1. PRIVATT Objectives

1. report on the residents of Ireland attitudes to privacy iteratively, capturing also changes in attitudes in COVID-19 times (conduct a national survey & sentiment analysis on public Twitter data)
2. analyse the data vs. privacy trade-off and the efficiency of various technological solutions used in fighting COVID-19
3. devise the best legal basis for the processing of personal data by the technological solutions that could be used in the next phases of fighting COVID-19

The ultimate goal: provide specific recommendations to the Government and other key public and private stakeholders on which technological solutions are best suited for the Irish population

2. Pilot Study – online, anonymous survey – 258 full responses

2.1 Some of the questions aimed to be answered:
1. What is the general attitude towards privacy of the Irish public in COVID-19 times?
2. Has this attitude changed compared to normal circumstances with the view to help control COVID-19?
3. Do privacy concerns prevent Irish people from using technologies aimed to help in managing the crisis?

2.2 Classification of respondents – Westin Privacy Index Methodology (Kumaraguru and Cranor, 2005)

i) Pro-privacy => most protective of their privacy (27.52%)
ii) Ambivalent => protective of their privacy but make decision based on pros and cons (56.98%)
iii) Dismissive) => least protective of their privacy (15.50%)

2.3 Privacy Risk Measurement – privacy risk perceived when using mobile applications

2.4 Mobile data respondents are willing to share during COVID-19 times

2.5 HSE COVID Tracker Application

- 55% of the respondents are using the application
- 30% of the respondents fear that it will be used as a surveillance tool beyond the scope of COVID-19
- 28% of the respondents have privacy concerns

2.6 Changes in attitudes toward privacy during COVID-19

Respondents are more inclined to share their mobile data during COVID-19 times to help with the crisis.
Overall, there is an increase from 12% (willing to share the data in normal circumstances — before COVID-19) to 61% (willing to share the data during COVID-19 times).

2.6 Summary of Pilot Findings

1. Most respondents have an attitude towards privacy that is based on pros and cons of sharing information
2. Privacy attitude can influence technology adoption
3. Privacy attitude has changed during COVID-19; people are more willing to share their data in these times in order to help controlling the crisis.