

## Press Release

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### Consumers need simple information to control their online data

Responding to the publication today of Ofcom's *Adults Media Use and Attitudes* report, Communications Consumer Panel Chair Bob Warner said:

“The report shows that the internet now plays an ever increasing role in many consumers’ lives. However, people over 65 are still less likely to be online, and more likely to say that they don’t intend to get the internet at home. The Panel fears that people who are offline face an increased risk of disadvantage in accessing essential services and information online as they become digital by default.

“The Panel is also concerned that nearly a quarter of online users admitted they never read the terms and conditions (T&Cs) and privacy statements before deciding whether to use a site or service - an issue highlighted in the Panel’s research last year. We would like to see companies provide simple opt-in/opt-out tools - rather than the complex small print of company terms and conditions and privacy policies.

“Consumers will only genuinely be empowered using the online world if they have enough information about the implications of releasing their data and control over it.”

**Ends**

#### CONTACT

Consumer Panel Media Adviser Siân Evans on 07713997510 or 020 7981 3898

#### NOTES TO EDITORS

The Communications Consumer Panel encourages Ofcom, Government, industry and others to look at issues through the eyes of consumers and citizens and protects and promotes their interests. The Panel is independent and sets its own agenda.

Visit [www.communicationsconsumerpanel.org.uk](http://www.communicationsconsumerpanel.org.uk) for more information.

The Panel’s report *Online personal data: the consumer perspective* can be downloaded at [www.communicationsconsumerpanel.org.uk](http://www.communicationsconsumerpanel.org.uk)

The Ofcom research also highlighted security and privacy challenges for people: a quarter of social networkers (26%) in the UK say their personal information, such as their date of

birth or home town, can potentially be seen by people they do not know. Most users say they are aware of terms and conditions and privacy statements on websites, but one-in-four (24%) say they never actually read them. While three-in-ten (29%) internet users say they have had a virus on their home PC in the past 12 months.

<http://stakeholders.ofcom.org.uk/market-data-research/media-literacy/archive/medlitpub/medlitpubrss/adults-media-use-attitudes/>