

APPENDIX A: Focus Group Questionnaire

Initial questionnaire

Please answer the following questions, ticking the check boxes that best represent your situation:

Q 1. Gender: Male Female

Q 2. Age: (Please tick the one that describes you)

- 15-19 20-24 25-29 30-34 35-39
 40-44 45-49 50-54 55-59 60-64
 65-69 70+

Q 3. Occupation:

Q 4. Do you use the Internet for e-mail or searching the web?

- Yes No

Q 5. Do you use online banking, Trade-me or purchase from online stores?
(please tick all that you use)

- Online banking Trade-me Online stores (e.g. Amazon)

Q 6. I am concerned about the privacy of my personal information when it is exchanged online via the Internet.

- Strongly agree Agree Neutral Disagree Strongly disagree

Q 7. I feel confident that my personal information will be handled properly and be adequately protected by the private businesses (e.g., stores, banks, etc.) I deal with.

- Strongly agree Agree Neutral Disagree Strongly disagree

Q 8. I feel confident that my personal information will be handled properly and adequately protected by the government organizations I deal with

- Strongly agree Agree Neutral Disagree Strongly disagree

Q 9. I trust government employees to treat my personal information with appropriate respect for my privacy.

- Strongly agree Agree Neutral Disagree Strongly disagree

Q 10. I am generally concerned about the amount of information that various government organizations hold about me.

Strongly agree Agree Neutral Disagree Strongly disagree

Q 11. I usually seek or check statements about the way in which my personal information will be protected before I supply information to government organizations.

Strongly agree Agree Neutral Disagree Strongly disagree

Q 12. I usually seek or check statements about the way in which my personal information will be protected before I supply information to a business that I deal with.

Strongly agree Agree Neutral Disagree Strongly disagree

Q 13. I think the rules governing the way in which government organizations collect and exchange information about me are adequate.

Strongly agree Agree Neutral Disagree Strongly disagree

Q 14. I sometimes refuse to provide information to a government organization if I feel they do not have an adequate reason to ask for such information.

Strongly agree Agree Neutral Disagree Strongly disagree

Q 15. When I need to provide personal information to government, I feel most confident that the privacy of my personal information will be best protected when I communicate (please rank 1 – 4, where “1” is for the channel you have the most confidence in and “4”, the least):

- by phone
- in Person
- on the Internet/by Email
- via Post

Q 16. Do you make distinctions between government departments - do you trust some more than others?

Yes (I trust some more than others) No (I trust them all the same amount)

Which departments do you trust the most?

Which departments do you trust least:

APPENDIX B: Focus Group Scenarios⁷¹

1. A letter from the Ministry of Social Development about your household income supplementary benefit gets sent to another beneficiary in error, and you are notified by MSD after the other person calls them to tell them about receiving your letter.
2. You are leaving your Council office where you have called in to pay your rates, when you see papers lying around, clearly dropped by some Council officer. As you pick them up to hand them to a clerk, you realize that they refer to a dispute between someone you know, and the Council over unpaid rates on a property whose ownership is under dispute. It all looks very acrimonious (but highly intriguing) and you are slightly shocked by your neighbor's intemperate language.
3. You are visiting a close neighbor in hospital, and call in at the nurses' station to ask about whether you can make arrangements to take her home the following day, since she has no relatives in the city. As you lean across the desk you realize that you can see her health record up on a screen, with some fairly personal information there about her psychological state. It looks to you as though just about anyone passing by could see this information if they wanted, certainly anyone working in the hospital, and perhaps casual visitors like yourself.
4. You change your address via NZ Post's Change of Address website (www.changemyaddress.co.nz), and when you are offered 8 entities that you can notify of your move, you tick the box for 5 of the 8. You later find out, via receiving mail or otherwise, that two of the three that you didn't tick found out about your new address from the info you submitted through the NZ Post site, and you are now being bothered with unwanted emails from a political party.
5. A recent prosecution of a staff member employed at Inland Revenue for selling tax information about individuals to debt recovery firms shocked many people, and raised questions about the checks on staff in government agencies from breaching trust in this way. . . How distressing is this? (Explain the details to participants and encourage them to discuss their attitudes / reactions)

⁷¹ These basic scenarios were presented and explained in order to begin discussions.

APPENDIX C: Survey of Complainants

Note about questions 1 and 2: Remember, we do not know anything about your privacy-related case. However, since I am investigating a variety of aspects of privacy in relation to cases like yours, I would be grateful if you would tell me two general things about your case by answering **Q1** and **Q2**.

Q1. The alleged privacy breach in my case was related to:

- 1.) Denying me access to information about myself
- 2.) Improper disclosure of information about me
- 3.) Inaccurate information about me
- 4.) Other (please specify) _____

Q2. In my case, the entity that I felt breached my privacy was:

- 1.) My employer
- 2.) Not my employer

Background

Q3. When I deal with government organizations, I feel **most** confident that my privacy will be protected if I provide personal information:

[Please rank the choices 1 to 4: (1) for the most confidence and (4) for the least confidence]

- ___ In a face-to-face environment (e.g., speaking with a representative in an office)
- ___ By mail
- ___ Using the Internet
- ___ Using the telephone

Q4. I believe that the breach of my privacy came about because of:

- 1.) An honest mistake
- 2.) Disregard for my privacy (inadequate training of staff, improper processes, etc.)
- 3.) Malicious snooping into my affairs
- 4.) Other (please specify) _____

Trust and the Organization that breaches privacy

Q5. Before the incident related to the complaint I filed, my attitude towards the specific organization that I feel breached my privacy was:

1.)Very trusting 2.)Moderately trusting 3.)Unsure 4.)Moderately untrusting 5.)Very untrusting

Q6. After the incident related to the complaint I filed, my attitude towards the specific organization that I feel breached my privacy was:

1.)Very trusting 2.)Moderately trusting 3.)Unsure 4.)Moderately untrusting 5.)Very untrusting

Q7. In my case, the entity that I felt breached my privacy was:

- 1.) A government organization (e.g., ministry, department, council, tertiary institution, hospital, etc.)
- 2.) Not a government organization (e.g., bank, store, credit reporting firm, etc.) - Please skip to **Q13**

Government organizations and trust

Q8. Before the incident related to the complaint I filed, my attitude towards government organizations in general was:

1.)Very trusting 2.)Moderately trusting 3.)Unsure 4.)Moderately untrusting 5.)Very untrusting

Q9. Before the incident related to the complaint I filed, when I provided my personal information to government organizations I felt confident that my personal information would be handled properly and adequately protected.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Q10. After the incident related to the complaint I filed, my attitude towards government organizations in general was:

1.)Very trusting 2.)Moderately trusting 3.)Unsure 4.)Moderately untrusting 5.)Very untrusting

Q11. After the incident related to the complaint I filed, I am **less** willing to provide my personal information to any government organization, regardless of whether they have mishandled my personal information.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Q12. As a result of the incident related to the complaint I filed, I **have refused** to provide personal information to a government organization (once or multiple times) because I don't trust them with my information.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

---- Please skip to **Q15** ----

Private Organizations and trust

Q13. Before the incident related to the complaint I filed, when I provided my personal information to private organizations I felt confident that my personal information would be handled properly and adequately protected.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Q14. As a result of the incident related to the complaint I filed, I **have refused** to provide personal information to a private organization (once or multiple times) because I don't trust them with my information.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Willingness to provide personal information after a breach of privacy

Q15. After the incident related to the complaint I filed, I am **less** willing to provide my personal information to the specific organization that I feel breached my privacy.

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Q16. After the incident related to the complaint I filed, I am **less** willing to provide my personal information to anyone (government organizations, private organizations, etc.).

1.) Agree strongly 2.) Agree 3.) Unsure 4.) Disagree 5.) Disagree strongly

Use of online services

Q17. Before the incident related to the privacy complaint you filed, did you: use online banking, buy goods from online stores, or use TradeMe?

- 1.) Yes (please circle those you used) online banking online stores TradeMe
- 2.) No (if No, please skip to **Q20**)

Q18. Of the choices you selected in **Q17**, please circle those that you still use after the incident:

- online banking online stores TradeMe

Q19. If you've stopped using either online banking, online stores, or TradeMe, is this related to your concerns about: (please circle all those that apply)

- 1.) Your privacy
- 2.) The safety of your personal information online
- 3.) Other (please explain)
- 4.) _____
Not applicable – I still use the same online services

Feedback about attitudes and concerns

Q20. As a result of the incident related to the complaint you filed, has your attitude towards the government changed? If so, please explain how.

Q21. When you consider interacting with government, do you have any concerns about the trustworthiness of the way the government handles your personal information? Please explain briefly.

APPENDIX D: Protocol for Conducting Survey of Complainants

In order to seek information from complainants, while honoring each individual's right to privacy, a protocol was designed with the Office of the Privacy Commissioner (OPC).

The related requirements included:

- No information would be provided to the researchers by the OPC.
- No complainant would be contacted for the sole purpose of asking them to participate in this research.
- Any complainant wishing to participate would be required to opt-in to the survey and send their contact information to the researchers.

The final protocol:

1. At the completion of a complainant's case, the following was sent to the complainant from the OPC: information from the OPC about the status of the individual's case, a letter notifying the individual that this research was being conducted, and a pre-paid and addressed envelope to send their contact details to the researchers if they wanted to participate.⁷²
2. Complainants, upon receiving notification and details about the study and survey, decided whether or not to opt-in to participate in this project.
3. When a complainant contacted the researchers (always via post or email) and requested a survey, they were sent: an information sheet, a survey, a voucher draw ticket (incentive), and another pre-paid and addressed envelope for returning the completed survey.

⁷² The researchers provided pre-paid and pre-addressed envelopes to the OPC.

APPENDIX E: Interview Questions (Group Representatives)

NB: The word “**individuals**” used in this document refers to the **individuals that the interviewee represents**. The semi-structured nature of the interview will allow for adaptation of questions to the specific group in concern.

Introduction, explain objective of the interview and answer any queries about the project.

1. As far as you are aware, how would you describe the level of trust [**individuals**] have in the government – how trustworthy do they feel the government is?

2. To your knowledge, are there specific concerns that [**individuals**] have about how their personal information is handled by organizations (specifically government organizations)?

3. Do [**individuals**] generally know whether there are any laws or organizations that help to protect their right to privacy?

4. Considering the people you’re representing, do you believe that [**individuals**] have a unique perspective on how their personal info is
 1. Collected (How, For what, How often)
 2. Processed
 3. Stored
 4. Disclosed or accessed
 5. Retained - How long?

5. With regard to [**individuals**]’ personal information, do you believe that they feel more confident that their information will be handled properly by GOVERNMENT organizations or PRIVATE organizations?
 - They need to fill out a form w/ (MSD, IRD, WINZ, ACC, DOL, etc.)
 - They need to fill out a form w/ (bank, supermarket, store, supplier, etc.)

6. As far as you are aware, when [**individuals**] think about the possibility that they'll be able to do things ONLINE (e.g., interact with government) instead of other means, do they think that this will alleviate concerns / make them feel more comfortable / confident, or exacerbate the situation and their concerns?

7. Considering the individuals you are representing, how likely are [**individuals**] to use online services that require them to give personal information?

8. Do you know whether [**individuals**] have heard any stories in the MEDIA about privacy issues / problems – people's personal information being lost / disclosed improperly / mis-handled? If so, do you know whether these have had any effect on people?

Follow-Up (depending on answer of 8) If there were stories in the MEDIA about this, do you believe it would affect [**individuals**'] concerns about how personal information is handled – or their willingness to provide information to organizations?

9. As far as you are aware, do [**individuals**] ever make a fuss about giving information - or refuse saying they don't want to or don't think you should have to?

10. Are there any events (e.g., The Holocaust, Dawn Raids of the 1970s) you are aware of that affect [**individuals**'] views / concerns about personal information?

11. As far as you are aware, which channel do you feel [**individuals**] feel the most confidence in when they need to provide personal information to government organizations (in person face to face, by phone, by Internet / email, by postal mail)?

And are there any specific concerns about the trustworthiness of any of these channels?

12. Within the group of New Zealanders you're representing, do [**individuals**] trust some parts of government more than others (politicians / bureaucrats, or different agencies)?

13. Is there anything else that you would like to add about the views [**individuals**] have about privacy and how it relates to their willingness to trust government organizations?

APPENDIX F: Coding Framework

TERM CATEGORIES	CODE TERM / PHRASE
Definitions (of privacy)	General definition
	In terms of type of info (i.e., defining in terms of the type of info)
	In terms of personal reputation
Government	Role of Government
	Responsibility of Government / social contract
	Power relationship - choice
	Different agencies - perceptions / level of trust
	Policies (in place, observed)
	Need for information
	Data Matching / Sharing
Private Organizations	Perceptions / motivations
	Relationship
	Policies
Social / Personal	Cultural issues
	Small society
	Age / personal circumstances
	Personal beliefs / attitudes
	Reluctance to complain
	Affirmed attitude Vs. Behavior / action
	Willingness to provide info
Information Processing / Storage	Control of information flow
	Access to information (once provided)
	Understanding (or lack thereof)
Consequences of Breach	Type of info (health, finances, family, associations, contact, etc.)
	Cause of breach (mistake, incompetence, systemic, deliberate)
	Assignment of blame - individual or organization
	Punishment for wrongdoers
	Organizational honesty
	Number of occurrences (one-off or not)
Channel	Confidence / Trustworthiness
	Channel relationship
	Ability to check / see what's recorded
	Benefits of channel (e.g., record of event)
Anecdotes	Personal (first hand experience, word of mouth)
	Media
Technology	Concerns (general, Internet, security)
	Personal Experiences online
	Experience issues - lack of understanding
Recurring Issues	Unsolicited contact - (phone calls, mail, spam)
	ID theft
	National ID cards
	Name Suppression
	Expectations
	Privacy Act awareness