



euroconsumers

COVID19 Apps: Data Privacy & the consumer perspective

24th April 2020

SURVEY

DATA PROTECTION, PRIVACY RIGHTS AND THE CORONAVIRUS



ITALY



PORTUGAL



SPAIN



BELGIUM

Consumers understand the potential of COVID-19 apps

Most consumers believe technology can play a positive role in the fight against coronavirus



A Majority believes that contact tracing can help save lives



66% in Belgium



67% in Spain



73% in Italy



78% in Portugal

OVER 60%

of respondents agree the use of personal data can help fighting the diseases



However, public support depends largely on whether these apps use anonymised data.

However, citizens concerned about potential privacy violations



55%

in Belgium

71%
in Portugal

Most consumers agree the experience of Asian countries such as China and South Korea shows the use of personal data is essential to fight COVID-19



60-70%

of consumers are also concerned about potential privacy violations!

**OVER
75%**

of respondents from the four countries agree that anonymised data can never truly be anonymous.

Consumers trust on technology to deliver privacy-friendly contact tracing apps



Over half of the population agrees a temporary erosion of privacy is acceptable to fight the pandemic



OVER
70%

is also convinced that technology solutions enabling personal data use in the fight against COVID-19 can be identified, while safeguarding privacy.



Lawmakers need to take all necessary steps to minimise potential breaches of data privacy, primarily by prioritising, when possible, the anonymity of data.