

PRIVACY AND CONSENT

Phase IV of Young Canadians in a Wireless World
Canada's most comprehensive study on young people's digital lives



This data was collected during the COVID-19 pandemic amidst lockdowns and shifts between in-person and at-home learning. It's important to consider this context when reading these findings.

METHODOLOGY

1,058

Canadian youth respondents across two surveys, one for Grades 4 to 6 and one from Grades 7 to 11, conducted from September-December 2021.

DEMOGRAPHICS



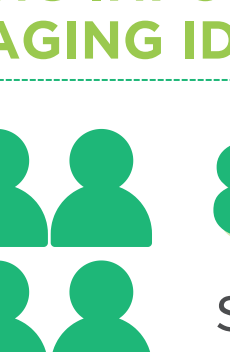
Grades 4-6
Grades 7-11



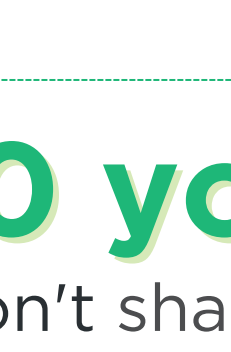
White
Racialized



LGBTQ+
Heterosexual

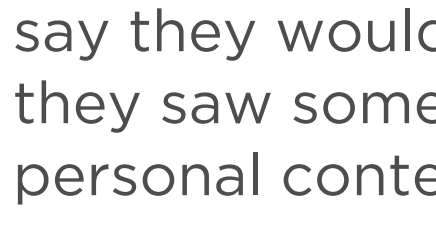


No identified disability
Identified disability



Boys
Girls
Gender diverse & questioning

PROTECTING INFORMATION AND MANAGING IDENTITIES

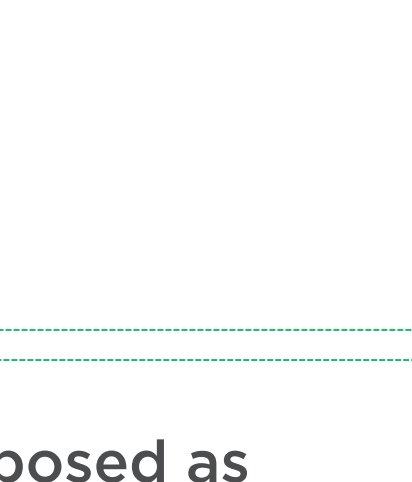


8 in 10 youth

say they don't share their personal information online.

9 in 10 youth

say they would take action if they saw someone had posted personal content about them.



64% would ask the person who posted it to take it down.

38% would tell their parents or guardians.

34% would untag themselves.



Half of youth have posed as someone else online or used a fake account to engage in various online spaces. Why?



36%

To protect their privacy



31%

To play a joke on a friend



27%

To post anonymously



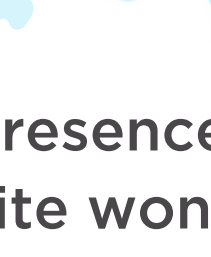
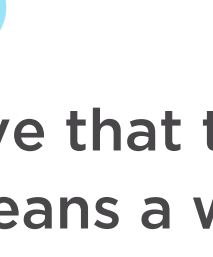
21%

To pretend they're older

ENAGING IN PRIVACY PRACTICES

52% of youth

say they read privacy policies (either on their own or with someone's help)



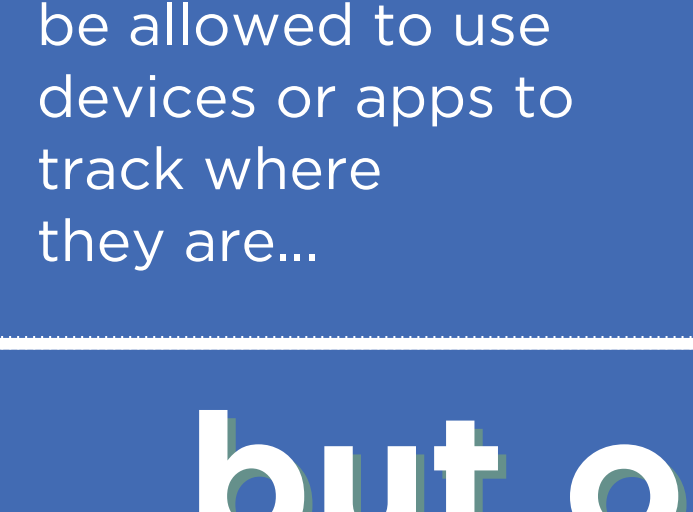
48% of youth

say they never read them.

63%

mistakenly believe that the presence of a privacy policy means a website won't share their personal information with others.

Do youth use privacy settings?



25% because they don't know how to use privacy settings

SURVEILLANCE

74%

of youth think that family members should be allowed to use devices or apps to track where they are...



...but only 2%

agree that online companies (like marketing companies) should be allowed to track their location.

Most youth want their content seen by friends (75%) or their parents, guardians or other family members (68%).



61%

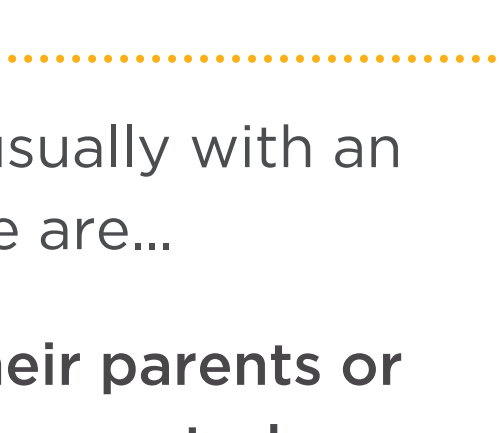
of youth agree that parents or guardians should **keep track of** what their children are doing online.



66%

agree that parents or guardians shouldn't **listen in on** their kids' online conversations or **read kids' texts**.

51% say they have a household rule about posting their contact information online.



SUPERVISION

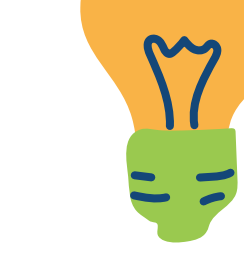
Youth who say they are usually with an adult when they go online are...



more likely tell their parents or guardians about unwanted personal content posted by others



more likely to read privacy policies and terms of service



least likely to hide content from a parent, guardian or someone else in their family.

LEARNING ABOUT PRIVACY



48% of youth say they learn about how to use privacy settings from their **parents or guardians**.

24% say they learn about this from **teachers**.

37% of youth say they would like to **learn more** about how to use privacy settings.