

# TRACKING DOWN THE DATA

77% of the people living in Germany are online<sup>1</sup>, using search engines, writing e-mails and surfing the web. What remains unclear for them are the traces they leave behind and how companies use them. The Federation of German Consumer Organisations – vzbv – has put together some figures.

## WHO STORES THE DATA?

The servers of the 100 most popular domains in Germany belong to:

Companies located in the EU (without Germany)

15 %



US companies

31 %



Companies in Germany

54 %



Half of the 10 most popular domains link to servers operated by US companies

The servers of US companies host:



4 of the 5 most popular search engines



3 of the 7 most popular e-mail providers



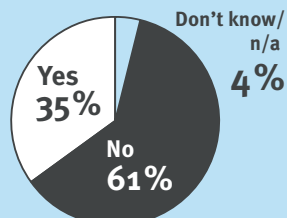
12 of the 16 most popular social networks and fora

## WHAT HAPPENS TO THE DATA?



Companies use this data to create user profiles to facilitate targeted advertising of their advertising clients – a major revenue stream for the companies.

Would users be prepared to pay for Internet services (such as social networks) offering the highest level of data protection and without advertising?<sup>2</sup>



## DECLINING TRUST

Internet users with a high or very high level of trust in companies with regard to personal data:<sup>3</sup>

2011

41 %

2013

34 %

66 %

of 'offliners' state data protection concerns as the main reason for not using the Internet.<sup>4</sup>

Societal risks which Germans perceive as set to increase<sup>5</sup>

Old-age poverty

80 %

Natural disasters

76 %

Need for long-term care and assistance in old age

69 %

Loss of income

65 %

Abuse of personal data by companies

65 %

Fraudulent use of data on the Internet

64 %

Inflation

63 %

Contaminated food

57 %

1 ARD/ZDF 2013 Online Survey, [www.ard-zdf-onlinestudie.de/index.php?id=439](http://www.ard-zdf-onlinestudie.de/index.php?id=439)

2 The Federation of German Consumer Organisations, [www.vzbv.de/12188.htm](http://www.vzbv.de/12188.htm)

3 BITKOM 2013, [www.bitkom.org/de/presse/8477\\_76831.htm](http://www.bitkom.org/de/presse/8477_76831.htm)

4 D21 – Digital Index 2013, [www.initiaved21.de/wp-content/uploads/2013/05/digitalindex\\_03.pdf](http://www.initiaved21.de/wp-content/uploads/2013/05/digitalindex_03.pdf)

5 Telekom Sicherheitsreport 2013, [www.telekom.com/medien/konzern/192816](http://www.telekom.com/medien/konzern/192816)

Unless stated otherwise, the figures are taken from a vzbv survey conducted in October 2013.

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