

# **When it Comes to Internet Privacy, Most Canadians say Individual Rights (59%) Trump the Needs of Society and Law Enforcement (22%)**

***Three in Five Aware of New Anti-Spam Legislation (62%), Believe It will be Effective at Reducing Spam (62%)***

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**Ipsos Reid**

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**Ottawa, ON** – When it comes to Internet privacy, most Canadians are in favour of protecting the rights of individuals over those of society. When asked to choose which of two statements is closest to their own personal opinion, three in five Canadians (59%) say that, to protect individuals, Internet service providers should not be allowed to share personal information about internet usage (search habits, browsing history, etc.) with law enforcement agencies without informing the individuals whose information is being shared while just one in five (22%) say that, to protect society, we should make it easier for law enforcement agencies to get access to personal information about internet usage (search habits, browsing history, etc.). These are among the findings of a new Ipsos Reid poll conducted on behalf of the Canadian Internet Registration Authority.

The findings further show that the reason for collecting the data has little impact on concerns over privacy. A majority are uncomfortable with their Internet service provider using their browsing history to improve or develop new services and products (54% agree, 30% strongly, 24% somewhat) or with providing it to law enforcement agencies if they request it to help with their investigations (53% agree, 32% strongly, 21% somewhat) even if the data is provided as anonymous metadata (52% agree, 32% strongly, 21% somewhat). Concern is highest among 35 to 54 year olds who are more concerned over the use of their browsing



history to improve or develop new services and products (63% agree, 34% strongly, 29% somewhat).

Three in five Canadians (62%) say they are aware that the federal government passed new anti-spam legislation that requires any individual/business to obtain expressed consent from recipients of their commercial electronic messages. The same proportion (64%) have, either at home or at work, received e-mails from Canadian organizations asking them to give their consent so that they can continue to send them messages. Awareness of the legislation is lowest among 18 to 34 year olds (50%) and only half (48%) of this age group recall receiving an e-mail requesting consent.

Seven in ten (67% agree, 33% strongly, 34% somewhat) Canadians who recalled receiving email asking for their consent agree they took advantage of the opportunity to carefully select which organizations could continue to send them email. Those who have received requests for consent say that they provided consent to an average of 55% of the requests. Three in five (62% agree, 18% strongly, 44% somewhat) think the new legislation will work and that Canadians will get less Spam as a result, while just 16% disagree (5% strongly, 11% somewhat).

*These are some of the findings of an Ipsos Reid survey conducted between August 19 to August 22, 2014, on behalf of the Canadian Internet Registration Authority (CIRA). For this survey, a sample of 1,000 Canadian adults was surveyed online via the Ipsos I-Say Panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-3.5 percentage points, 19 times out of*



20, of what the results would have been had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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**For more information on this news release, please contact:**

*Mike Colledge  
President  
Ipsos Reid  
Canadian Public Affairs  
(613) 688-8971*

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