

Dia 1

Online Data Processing & Privacy Legislation:
Mind the Gap

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Dia 2

Summary of privacy rights in the European Union

- Right to be *informed* about:
 - the responsible of the data processing
 - the purposes of the data collection and –use
 - the privacy right of the individual
- Right of *access* to one’s personal data
- Right to *correct* mistakes
- Right to *oppose* against data processing for direct marketing

↳ Applied in a *privacy policy*
Communicated in a *privacy statement*

Dia 3

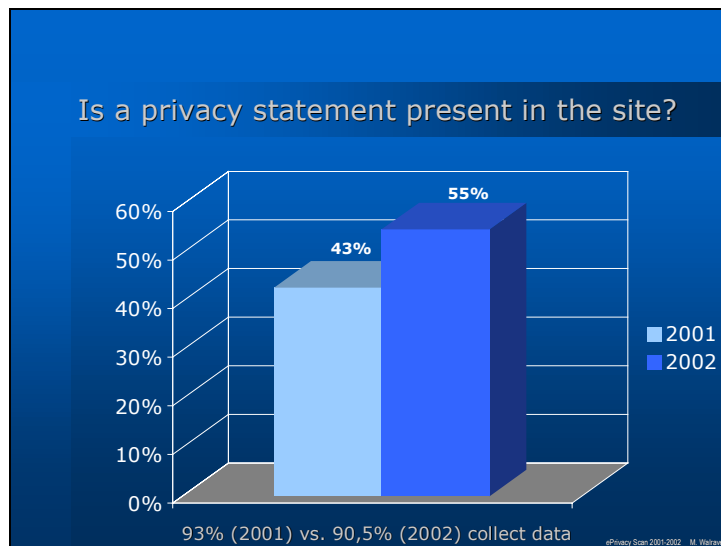
Purpose: dataprocessing in respect to privacy law?

- Online processing of personal data
- Types of data collected
- Use of (permanent) cookies
- Presence of a privacy statement
 - Access
 - Form
 - Content
- Mystery e-mail concerning privacy policy

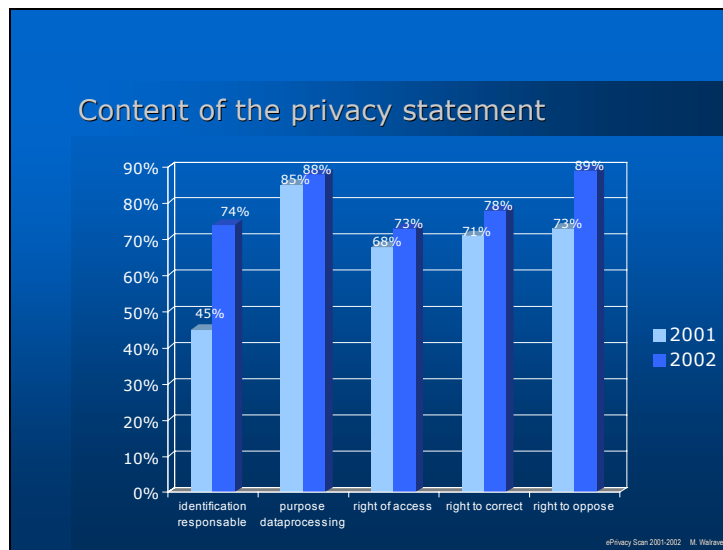
↳ ▫ Analysis of 250 Belgian B-to-C websites

- Selected from the official database of Belgian companies
- Questionnaire of 93 items + mystery e-mails
- Comparison 2001 and 2002

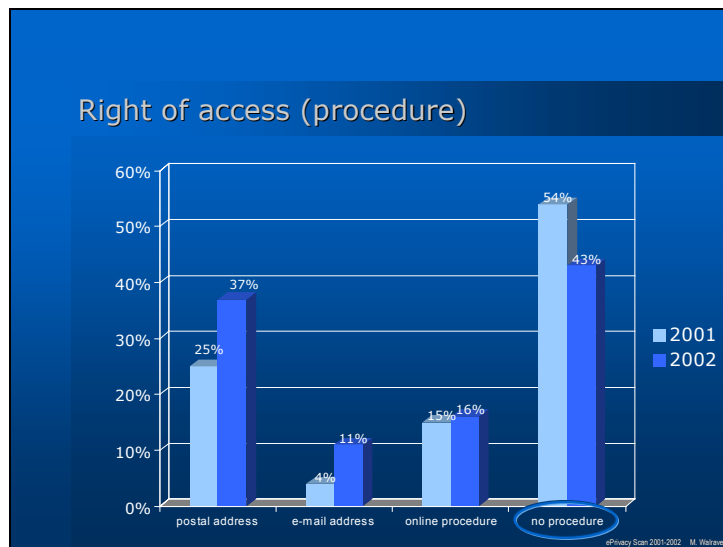
Dia 4



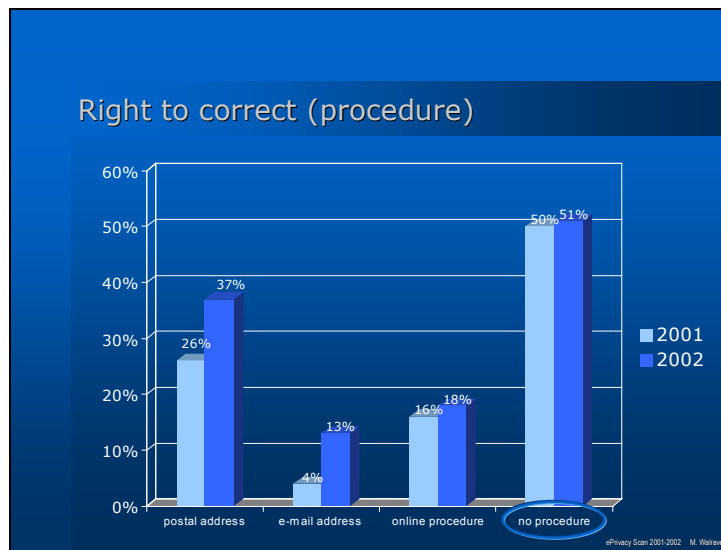
Dia 5



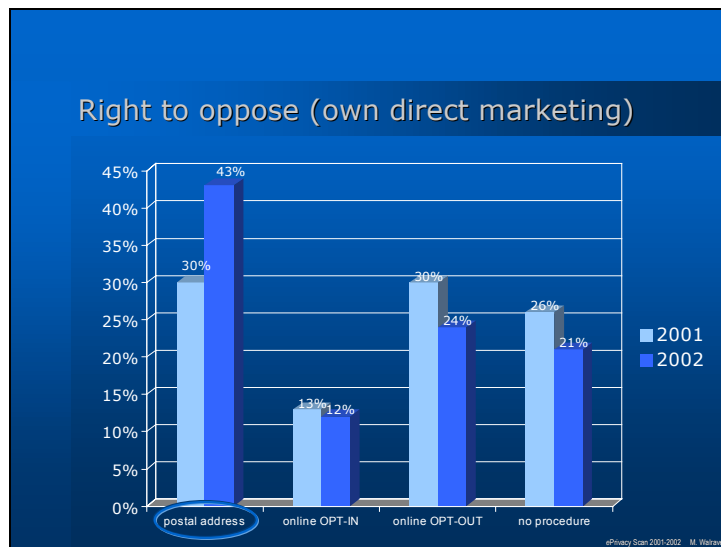
Dia 6



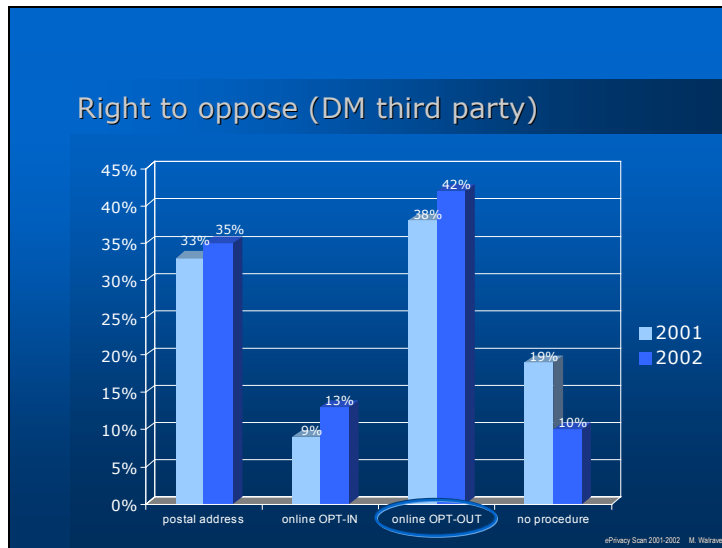
Dia 7



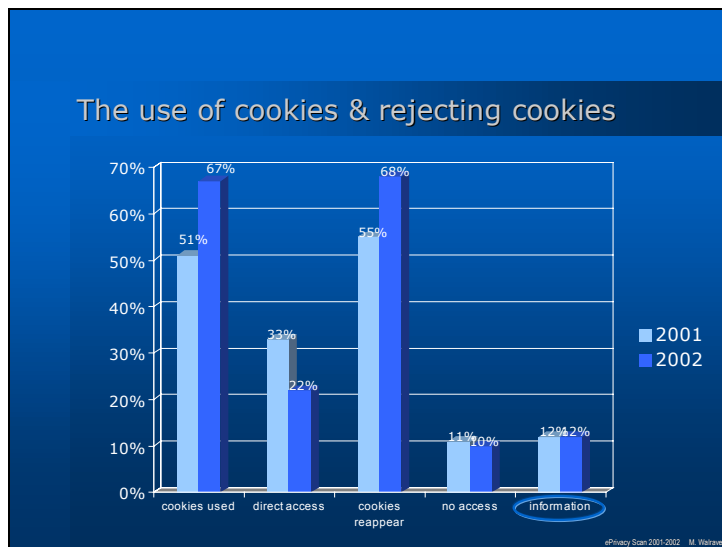
Dia 8



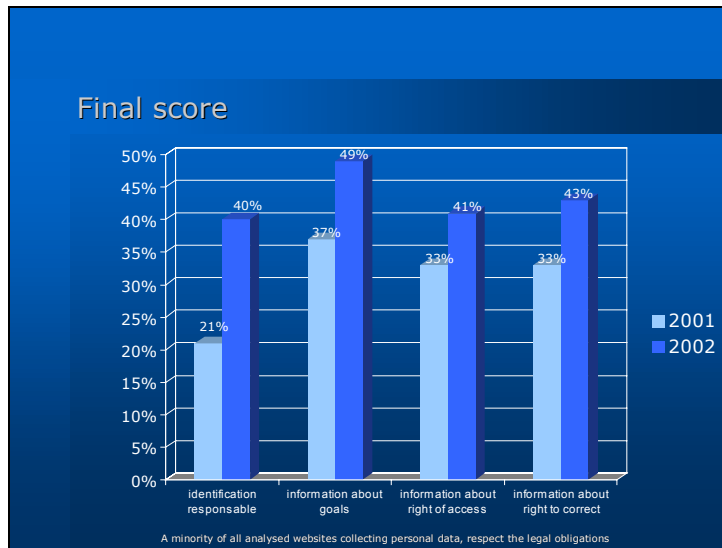
Dia 9



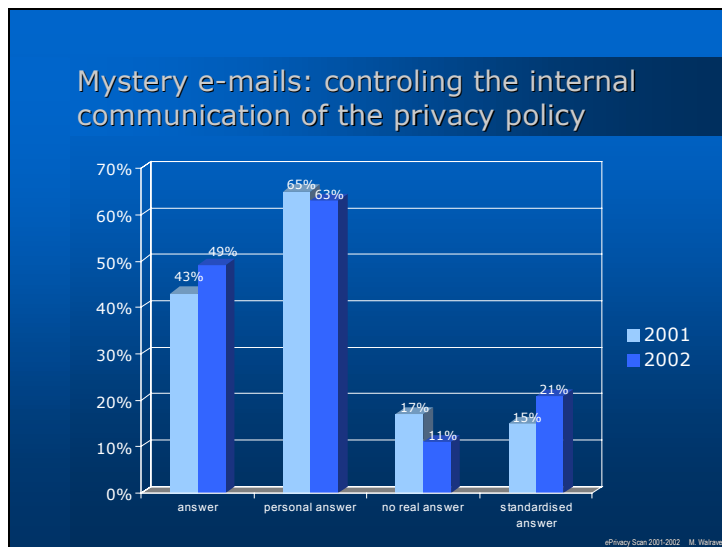
Dia 10



Dia 11



Dia 12



Summary

- ┆ An *increase* of privacy statements in 2002, but still a lot of *incomplete* statements.
- A *minority* offers online and easy to use *procedures* to exercise privacy rights
- A *minority* answers to a question concerning the privacy policy

Reasons

- ┆ A lack of *knowledge* concerning EU data protection and consumer law in general
- Obligations are *dispersed* into several laws, *confusion* concerning which law is applicable and which EU Directive is already transposed in national law
- Lack of *knowledge* about privacy concerns and effects on trust and behaviour

Projects

- ▮ *Segmented analysis of websites*
(sectors, kids&teens websites)
- ▮ *Longitudinal and international comparative research based on the ePrivacy Scan tool*
- ▮ *Measuring privacy concerns, attitude and behaviour towards e-marketing*

www.e-privacy.be

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Online data Processing & Privacy Rights

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In this webpage you will find summaries (in English, French and Dutch) of research and publications about e-privacy, done at the Department of Communication Science, K.U. Leuven Belgium.

The research consisted of an analysis of 250 websites (in 2001 and 2002) concerning online data processing and the implementation of the Belgian privacy law.

The research instrument is an online form (of 93 items) used to examine the quantity and quality of information in the privacy statements. The main topics of the questionnaire are:

1. Online processing of personal data
2. Types of data collected
3. Use of (permanent) cookies
4. Presence of a privacy statement
 - Access
 - Form
 - Content
5. Mystery e-mail concerning privacy policy

This scanning of websites forms part of a series of research concerning e-privacy, namely an online survey among internet users and among webmasters.

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