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## Activity Tracking Technologies and Data Privacy in the EU




Hey, look! I tracked my workout today with a mobile application! And, wow! Look at my wearable, apparently I took 12.000 steps today.



Yeah, that's very impressive. But ... These are a lot of personal and health-related data. Aren't you afraid of any data privacy-related threats?

Well ... I mean ... since the GDPR came into force in the EU in May 2018, I assumed my data will be protected?! Don't you think?



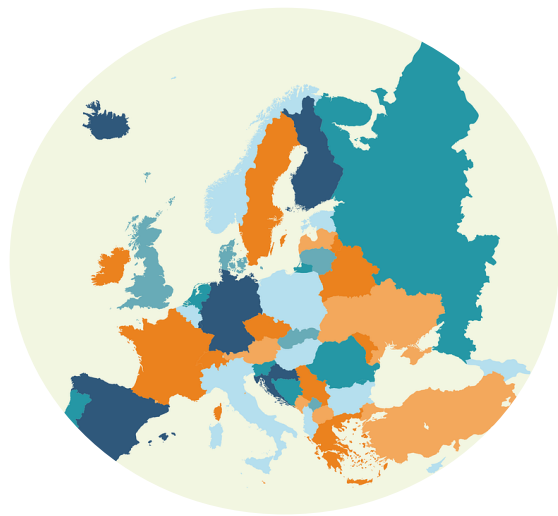
Do the users of activity tracking technologies expect the GDPR to change the status of data protection for the better?



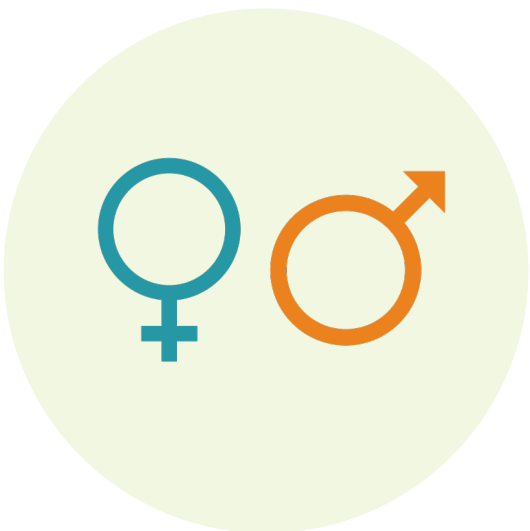
How is the awareness of the GDPR among users of activity tracking technologies in the EU?



The most represented EU-countries were Germany, U.K., Poland and Austria.




The biggest age group is Gen. Y (24-39) (63.5%) and Gen. X (40-59) (21%).



49.7% of the participants are female and 50.3% are male.




A total of 95% were aware about the GDPR! Good job!



More female than male participants were 'pessimistic' about GDPR.

Pessimists exercise slightly less frequently (1-2 times per week) than the enthusiasts (3 < times per week).




GDPR will not change anything for consumers' data privacy.

N=90  
'Pessimists'



GDPR will improve data privacy in Europe.

N=53  
'Enthusiasts'



Only the youngest generation (Gen Z) tended to be more enthusiastic about the new regulation.

There was no difference in usage duration and usage frequency of the tracking technology between both groups.

- GDPR pessimists in general tend to be more concerned about security on the Internet.
- GDPR pessimists tend to care more about what companies, whose services or applications they use, do with their personal data.
- GDPR enthusiasts feel slightly safer (Mdn. 3) than the pessimists (Mdn. 2) due to European privacy regulations.



Participating European users are aware of the GDPR. However, most of them are rather skeptical as to its impact on data privacy.



Users who believe in the effectiveness of European data privacy regulations are more likely to believe in the effectiveness of the new GDPR.