



Yabbole



**DIGITAL
IDENTITY.NZ**

Providing a Benchmark Understanding of Digital Identity Among New Zealanders

April 2019

Background

- Digital Identity NZ (DINZ) has the vision for ‘New Zealand to be a country where everyone can fully participate in society by confidentially expressing their digital identity’
- Part of activating this vision is supporting and empowering businesses to innovate with identity
- The first step in delivering this is providing businesses with insight around how the NZ public sees identity today – are they aware, do they care and what do they care most about?
- This survey was commissioned in order to support DINZ in understanding New Zealanders perception and awareness of digital identity today

Project Sponsors:

The ASB logo consists of the letters 'ASB' in a bold, yellow, sans-serif font, set against a solid black rectangular background.The centrality logo features a blue circular icon with a white stylized 'C' inside, followed by the word 'centrality' in a lowercase, blue, sans-serif font.The DIGITAL IDENTITY.NZ logo includes a green stylized icon of a person with arms raised, followed by the text 'DIGITAL IDENTITY.NZ' in a green, uppercase, sans-serif font.The InternetNZ logo features a pink wireless signal icon above the text 'InternetNZ' in a black, sans-serif font.The Yabble logo consists of the word 'Yabble' in a pink, lowercase, sans-serif font, with each letter containing a small colored dot (yellow, green, blue, purple).

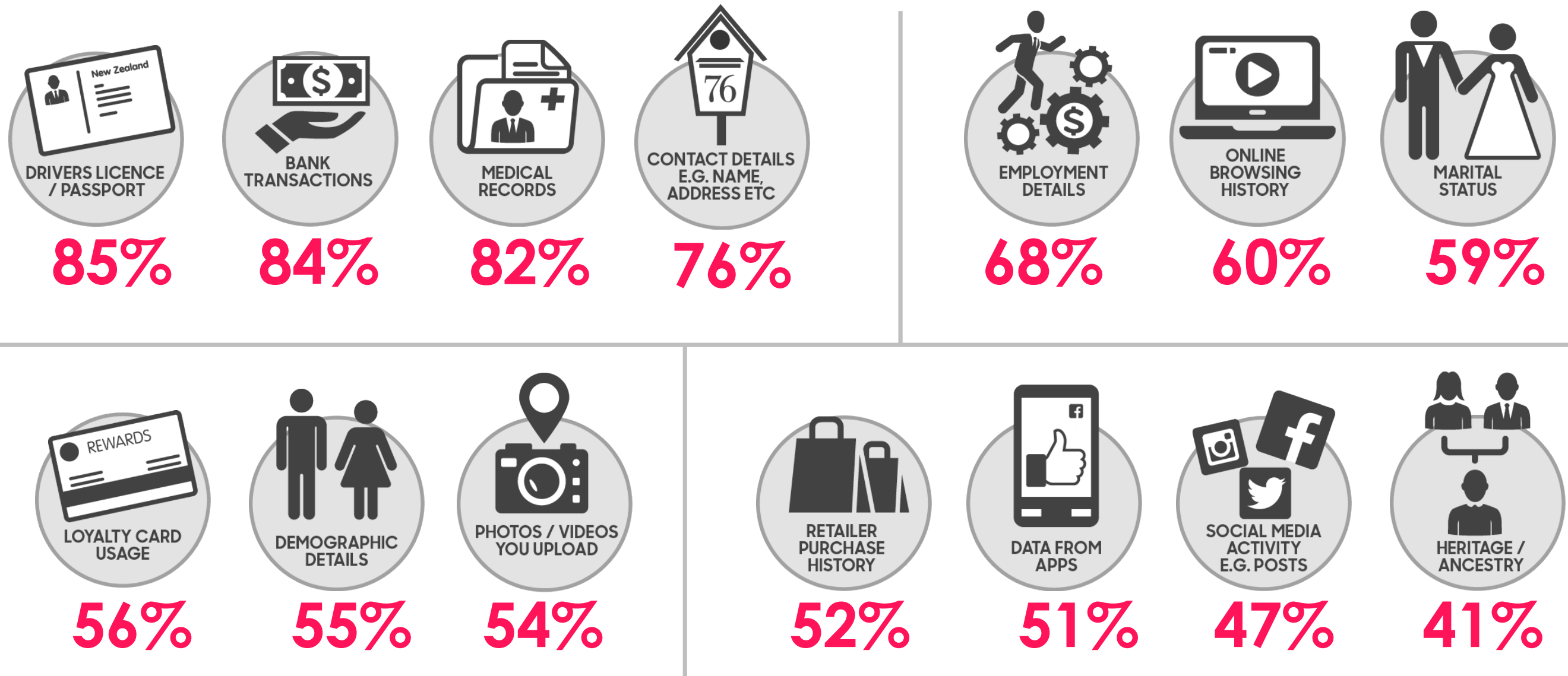
This Presentation

- Provides the results of the digital identity research conducted 1st – 14th April 2019
- A study designed to:
 - › Provide a robust baseline metric of identity awareness and understanding among the New Zealand public
- Total of N=1,092 answered the survey online
- Representative by age, gender, ethnicity and location
- *Note data has been weighted to be Nationally reflective of ethnicity and gender*

Digital Identity Results ...

What is considered personal information and data, and how concerned are New Zealanders about its safety?

What do New Zealanders consider as personal information or data?



Base: Total N=1,092

Q: To start, which, if any, do you consider to be your personal information or data?

However, confusion exists as to exactly when personal information is provided online...

What New Zealanders think...



Younger New Zealanders (less than 34 years) more likely to state - every time they sign up or sign in **42%**

Chinese more likely to state - every time they sign up or sign in **55%**

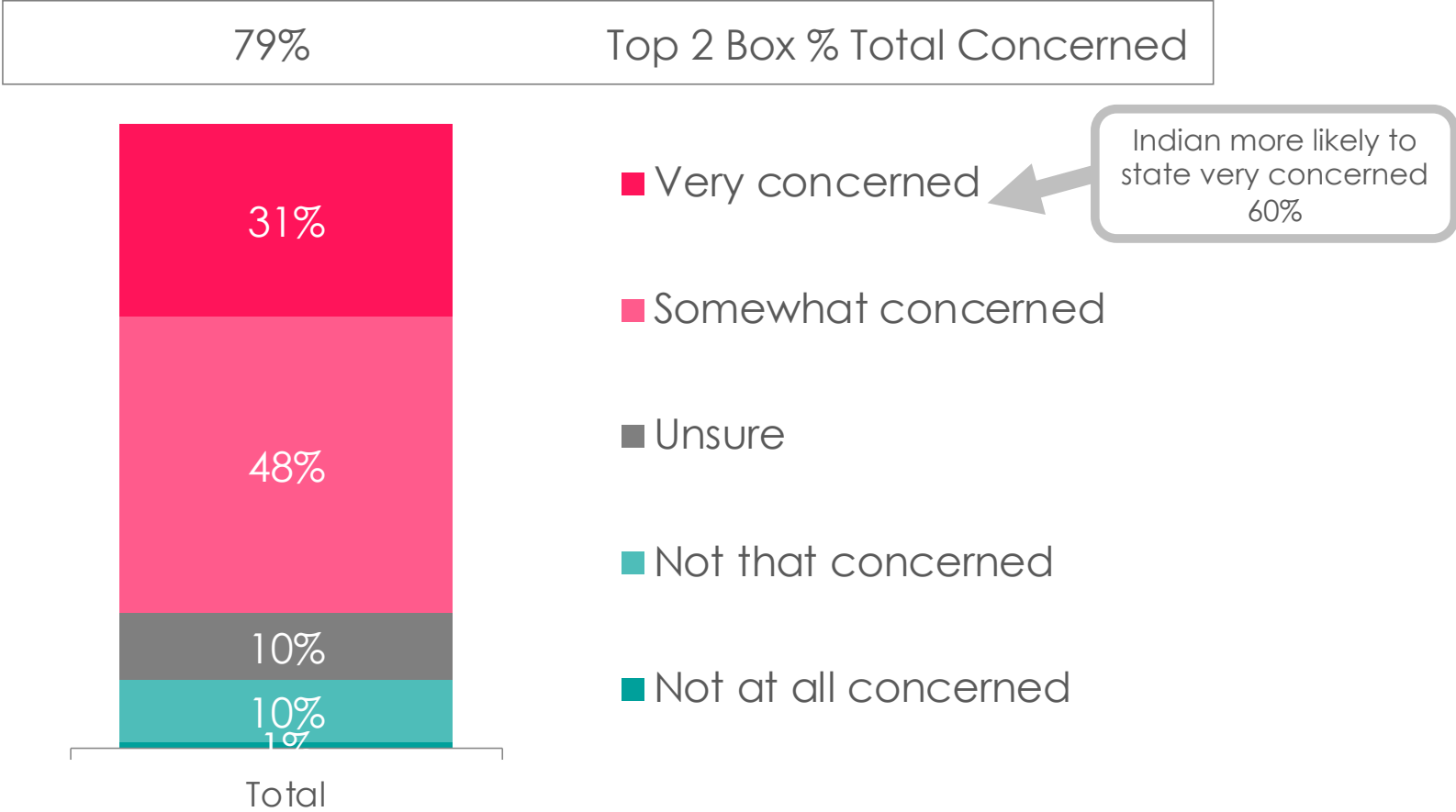
Note: results on this slide rounded, exact results on next slide

Base: Total N=1,092
Q: How often do you believe you provide **personal information** online?

But there is a consistent **high level of concern** with regards to personal information protection...

79%

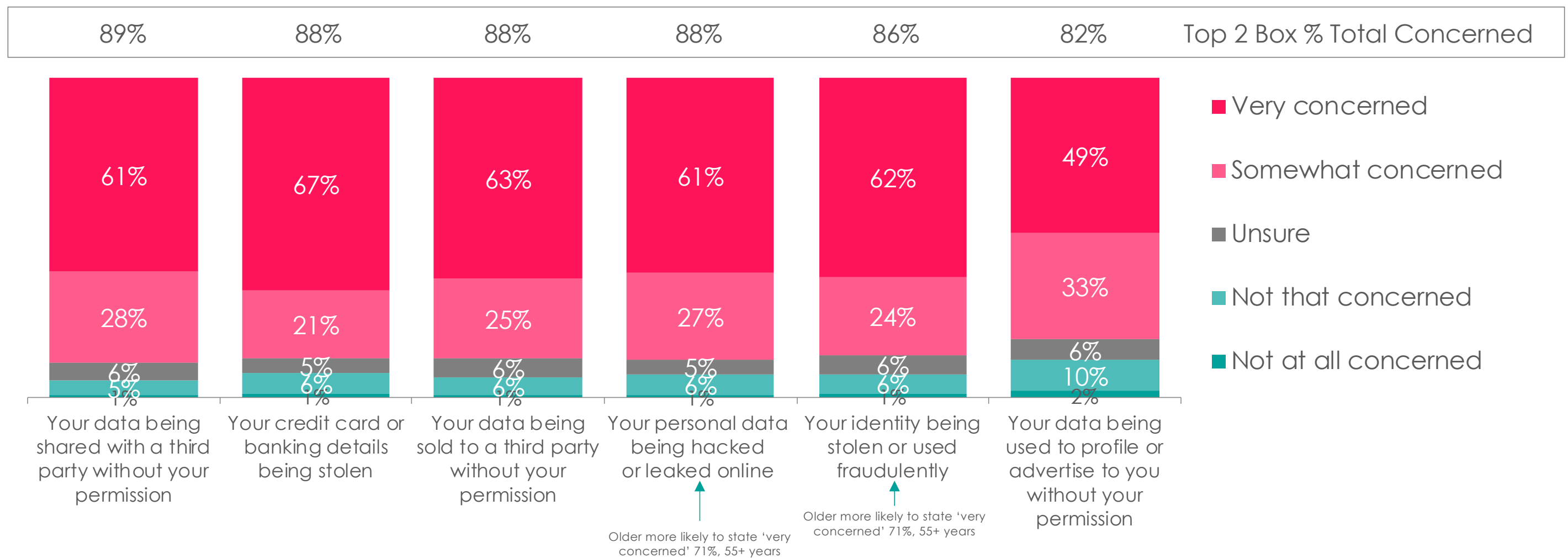
Of New Zealanders concerned about the protection of their identity and use of personal data by organisations



Base: Total N=1,092
Q: How concerned, if at all, are you about the protection of your identity and the use of your personal data by **businesses or organisations**?

Key concerns relate to the **use, sale or sharing** of personal data without consent...

Level of concern regarding identity and use of personal data



Base: Total N=1,092
 Q: How concerned, if at all, are you with the following regarding your identity and use of your personal data?

What are New Zealanders most worried about?

Being unaware of who this data is being given to

Information being misused or shared without my knowledge

A lack of knowledge over who has access to their data:

Personal information about myself or any family being shared

That they will sell my personal information to third parties

My personal data's taken and accessed by 3rd party without my knowledge

Banking details being shared and then you get scammed

Credit card details thefts

Fraud / Scams or Hackers:

Scams that are appearing too often

Online scams & malware

My information been used where it shouldn't

Unethical Use of Information:

That it can be accessed and used unlawfully

Identity theft, lack of privacy etc.

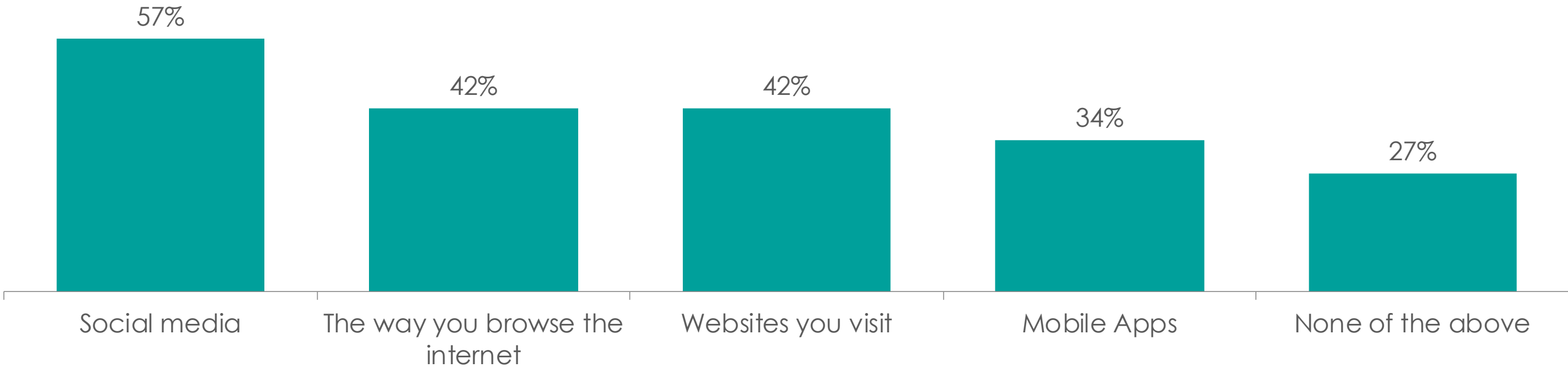
Identity Theft:

Losing my personal identity to someone else!

Base: Those who are very concerned N=334
Q: What are you most concerned about?

With 73% of New Zealanders claiming to have made a change to their online behaviour because of concerns around privacy...

Have you made any changes to the way you use any of the following because of concerns around privacy or personal data use?

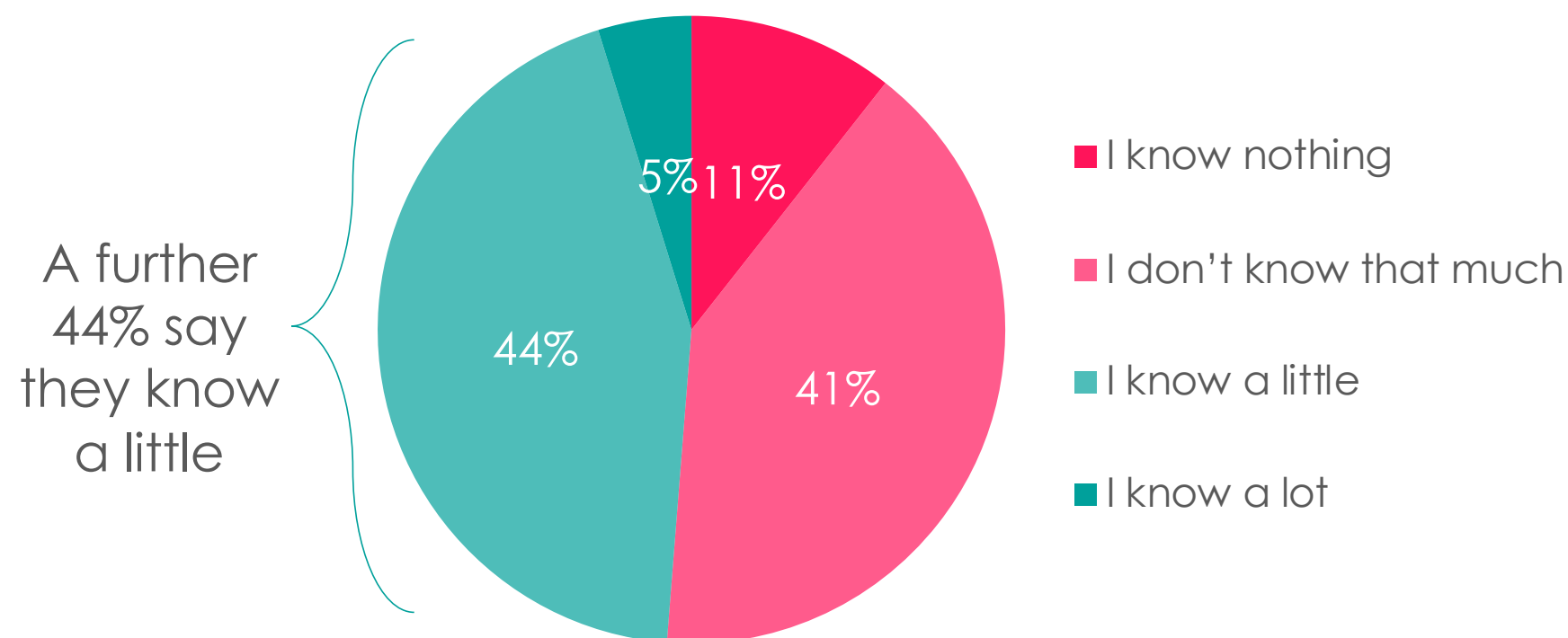


Base: Total N=1,092
Q: Have you made any changes to the way you use any of the following because of concerns around privacy or personal data use?

Do New Zealanders know how to protect
their personal information and data
online?

Only 5% of New Zealanders say they feel confident about their rights when it comes to their digital identity and data storage...

How much do you know about your rights regarding the storage, use and protection of your personal information and data by businesses or organisations?

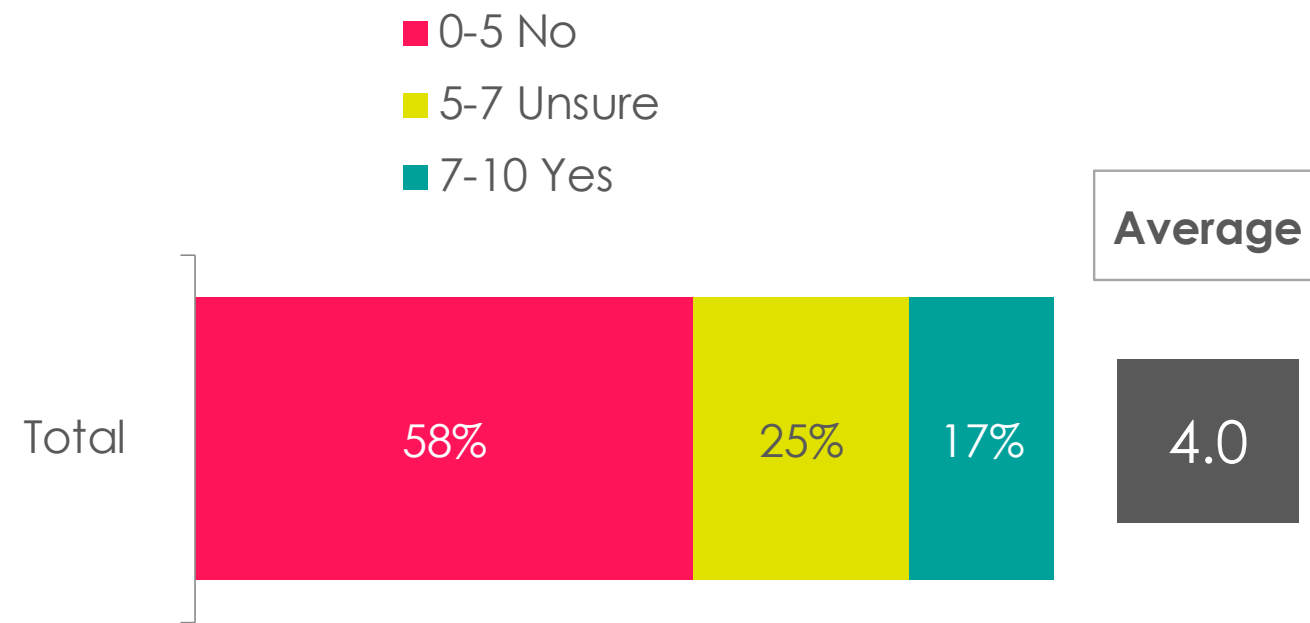


Base: Total N=1,092

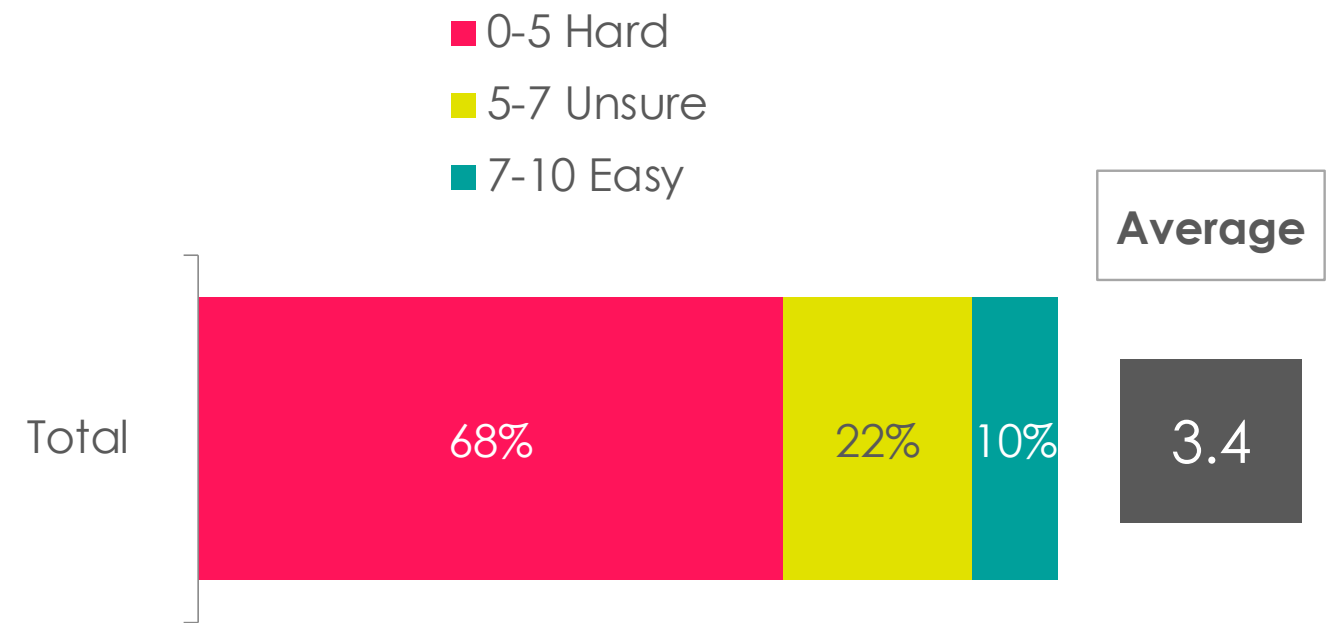
Q: How much do you know about your rights regarding the storage, use and protection of your personal information and data by **businesses or organisations**?

With 1 in 2 New Zealanders saying they don't know how to protect their identity & data online, and nearly 7 in 10 saying it's currently hard to do so!

Do you know how to protect your identity and control the use of your personal data online?



How easy is it to protect your identity and control the use of your personal data online currently?



Base: Total N=1,092

Q: Do you know how to protect your identity and control the use of your personal data online?

Q: How easy is it to protect your identity and control the use of your personal data online currently?

The main aspects New Zealanders are finding hard relate to...

"I am quite unsure how to protect my private data, so have opted out of Facebook"

"I don't like the way social media does business/shares info etc. hence I end up missing out on stuff"

Generally not knowing what to do /who to trust:

"That they will sell my personal information to third parties"

"Because I don't trust a lot of organisations / companies, I avoid certain sites (social) but am very frustrated when told information is available on say Facebook (and some other social media platforms)"

"Understanding which ones are legitimate websites and contacts"

"Being hacked / concerns about hacking"

"Everyone asks for your identity on sign up, and without you go nowhere"

A loss of control over their identity & information:

"As soon as you go online you are exposed"

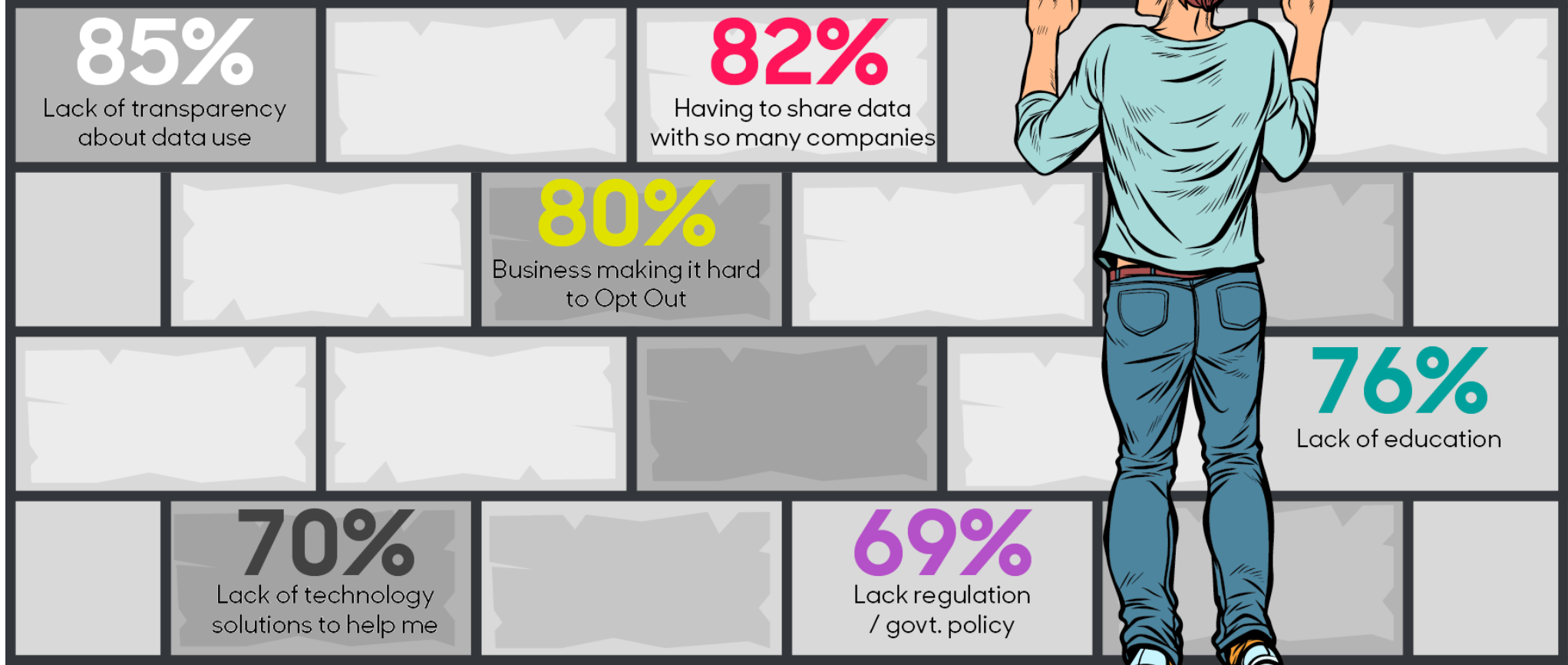
"Remembering passwords / login"

"Anyone can access online information so I am careful with what I share online"

Base: Total N=1,092
Q: What do you find the hardest or most challenging aspect of protecting your identity and use of your personal data online?

With **key barriers** being related to a **lack of transparency** and the **multiple times people have to share data...**

DATA CONTROL

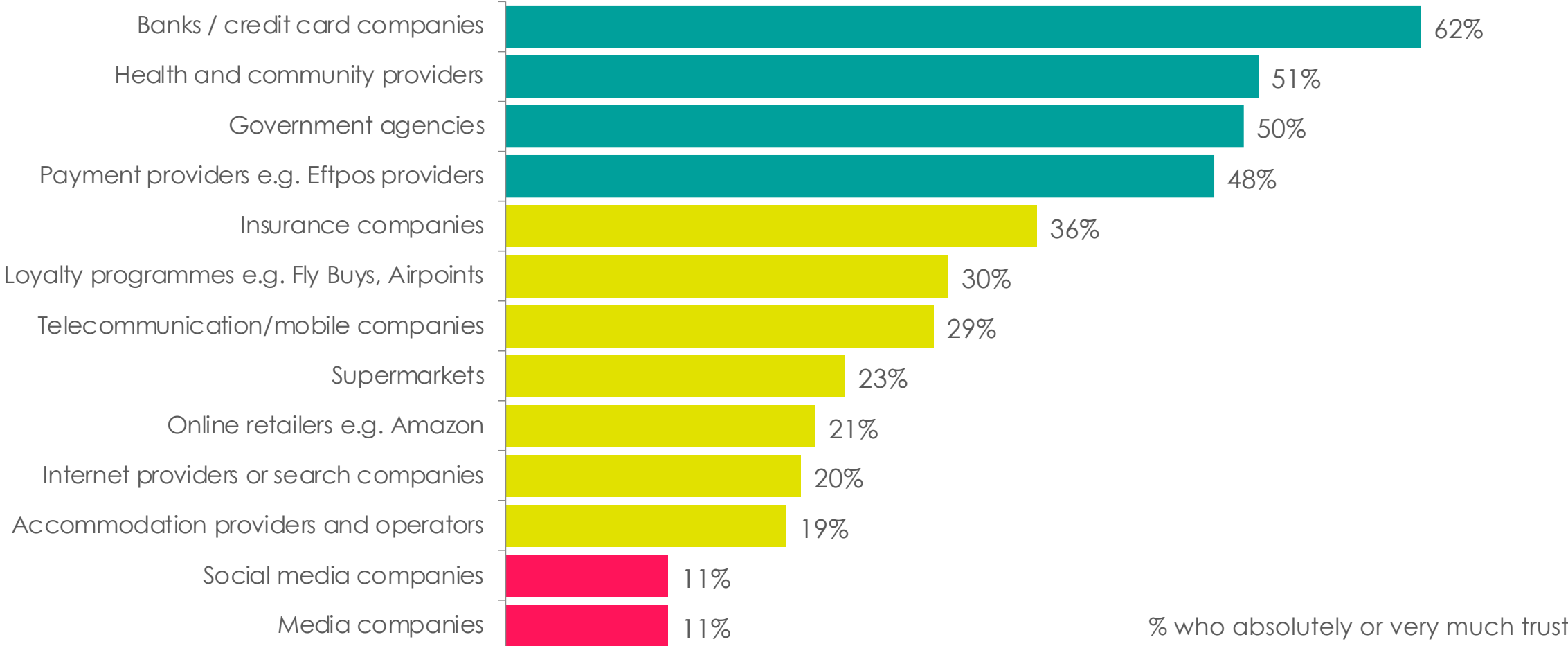


Base: Total N=1,092
Q: How much, if at all, do you agree the below are barriers to being more in control of your personal data?

Who do New Zealanders trust with their data and how do they feel about its use?

Mixed levels of trust among companies and organisations with personal information and data...

Extent to which trust businesses/organisations to protect identity and use personal data responsibly



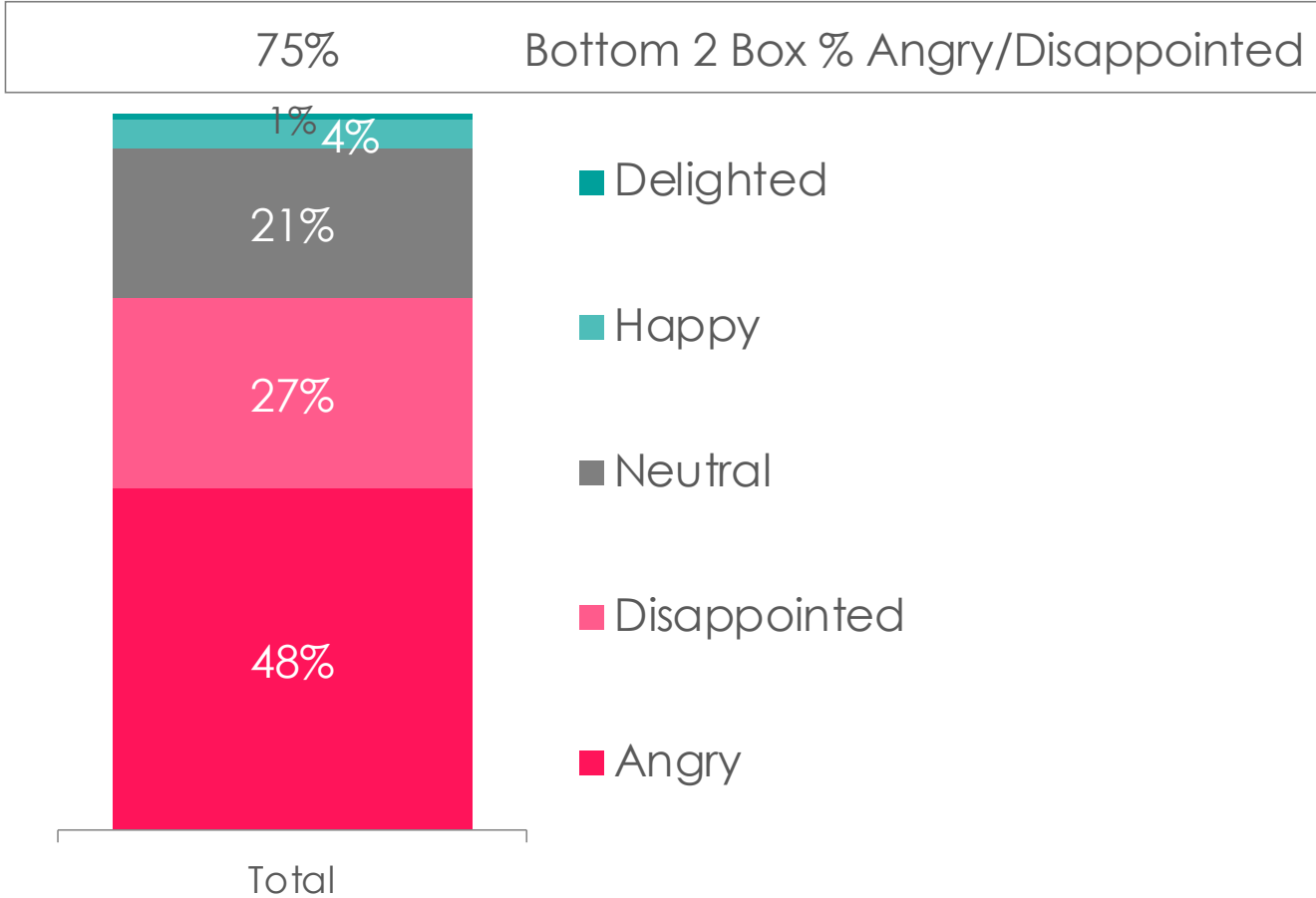
Base: Total N=1,092
 Q: How much, if at all, do you TRUST these businesses/organisations to protect your identity and use your personal data responsibly?

Almost three quarters of New Zealanders are **aware businesses and organisations may sell their data** – and **they are not happy about it!**

73%

Knew before today that some businesses and organisations may sell their behaviour, transaction and demographic data to third parties

Feel about businesses or organisations sharing or selling your data to a third party



Base: Total N=1,092

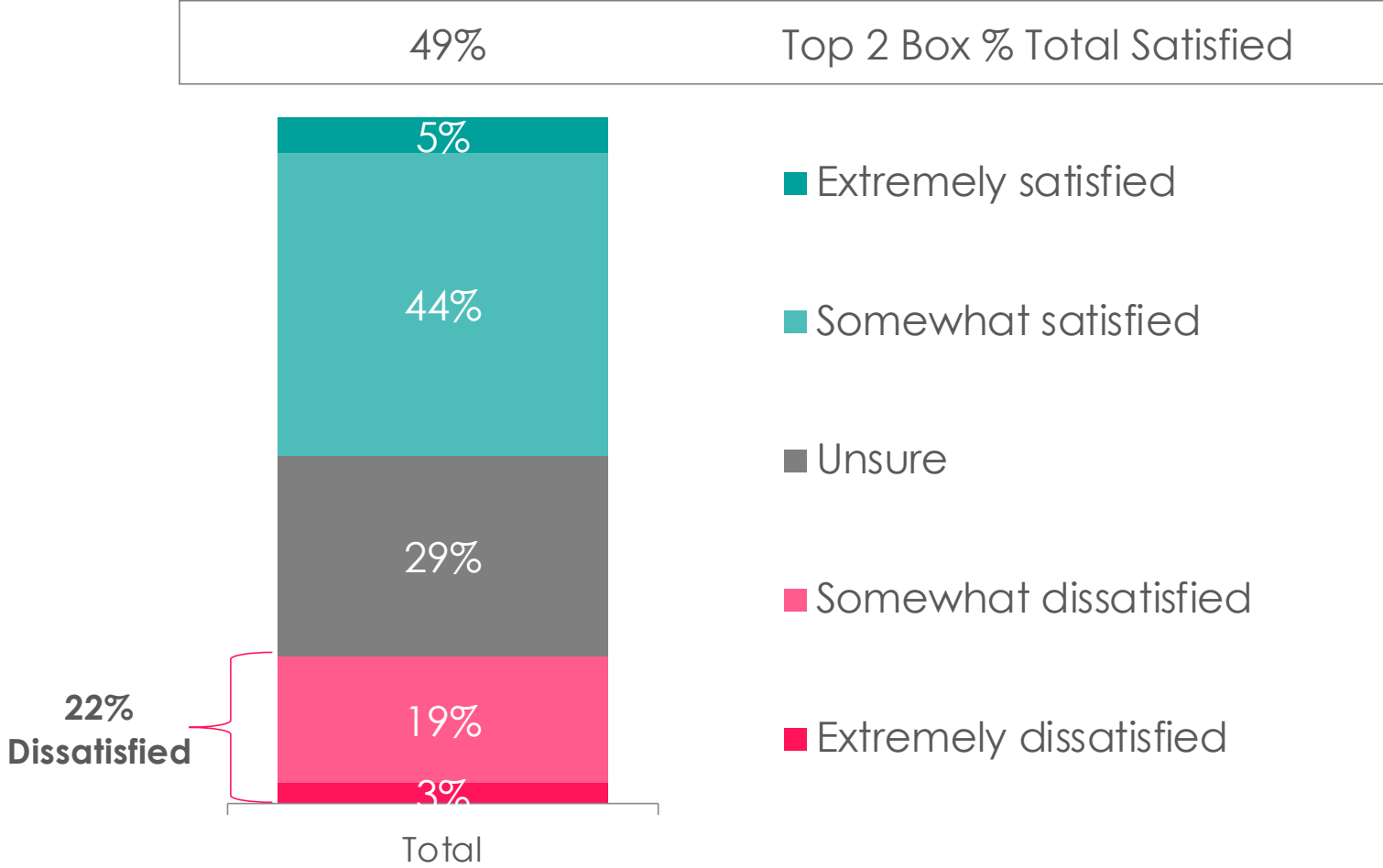
Q: Did you know before today that **some businesses** and organisations may sell your behaviour, transaction and demographic data to third parties? This is generally done in a non-identifiable way i.e. your name and contact details are not linked to it.

Q: How do you feel about **businesses** or organisations sharing or selling your data to a third party? This is generally done in a non-identifiable way i.e. your name and contact details are not linked to it.

How do New Zealanders feel about current experiences and new digital identity solutions?

Only 1 in 20 New Zealanders are fully satisfied with the current experience of registering new accounts...

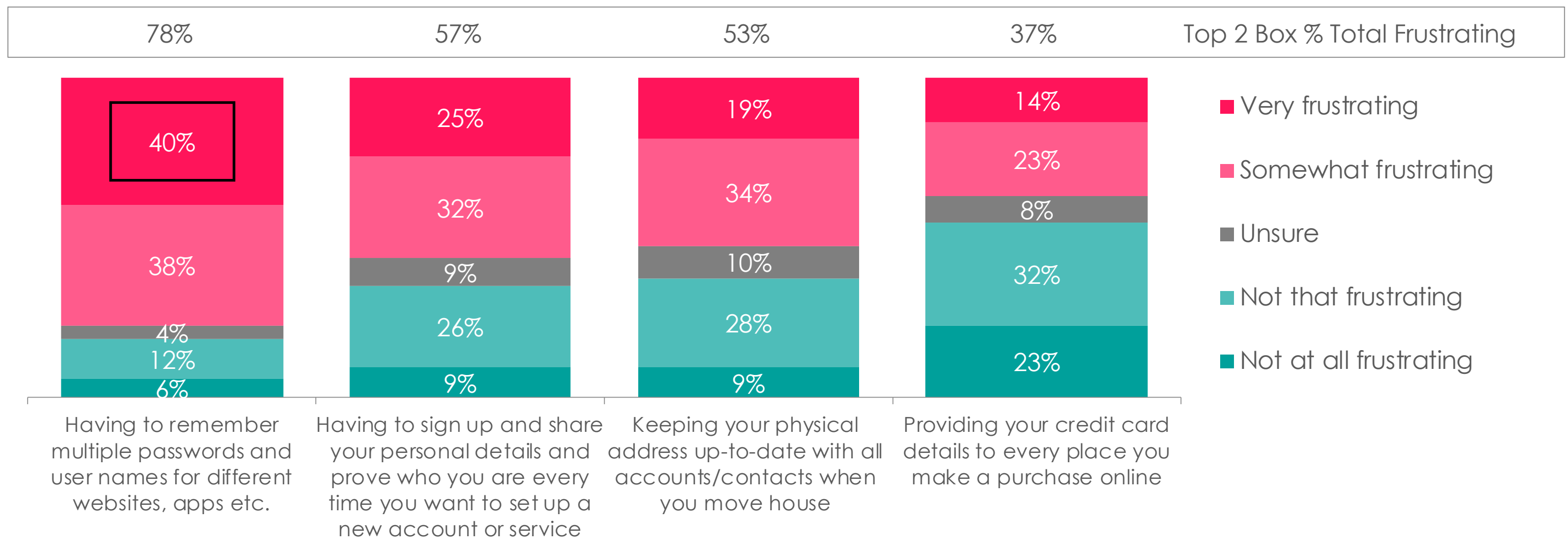
How satisfied are you with the current experience of registering new accounts i.e. the process of sharing your personal data / identity with businesses or organisations?



Base: Total N=1,092
Q: How satisfied are you with the current experience of registering new accounts i.e. the process of sharing your personal data / identity with businesses or organisations?

Key pain points centre around remembering passwords and user names for a multitude of places...

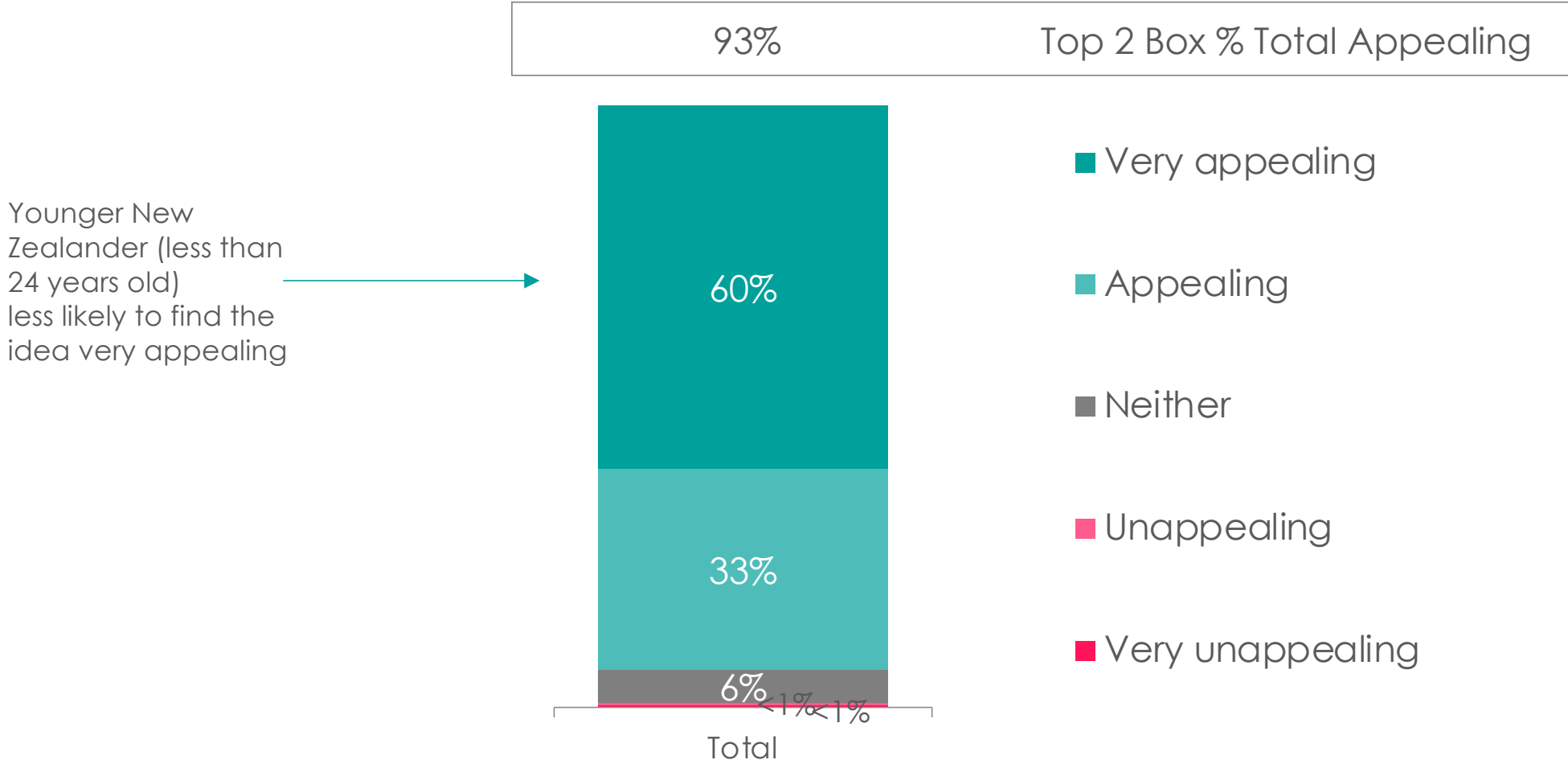
Level of frustration with ...



Base: Total N=1,092
Q: How frustrating, if at all, do you find the following?

9 in 10 New Zealanders find the idea of being more in control of their digital identity appealing...

How appealing does more control and ownership of your digital identity sound to you?



Base: Total N=1,092
Q: How appealing does more control and ownership of your digital identity sound to you?

Key likes for this idea relate to...



- **It would make them feel more secure / more control**
 - › “A better assurance of security is what I would like.”
 - › “A good idea as it allows you to control your information.”
 - › “Access to more control and visibility is a good thing.”
 - › “Being in control of my digital identity is the way life should be.”
 - › “Better privacy.”
 - › “Feel safer online.”
 - › “The data is mine so should be entirely under my control.”
- **It would provide a one stop / simple solution**
 - › “Be great to have a simple easy to manage digital identity.”
 - › “Be good to have a one stop shop.”
- **It would help reduce fraud / scams online**
 - › “Can help to reduce fraudulent activities.”
 - › “Less chances of people stealing my identity.”
 - › “Protection from scams and fraudsters.”

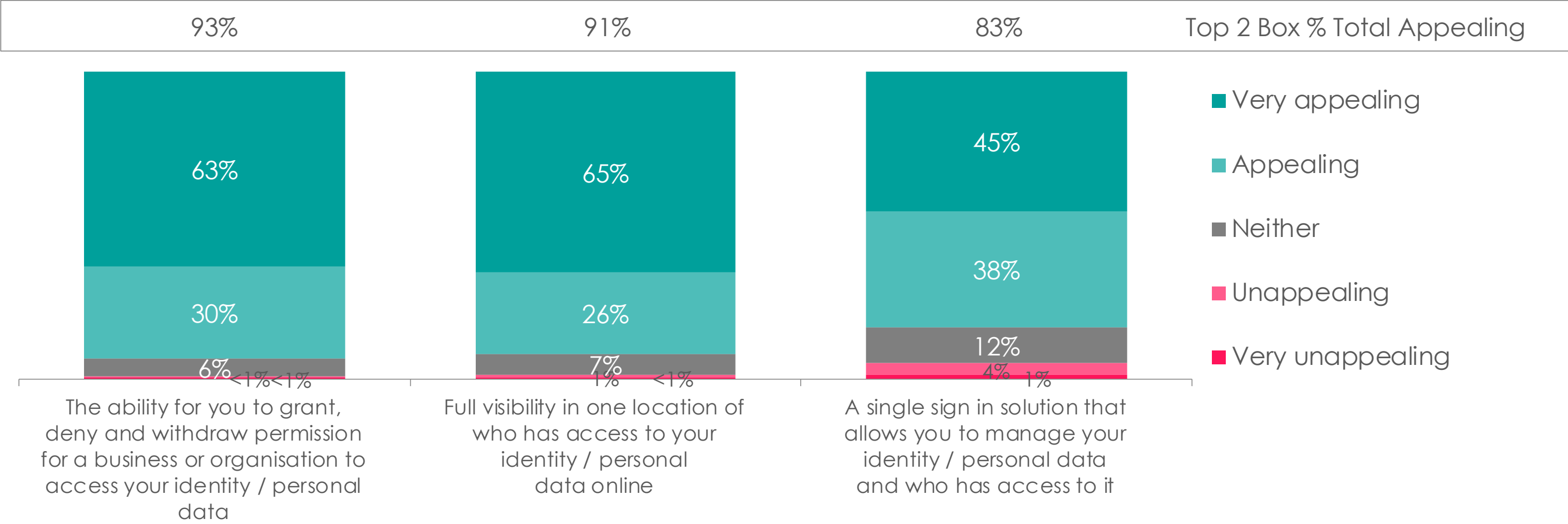
Key dislikes / barriers centre around...



- **Concern around loss of control of personal data and freedom i.e. the government or central body holding this information on citizens**
 - › “I don’t want to end up like China.”
 - › “Dislike cause I wouldn’t like to be controlled.”
 - › “Dislike the possibility of losing personal freedoms.”
 - › “I dislike extensive government control and censorship of media and the internet.”
 - › “I dislike the idea of big brother is watching you. I hate it if I fill in a survey or put a like / comment on something & next thing people are ringing me trying to talk me into buying something i.e., funeral & other insurances / services / pay charities money etc. Can’t seem to opt out. Want people from companies to stop ringing wanting money for things & guilt tripping you.”
 - › “Dislike: the information being stored all in one place.”
- **Concern around expense to obtain / maintain**
 - › “I dislike it because it could make using the internet cost a lot more.”

With **strong appeal for ideas** that provide New Zealanders with **more transparency and control** of their personal identity...

Appeal of high level ideas



Base: Total N=1,092
 Q: How appealing, if at all, are the below ideas to you?

Key Summary Points ...

Key Summary Points...

- Protecting their identity and personal data online is a key concern for the majority of New Zealanders – 79%
 - › Particularly in regard to businesses or organisations using, selling or sharing their data without their permission
- However, there is confusion about who is responsible for protecting personal data right now, and only 5% of New Zealanders feel confident they fully know their rights in regard to their data
- In addition, there is generally low knowledge around how to protect personal information and data by New Zealanders and a general perception by 68% that doing so is difficult right now
 - › Education and knowledge around personal identity a key need for New Zealanders

Key Summary Points...

- A perceived lack of transparency from businesses and organisations a key barrier to taking more control of identity for New Zealanders
- As is having to provide personal information to so many different businesses and a real lack of knowledge around what to do to take control
- Almost three quarters of NZers are aware that businesses or organisations may be selling their data, and they are not happy about it!
 - › Banks are the business they trust most with their data, and media companies the least
- Nearly 1 in 4 New Zealanders are currently dissatisfied with the process of signing up to new accounts
 - › With having to have multiple passwords the key pain point
 - › Followed by having to share personal information with every business

Key Summary Points...

- New Zealanders want to be in control of their digital identity
 - › In fact, 93% found this concept appealing
- There is strong appeal for solutions that support security for their online identity
 - › Particularly around having the ability to grant and withdraw permission to their data
 - › And having the ability to see who has access to their data
- Key barriers to overcome in regard to these solutions related to...
 1. Concern around central control of their identity i.e. big brother state
 2. Loss of freedom around their identity i.e. what they can and can't do online
 3. Perception that a solution would be expensive / add cost to online use

A big
THANK YOU
for letting us

Yabble