

# Where Are We at with the Privacy Debate?

## AUDIO |

### eMarketer Editors

eMarketer principal analysts Nicole Perrin and Yory Wurmser check in on the ongoing privacy debate, looking at data privacy, device privacy and privacy legislation. They also discuss child privacy laws in the US, telemedicine adoption and an Apple Watch partnership.

#### Internet Users Worldwide Who Are Concerned About Their Privacy vs. Accept Certain Risks to Their Digital Privacy for Convenience, Oct 2018

% of respondents

	Concerned about their privacy	Accept certain risks
Taiwan	92%	61%
China	91%	62%
Mexico	91%	61%
Brazil	89%	49%
Canada	87%	70%
Hong Kong	87%	51%
Australia	86%	68%
US	85%	66%
Japan	84%	56%
UK	82%	65%
New Zealand	80%	75%
France	80%	55%
Germany	78%	61%
United Arab Emirates	78%	57%
Italy	73%	52%
Netherlands	66%	63%
<b>Worldwide</b>	<b>83%</b>	<b>61%</b>

Note: ages 18+ who "somewhat" or "strongly" agree

Source: Norton Lifelock, "Cyber Safety Insights Report" conducted by The Harris Poll, March 27, 2019

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