

SCU STUDENTS ON PERSONAL DATA COLLECTION

A 2020-2021 survey of the Santa Clara University student body assessed attitudes regarding the collection of personal data.

RIGHT TO PRIVACY

82.4 % of students believe that digital privacy should be a human right.

71.3% of students believe that digital privacy should mimic the privacy that one feels at home.

ALARM AT RATE OF COLLECTION

89.7% of students believe the collection, use, and sale of their personal data is alarming.

Most students, 71.2%, feel to a high degree that they are being tracked online.

WHAT ROLE SHOULD THE FEDERAL GOVERNMENT PLAY

88.2% of students believe that the US federal government should regulate the collection, use, and sale of personal data.

46% of students believe that the US federal government has the greatest duty to protect individual's personal data and ensure their digital privacy, while 27.6% believe that corporations should have that responsibility, 21.8% believe the individual has that responsibility, and 4.6% believe that it should be the responsibility of state governments.

89.7% of students wish that the US federal government would do more to protect their personal data while online.

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STEPS TAKEN TO PRESERVE PRIVACY

While online, 42.5% of students consider their personal privacy with a high level of frequency.

32.5 % of students take many steps to ensure that their personal data and digital privacy are protected while online.

TRUST IN FEDERAL GOVERNMENT

88.5% of students believe that the US federal government and state governments should not have the right to surveil your digital activity while at home.

81.6 % of students don't trust the US federal government when it comes to matters of personal data, the internet, and digital privacy.

ANALYSIS

- Students place a high level of importance on digital privacy.
- Students exhibit behavior in line with the privacy paradox.
- Students are distrustful of the federal government in regard to issues relating to the internet, personal data, and technology.
- Students desire for the federal government to more strongly regulate personal data collection.

Please visit the Markkula Center's webpage for a more complete analysis and graphics.

<https://www.scu.edu/ethics/>