Privacy in India: Attitudes and Awareness V 2.0
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Motivation:
• Lack of empirical data on privacy perceptions in India
• Get India in the world map of privacy discussion
• Help policy makers in India take informed decisions

Methodology:
• Conducted interviews among 20 participants from various walks of life
• Conducted Focus Group Discussions (FGD) among 31 participants in 4 sessions
• Collected data from 10,427 respondents from different parts of India, through a survey protocol

Conclusions:
• Privacy in general is related to communication privacy and Internet privacy
• Most protected Personally Identifiable Information (PII) includes Passwords, and financial information
• Strong trust with data protection provided by the mobile service providers
• Participants tend to delete the information on phone (e.g. contacts, messages, videos, audios, etc.) before discarding the devices
• More awareness about privacy policies of various websites (e –commerce, email providers, online social networks)
• Pictures to be the most privacy invasive data on the OSNs
• Trust in the government has reduced from 2004
• Citizens have wrong mental models of the privacy situation; e.g. there is no privacy law in India

To know more go to: http://precog.iiitd.edu.in/research/privacyindia/
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