EXECUTIVE SUMMARY

PRIVACY AND PERSONAL DATA PROTECTION

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Executive Summary
Privacy and Personal Data Protection 2021

Concerns about privacy and personal data protection have intensified in various sectors of Brazilian society, especially since 2020, when the Brazilian General Data Protection Law (LGPD) came into force. With the growing adoption of digital technologies by public and private organizations and by individuals — and the interaction between them — a marked trend in the COVID-19 pandemic, it is essential to understand how the topic is perceived by these actors and identify the strategies they adopt to ensure privacy and personal data protection in the country.

In this regard, this publication contributes to the discussion through a compilation of indicators on the behaviors and perspectives of Internet users, enterprises, and government organizations on the matter. The results indicate the high concern of Internet users with risks related to the processing of their personal data. On the part of enterprises, they point to the incipient presence of this agenda. In government organizations, even if there is progress in the adopted strategies, there are still challenges that need to be overcome to ensure data governance with greater privacy and personal data protection.

ABOUT ONE-QUARTER OF INTERNET USERS (24%) SOUGHT OUT CUSTOMER SERVICE CHANNELS TO MAKE REQUESTS, COMPLAINTS, OR FILE REPORTS ABOUT THEIR PERSONAL DATA

Internet users

PRACTICES ADOPTED

The survey investigated the practices adopted by Internet users 16 years old and older to manage access to their personal data. Checking the security of web pages or apps (70%), for instance, by verifying whether a web page had a security padlock, was the practice reported with the highest proportion. Requesting that personal data be deleted (42%) was mentioned by less than half of Internet users (Chart 1).

About one-quarter of Internet users (24%) sought out customer service channels to make requests, complaints, or file reports about their personal data. Among those who sought out these channels, they mostly mentioned channels of the enterprise or government organization itself (80%), followed by consumer protection agencies (48%).

CONCERNS WITH PERSONAL DATA

Data records generated while using the Internet are a factor of concern for most users regarding their personal data, especially when making purchases online via web pages and apps (67% were concerned or very concerned) or when accessing online banking via web pages or apps (59% were concerned or very concerned). These results indicate users' perceptions of the high potential for harm related to financial transaction data. Although dating apps were cited the least often by Internet users, among those who did use them, it was the activity with the third highest proportion of concerned or very concerned users (34%) (Chart 2).

Internet users also showed concern about the provision of sensitive data: 65% said they were concerned or very concerned with the collection and processing of biometric data

(Chart 3). Another category that stands out is health-related personal data, which can expose individuals' situations of vulnerability and have high discriminatory potential: 52% of respondents said they were concerned or very concerned. Black (35%) and Brown (32%) users reported being concerned or very concerned in greater proportions than White (26%) users about providing personal information related to color or race.

Motivated by concerns about the use of their personal data, 77% of Internet users 16 years old or older uninstalled apps, 69% refrained from visiting a web page, 56% refrained from using an online service or platform, and 45% refrained from buying an electronic device.

ONLY 17% OF ENTERPRISES APPOINTED DATA PROTECTION OFFICERS

Enterprises

STORAGE OF PERSONAL DATA

The survey investigated the types of personal data stored by Brazilian enterprises and the purposes for which they store it. It should be noted that, in 2021, only 37% of enterprises said they kept data from outsourced personnel, while 67% said they kept data from partners and suppliers (Chart 4). Regarding the processing of personal data, the information and communication segment and professional activities presented a greater presence of data storage of customers and users, reaching 78% of the enterprises in these sectors.

INTERNAL CAPACITIES

Another central aspect for the development of a data protection culture is actions carried out by enterprises that promote staff training and awareness. The results of the survey carried out among enterprises showed that 36% held specific meetings related to privacy and personal data protection. Although no major regional differences were observed, holding meetings to address issues related to privacy and data protection presented disparities among different sectors. It is worth noting that meetings were held more in large (73%) and medium (59%) enterprises, while the proportion of small enterprises that sought to discuss privacy and personal data protection issues internally was lower (32%).

Data were also collected on whether there were areas or persons responsible for personal data protection. It was observed that 23% of enterprises said they had such areas or persons, and most of these enterprises were medium and large. The type of enterprises that presented a higher proportion of areas or persons in charge of the topics of privacy and personal data protection were those whose activities put them in contact with a greater volume of personal data — such as those in the information and communication and transportation and storage segments (Chart 5).

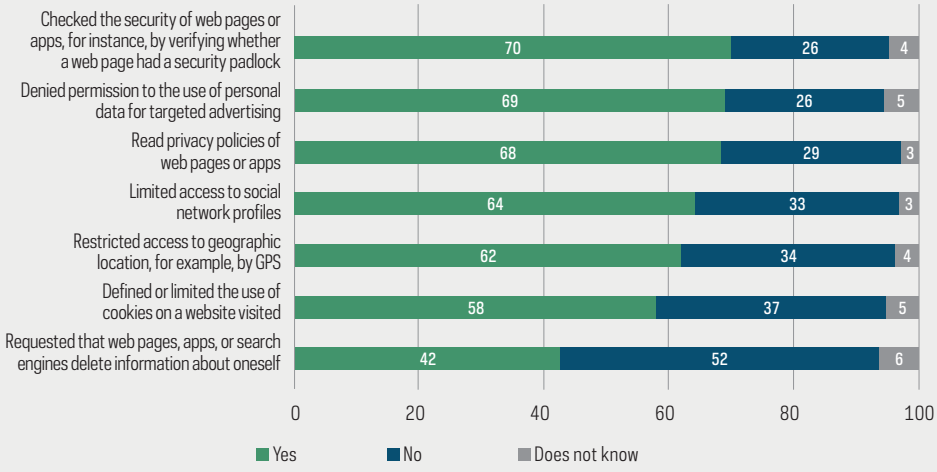
COMPLIANCE WITH THE LGPD

The survey also investigated aspects critical to compliance with the LGPD by Brazilian enterprises, which are guided by the framework set forth by the provisions of the law. Among the measured aspects, the most cited was the formulation of privacy policies that outline how personal data is processed by the enterprises (32%). This was followed by 30% of enterprises that conducted data leakage security tests, which shows concern with making their personal data processing more explicit, while also trying to ensure their own security, thus preventing leaks that can cause fiscal harm and tarnish their reputation. Only 17% of enterprises appointed data protection officers. Creating personal data protection compliance plans, which can promote safer and more law-compliant operations, was mentioned by only 24% of enterprises.

CHART 1

INTERNET USERS BY PERSONAL DATA ACCESS MANAGEMENT PRACTICES (2021)

Total number of Internet users 16 years old or older (%)



77%
of Internet users uninstalled apps because of concerns about their data

69%
of Internet users refrained from visiting a website because of concerns about their data

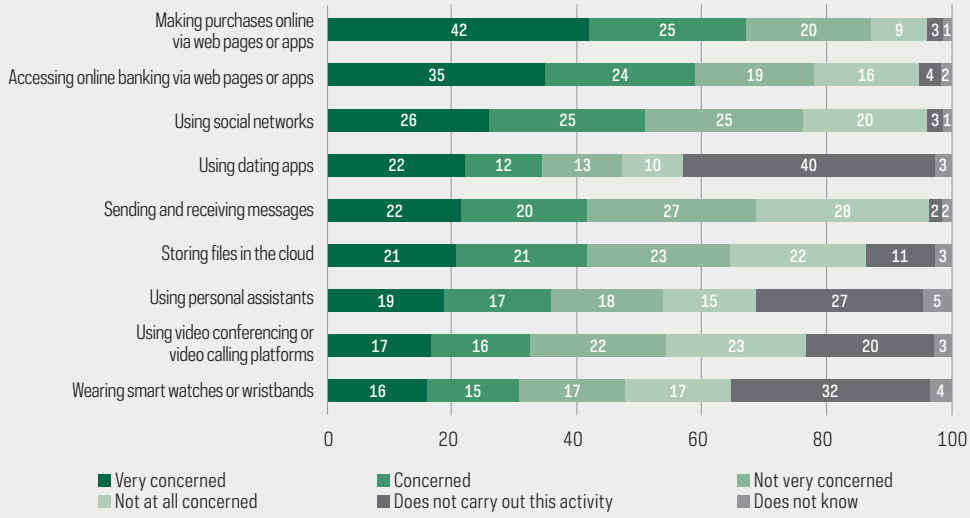
56%
of Internet users refrained from using an online service or platform because of concerns about their data

45%
of Internet users refrained from buying an electronic device because of concerns about their data

CHART 2

INTERNET USERS BY LEVEL OF CONCERN ABOUT THEIR PERSONAL DATA AND INTERNET ACTIVITY (2021)

Total number of Internet users 16 years old or older (%)



Survey methodology and access to data

The Privacy and Personal Data Protection 2021 survey gathered unpublished data collected by different surveys conducted by the Regional Center for Studies on the Development of the Information Society (Cetic.br) with individuals, enterprises and public organizations in Brazil. The ICT Panel interviewed, via an online questionnaire, 2,556 Internet users 16 years or older between November and December 2021. The ICT Enterprises 2021 survey included a specific module on the processing of personal data in the private sector. Interviews were conducted with 1,473 small, medium and large enterprises between August 2021 and April 2022. In addition to the unprecedented results, an analysis of Brazilian public organizations was carried out based on indicators related to the topic of privacy and personal data protection in the ICT Electronic Government 2021, ICT in Health 2021 and ICT in Education 2020 surveys. The results of the surveys presented in this publication are available on the Cetic.br|NIC.br's website (https://www.cetic.br/en/). The "Methodological Report" can be accessed in both the printed publication and the website.

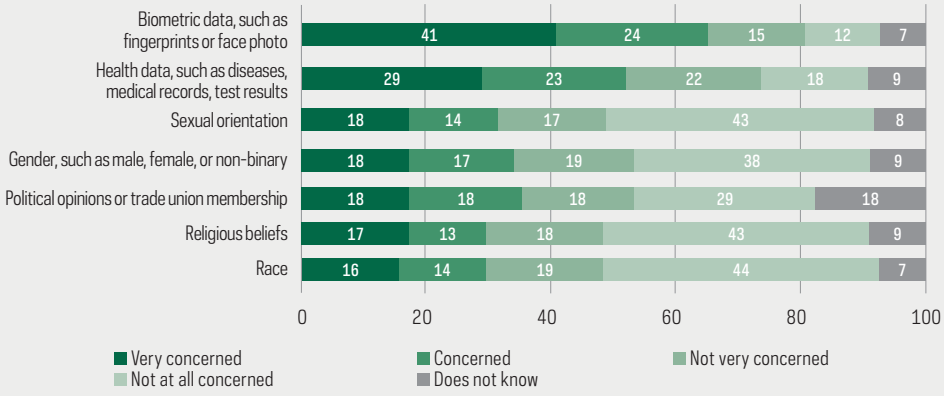
Privacy and personal data protection in the public sector

The expansion of digital transformation in the public sector allows greater reach of public policies, but also increases the risks involved in the processing of citizens' data. Given the relevance of the topic, this publication included an analysis of the adoption of practices related to privacy and data protection by government organizations, such as federal and state organizations and local governments, healthcare facilities, and public Basic Education schools. The analysis was based on the indicators collected by the ICT Electronic Government 2021, ICT in Health 2021, and ICT in Education 2020 surveys, conducted by Cetic.br|NIC.br. The creation of personal data governance structures in public institutions, ensuring citizens' access to clear and accurate information about how data is collected and used, in addition to carrying out awareness-raising actions on the topic in institutions, were some of the topics covered by the analysis. The results showed advances, such as the presence of online channels to receive requests from society. However, they also showed inequalities in readiness among different public institutions in organizational, technological and cultural adaptation to the guidelines of the law. The analysis also drew attention to the growing digitization of public services, especially since the COVID-19 pandemic, and to the urgent need for actions that support government organizations in meeting the privacy and data protection needs of the population.

CHART 3

INTERNET USERS BY LEVEL OF CONCERN ABOUT PROVISION OF SENSITIVE PERSONAL INFORMATION (2021)

Total number of Internet users 16 years old or older (%)



32% of enterprises formulated privacy policies that outline how personal data is processed by the enterprises

30% of enterprises conducted data leakage security tests

24% of enterprises created personal data protection compliance plans

13% of enterprises prepared personal data protection impact assessments

CHART 4

ENTERPRISES BY TYPE OF PERSONAL DATA STORED AND SIZE (2021)

Total number of enterprises (%)

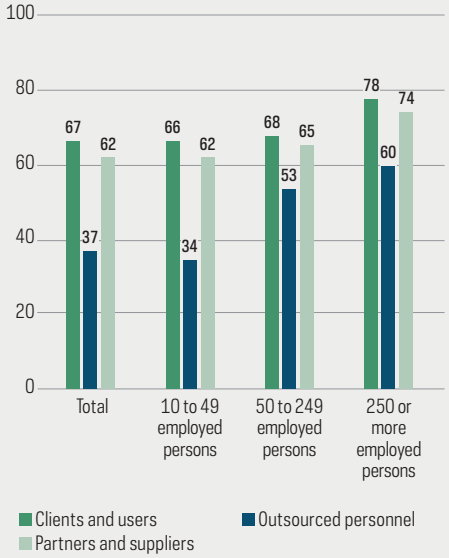
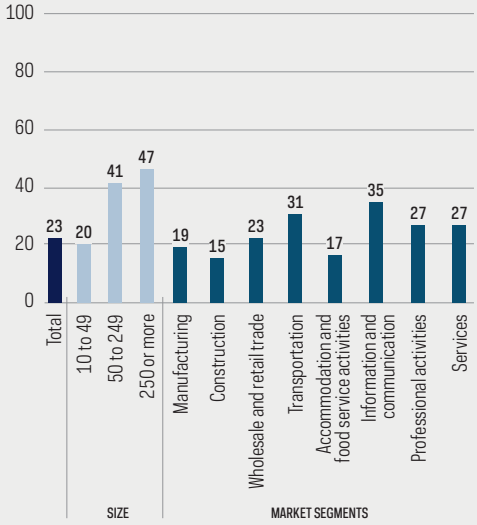


CHART 5

ENTERPRISES BY PRESENCE OF SPECIFIC AREAS OR EMPLOYEES RESPONSIBLE FOR PERSONAL DATA PROTECTION (2021)

Total number of enterprises (%)



ABOUT CETIC.br

The Regional Center for Studies on the Development of the Information Society, a department of NIC.br, is responsible for producing indicators and statistics on the access and use of the Internet in Brazil, disseminating analyzes and periodic information on the Internet development in the country. Cetic.br is a Regional Study Center, under the auspices of UNESCO. More information at http://www.cetic.br/.

ABOUT NIC.br

The Brazilian Network Information Center – NIC.br (http://www.nic.br/) is a non-profit civil entity, which in addition to implementing the decisions and projects of the Brazilian Internet Steering Committee, has among its attributions: coordinate the registration of domain names – Registro.br (http://www.registro.br/), study, address and handle security incidents in Brazil – CERT.br (http://www.cert.br/), study and research network technologies and operations – CEPTRO.br (http://www.ceptro.br/), produce indicators on information and communication technologies – Cetic.br (http://www.cetic.br/), implement and operate Internet Exchange Points – IX.br (http://ix.br/), enable the participation of the Brazilian community in the global development of the Web and support the formulation of public policies – Ceweb.br (http://www.ceweb.br), and host the Brazilian W3C office (http://www.w3c.br/).

ABOUT CGI.br

The Brazilian Internet Steering Committee, responsible for establishing strategic guidelines related to the use and development of the Internet in Brazil, coordinates and integrates all Internet service initiatives in the country, promoting technical quality, innovation and dissemination of the services offered. Based on the principles of multistakeholderism and transparency, CGI.br represents a democratic Internet governance model, internationally praised, in which all sectors of society participate equitable in the decision-making. One of its formulations is the 10 Principles for the Governance and Use of the Internet in Brazil (http://www.cgi.br/principios). More information at http://www.cgi.br/.

Access complete data from the survey

The full publication and survey results are available on the **Cetic.br** website, including the tables of proportions, totals and margins of error.