



Avast Software

**Mobile Privacy Concerns vs.
Privacy Practices for Mobile Devices**

October 2015



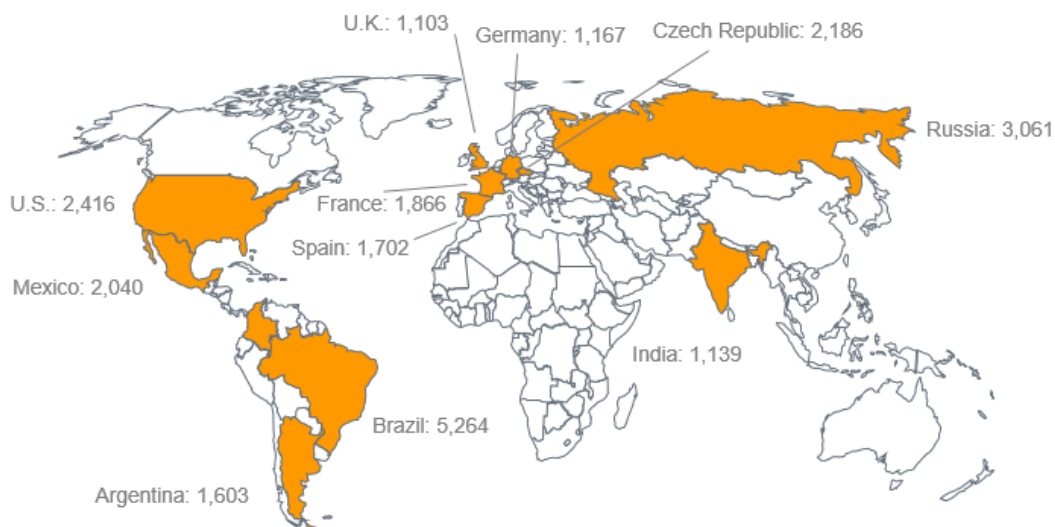
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About “Phone Privacy Survey”

This online survey was conducted in October 2015 by Avast Software to find out how people protect their smartphone’s privacy and which data they value most in order to raise awareness around the importance of smartphone privacy. The survey gathered responses from Avast customers located in eleven countries.

Survey respondents per country



Level of concern that people have about others accessing personal data on their mobile device

Respondents were asked how worried they are about someone accessing private/personal information on their phone.

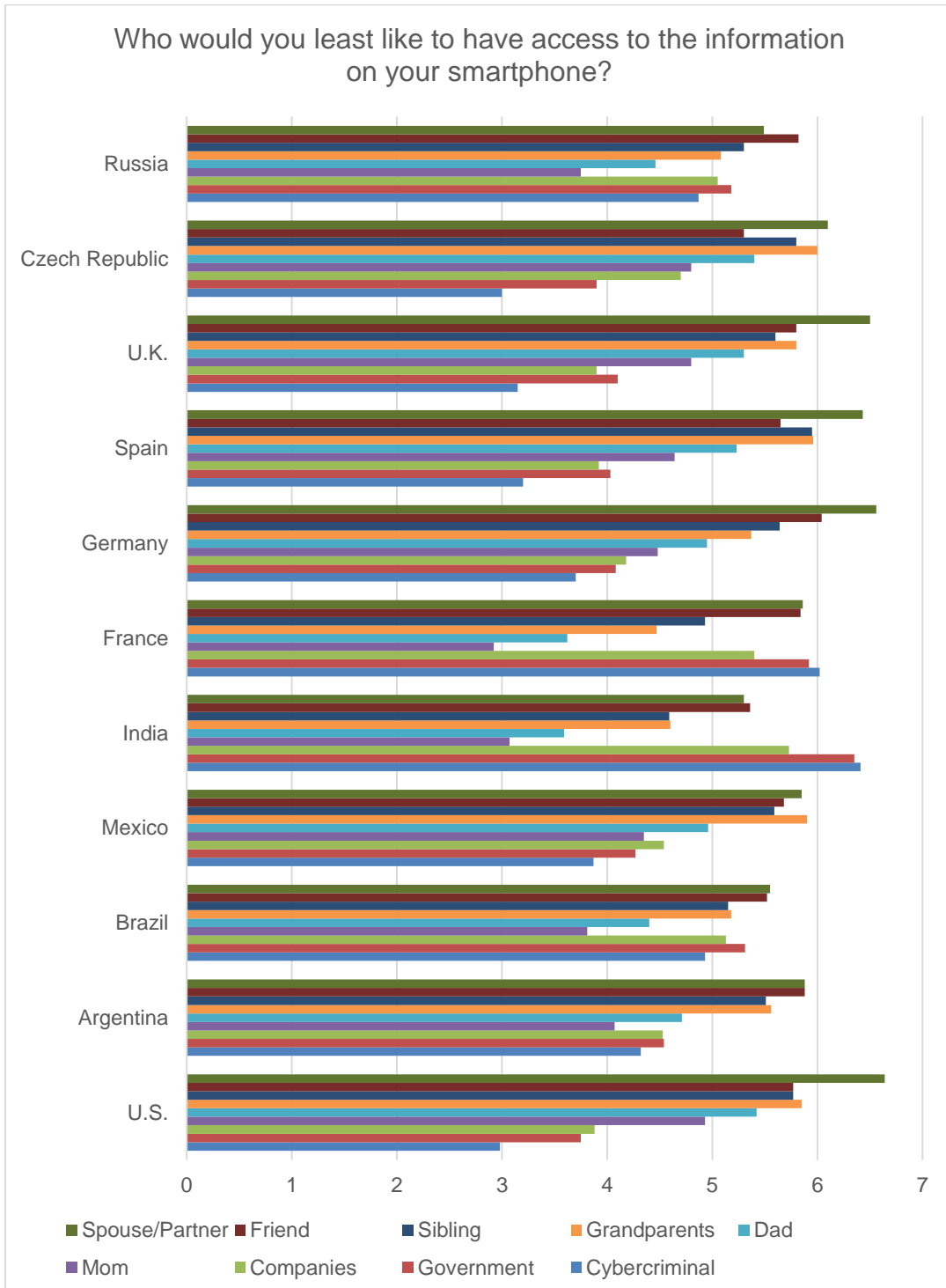
Smartphone users around the world feel unanimously worried that someone will see personal information on their phone. In all countries, only a small minority responded saying that someone accessing private information on their phone doesn't worry them or that they weren't sure if this would worry them.

How worried are you about someone accessing private/personal information on your phone?

The following respondents said they are very worried, worried or somewhat worried:

- 90.6% Brazil
- 85.9% France
- 83.9% India
- 83.9% Russia
- 82.8% Mexico
- 75.1% Spain
- 72.0% U.K.
- 70.5% Argentina
- 69.6% U.S.
- 68.6% Germany
- 68.0% Czech Republic

The survey then asked respondents who it is that they would least like to have gain access to the data on their smartphone. The below graphic shows the results on a scale from 1 to 7 -- 1 meaning that people are most afraid of this entity/person. In most countries, smartphone users are the most afraid of cybercriminals. Curiously enough, in countries including Argentina, Brazil, France, India and Russia, mothers rank first. Government spying ranks second in the U.S., Mexico, Germany and the Czech Republic.





We also analyzed how many people ranked their mom, cybercriminals, the government and spouses first per country.

In France, more than half of smartphone users ranked their mom first as the person they don't want to access their phone. India and Brazil follow with more than 40%. In all countries, we noticed that many respondents 75 years and older said they would least like their mom to access their data but are less afraid of cybercriminals.

The spouse/partner is among the most trusted people; only a few respondents ranked them first as the person they don't want to access their data. Differences can be seen across different countries; however, in France and India, more than 6% mistrust their partner, whereas in France, it's less than 2%.

Only a few people rank governments as the first entity they don't trust. While in Mexico, Argentina, Czech Republic, Germany and the U.S. more than 10% ranked the government first, in countries including Brazil, Russia, France and India, the number is lower than 5%.

Ranked mom first:

France: 58.85% (75+: 95.68%)
India: 46.91% (75+: 36.36%)
Brazil: 41.91% (75+: 74.3%)
Russia: 37.97% (75+: 65.62%)
Argentina: 32.51% (75+: 56.1%)
Mexico: 26.97% (75+: 74.1%)
Germany: 26.84% (75+: 60.66%)
U.K.: 21.57% (75+: 51.79%)
Spain: 21.45% (75+: 58.0%)
Czech Republic: 18.01% (75+: 35.0%)
U.S.: 17.27% (75+: 41%)

Ranked cybercriminals first:

U.K.: 64.33% (75+: 35.7%)
U.S.: 63.3% (75+: 42.4%)
Czech Republic: 60.2% (75+: 47.5%)
Germany: 53.68% (75+: 31.15%)
Russia: 43.75% (75+: 25.0%)
Brazil: 42.83% (75+: 20.3%)
Argentina: 42.73% (75+: 25.61%)
France: 30.36% (75+: 2.88%)
India: 28.07% (75+: 36.36%)
Mexico: 26.97% (75+: 28.6%)
Spain: 21.45% (75+: 30.0%)

Ranked spouse/partner first:

Russia: 6.38%
India: 6.34%
Mexico: 4.88%
Czech Republic: 4.70%
Argentina: 4.36%
Germany: 3.23%
U.S.: 3.93%
Brazil: 3.71%
Spain: 3.45%
U.K.: 2.44%
France: 1.51%

Ranked government first:

Mexico: 12.23%
Argentina: 11.82%
Czech Republic: 11.6%
Germany: 10.81%
U.S.: 10.37%
U.K.: 6.72%
Spain: 5.57%
Brazil: 4.90%
Russia: 4.84%
France: 4.58%
India: 1.65%

Precautions people take to protect their mobile devices

Despite the privacy concerns held by smartphone users, there are many users who do not take the effort to lock their phone. In the U.K., Brazil, Mexico and Argentina well under half of users lock their phone using a PIN or other methods.

Do you lock your phone? The following respondents replied with “Yes”:

Spain: 87.6%
 France: 79.6%
 Germany: 79.8%
 Czech Republic: 69.2%
 Russia: 67.37%
 U.S.: 65.4%
 India: 63.5%
 U.K.: 46.2%
 Brazil: 38.98%
 Mexico: 31.6%
 Argentina: 27.1%

The survey then went on to ask respondents which data would be most painful for them to have accessed by the person they ranked first in their list of people they would least like to have gain access to the data on their smartphone. In nearly all countries, people listed “financial information, like credit card details” as the most painful information to be accessed. Only in Mexico did users list personal information, like home address or birth date first. In India, people mentioned SMS/chat messages first, followed by photos/videos, and in Germany, people listed passwords/credentials as most painful to be accessed.

Which data would be most painful for you to be accessed? Results in %:

	U.S.	BR	AR	MX	IN	ES	FR	DE	CZ	UK	RU
Financial information, like credit card details	32.1	24.3	21.8	23.3	17.4	37.8	31.2	23.7	24.4	42.3	31.3
Social security number	17.5	15.7	1.1	0.6	1.8	0.8	1.8	0.5	6.3	1.0	0.3
Passwords/credentials	14.6	16.9	15.5	11.2	15.2	18.3	25.7	36.8	23.9	17.4	25.5
Personal information, like home address, birth date, etc.	13.0	7.1	17.4	23.3	7.2	11.5	8.1	8.1	13.5	15.9	10.8
SMS/chat messages	5.1	10.6	16.4	16.3	24.6	8.8	12.3	9.5	11.3	5.5	5.3
Photos/videos	3.7	13.9	10.9	13.0	21.7	8.6	7.5	10.1	11.4	5.6	14.9
Web browsing history	3.5	4.4	5.9	5.5	5.9	3.8	4.6	3.6	2.4	3.6	3.0
Work documents	1.4	3.6	4.6	3.4	3.3	3.0	3.8	2.7	2.8	2.4	5.1
Other	9.3	3.5	6.3	4.5	3.0	7.6	5.0	5.02	4.1	6.4	4.0

Predictably, minors are the least concerned about their financial information being accessed. Globally, only 11.73% listed financial information as most painful to be accessed. The biggest fear for this age group is someone accessing their SMS/chat messages (21.85%) or their photos or videos (19.15%).

The survey also asked if respondents ever had someone stumble across private/personal information on their phone and to select all that applied to them.

Indians are affected most – only 40.9% said that it hasn’t happened that someone stumbled across private/personal information on their phone. Overall, most often smartphone users have had someone stumble across intimate text messages.

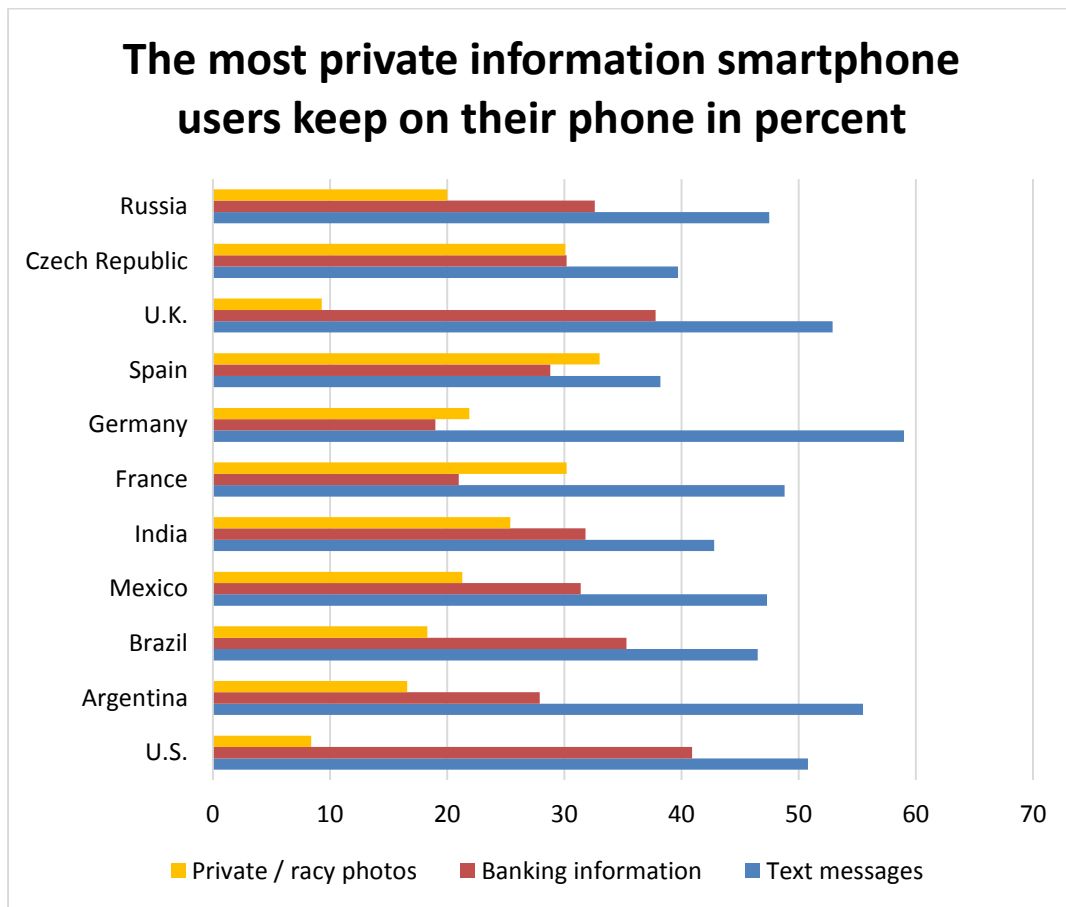
Have you ever had someone stumble across private/personal information on your phone? Results in %:

	U.S.	BR	AR	MX	IN	ES	FR	DE	CZ	UK	RU
Intimate text messages with your partner	7.9	15.4	11.1	17.2	17.9	7.3	6.2	6.3	13.9	7.6	11.5
Sensitive business email	5.1	7.3	5.7	8.9	10.4	3.6	3.9	1.8	3.8	3.8	6.2
Photo of your partner in some stage of undress	4.2	3.9	3.3	4.5	8.8	2.1	2.0	3.1	4.1	3.6	4.7
Photo of you in partial/full undress	4.1	5.6	4.3	5.5	16.1	2.8	2.6	3.5	4.2	4.0	4.4
Medical related email	2.6	2.0	1.6	2.2	4.7	1.1	2.9	2.4	1.1	2.4	4.5
No	72.0	61.1	69.9	59.0	40.9	78.4	77.4	80.2	69.4	77.1	65.3
Other	4.3	2.6	4.0	2.8	1.3	4.8	5.0	2.7	3.4	1.5	3.3

Globally, the age group of 18 – 34 years old has most often experienced someone else accessing private information on their phone against their will – nearly half of them have been affected and often intimate content was accessed. One out of three people in this age group has experienced someone stumbling upon intimate text messages and nude photos of themselves or their partner.

Private information on people's mobile devices

The survey asked respondents what the most private information is that they keep on their phone (several answers were possible). In all regions, people consider text messages to be their most private information. While people in the U.K. and the U.S. are rather careful with storing private or racy photos on their devices, people in Spain, France and the Czech Republic do this fairly openly. People in the U.S., U.K. and Russia are the ones who consider their banking information as the most private information they keep on their phone.



The survey then asked respondents which app holds their most personal information. Responses in %:

	U.S.	BR	AR	MX	IN	ES	FR	DE	CZ	UK	RU
Banking	24.7	17.3	3.6	5.3	14.5	7.3	10.6	9.7	14.5	22.8	22.0
Email	17.0	11.5	17.7	16.1	12.9	21.0	20.1	14.1	13.7	18.2	13.9
Photos	7.9	9.3	9.5	11.4	16.6	13.1	17.2	13.6	17.3	7.6	17.1
Facebook	7.9	11.7	19.0	21.5	10.4	8.0	18.2	6.1	23.2	11.3	1.2
WhatsApp	1.0	26.1	28.6	29.2	28.1	28.2	1.9	23.3	3.1	5.0	2.8
Other	6.9	2.4	2.2	2.2	2.0	2.3	3.1	4.7	4.1	4.8	5.2
None of the above	34.6	21.7	19.1	13.6	15.4	15.2	29.1	23.5	24.1	30.2	37.8

How people value the data on their mobile devices

The survey asked respondents which app they'd choose if they could only password-protect one app on their phone. In all countries, a banking app was most often mentioned. Responses in %:

	U.S.	BR	AR	MX	IN	ES	FR	DE	CZ	UK	RU
Banking	54.9	36.3	18.3	19.3	25.9	43.7	48.1	46.9	50.1	51.8	48.5
Email	16.8	10.8	20.0	18.6	11.5	20.8	14.4	14.9	12.3	19.6	20.3
Photos	8.1	12.1	13.0	14.9	21.1	9.3	17.0	12.4	14.0	7.4	18.4
Facebook	5.5	9.6	13.2	15.9	7.5	3.5	9.8	2.7	14.2	6.8	1.1
Shopping	2.8	0.7	3.3	2.4	0.7	2.4	3.2	1.7	1.1	2.4	1.5
WhatsApp	1.4	26.7	27.7	25.6	31.0	17.6	2.0	16.0	2.0	4.4	3.0
Twitter	0.3	0.5	1.0	0.6	0.2	0.4	1.3	0.2	0.2	0.3	0.6
Other	10.1	3.3	3.4	2.9	2.2	2.5	4.2	5.2	6.2	7.4	6.5

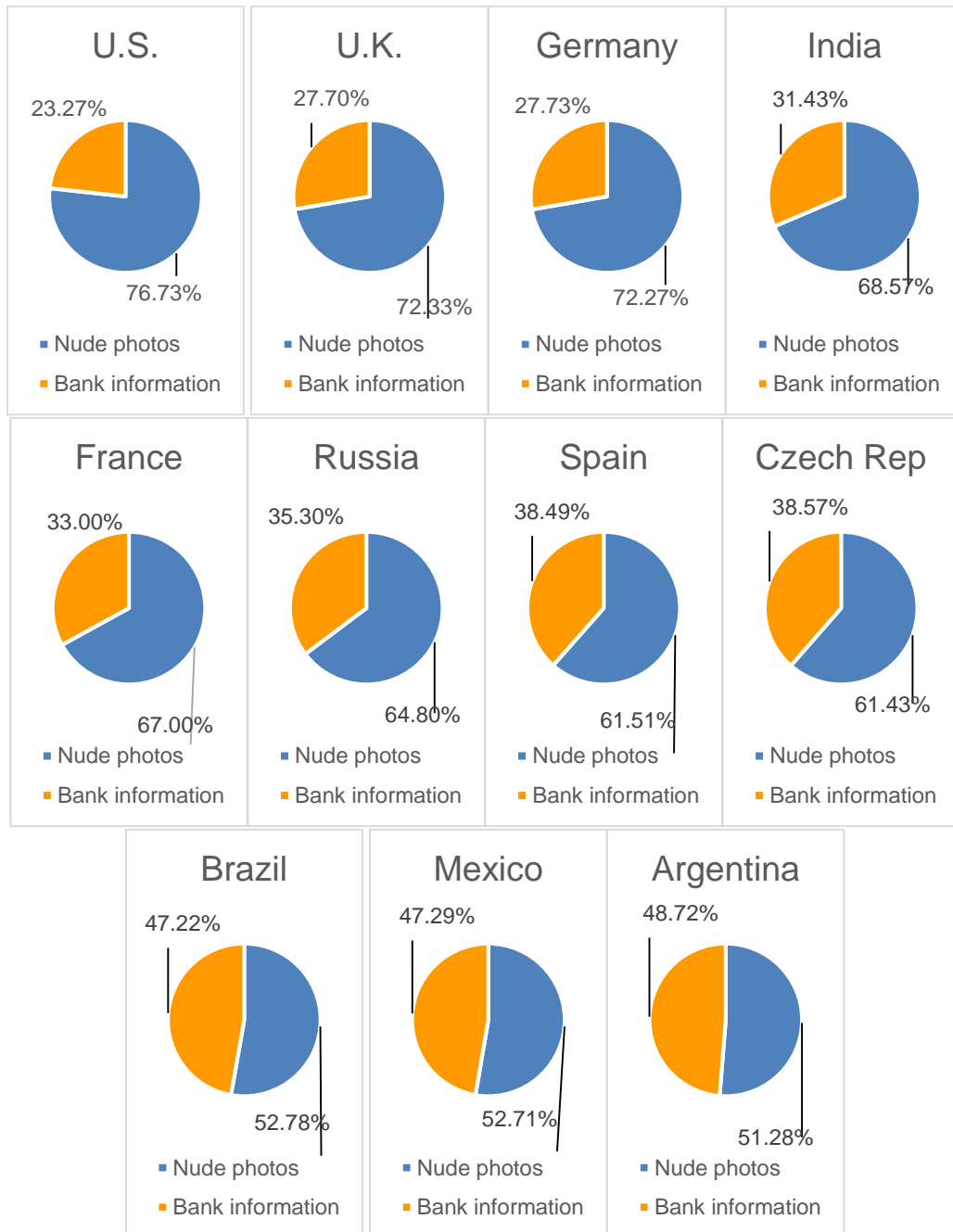
In a global research project conducted with data from the Avast Mobile Security app, Avast found out that the most protected app is WhatsApp and the second most protected apps store photos. Banking apps don't even make it into the list of top 100 apps that people lock.

%	Top Ten Locked Apps
14.3%	WhatsApp
13.2%	Photo gallery apps
9.4%	Facebook
7.8%	Android Settings
7.2%	Google Play
4.8%	Text Messages
2.2%	Contacts
1.4%	Files
0.9%	Chrome Browser

Your money or your life?

When asked if people prefer to have someone access their nude photos or bank account information, it was interesting to see that in all countries, the vast majority said it would be less painful to have someone access nude photos.

Would you rather have someone access your nude photos or your bank account information?





Respondents were also asked how they might feel/what might happen to them if someone scanned the browser history on their mobile device. Most respondents said it wouldn't bother them as they have nothing to hide.

	U.S.	BR	AR	MX	IN	ES	FR	DE	CZ	UK	RU
It wouldn't bother me – I have nothing to hide	67.0	47.7	60.1	55.0	44.0	60.4	43.8	56.3	50.5	64.6	37.2
Angry	17.6	37.2	30.2	33.3	27.7	34.8	36.7	30.5	30.7	20.4	40.6
Embarrassed	13.7	11.2	7.1	9.9	22.0	3.9	17.1	11.2	16.3	12.8	19.4
I'd be single/divorced	1.1	2.9	2.0	1.1	4.4	0.3	2.0	1.5	1.8	0.9	2.2
I'd be fired	0.6	1.0	0.6	0.8	2.0	0.6	0.4	0.5	0.7	1.3	0.6

Conclusion

The majority of smartphone users are worried that someone may access the personal data they keep on their smartphones, especially their financial information. This concern is justified, as a considerable number of respondents have had someone stumble upon their private information in the past.

However, this survey and research data suggests that while people are very concerned about their privacy, they aren't taking too many steps to protect themselves. For example, across the world, more than 40% of smartphone users don't even take the simple step of locking their phones from prying eyes. In addition, people claim to be more concerned about losing their banking data, but when given the choice, many more of them lock their photo apps instead of their banking apps. As is common with many situations, when asked, we give the answers we are supposed to give, but we don't necessarily live by our answers.