

Invitation email: Student perceptions of online privacy – We welcome your views

The Open University
Walton Hall
Milton Keynes
MK7 6AA
United Kingdom
Tel +44 (0)1908 652422/3
www.open.ac.uk



Student perceptions of online privacy - We welcome your views

Dear \${m://FirstName},

At the Open University, we are really interested in the opinions and practices of students around issues relating to online privacy and the choices we each make when we engage in online activities. The Open University was the first higher education institution in the world to introduce a [Policy on the Ethical Use of Student Data](#). We aim to ensure that we are ethical and transparent in our collection and use of your data to support you in reaching your study goals. The work undertaken as part of the policy development has prompted further research about our students' online privacy perceptions and practices.

When we use online services, apps and websites, we often share data without really considering the implications. At the same time, there are growing concerns regarding the privacy of our online data and interactions.

How will you benefit from completing the questionnaire?

By completing the questionnaire you will provide insight into perceptions, practices and concerns around online data privacy. This will help to further inform how the Open University is able to respond in ethical and transparent ways and may also raise your own awareness of issues surrounding data security and privacy.

If you are willing to participate in this research, please use the link below.

[\\${l://SurveyLink?d=To access the survey, please click here.}](#)

Or copy and paste the URL below into your internet browser:
\${l://SurveyURL}

If you have any technical difficulties accessing or completing the survey, please email the Quality Enhancement and Learning Analytics Survey Team: Surveys@open.ac.uk or telephone them on +44 (0)1908 652422/3.

Completing this questionnaire should take you about 20 minutes.

Please note: this survey has been designed for use on a desktop or laptop computer, therefore we cannot guarantee full accessibility via a handheld device, such as an iPad or smartphone.

Thank you very much for your time! Your input is much appreciated.

Best wishes,

**** *****

Faculty of Business and Law

Email: ****@open.ac.uk

Data Protection Information:

The data you provide will be processed and stored in accordance with The Open University's [Student Privacy Policy](#). Raw data will be seen only by Open University staff. Aggregated and fully anonymised data will be used for research and quality improvement purposes at The Open University and beyond, and may be published in Open University reports, academic journals, or in other public contexts. You may withdraw your data at any time up until when the data is aggregated.

The Open University is incorporated by Royal Charter (RC 000391), an exempt charity in England & Wales, and a charity registered in Scotland (SC 038302). The Open University is authorised and regulated by the Financial Conduct Authority.

Follow the link to opt out of future emails:
\${!://OptOutLink?d=Click here to unsubscribe}

Reminder email: Student perceptions of online privacy – We would still like to hear your views

The Open University
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Tel +44 (0)1908 652422/3
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Student perceptions of online privacy - We would still like to hear your views

Dear \${m://FirstName},

We recently sent you an invitation to participate in a short survey designed to explore how you feel about uses of online tools and personal data. This survey will help to further inform how the Open University is able to respond in ethical and transparent ways.

If you are able to participate in this research, please use the link below.

[\\${l://SurveyLink?d=To access the survey, please click here.}](#)

Or copy and paste the URL below into your internet browser:

[\\${l://SurveyURL}](#)

Completing this questionnaire should take you about 20 minutes. We would be grateful if you are able to complete the survey by 9 August 2018.

If you have any technical difficulties accessing or completing the survey, please email the Quality Enhancement and Learning Analytics Survey Team: Surveys@open.ac.uk or telephone them on +44 (0)1908 652422/3.

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Thank you very much for your time! Your input is much appreciated.

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Questionnaire:

2018-1-45 - Student perceptions of online privacy - *****

Start of Block: Welcome

Welcome Thank you for answering the following questionnaire.

Accessibility If you have a disability or an additional requirement that makes it difficult for you to complete the questionnaire online, please email the Survey Team: surveys@open.ac.uk or telephone them on +44(0)1908 652422/652423.

The questionnaire has been designed for use on a desktop or laptop computer, therefore cannot guarantee full accessibility via a handheld device (such as a smartphone or tablet computer).

Please click on the 'Next' button below to continue, and where available use the 'Back' button in the questionnaire to navigate back through the questionnaire. **Data**

Protection The data you provide (i.e. your responses to the questionnaire) will be processed and stored in accordance with The Open University's [Student Privacy Policy](#). You may withdraw your data at any time up until when the data is aggregated.

End of Block: Welcome

Start of Block: Questions

H1 AWARENESS OF USES OF PERSONAL DATA

Q1 There is increasing evidence that our personal data is collected when we are online. How worried are you about the collection and/or use of your data?

(Please select one only)

- ☐ Not all worried (1)
 - ☐ A little worried (2)
 - ☐ Quite worried (3)
 - ☐ Very worried (4)
 - ☐ Not sure (5)
-

Q2 When you use online sites your personal and online activity data may be collected. How acceptable to you would it be if:
(Please select one only in each row)

	Not at all acceptable (1)	A little acceptable (2)	Quite acceptable (3)	Very acceptable (4)	Not sure (5)
Personal data is collected and used in order to offer you a better service or better product (e.g., offers based on your buying or search patterns) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your personal and online activity data is shared in a personally identifiable way with third parties (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data is shared in an anonymised format with third parties (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are offered specific benefits in exchange for tracking you online and assured that your data will not be shared with third parties (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You are offered specific benefits in exchange for tracking you online on condition that your data will be shared with third parties (5)



Page Break

Q3 When you already enjoy the personalised benefits of the services of an online provider, what action might you take if you later discover that your online activities and data is tracked and shared with third parties?

(Please select one only)

- ☐ No action (1)
 - ☐ I would be more careful what I shared (2)
 - ☐ I would think about deleting my profile/account (3)
 - ☐ I would definitely delete my profile/account (4)
 - ☐ Not sure (5)
-

Q3a Any general comments relating to capture and use of your personal data?

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H2 BEING ONLINE

Q4 How often are you typically online (excluding email)?

(Please select one only)

- ☐ Never (1)
 - ☐ Occasionally (2)
 - ☐ Quite often - most days (3)
 - ☐ A lot - several times each day (4)
 - ☐ Not sure (5)
-

Q5 How often do you use:

(Please select one only in each row)

	Never (1)	Rarely (2)	Quite often - most weeks (3)	A lot - most days (4)	Not sure (5)
Twitter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online texting services, such as Snapchat, Whatsapp or Messenger (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picture- sharing services, such as Pinterest or Instagram (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online search engines, such as Google (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skype, FaceTime or an equivalent real-time online calling service (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping sites, such as Amazon, eBay (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online
service sites,
such as
banking, etc
(10)



Q5a Any comments about your use of social media and other online services?

Page Break

H3 WHAT ACTIONS, IF ANY, DO YOU TAKE TO PROTECT YOUR PRIVACY ONLINE?

Q6 Think of your answers in Section B. Have you read the Terms and Conditions for the online services you use?

(Please select one only in each row displayed)

	Yes, fully (1)	Yes, skim read (2)	No, not at all (3)	Not applicable (4)
Twitter (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online texting services, such as Snapchat, Whatsapp or Messenger (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picture-sharing services, such as Pinterest or Instagram (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online search engines, such as Google (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skype, FaceTime or an equivalent real-time online calling service (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping sites, such as Amazon, eBay (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online service sites, such as banking, etc (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Have any of your online accounts ever been hacked or compromised?

(Please select one only)

- ☐ Never (1)
- ☐ Once (2)
- ☐ More than once (3)
- ☐ Frequently (4)
- ☐ Not sure (5)

Page Break

Q8 How often do you:

(Please select one only in each row)

	Not at all (1)	Occasionally (2)	Quite often (3)	A lot (4)	Not sure (5)
Change your online passwords (excluding work systems which may require this)? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delete your online search history from your search engines? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a temporary email address while using the Internet or online services? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encrypt your calls? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encrypt your text messages? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encrypt your email? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give inaccurate or misleading information about yourself to a service provider in exchange for a service? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Delete or edit
a post you
have made
because you
feel that it
revealed too
much about
yourself? (8)

☐☐☐☐☐

Ask someone
to remove
something
that they
have posted
about you
online? (9)

☐☐☐☐☐

Refuse to
provide
information
about
yourself that
isn't relevant
to an online
transaction
(even if it
means that
you cannot
complete the
transaction)?
(10)

☐☐☐☐☐

Decide not to
use a website
because they
asked for
your real
name or
personally
identifiable
information
such as a
physical
home
address? (11)

☐☐☐☐☐

Q9 Have you installed software (such as DoNotTrack, DuckDuckGo or Ghostery) on your devices that prevent online providers from either tracking your online behaviour or storing your personal information?

(Please select one only)

- ☐ No (1)
 - ☐ On some devices (2)
 - ☐ On most devices (3)
 - ☐ On all devices (4)
 - ☐ Not sure (5)
-

Q10 The first time you use an online service and the provider asks you to install a cookie on your device in order to continue, do you accept the cookie and continue?

(Please select one only)

- ☐ Never (1)
 - ☐ Occasionally (2)
 - ☐ Quite often (3)
 - ☐ Always (4)
 - ☐ Not sure (5)
-

Q11 Do you think that people should have the ability to use the internet completely anonymously for certain kinds of online activities without being tracked at all in a

personally identifiable manner?

(Please select one only)

- ☐ No (1)
- ☐ On special occasions or in public spaces (2)
- ☐ Whenever they wish (3)
- ☐ Always, by default (4)
- ☐ Not sure (5)

Page Break

Q12 Privacy means different things to different people today. Thinking about all of your daily interactions - both online and offline - how important is it for you to be in control of who can get information about you?

(Please select one only)

- ☐ Not at all important (1)
 - ☐ A little important (2)
 - ☐ Quite important (3)
 - ☐ Very important (4)
 - ☐ Not sure (5)
-

Q12a Why do you feel this?

Q13 How important is it to you that no-one watches you or listens to you (online or offline) without your permission?

(Please select one only)

- ☐ Not at all important (1)
 - ☐ A little important (2)
 - ☐ Quite important (3)
 - ☐ Very important (4)
 - ☐ Not sure (5)
-

Q13a Why do you feel this?

Page Break

Q14 How important is it to you to control what information is collected about you?
(Please select one only)

- ☐ Not at all important (1)
 - ☐ A little important (2)
 - ☐ Quite important (3)
 - ☐ Very important (4)
 - ☐ Not sure (5)
-

Q14a Why do you feel this?

Q15 Our feelings about our own online privacy may be linked to how safe we feel in a particular online environment - which in turn affects our sense of control and may impact on the information we go on to share, and vice versa. Which ONE of the following elements is the most important for you in an online environment:
(Please select one only)

- ☐ Control (over which data I choose to add) (1)
 - ☐ Privacy (who sees and uses my data) (2)
 - ☐ Safety (how secure I feel on the site) (3)
-

Q15a Any comments about how you feel about online privacy in general?

Page Break

H4 FINAL THOUGHTS - YOUR ONLINE DIGITAL DATA AT THE OPEN UNIVERSITY

The Open University has a policy covering the ethical use of student data for learning analytics. [Click here for further information.](#)

Q16 How comfortable are you with the Open University collecting data regarding your studies and online engagement in order to improve the effectiveness of our services and support to you?

(Please select one only)

- ☐ Not at all comfortable (1)
 - ☐ A little comfortable (2)
 - ☐ Quite comfortable (3)
 - ☐ Very comfortable (4)
 - ☐ Not sure (5)
-

Q16a Why do you feel this?



Q17 How do you think you should be informed about the uses of your data to support your study experience?

(Please select all that apply)

- ☐ As part of initial registration (1)
 - ☐ After initial registration, as part of registration documentation (2)
 - ☐ As part of every (module) registration (3)
 - ☐ Regular emails (4)
 - ☐ Regular posts on StudentHome (5)
 - ☐ Via existing policy documents (6)
-

Q17a Any other suggestions?

Page Break

Q17b Please now rank them in their order of importance:

1 = Most important 2 = Second most important 3 = Third most important etc.

(Please drag and drop the options into the required rank order)

- _____ As part of initial registration (1)
- _____ After initial registration, as part of registration documentation (2)
- _____ As part of every (module) registration (3)
- _____ Regular emails (4)
- _____ Regular posts on StudentHome (5)
- _____ Via existing policy documents (6)

End of Block: Questions

Start of Block: Thank you

**Thank you for your willingness to participate in this survey. We really appreciate it.
Please click on the 'Next' button below to record your responses.**

You will then be redirected to The Open University website where you can either just close the browser window, or continue using the website.

End of Block: Thank you
