

## BACKGROUND:

- ❑ Survey of ~2500+ consumers in the US (1,806 of whom are Facebook users).

## FINDINGS:

### ❑ **Privacy Tracking/Permission Prompts: The Messaging Matters**

- ❑ Facebook users are more likely than not to select “do not allow” or “ask app not to track” if prompted. We did find, however, that respondents were meaningfully more likely to select “allow” when shown Facebook’s notice containing more favorable language presented differently.
- ❑ Only around 1/3<sup>rd</sup> of Facebook users had previously taken measures on their own to change their privacy settings. Users who did not know you could change your privacy settings were the most likely to select “do not allow” and “ask app not to track” in simulations. Furthermore, though respondents who never changed their settings despite knowing they could were less likely to select “do not allow” and “ask app not to track” they were more influenced by the differences in how the prompts were worded.



## **Facebook vs. iOS Privacy Notice Simulations**

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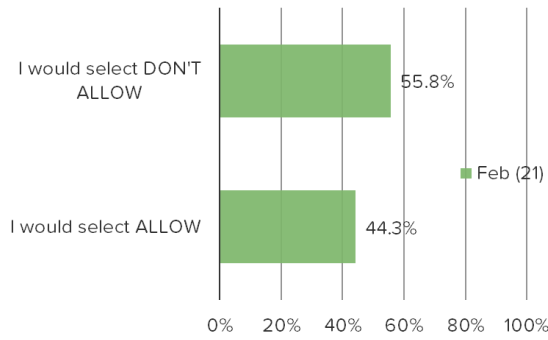
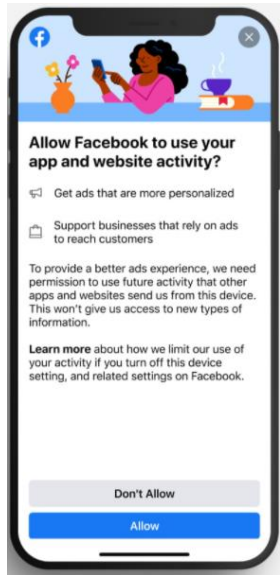
**With Cross-Tab Analysis Noted in Orange Boxes**



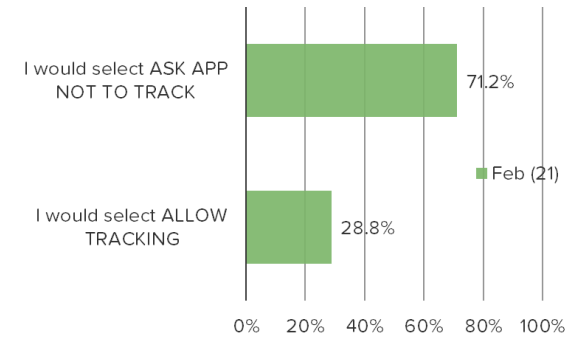
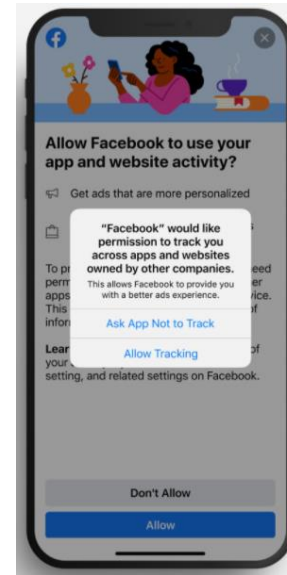
**Picture yourself opening Facebook on your smartphone right now and the pictured screens are shown to you... What would you select?**

*Posed to all respondents who use Facebook.*

*Facebook's Pre-emptive Notice*



*iOS Privacy Notice*



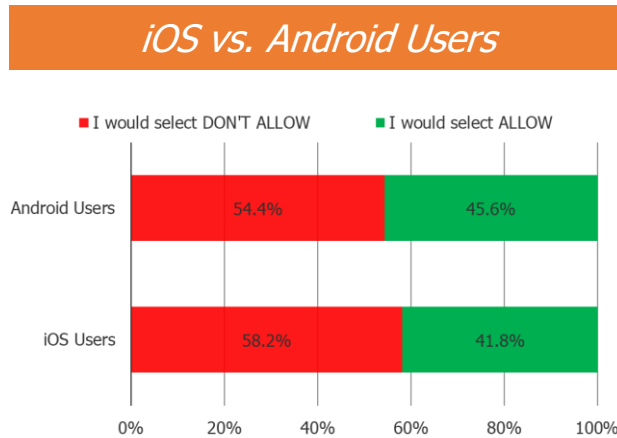
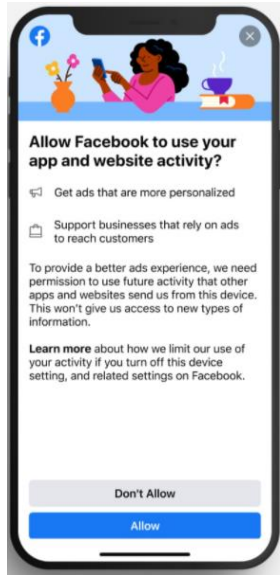
**Takeaway:** An additional 15.5% of Facebook users would select allow if they saw Facebook's notification first, instead of Apple's.



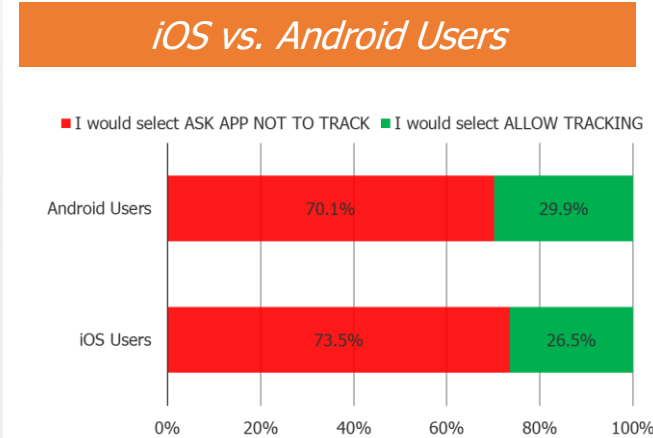
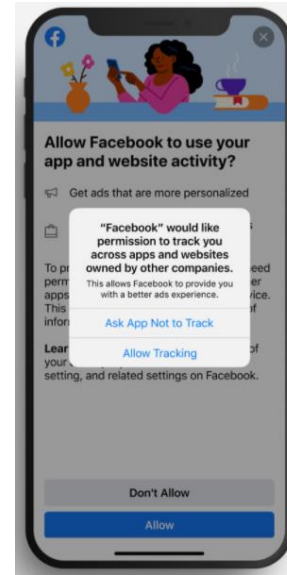
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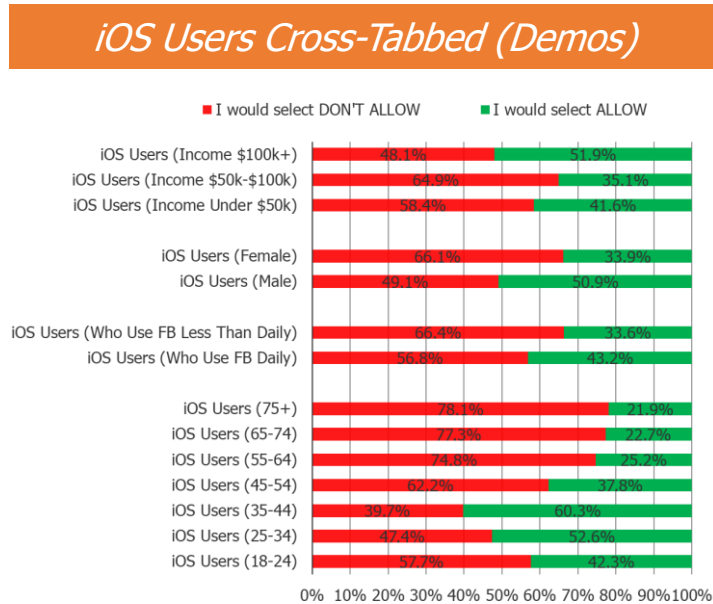
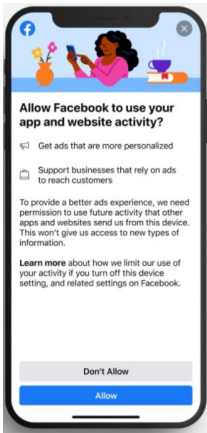
**Takeaway:** An additional 15.3% of iOS Facebook users would select allow if they saw Facebook's notification first, instead of Apple's.



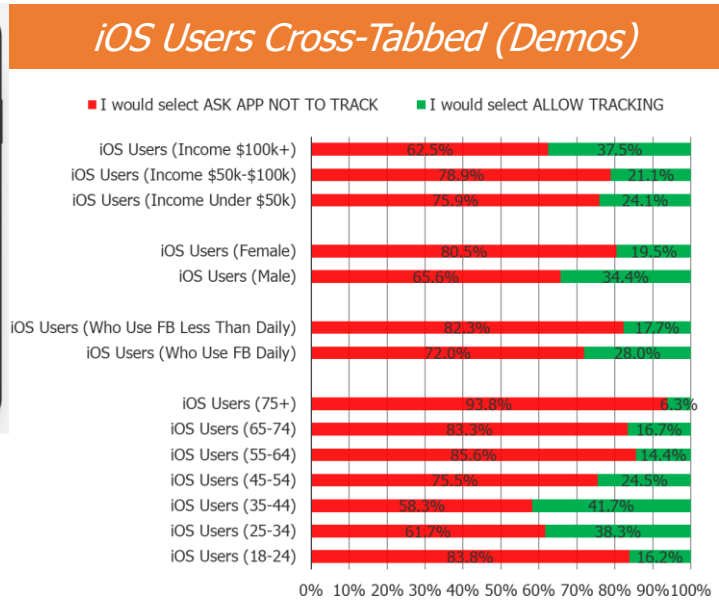
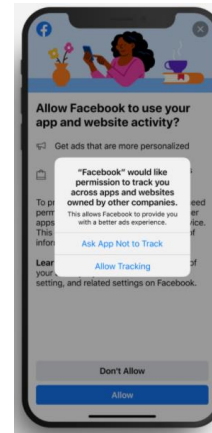
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Facebook's Pre-emptive Notice



iOS Privacy Notice



**Takeaways:**

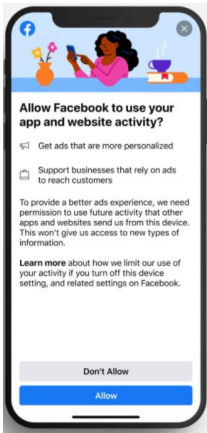
- Virtually all cohorts find Facebook's privacy permission notice more palatable.
- Males are more likely than females to select allow.
- Daily Facebook users are more likely to select allow.
- Younger respondents are more likely to select allow, but notable that within the younger half 18-24 year-olds are more hesitant to allow.



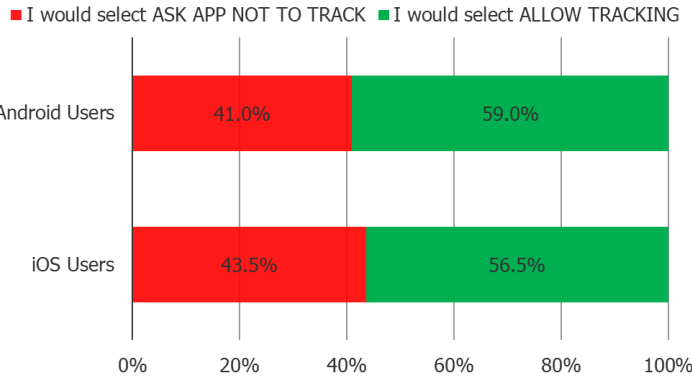
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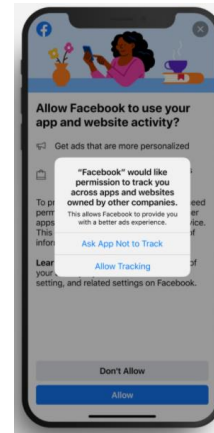
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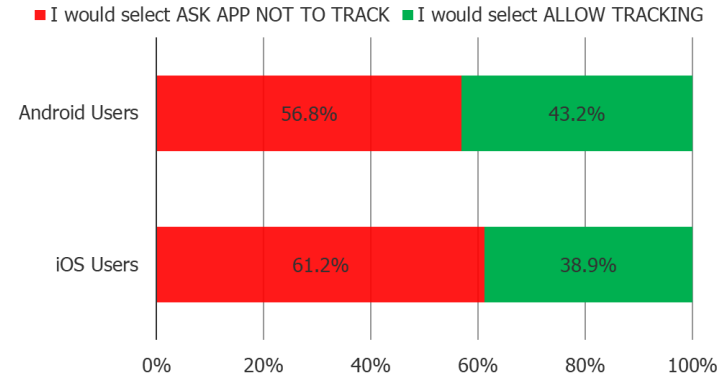
*Account Holders Who Knew You Could Change Your Privacy Settings But Haven't Done So On Their Own Yet.*



*iOS Privacy Notice*



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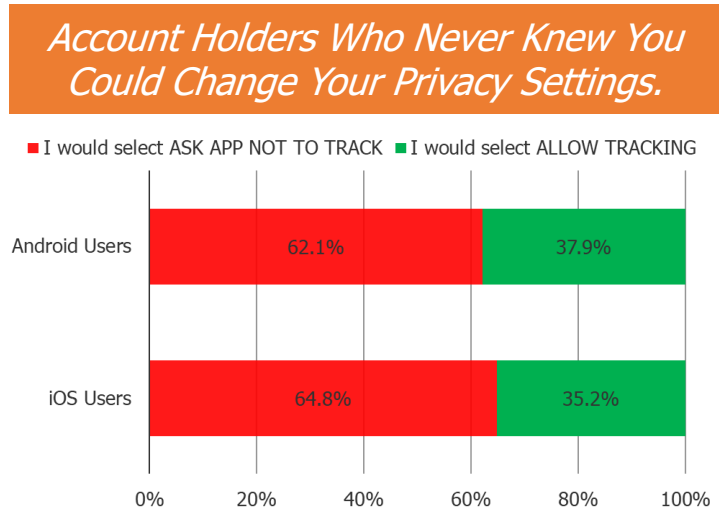
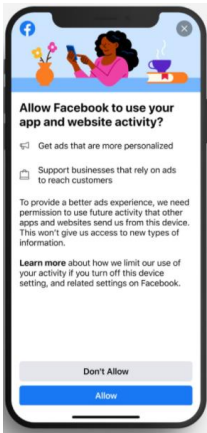
**Takeaway:** The differences in the notices generate an exaggerated difference in response among those iOS users who knew you could change your privacy settings in Facebook but never decided to do so.



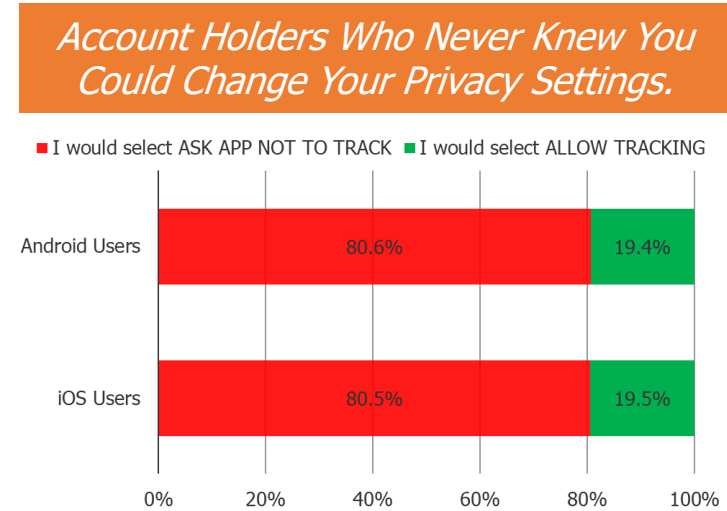
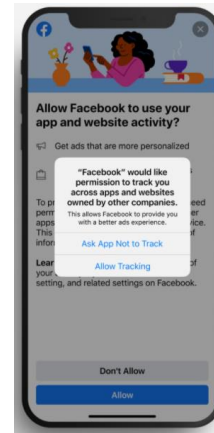
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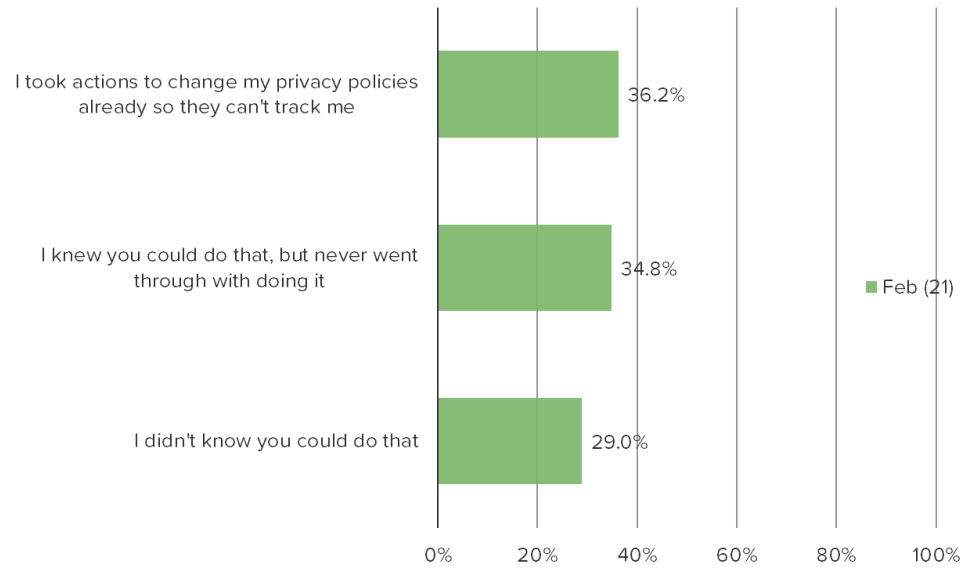


**Takeaway:** Facebook users who did not know you could adjust your privacy settings previously are more likely to not select allow when prompted.

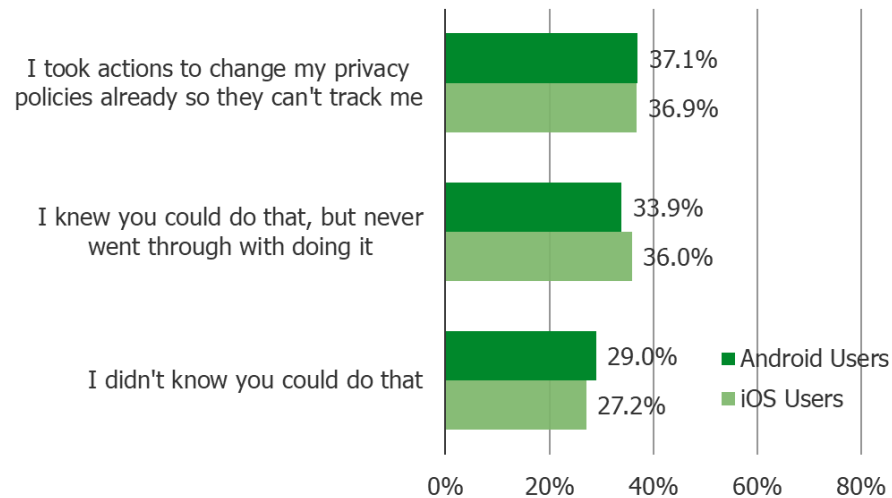


## Before now, have you taken steps to find your privacy settings within Facebook and turn off their ability to track you?

*Posed to all respondents who use Facebook.*



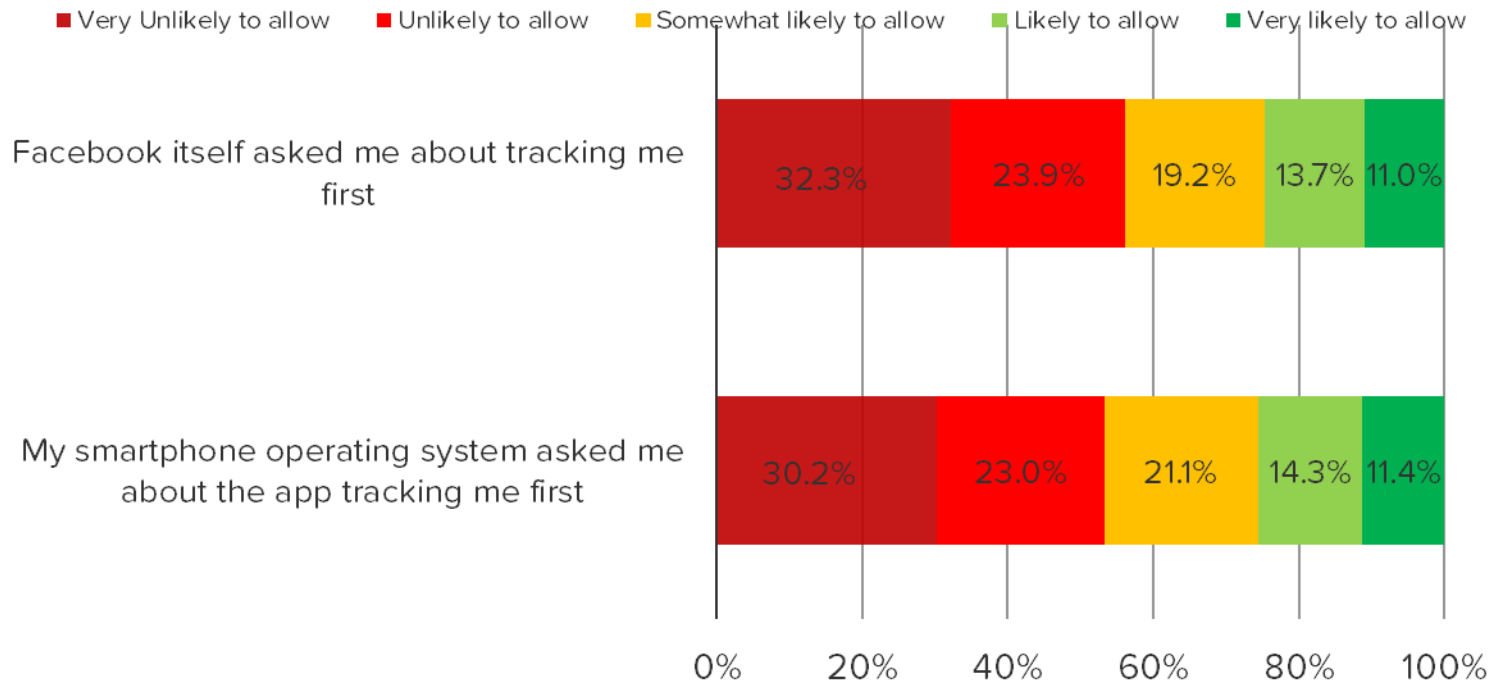
### Cross-Tab Analysis: iOS vs. Android Users





### How likely would you be to choose to ALLOW Facebook to track you on other apps/sites if...

*Posed to all respondents who use Facebook.*

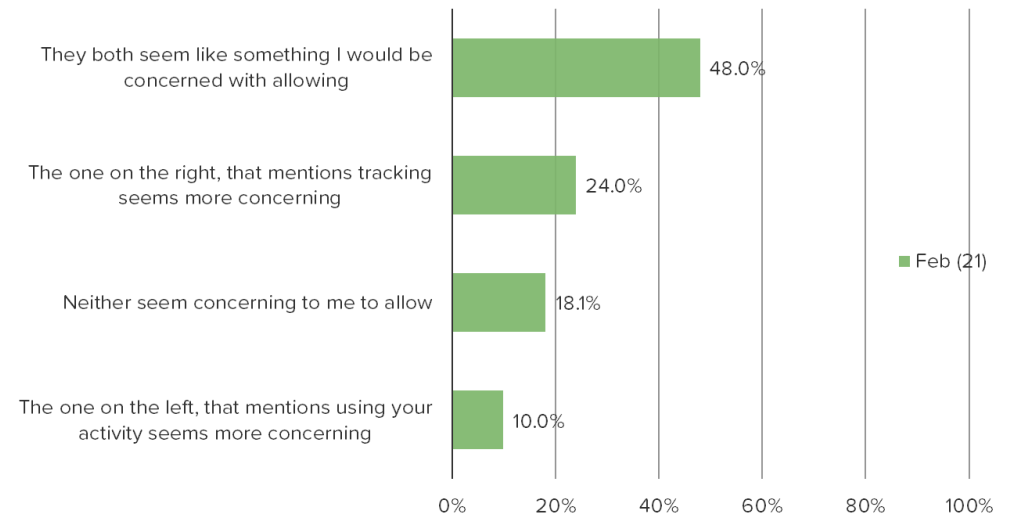
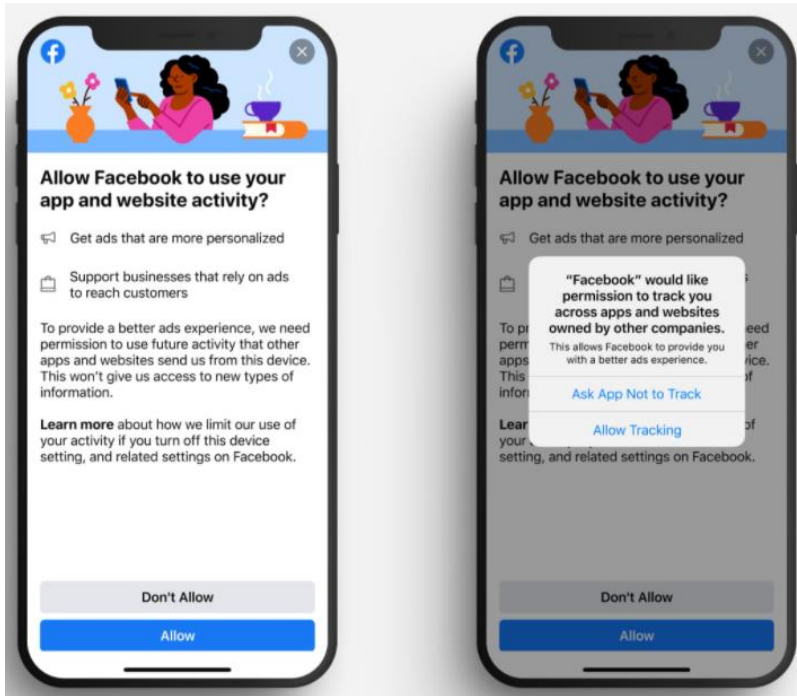


**Takeaway:** It appears to be more about the wording of the notice and the explanation of what they are asking for permission to do, and less about who asks for the permission first.



**In your opinion, does the difference in the messaging above matter in how you perceive what they are asking (ie, in one talking about tracking and the other asking to allow them to use your activity)?**

*Posed to all respondents who use Facebook.*



**Takeaway:** More evidence that when placed side by side next to each other, Facebook account holders find Facebook's notice to be more palatable. Most users find both privacy notices/requests to be concerning, but there is clear evidence that Apple's generates concern in a higher % of people.



## What is your opinion toward apps you use doing the following?...

*Posed to all respondents who use social media sites/apps.*

