

**APPENDIX C:  
DATA TABLES**



**TABLE 1**

**Percent of Web Sites That Collect Personal Information<sup>1</sup>**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Collect Personal Information:</b>	97% (95.0%-98.8%) <sup>2</sup>	326/335	99% <sup>3</sup>	90/91	99% (+/- 0.8%) <sup>4</sup>
<b>Collect Personal Identifying Information:</b>	97% (94.2%-98.3%)	324/335	99%	90/91	99% (+/- 0.9%)
<b>Collect Personal Identifying Information Other Than Email:</b>	87% (82.8%-90.3%)	291/335	96%	87/91	94% (+/- 2.7%)
<b>Collect Email:</b>	96% (92.7%-97.5%)	320/335	99%	90/91	98% (+/- 1.0%)
<b>Collect Non-Identifying Information:</b>	68% (62.5%-72.7%)	227/335	77%	70/91	76% (+/- 5.2%)
<b>Collect Non-Identifying Information Only:</b>	1% (0.1%-2.1%)	2/335	0%	0/91	0% (+/- 0.2%)

1. "Personal Information" is defined to include any of the following: personal identifying information (*e.g.*, name, postal address, email address, telephone number); and non-identifying information, including demographic information (*e.g.*, age, gender, education level, income) and preference information (*e.g.*, hobbies, interests).
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 2a**

**Percent of Web Sites With a Privacy Disclosure<sup>1</sup>**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Post at Least One Privacy Disclosure:</b>	88% (83.4%-91.1%) <sup>2</sup>	294/335	100% <sup>3</sup>	91/91	96% (+/- 1.6%) <sup>4</sup>
<b>Post a Privacy Policy:</b>	62% (56.4%-67.0%)	207/335	97%	88/91	82% (+/- 5.2%)
<b>Post an Information Practice Statement:</b>	79% (74.0%-83.1%)	264/335	90%	82/91	87% (+/- 3.3%)

**TABLE 2b**

**Of Those Web Sites With a Privacy Policy,  
Percent That Link to the Privacy Policy From the Home Page**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Link From the Home Page:</b>	76% (69.4%-81.5%)	157/207	94%	83/88	90% (+/- 3.6%)

1. A “Privacy Disclosure” can be either a “privacy policy,” defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an “information practice statement,” defined as a discrete statement that describes a particular practice regarding consumers’ personal information (such as “we may share your personal information with third parties”).
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 3**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent With a Privacy Disclosure<sup>1</sup>**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Post at Least One Privacy Disclosure:</b>	90% (86.7%-93.4%) <sup>2</sup>	293/324	100% <sup>3</sup>	90/90	97% (+/- 1.4%) <sup>4</sup>
<b>Post a Privacy Policy:</b>	64% (58.1%-68.2%)	206/324	97%	87/90	78% (+/- 6.6%)
<b>Post an Information Practice Statement:</b>	81% (76.5%-85.3%)	263/324	91%	82/90	87% (+/- 4.1%)

1. A “Privacy Disclosure” can be either a “privacy policy,” defined as a comprehensive description of a Web site’s information practices that is located in one place on the site and may be reached by clicking on an icon or hyperlink, or an “information practice statement,” defined as a discrete statement that describes a particular practice regarding consumers’ personal information (such as “we may share your personal information with third parties”).
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 4**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Implement Fair Information Practice Principles to Some Extent**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Notice:<sup>1</sup></b>	55% (49.3%-60.4%) <sup>2</sup>	178/324	89% <sup>3</sup>	80/90	77% (+/- 5.4%) <sup>4</sup>
<b>Choice:<sup>5</sup></b>	50% (44.1%-55.3%)	161/324	67%	60/90	61% (+/-5.9%)
<b>Access:<sup>6</sup></b>	43% (37.7%-48.8%)	140/324	83%	75/90	68% (+/-5.8%)
<b>Security:<sup>7</sup></b>	55% (49.7%-60.7%)	179/324	74%	67/90	65% (+/- 6.1%)
<b>Implement Notice, Choice, Access &amp; Security to Some Extent:<sup>8</sup></b>	20% (15.8%-24.8%)	65/324	42%	38/90	32% (+/- 4.2%)
<b>Implement Notice &amp; Choice to Some Extent:</b>	41% (36.0%-46.7%)	134/324	60%	54/90	58% (+/- 5.9%)

1. “Notice” means (1) posting a Privacy Policy, and saying anything about (2) what specific personal information is collected, (3) how the site may use personal information for internal purposes, and (4) whether the site discloses personal identifying information to third parties. (See Appendix B, Surf Survey Form, Q2; Content Analysis Form, Q10, 11 & 15).
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
5. “Choice” means providing choice with respect to (1) the site’s use of personal information to send communications (other than those related to processing an order or responding to a consumer’s question) back to consumers (or stating that the site **does not** use personal information in this way) and (2) the site’s disclosure of personal identifying information to third parties (or stating that the site **does not** disclose personal identifying information to third parties). (See Appendix B, Content Analysis Form, Q12-14; Q15-17).
6. “Access” means either allowing consumers to (1) review or (2) have inaccuracies corrected or (3) have information deleted from the site’s records, with respect to at least some personal information. (See Appendix B, Content Analysis Form, Q18-20).
7. “Security” means making a statement that the site takes any steps to provide security. (See Appendix B, Content Analysis Form, Q21).
8. This figure represents the number of sites that implement Notice, Choice, Access **and** Security; thus it cannot be any larger than the number that implement any one of these principles.

**TABLE 5**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Elements of Notice**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Post a Privacy Policy:</b>	64% (58.1%-68.8%) <sup>1</sup>	206/324	97% <sup>2</sup>	87/90	78% (+/- 6.6%) <sup>3</sup>
<b>Say Anything about What Personal Information is Collected:</b>	69% (63.2%-73.5%)	222/324	91%	88/90	86% (+/- 4.1%)
<b>Say Anything about How Personal Information is Used Internally:</b>	82% (77.8%-86.4%)	267/324	100%	90/90	93% (+/- 3.4%)
<b>Say Anything about Whether Personal Identifying Information is Disclosed to Third Parties:</b>	74% (69.3%-79.0%)	241/324	98%	88/90	87% (+/- 4.3%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 6**

**Percent of Web Sites That Post Disclosures About the Site’s Use or Non-Use of Cookies**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Say That Site Uses Cookies:</b>	44% (38.5%-49.4%) <sup>1</sup>	147/335	87% <sup>2</sup>	79/91	72% (+/- 5.6%) <sup>3</sup>
<b>Say That Site Does Not Use Cookies:</b>	2% (0.7%-3.9%)	6/335	0%	0/91	1% (+/- 1.4%)
<b>Silent About Site’s Use of Cookies:</b>	54% (48.8%-59.8%)	182/335	13%	12/91	27% (+/- 5.5%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.



**TABLE 7**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Elements of Choice**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Provide Choice for the Use of, or Say They Do Not Use, Personal Information to Send Communications to Consumers:<sup>1</sup></b>	71% (65.7%-75.9%) <sup>2</sup>	230/324	88% <sup>3</sup>	79/90	83% (+/- 4.8%) <sup>4</sup>
<b>Provide Choice for the Disclosure of, or Say They Do Not Disclose, Personal Identifying Information to Third Parties:<sup>5</sup></b>	61% (55.3%-66.2%)	197/324	77%	69/90	69% (+/-5.6%)

1. “Communications to consumers” include any communications other than those directly related to processing an order or responding to a consumer’s question.
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
5. “Third party” was defined as “[a]ny entity other than the assigned domain. Examples: advertisers, affiliates, subsidiaries, business partners, or other companies.”

**TABLE 8a**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Disclose Whether They Do or May Use Personal Information  
to Send Communications to Consumers**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Say Anything About Whether Domain Uses Personal Information to Send Communications:</b>	78% (73.5%-82.8%) <sup>1</sup>	254/324	98% <sup>2</sup>	88/90	89% (+/- 4.5%) <sup>3</sup>
<b>Say Do or May Use Personal Information to Send Communications:</b>	75% (69.6% -79.3%)	242/324	96%	86/90	89% (+/- 3.7%)
<b>Say Do Not Use Personal Information to Send Communications:</b>	4% (1.9% -6.4%)	12/324	2%	2/90	2% (+/- 0.8%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 8b**

**Of Those Web Sites That Collect Personal Identifying Information and Offer Choice Regarding the Use of Personal Information to Send Communications to Consumers, Percent That Offer Opt-In or Opt-Out<sup>1</sup>**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Opt-In:<sup>2</sup></b>	25% (19.6%-31.5%) <sup>3</sup>	55/218	16% <sup>4</sup>	12/77	17% (+/- 4.9%) <sup>5</sup>
<b>Opt-Out:<sup>6</sup></b>	71% (64.1%-76.6%)	154/218	75%	58/77	76% (+/- 5.3%)
<b>Unclear if Opt-In or Opt-Out:</b>	4% (1.9%-7.7%)	9/218	9%	7/77	8% (+/- 2.6%)

1. This table does not include sites that say they do not use personal information to send communications to consumers. (Compare Table 7 (including both sites that provide choice and sites that say they do not use personal information to send communications to consumers)).
2. “Opt-in” is defined as choice that requires an affirmative act by the consumer (such as checking a click-box or sending an email or a letter) before the information can be used in a particular manner; *i.e.*, the default is that the information will not be used. (See Appendix B, 2000 Online Privacy Survey: Instructions for Content Analysis Form at 7).
3. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
4. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
5. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
6. “Opt-out” is defined as choice that allows the consumer to take an action (such as checking a click-box or sending an email or a letter) to prevent the information from being used in a particular manner; *i.e.*, the default is that, absent action by the consumer, the information will be used. (See Appendix B, 2000 Online Privacy Survey: Instructions for Content Analysis Form at 7-8).

**TABLE 9a**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Say They May Disclose Personal Identifying Information to Third Parties**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Say Do or May Disclose Personal Identifying Information to Third Parties:</b>	52% (46.3%-57.4%) <sup>1</sup>	168/324	80% <sup>2</sup>	72/90	68% (+/- 6.8%) <sup>3</sup>

**TABLE 9b**

**Of Those Web Sites That Collect Personal Identifying Information and  
Say That They Offer Choice Regarding the Disclosure of Personal Identifying  
Information to Third Parties, Percent That Offer Opt-In or Opt-Out<sup>4</sup>**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Opt-In:</b>	11% (6.3%-18.2%)	14/124	15%	8/53	16% (+/- 5.3%)
<b>Opt-Out:</b>	59% (49.7%-67.6%)	73/124	49%	26/53	58% (+/- 7.7%)
<b>Unclear if Opt-In or Opt-Out:</b>	30% (22.0%-38.7%)	37/124	36%	19/53	26% (+/- 5.3%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
4. This table does not include sites that say they do not disclose personal identifying information to third parties. (Compare Table 7 (including both sites that provide choice and sites that say they do not disclose personal identifying information to third parties)).

**TABLE 10**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Choice For Either Sending Communications to Consumers or  
Disclosure to Third Parties (and Percent That Implement Notice,  
Modified Choice, Access, and Security to Some Extent)**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Provide Choice for Either Sending Communications to Consumers <u>or</u> Disclosure to Third Parties (“Modified Choice”):</b>	82% (77.5%-86.1%) <sup>1</sup>	266/324	98% <sup>2</sup>	88/90	89% (+/- 4.5%) <sup>3</sup>
<b>Implement Notice, Modified Choice, Access, and Security to Some Extent:</b>	27% (22.1%-32.0%)	87/324	63%	57/90	40% (+/- 6.6%)
<b>Address Notice &amp; Modified Choice to Some Extent:</b>	54% (48.4%-59.5%)	175/324	87%	78/90	72% (+/- 6.8%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 11**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Elements of Access**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Allow Consumers to Review at Least Some Personal Information:</b>	21% (16.4%-25.5%) <sup>1</sup>	67/324	48% <sup>2</sup>	43/90	32% (+/- 4.8%) <sup>3</sup>
<b>Allow Consumers to Have at Least Some Personal Information Corrected:</b>	37% (31.8%-42.5%)	120/324	78%	70/90	64% (+/- 6.0%)
<b>Allow Consumers to Have at Least Some Personal Information Deleted:</b>	17% (13.3%-21.8%)	56/324	31%	28/90	26% (+/- 5.0%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 12**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Opportunity to Review and to Correct or Delete Information  
(and Percent That Implement Notice, Choice, Modified Access,  
and Security to Some Extent)**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Say Consumers May Review <u>and</u> Correct or Delete at Least Some Personal Information the Site Has Collected (“Modified Access”):</b>	18% (13.9%-22.5%) <sup>1</sup>	58/324	47% <sup>2</sup>	42/90	31% (+/- 4.7%) <sup>3</sup>
<b>Implement Notice, Choice, Modified Access, and Security to Some Extent:</b>	11% (7.6%-14.7%)	35/324	27%	24/90	20% (+/-2.9%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.

**TABLE 13**

**Of Those Web Sites That Collect Personal Identifying Information,  
Percent That Provide Disclosures About Elements of Security**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Say Take Any Steps to Provide Security:</b>	55% (49.7%-60.7%) <sup>1</sup>	179/324	74% <sup>2</sup>	67/90	65% (+/-6.1%) <sup>3</sup>
<b>Say Take Steps to Provide Security During Transmission:</b>	39% (33.2%-44.1%)	125/324	54%	49/90	49% (+/- 5.6%)
<b>Say Take Steps to Provide Security After Receipt:</b>	29% (23.8%-34.0%)	93/324	48%	43/90	40% (+/- 4.8%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.



**TABLE 14a**

**Percent of All Web Sites That Display a Privacy Seal**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Display a Privacy Seal:</b>	8% (5.4%-11.5%) <sup>1</sup>	27/335	45% <sup>2</sup>	41/91	36% (4.6%) <sup>3</sup>

**TABLE 14b**

**Of Those Web Sites That Collect Personal Identifying Information and Display a Privacy Seal,<sup>4</sup> Percent that Implement**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Implement Notice, Choice, Access &amp; Security to Some Extent:</b>	52% (31.9%-71.3%)	14/27	56%	23/41	54% (+/- 6.8%)
<b>Implement Notice &amp; Choice to Some Extent:</b>	63% (42.4%-80.6%)	17/27	71%	29/41	72% (+/- 7.2%)

1. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
2. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
3. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.
4. All sites that displayed a privacy seal also collected personal identifying information.

**TABLE 15a**

**Percent of All Web Sites Where Third Parties<sup>1</sup> Attempt to Place Cookie**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Third-Party Cookie:</b>	57% (51.8%-62.7%) <sup>2</sup>	192/335	78% <sup>3</sup>	71/91	69% (+/- 4.7%) <sup>4</sup>

**TABLE 15b**

**Of Those Web Sites Where Third Parties Attempt to Place Cookie,  
Percent that Disclose That Third Parties May Place Cookies**

	Random Sample		Most Popular Group		Weighted Analysis
	Percent	Number	Percent	Number	Percent
<b>Disclose That Third Parties May Place Cookies/Collect Information on Site:</b>	22% (16.2%-28.4%)	42/192	51%	36/71	41% (+/- 7.3%)
<b>No Disclosure:</b>	78% (71.6%-83.8%)	150/192	49%	35/71	59% (+/- 7.3%)

1. A “third party” means any domain other than the site surveyed.
2. Figures in parentheses represent the 95% binomial confidence interval for each calculated percentage.
3. There is no sampling error for Most Popular Group data, because the results were obtained using a census as opposed to a sample.
4. Figures in parentheses represent 95% confidence intervals calculated using the Normal distribution.