SafeGov 2012 National Data Privacy in Schools Survey





Survey Methodology

- SafeGov commissioned Brunswick Insight to conduct a nationally representative online survey of U.S. parents.
- The survey was about online data privacy in their children's schools.



Who

•1,035 American adults with children in grades 1 – 12



Where

• Nationally representative of U.S. adult population



How

Online survey



When

• Data collected between August 25 and August 28, 2012



Margin of error

•± 3.0% at the 95% confidence interval. Subgroups of the sample will have larger margins of error.



Executive Summary

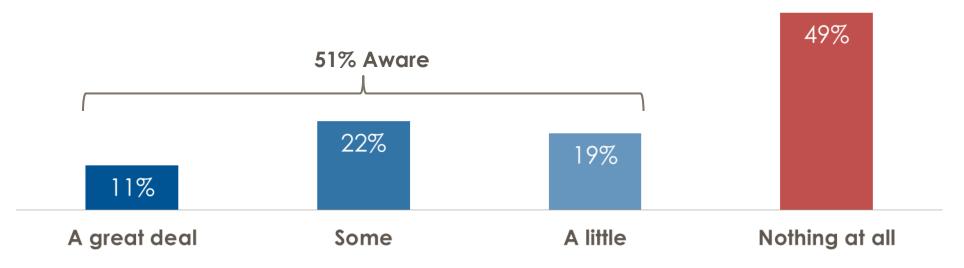
- Awareness of online tracking in schools is low among parents 49% say they have heard "nothing at all" and only 11% say they have heard "a great deal".
- Unaided concern about the issue is high 93% say they are concerned, with 54% saying they are "very concerned".
- Concern remains high (95%) after reading information about the issue, with the number who say they are "very concerned" increasing 12 percentage points (66%).
- Highest levels of disapproval are for statements about the tracking and targeting practices of companies.
- More than four in five (84%) parents report they would be likely to take action against online tracking in schools, including 50% who say they would be "very likely" to take action.
- Parents are most likely to agree with the two statements that call for direct bans on online tracking and targeting.
- Overall, levels of concern about online tracking (95%) is the same as other issues facing children today.



Low Awareness of Online Tracking

- Nearly half (49%) of parents say they have heard "nothing at all" about the online tracking of students.
- Of those who report awareness, few (11%) say they have heard "a great deal".

How much have you seen, read, or heard about online advertising companies tracking the email and Internet usage habits of children while at school?

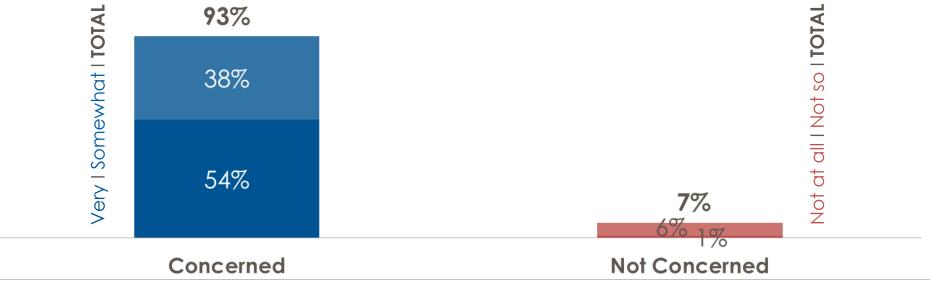




Unaided Concern is High; Most are "Very Concerned"

- More than nine in 10 (93%) parents express concern about the online tracking of their child, including a majority (54%) who say they are "very concerned".
- Parents who report hearing "a great deal" about this issue were significantly more likely to say they are "very concerned" (71%) compared to those who had heard less.

How concerned you would be if online advertising companies were tracking the email and Internet usage habits of your child while at school?





Majority Disapprove of All Statements; More Disapproval for Statements Focused on Tracking and Targeting Practices



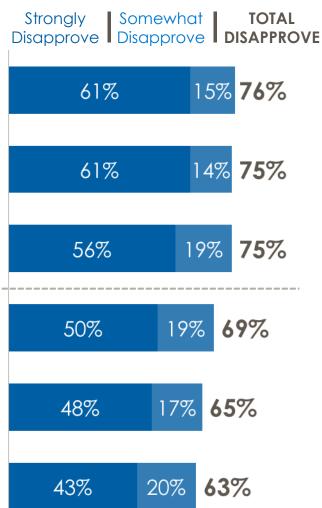
behavior to build profiles of what they say in their emails and where they go on the Internet while at school

Online companies using information collected from children's in-school email and Internet usage in order to target them with Internet advertisina

Contracts between online companies and schools that do not expressly forbid the capture of student email content and Internet usage habits for ad-targeting purposes

Online companies do not provide simple browser settings that would allow parents to protect children's privacy and stop online companies from tracking them online

Online companies that offer free services to schools insisting that schools accept a privacy policy designed for adult consumers, which authorizes user profiling and web tracking



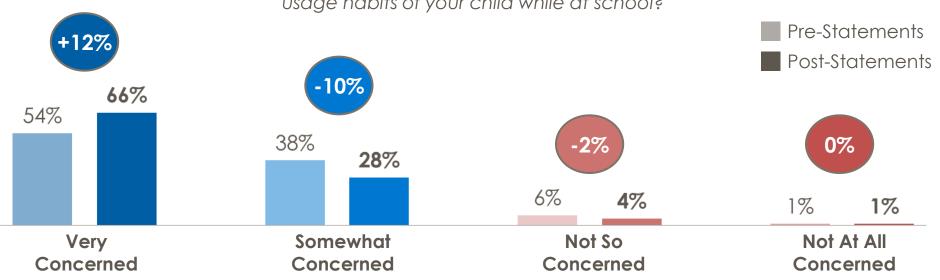
- The majority of parents disapprove of all statements.
- Highest levels of disapproval is for statements about the tracking and targeting practices of companies, compared to other statements about contracts, privacy policies and browser settinas.
- Parents with little or no awareness of the issue are significantly more likely to disapprove of all messages.



Concern is More Intense after Reading Statements About the Issue

- Overall, concern (95%) remains high after reading statements about the issue.
- However, the number of parents saying they are "very concerned" (66%) increases by 12 percentage points after receiving more information about the issue.
- Parents who became more concerned after messaging are more likely to have heard "nothing at all" about the issue and disapprove of all messages.

How concerned you would be if online advertising companies were tracking the email and Internet usage habits of your child while at school?

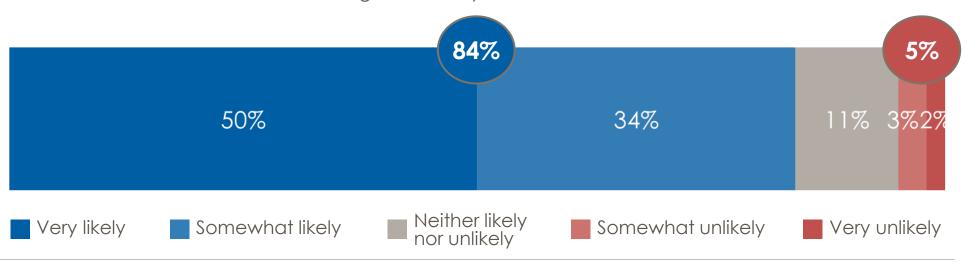




High Levels of Likely Activism Reported by Parents

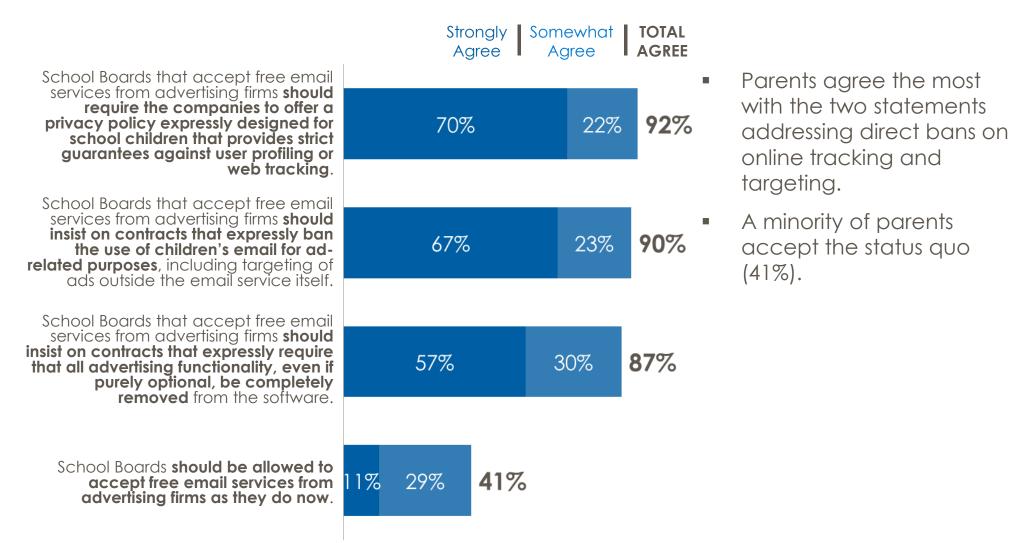
- More than four in five (84%) parents report they would be likely to take action against online tracking in schools. Moreover, 50% say they would be "very likely" to take action.
- Parents who had heard "a great deal" about this issue before receiving more information in the survey say they are "very likely" to take action (62%) significantly more than those who heard less.

How likely you would be to take action if online advertising companies were tracking the email and Internet usage habits of your child while at school?





Majority of Parents Believe that Companies and Schools Should Directly Ban Online Tracking





Overall Concern is the Same as Other Issues Facing Children

