EXECUTIVE SUMMARY

PRIVACY AND PERSONAL DATA PROTECTION

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Executive Summary
Privacy and Personal Data Protection 2023

Concern about privacy and personal data protection has been gaining strength internationally with the dissemination of new technologies and the growing digitization of processes in public and private organizations. In this scenario, given the need for updated information about the topic and the context of the implementation of the Brazilian General Data Protection Law (LGPD)[1] in Brazil, since 2021, the Privacy and Data Protection survey has gathered indicators about the practices and perceptions of individuals, enterprises, and public organizations aimed at a culture of data protection in the country. The second edition of the survey brings input to comprehend how the topic has been perceived and incorporated into the day-to-day lives of individuals. At the same time, the survey points to trends concerning the adoption of practices to become adequate for data protection among public and private organizations, indicating points for future actions in the field.

58% OF INTERNET USERS ALWAYS OR ALMOST ALWAYS AGREED WITH PRIVACY POLICIES WITHOUT READING THEM

Internet users

THE PRACTICE OF READING PRIVACY POLICIES

Among the personal data access management practices most carried out by Internet users 16 years old or older, emphasis went to reading privacy policies of web pages or apps (67%), followed by checking the security of web pages or apps (67%), and denying permission for the use of personal data for targeted advertising (66%). Requesting that data processing agents (such as websites, apps, or search engines) delete data continued to be the least mentioned (45%), following the general stability trend of this indicator in relation to the 2021 survey (Chart 1).

The survey also showed that the proportion of Internet users who always agreed with the privacy policies without reading what they say was 26%, while another 32% said they almost always agreed without reading the policies – i.e., 58% of Internet users always or almost always agree with privacy policies without reading them. When disaggregating the indicator by age group, there were relevant differences: Among Internet users 25 to 34 years old, the proportion of those who almost always read the policies was 39%, while among those 45 to 59 years old and those 60 years old or older, this same proportion was 28%.

Still in relation to data protection practices, in 2023, 24% of Internet users 16 years old or older sought out customer service channels to make requests and complaints, or file reports about their personal data. This proportion was higher among male users (27%) than female users (22%), as well as among those with a Tertiary Education (29%) compared to those with a lower education level (23% with up to a Primary and Lower Secondary Education, and 22% with up to a Upper Secondary Education).

[1] Available at: https://www.planalto.gov.br/ccivil_03/_ato2015-2018/2018/lei/l13709.htm

CONCERNS WITH PERSONAL DATA

Regarding activities carried out online, the highest levels of concern were related to making purchases via web pages and apps (29% very concerned and 27% concerned), followed by accessing online banking via web pages or apps (25% very concerned and 24% concerned). These results indicate perceptions by Internet users of a high potential for harm related to data in financial transactions.

Internet users also showed concern about the provision of biometric data at higher proportions than the other types of personal data investigated: 32% said they were very concerned, and 28% said they were concerned (Chart 2). Another category that stood out was health-related data, about which 24% said they were very concerned and 27% concerned. Regarding the type of biometric data provided, the perceptions of risk were associated with greater frequency to the most frequently used categories – fingerprints and facial recognition – the proportions of users who were concerned and very concerned were 86% and 82%, respectively. Regarding the organizations to which they provide biometric data, users expressed higher levels of concern about financial institutions (37% very concerned and 46% concerned), government organizations (35% and 38%), and public transport (34% and 37%).

THERE WAS AN INCREASE IN THE CREATION OF PLANS IN COMPLIANCE WITH PERSONAL DATA PROTECTION AMONG BRAZILIAN ENTERPRISES (FROM 24% TO 32%)

Enterprises

STORAGE OF PERSONAL DATA

According to the survey, most personal data stored by Brazilian enterprises, regardless of size, belonged to clients and users or partners and suppliers. Regarding clients' and users' personal data, the purpose most mentioned by enterprises was contacting them directly, a practice carried out by 70% of enterprises that stored this data (the percentage was stable in relation to 2021, when this figure was 71%). The second most mentioned purpose was checking their credit records, reaching 45% of enterprises.

In the case of the personal data of personnel, in turn, there is a common practice among enterprises of all sectors of the economy, related to the greater use of these data to control entry into and exit from work locations – indicating use associated with security aspects. One of the effects of the greater use of personal data to control access, as well as the dissemination of the Internet of Things (IoT) among enterprises, is the type of sensitive data stored: In 2021, 24% of enterprises stored biometrics, a proportion that rose to 30% in 2023 (Chart 3).

INTERNAL CAPACITIES

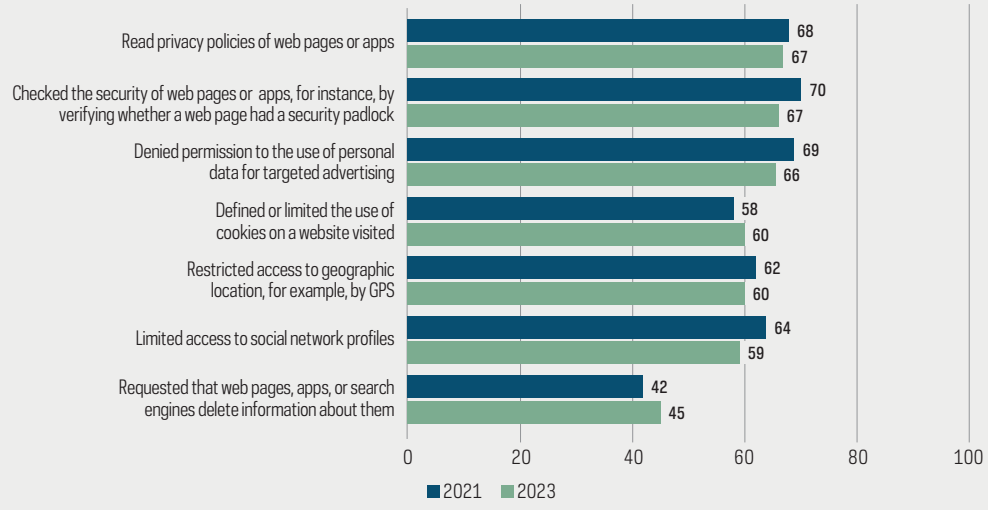
One central point for creating a culture of data protection in enterprises is the awareness that most organizations, regardless of size and sector, handle personal data at some point in their operations. An essential aspect is the presence of specific areas or personnel responsible for the topic. In 2021, 23% of enterprises had this type of structure, going to 25% in 2023, which reflects stability in the indicator (Chart 4).

One of the highlights of the last survey edition was the convergence between digital security aspects and personal data protection, exemplified by the presence of information technology (IT) areas that spearheaded actions related to the LGPD. This standard was maintained in the second edition among enterprises with areas or persons responsible for data protection; most came from the IT area (69% in 2021 and 68% in 2023).

CHART 1

INTERNET USERS BY PERSONAL DATA ACCESS MANAGEMENT PRACTICES (2021-2023)

Total number of Internet users 16 years old or older (%)



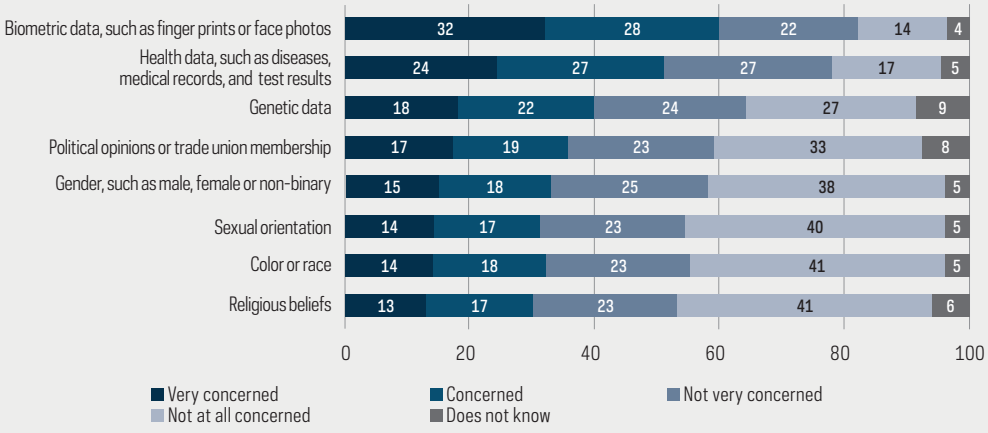
Among Internet users who sought services regarding their personal data...

77%	69%	51%	35%
attempted to resolve their requests directly with data controllers	opted for consumer complaint websites	sought out consumer protection agencies	sought out the National Data Protection Authority (ANPD)

CHART 2

INTERNET USERS BY LEVEL OF CONCERN ABOUT PROVISION OF SENSITIVE PERSONAL INFORMATION (2023)

Total number of Internet users 16 years old or older (%)



COMPLIANCE WITH THE LGPD

Between 2021 and 2023, there was an increase in the actions of enterprises to comply with the LGPD by making changes to ongoing contracts (28% to 35%) and creating personal data protection compliance plans (24% to 32%). Making changes to ongoing contracts was the most prominent action in the construction, transportation, accommodation and food services, information and communication, and professional activities and service sectors. A suggested distinction is that in the first three sectors, which are more labor intensive, there is a more significant concern about the personal data of personnel, while in the others the issue was about safeguarding the enterprises in terms of the data processing of clients or users.

Survey methodology and access to data

The Privacy and Personal Data Protection 2023 survey gathered unpublished data collected by different surveys conducted by the Regional Center for Studies on the Development of the Information Society (Cetic.br) with individuals, enterprises, and public organizations in Brazil. The ICT Panel survey interviewed, via an online questionnaire, 2,618 Internet users 16 years old or older in December 2023. The ICT Enterprises 2023 survey included a specific module on the processing of personal data in the private sector. Interviews were conducted with 2,075 enterprises between August and December 2023. In addition to the unprecedented results, an analysis of Brazilian public organizations was carried out based on indicators related to privacy and personal data protection in the ICT Electronic Government 2023, ICT in Health 2023, and ICT in Education 2022 and 2023 surveys. The results of the surveys are available on Cetic.br|NIC.br's website (https://www.cetic.br). The "Methodological Report" can be accessed in both the printed publication and the website.

Privacy and personal data protection in the public sector

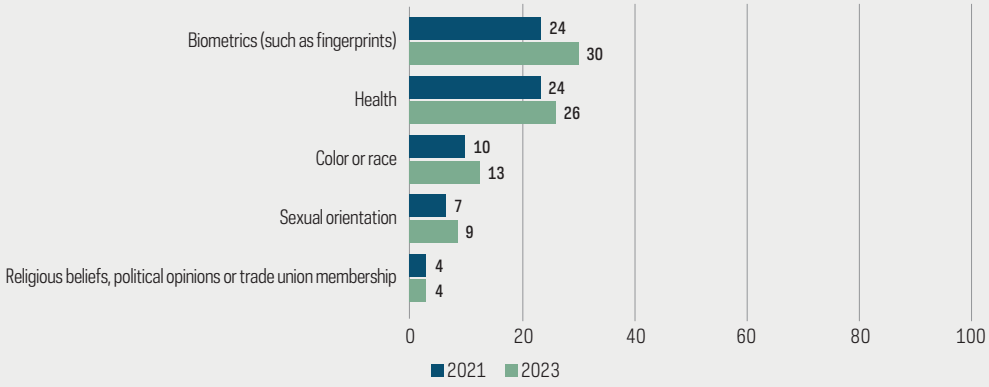
The second edition of the Privacy and Personal Data Protection survey dedicated a chapter to the public sector through indicators from the ICT Electronic Government 2023, ICT in Health 2023, and ICT in Education 2022 and 2023 surveys. Aspects related to the topic in federal and state government organizations and local governments, as well as public healthcare and Basic Education facilities, were presented.

The analysis of these indicators shows advancements in the compliance of these institutions since the enactment of the LGPD, like the expanded presence of documents that define data protection and information security policies. However, the indicators reveal the need to expand actions regarding developing a data protection culture and creating security and risk prevention measures aimed at this area. These demands include a more significant presence of areas and persons that work with the topic in public entities, as well as the implementation of training, capacity-building, and awareness-raising initiatives for civil servants and the population in general.

CHART 3

ENTERPRISES BY TYPE OF PERSONAL DATA STORED (2021-2023)

Total number of enterprises (%)



32% of enterprises created compliance plans for personal data protection

25% of enterprises created personal data retention and discard plans

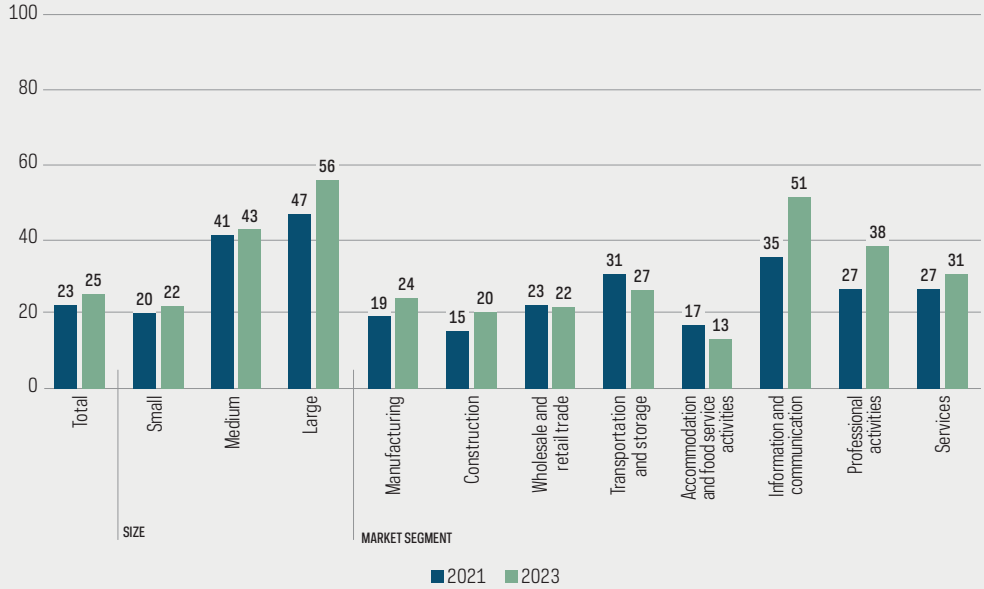
25% of enterprises created security incident policies involving personal data

20% of enterprises prepared personal data protection impact reports

CHART 4

ENTERPRISES BY PRESENCE OF SPECIFIC AREAS OR EMPLOYEES RESPONSIBLE FOR PERSONAL DATA PROTECTION, SIZE AND SECTOR (2021-2023)

Total number of enterprises (%)



ABOUT CETIC.br

The Regional Center for Studies on the Development of the Information Society, a department of NIC.br, is responsible for producing indicators and statistics on the access and use of the Internet in Brazil, disseminating analyzes and periodic information on the Internet development in the country. Cetic.br is a Regional Study Center, under the auspices of UNESCO. More information at http://www.cetic.br/.

ABOUT NIC.br

The Brazilian Network Information Center – NIC.br (http://www.nic.br/) is a non-profit civil entity, which in addition to implementing the decisions and projects of the Brazilian Internet Steering Committee, has among its attributions: coordinate the registration of domain names – Registro.br (http://www.registro.br/), study, address and handle security incidents in Brazil – CERT.br (http://www.cert.br/), study and research network technologies and operations – CEPTRO.br (http://www.ceptro.br/), produce indicators on information and communication technologies – Cetic.br (http://www.cetic.br/), implement and operate Internet Exchange Points – IX.br (http://ix.br/), enable the participation of the Brazilian community in the global development of the Web and support the formulation of public policies – Ceweb.br (http://www.ceweb.br), and host the Brazilian W3C office (http://www.w3c.br/).

ABOUT CGI.br

The Brazilian Internet Steering Committee, responsible for establishing strategic guidelines related to the use and development of the Internet in Brazil, coordinates and integrates all Internet service initiatives in the country, promoting technical quality, innovation and dissemination of the services offered. Based on the principles of multistakeholderism and transparency, CGI.br represents a democratic Internet governance model, internationally praised, in which all sectors of society participate equitable in the decision-making. One of its formulations is the 10 Principles for the Governance and Use of the Internet in Brazil (http://www.cgi.br/principios). More information at http://www.cgi.br/.

Access complete data from the survey

The full publication and survey results are available on the **Cetic.br** website, including the tables of proportions, totals and margins of error.

ACCESS
WWW.CETIC.BR