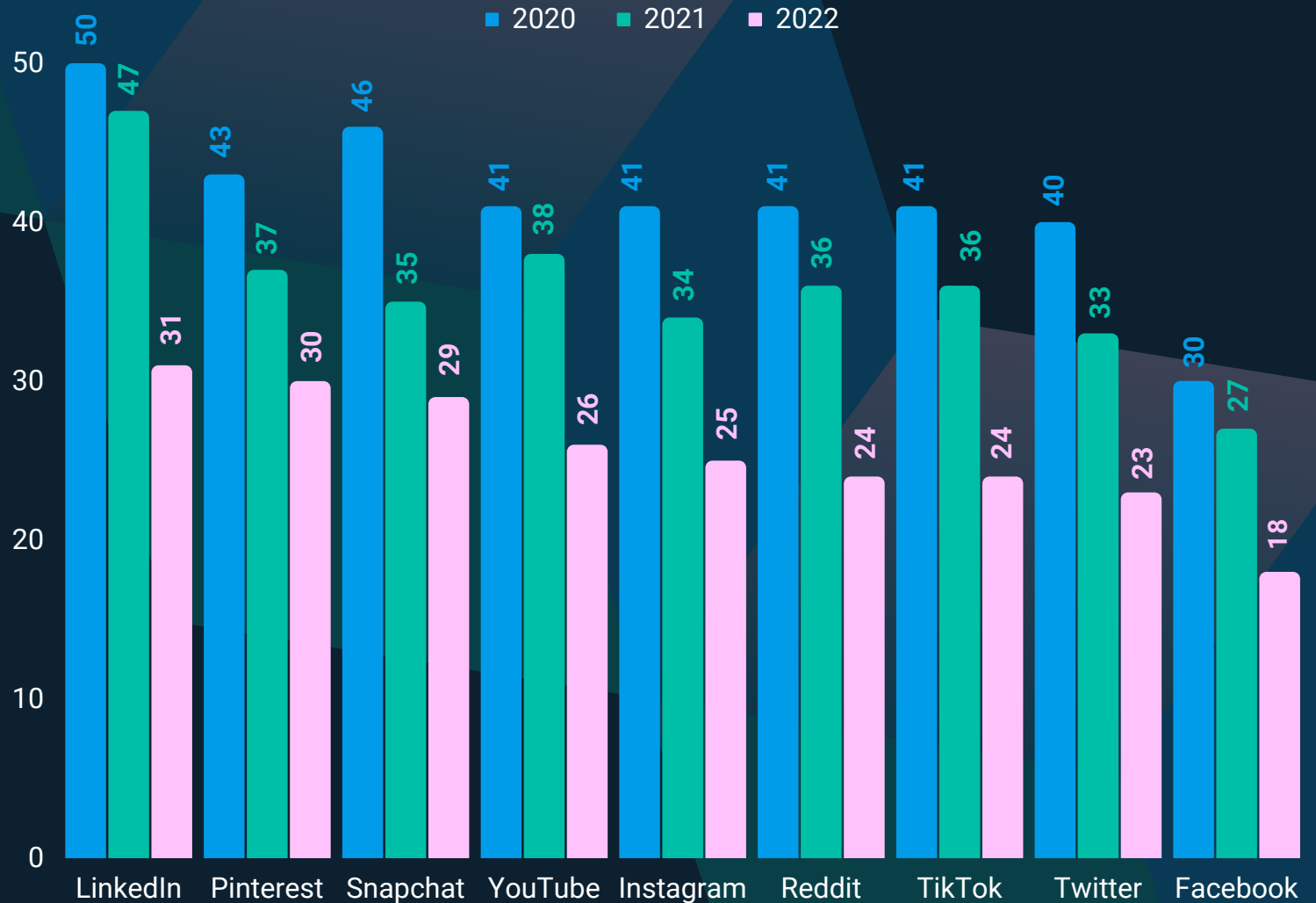
Of adult Internet users
confess they post
confidential personal
information on major
social media platforms

**7 out of
10**

Americans feel less confident
than five years ago about their
privacy on social media and the
security of their data

PRIVACY AND PERSONAL DATA PROTECTION ON SOCIAL NETWORKS

% OF U.S. SOCIAL MEDIA USERS AGREE THAT SOCIAL MEDIA PLATFORMS PROTECT THEIR PRIVACY



Although LinkedIn gained the highest level of trust, there has been a sharp decrease since 2020

Facebook is confirmed as the least reliable platform

SOCIAL MEDIA AS COMMUNICATION CHANNELS FOR CUSTOMERS

48%

Of Americans have interacted with companies or institutions through social media

33%

Of consumers prefer to contact a company's customer service via social media rather than telephone

75%

Of Internet users use social networks when searching for products

ADVERTISING & PRIVACY

Consumers know that websites and apps collect and share their data for advertising purposes

90%

68%

Of consumers are uncomfortable with the use of their online data for advertising purposes

Consumers are uncomfortable seeing brand ads after interacting or talking about that brand

57%

62%

Of media experts agree that understanding data privacy is a priority this year

MOST DIFFICULT TO READ PRIVACY POLICIES

60%

Of the privacy policies analyzed were almost illegible. That means that most required higher-level reading skills

Disney+

The website with the most difficult-to-read privacy policy

2,83

Is the readability score

20

Minutes average reading

Bumble

The website with the least difficult-to-read privacy policy

32,3

Is the readability score

59,8

Minutes average reading

5 BIGGEST GDPR FINES

Amazon in 2021
\$823.9 million

1

For tracking users data without their explicit consent

Due to unclear privacy policies and lack of transparency of data processing

2

WhatsApp in 2021
\$247 million

Google Ireland in 2021
\$99 million

3

For not providing users with a user-friendly function to refuse cookies

For not providing users with easy methods to reject cookies on YouTube

4

Google in 2021
\$66 million

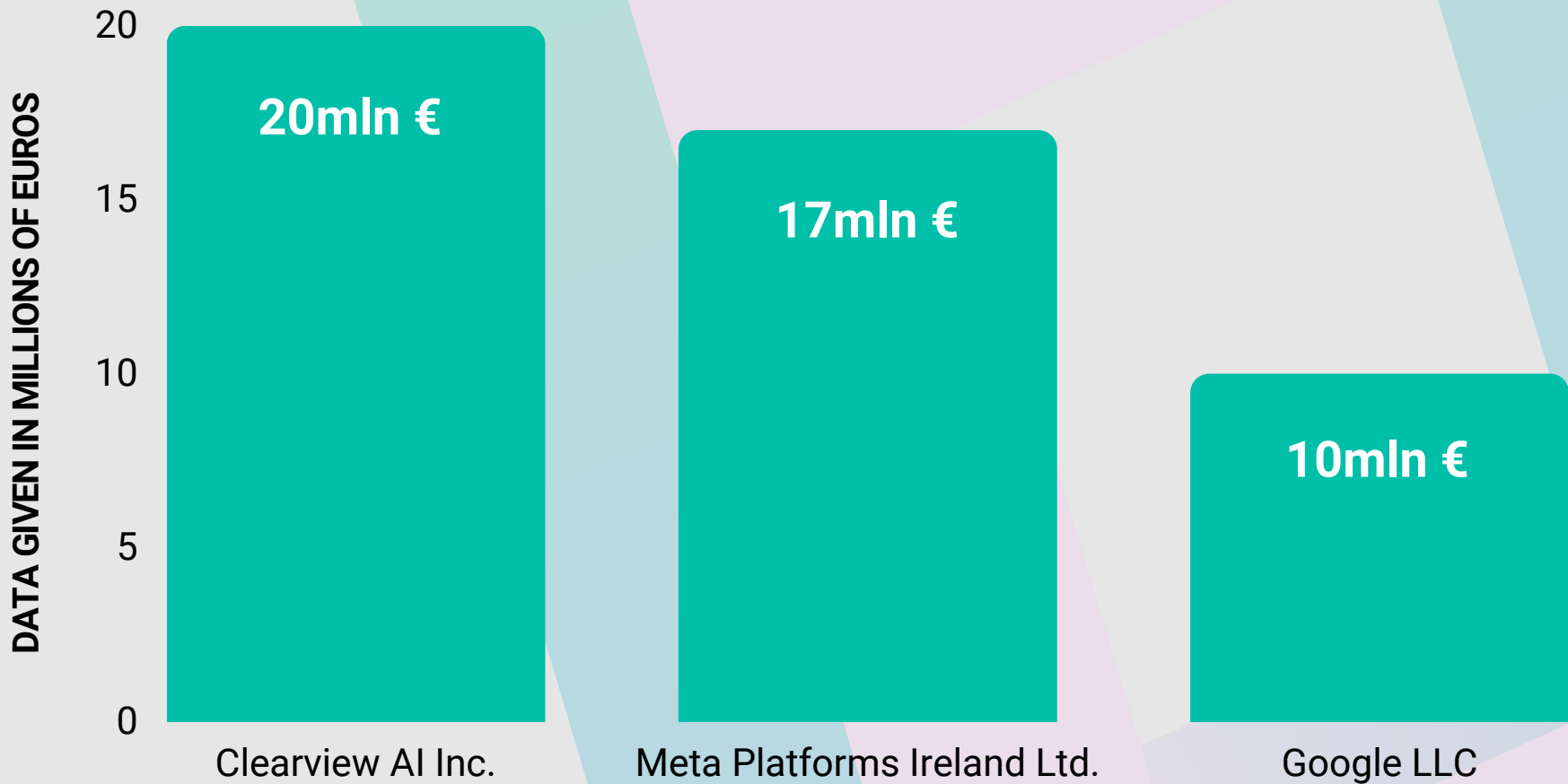
Facebook in 2021
\$66 million

5

For not providing users with easy methods to refuse cookies on the web

TOP GDPR FINES IN 2022

DATA COLLECTED UNTIL JULY



GDPR COSTS

€359.205.300

Is the amount E.U. data protection agencies have claimed in significant GDPR penalties and fines since the regulation came into force



€97,29 million

Is the total of GDPR fines collected in the first half of 2022, an increase of +92% compared to the first half of 2021



\$15 billion

That's how much organizations will spend by 2024 on data protection and compliance technology due to privacy compliance



REMOVAL OF INFORMATION FROM INTERNET AND GOOGLE

86%

Of U.S. Internet users
have tried to erase or
reduce their digital
presence

Requests submitted
to Google for removal
from search results
from 2014 to Nov 8th,
2022 are

1.339.262

U.S. Internet users
have tried to erase or
reduce their online
personal data

5.210.591


Categories of solicitors
for removal from Google:

Individuals: **89,9%**

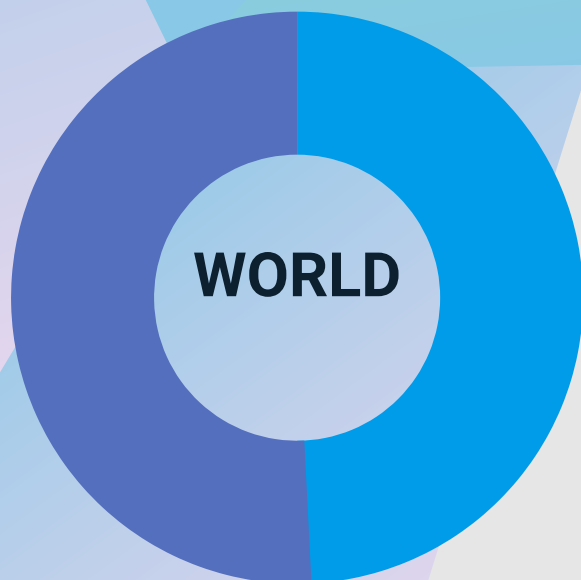
Others: **10,1%**



TOTAL URLS REMOVED VS. TOTAL URLS NOT REMOVED BY GOOGLE

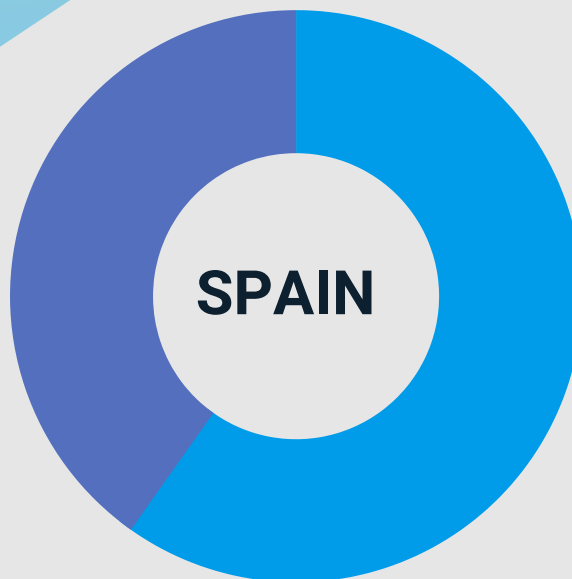
DATA 08/11



 Total URLs (not removed)

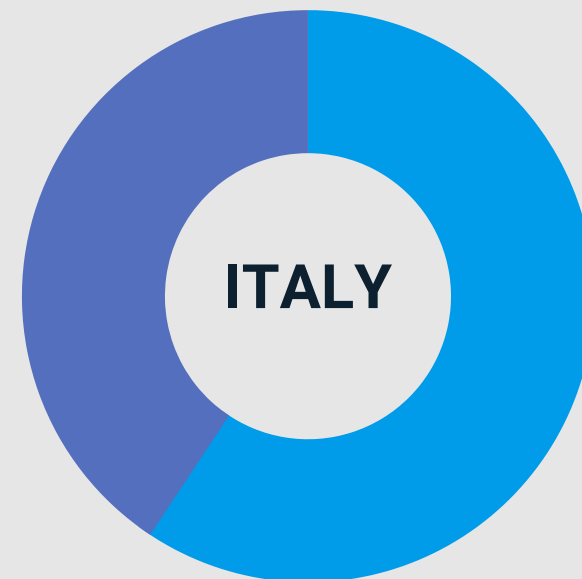
 Total URLs (removed)





 49,2%
 50,8%



 59,8%
 40,2%



 59,3%
 40,7%

CATEGORIES OF WEBSITES

HOSTING CONTENT USERS REQUESTED GOOGLE TO REMOVE

53,8% MISC.
18,4% NEWS
13,1% DIRECTORY
12,5% SOCIAL
MEDIA
2,2% OTHERS

WORLDWIDE

48% MISC.
34,1% NEWS
6,9% DIRECTORY
8,7% SOCIAL
MEDIA
2,3% OTHERS

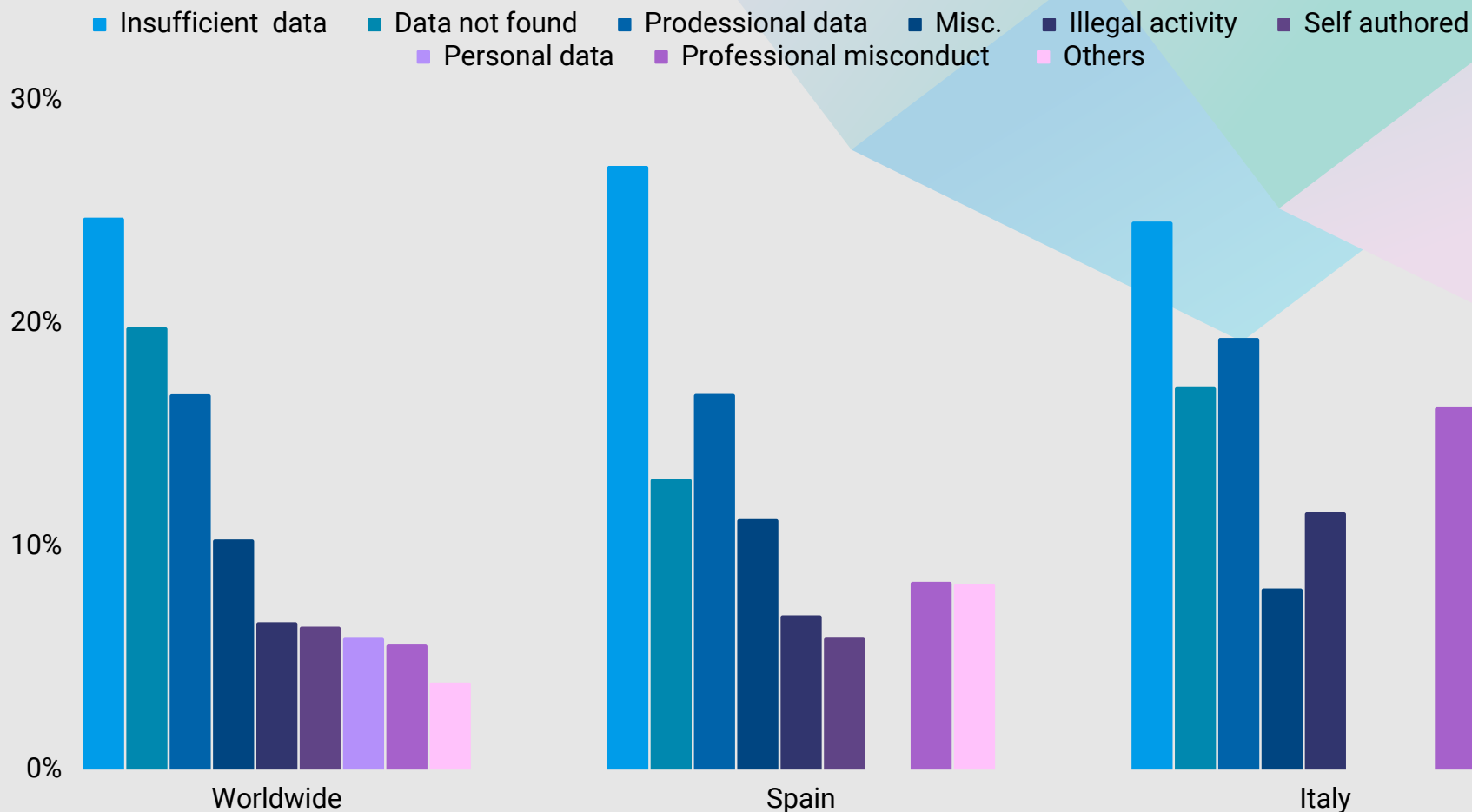
ITALY

45,9% MISC.
21,7% NEWS
10,7% DIRECTORY
11,9% SOCIAL
MEDIA
9,8% GOVERNMENT

SPAIN

CATEGORIES OF WEBSITES

HOSTING CONTENT USERS REQUESTED GOOGLE TO REMOVE



DATA VOLUME WORLDWIDE

BIG DATA

Total spending
on I.T. data center
systems worldwide
2012-2023:

\$212 billion

By 2025, Big Data
analytics revenue
worldwide is expected
to be:

\$68 billion

UNITED STATES:

THE BIGGEST TARGET FOR ONLINE DATA BREACHES

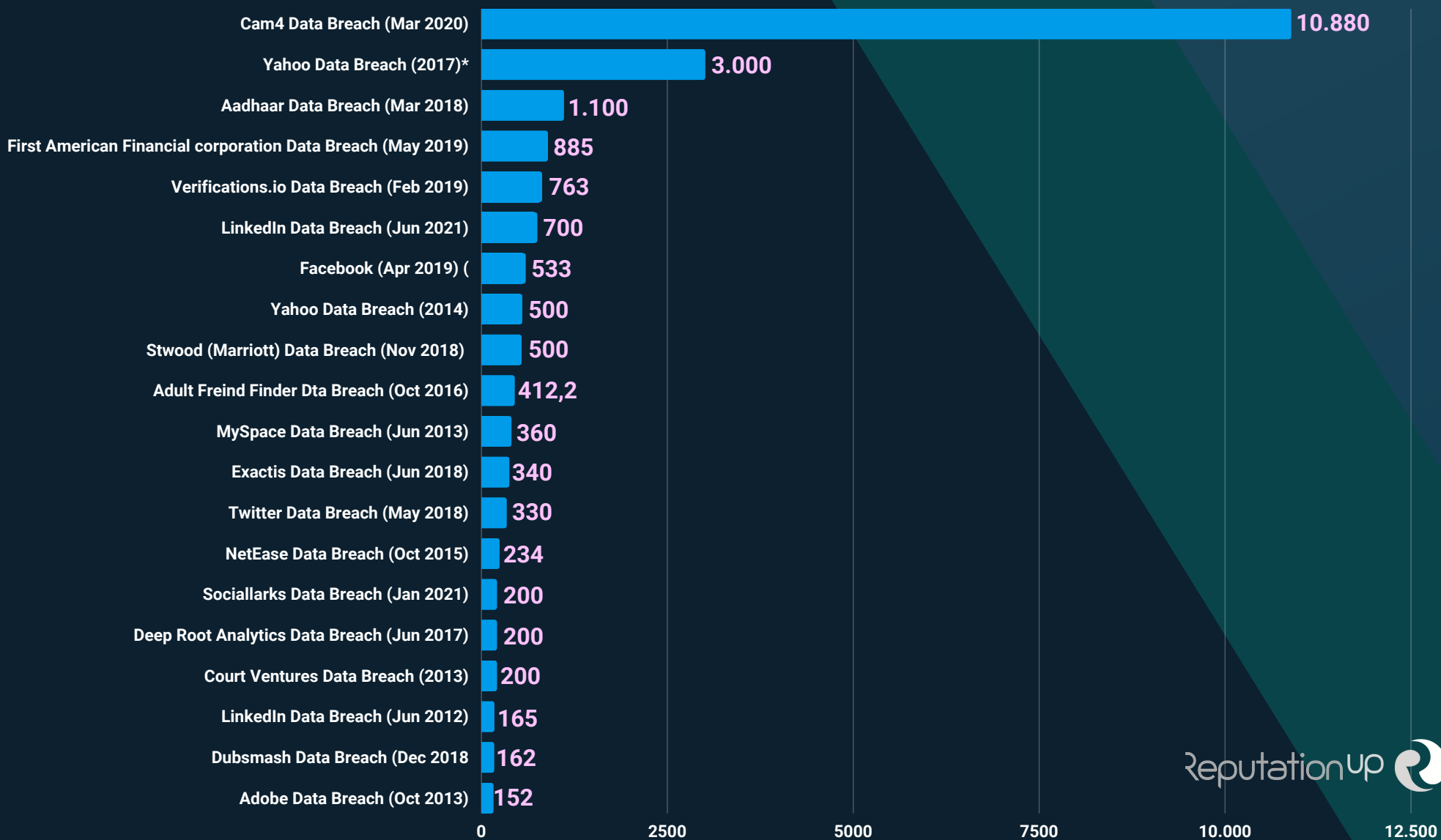
With more than **313** million Internet users, the U.S. is among the world's leading online markets

Number of data breaches in the United States in the first half of 2022: **817**

Individuals affected by cybercrime in the first half of 2022: **53,35 million**



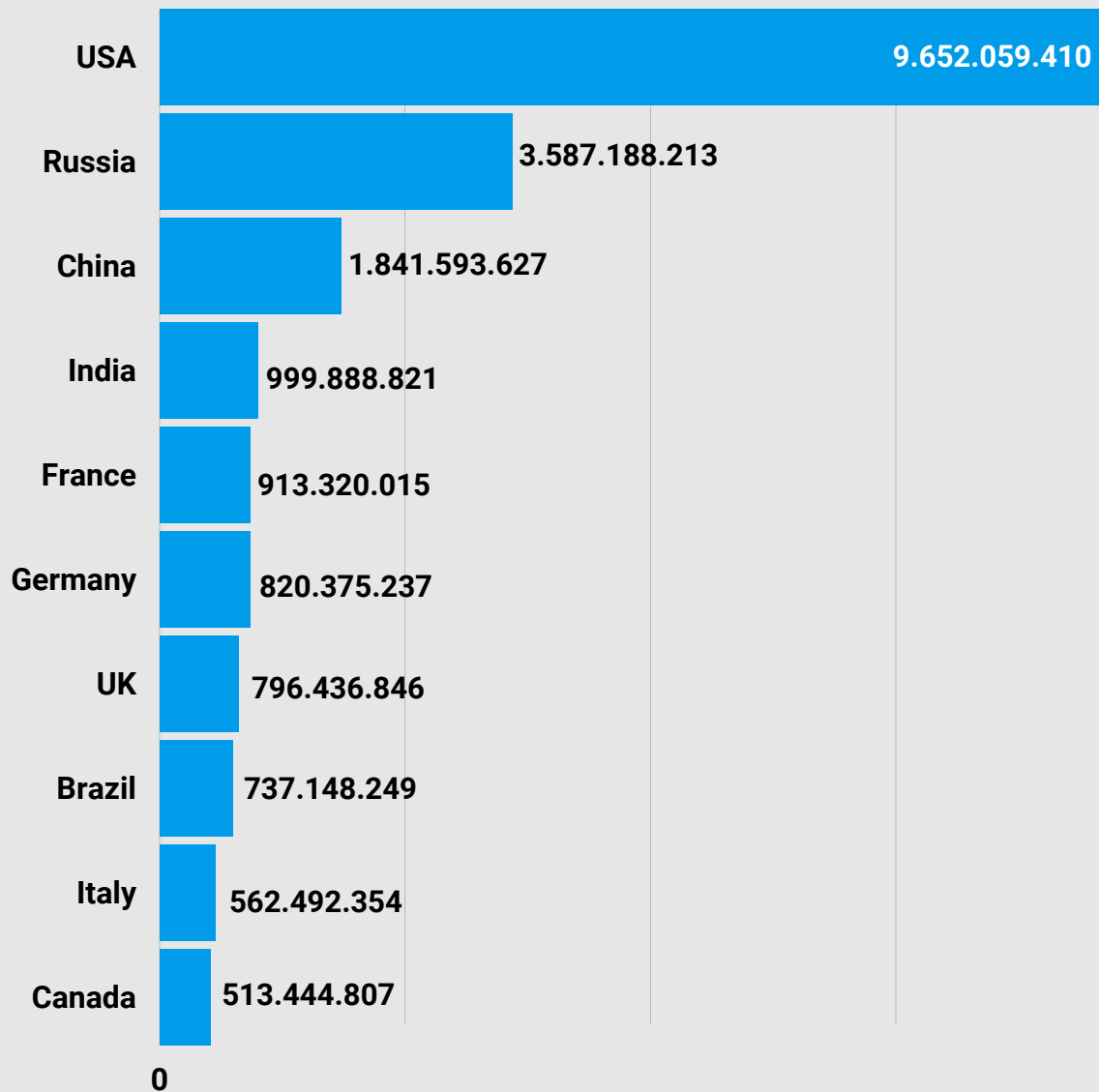
NUMBER OF RECORDS COMPROMISED IN SELECTED DATA BREACHES UNTIL AUGUST 2022



82%

Of data breaches involved individuals, including social attacks, mistakes, and misuse

TOP 10 COUNTRIES WITH HIGHEST DATA BREACH NUMBERS



TOP 5 COUNTRIES MOST AFFECTED BY DATA BREACHES

DATA REFER TO SEP-NOV 2022

1

RUSSIA

Had the most data breaches in general:
22,3 million

3

USA

5

INDONESIA

2

FRANCE

Had the highest data breach numbers, with an average of 212 accounts leaked per 1,000 people

4

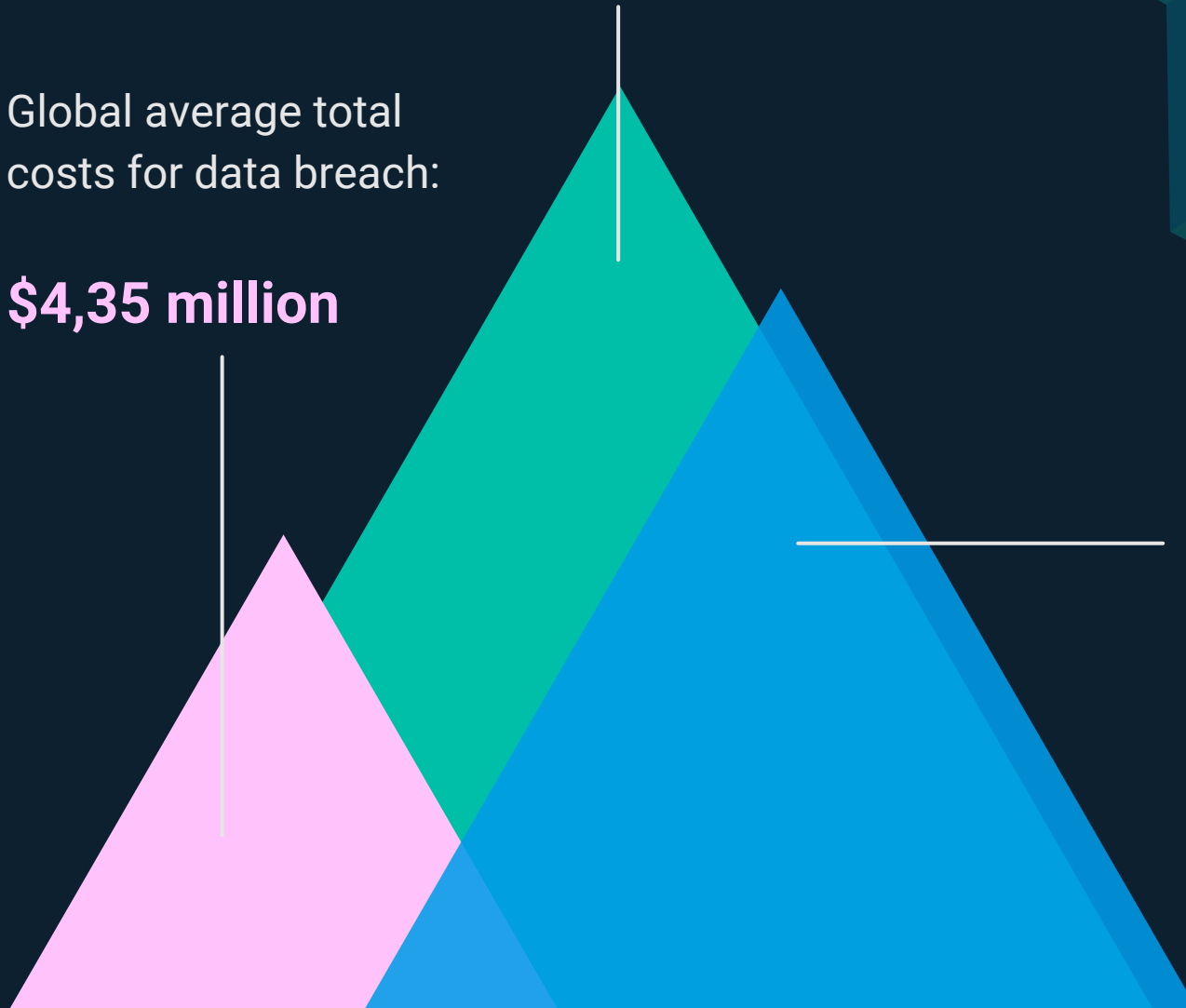
SPAIN

A data breach in the U.S.
costs more than twice the
world average:

+ \$5,09 million

Global average total
costs for data breach:

\$4,35 million



COST OF DATA BREACH IN 2022

Average cost for
data breaches in the
U.S.:

\$9,44 million

COST OF DATA BREACH IN HEALTHCARE

The average total
cost of a breach in the
healthcare industry is

**\$10,10
MILLION**

+ 42%

The cost of infringements in the
healthcare industry has increased by
42% since 2020

For the 12th consecutive year,
healthcare had the highest average
cost of data breaches than any other
industry

DATA BREACH AND IDENTITY THEFT

Identity theft is one of the most popular privacy concerns with technology worldwide

**108,9
million**

Accounts were breached in the third quarter of 2022

603.591

Is the number of identity theft incidents reported in the U.S. by the FTC (Federal Trade Commission) during six months

+70%

Compared to the previous quarter

The impact of COVID-19 has reduced users' comfort with sharing personal information

IMPACT OF COVID ON ONLINE DATA PRIVACY

27%

Of young people aged 18-24 say COVID-19 has made them more comfortable sharing personal information online

5%

Of users over 65 say the same

PRIVACY



ONLINE 2022

ReputationUp



20+

For over 20 years we have been working internationally through our offices in Europe and America



7,500+

Satisfied clients. We work for companies, professionals, VIPs, and administrations



875,000+

False, harmful, or defamatory content removed



10M+

Our monitoring tool analyzed more than 10 million keywords



Reputation
Repair



Reputation
Monitoring



Reputation
Protecting



Reputation
Improving



Political
Campaign



Risk Analysis



Cyber
Intelligence



Control Room



Stop Sextortion



World Check



Financial
Reputation



Reputation
Score



Reputation^{up}[®]
_____ we can do it _____

