For Message Senders

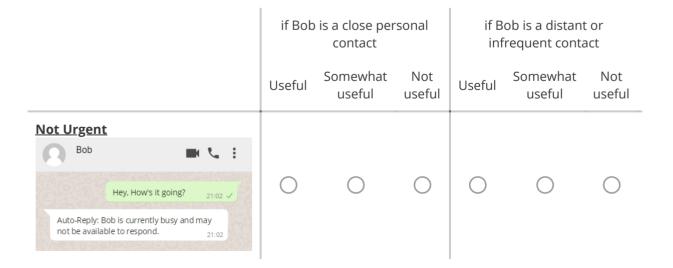
These page timer metrics will not be displayed to the recipient.

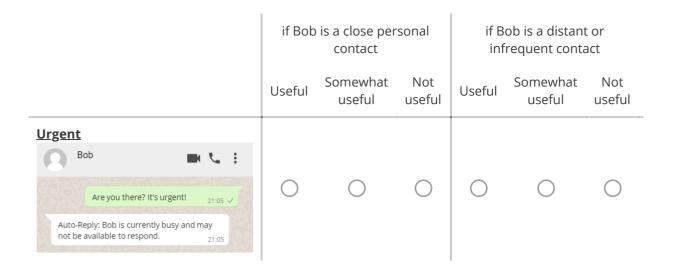
First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks

Suppose you send a text message to one of your contacts named Bob. At the time that the message was received, Bob was not available to respond. Instead, a messaging bot on Bob's smartphone determines Bob's unavailability and auto-responds on his behalf explaining why he is not available.

Please go through the message bubbles in the questions below, the green bubble corresponds to your message and the white bubble corresponds to the auto-reply. Your message in the questions below varies by urgency.

How useful would you find the following auto-responses informing you that Bob is not available given the urgency and your relationship with Bob?



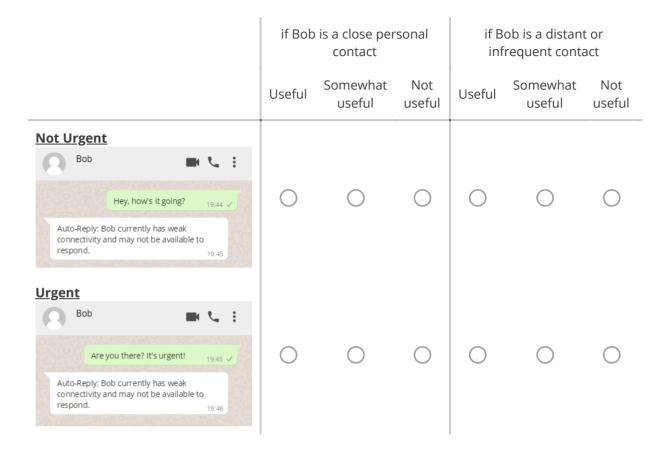


How useful would you find the following auto-responses generated by the bot sharing **call information** details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|--|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob is currently on a call and may not be available to respond. 19:45 | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Bob Are you there? It's urgent! 19:45 ✓ Auto-Reply: Bob is currently on a call and may not be available to respond. 19:46 | 0 | 0 | 0 | 0 | 0 | 0 |

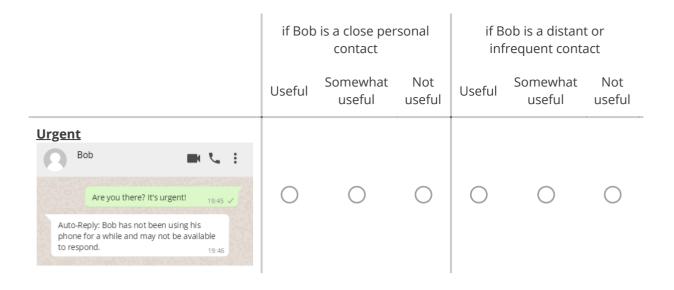
How useful would you find the following auto-responses generated by the bot sharing *connectivity (low reception etc.)* details given the

urgency and your relationship with Bob?

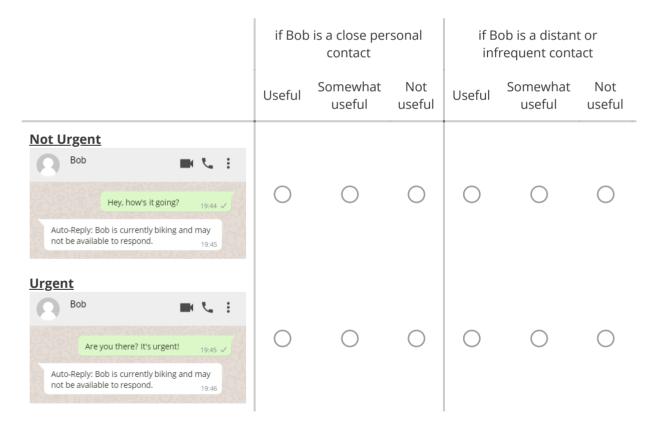


How useful would you find the following auto-responses generated by the bot sharing **phone usage** details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | if Bob is a distant or infrequent contact | | | |
|--|---------------------------------------|--------------------|--|--------|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob has not been using his phone for a while and may not be available to respond. 19:45 | 0 | 0 | 0 | 0 | \bigcirc | 0 |

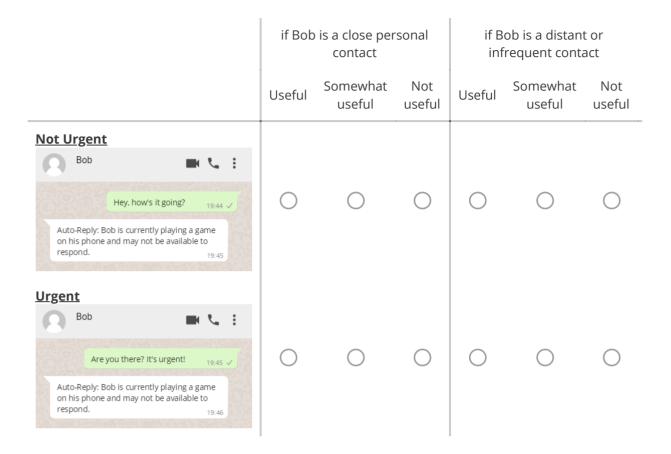


How useful would you find the following auto-responses generated by the bot sharing *physical activity (biking, driving, walking etc.)* details given the urgency and your relationship with Bob?



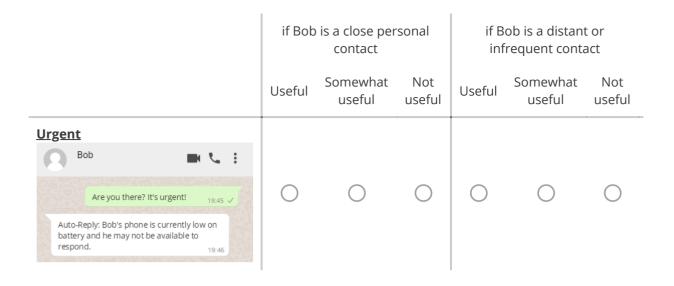
How useful would you find the following auto-responses generated by the bot sharing *app usage* details given the urgency and your

relationship with Bob?



How useful would you find the following auto-responses generated by the bot sharing *battery* details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|---|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent | | | | | | |
| 🚫 Bob 🖿 📞 🗄 | | | | | | |
| Hey, how's it going? 19:44 🗸 | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc |
| Auto-Reply: Bob's phone is currently low on battery and he may not be available to respond. 19:45 | | | | | | |



How useful would you find the following auto-responses generated by the bot sharing **calendar** details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|---|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob is currently in a meeting with Joe and may not be available to respond. 19:45 | 0 | \bigcirc | 0 | 0 | \bigcirc | 0 |
| Urgent Bob Are you there? It's urgent 19:45 ✓ Auto-Reply: Bob is currently in a meeting with Joe and may not be available to respond. 19:46 | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc |

How useful would you find the following auto-responses generated by the bot sharing *charging* details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|--|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob's phone is currently charging and he may not be available to respond. 19:45 | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Bob Are you there? It's urgent! 19:45 ✓ Auto-Reply: Bob's phone is currently charging and he may not be available to respond. 19:46 | 0 | 0 | 0 | 0 | 0 | 0 |

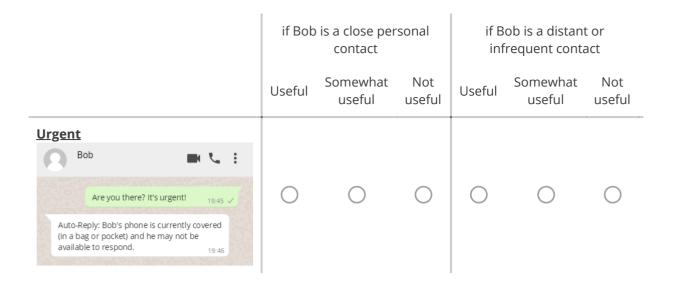
How useful would you find the following auto-responses generated by the bot sharing **surrounding noise** details given the urgency and your relationship with Bob?

| if Bob is a close personal contact | | | ob is a distant requent conta | | | |
|---------------------------------------|--------------------|---------------|----------------------------------|--------------------|---------------|--|
| Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful | |

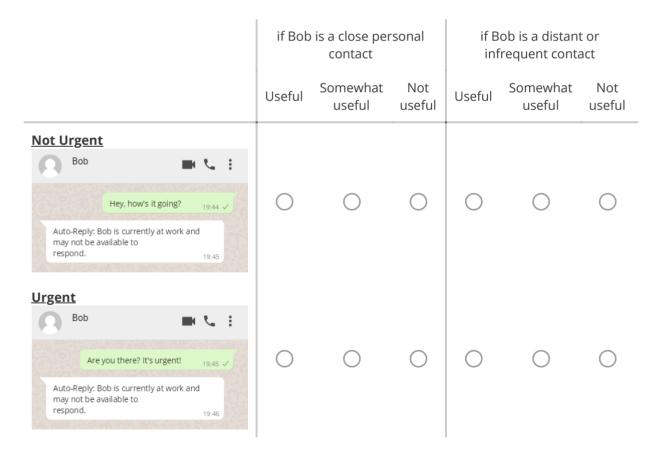
| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|---|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob is currently in a noisy environment and may not be available to respond. 19:45 | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Bob Are you there? It's urgent! 19:45 ✓ Auto-Reply: Bob is currently in a noisy environment and may not be available to respond. 19:46 | 0 | 0 | 0 | 0 | 0 | 0 |

How useful would you find the following auto-responses generated by the bot sharing **phone proximity** details given the urgency and your relationship with Bob?

| | if Bob is a close personal contact | | | if Bob is a distant or infrequent contact | | |
|--|---------------------------------------|--------------------|---------------|--|--------------------|---------------|
| | Useful | Somewhat useful | Not useful | Useful | Somewhat useful | Not useful |
| Not Urgent Bob Hey, how's it going? 19:44 Auto-Reply: Bob's phone is currently covered (in a bag or pocket) and he may not be available to respond. 19:45 | 0 | 0 | 0 | 0 | 0 | 0 |

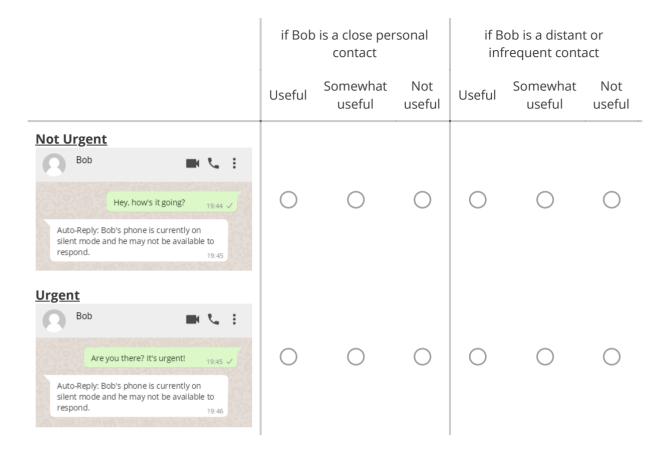


How useful would you find the following auto-responses generated by the bot sharing *location* details given the urgency and your relationship with Bob?



How useful would you find the following auto-responses generated by the bot sharing *ringer mode* details given the urgency and your

relationship with Bob?



What other information about Bob's current situation would you find useful if Bob is not available to respond?



The next few questions evaluate different auto-responses based on amount of information they contain i.e. granularity. How useful would you find the following auto-responses generated by the bot explaining Bob's unavailability due to *location*?

| | Useful | Somewhat useful | Not useful |
|--|------------|-----------------|------------|
| Bob is currently at Robinson Mall and may not be available to respond. | \bigcirc | \bigcirc | \bigcirc |
| Bob is currently not at home and may not be available to respond. | \bigcirc | \bigcirc | \bigcirc |

How useful would you find the following auto-responses generated by the bot explaining Bob's unavailability due to *physical activity*?

| | Useful | Somewhat useful | Not useful |
|--|------------|-----------------|------------|
| Bob is currently driving and may not be available to respond. | 0 | \bigcirc | 0 |
| Bob is currently in motion and may not be available to respond. | \bigcirc | \bigcirc | 0 |

How useful would you find the following auto-responses generated by the bot explaining Bob's unavailability due to current *calendar event*?

| | Useful | Somewhat useful | Not useful |
|--|--------|-----------------|------------|
| Bob is currently in a scheduled event and may not be available to respond. | 0 | 0 | \bigcirc |
| Bob is currently in a meeting with Joe and may not be available to respond. | 0 | 0 | \bigcirc |
| Bob is currently at a doctor's appointment and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| Bob is currently attending a game and may not be available to respond. | 0 | 0 | \bigcirc |

Select the word 'rational' from the following:

random

radio

refactor

rational

How useful would you find the following auto-responses generated by the bot explaining Bob's unavailability due to lack of **phone usage**?

| | Useful | Somewhat useful | Not useful |
|--|--------|-----------------|------------|
| Bob has not turned on his phone screen for 5 minutes and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| Bob has not turned on his phone screen for a while and may not be available to respond. | 0 | 0 | 0 |
| Bob has not turned on his phone screen for 45 minutes and may not be available to respond. | 0 | 0 | 0 |

How useful would you find the following auto-responses generated by the bot explaining Bob's unavailability due to current *app usage*?

| | Useful | Somewhat useful | Not useful |
|--|--------|-----------------|------------|
| Bob is currently watching a video on his phone and may not be available to respond. | 0 | \bigcirc | \bigcirc |

| | Useful | Somewhat useful | Not useful |
|--|--------|-----------------|------------|
| Bob is currently engaged with another task on his phone and may not be available to respond. | 0 | \bigcirc | \bigcirc |

For Message Recipients

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First Click: *0 seconds* Last Click: *0 seconds* Page Submit: *0 seconds* Click Count: *0 clicks*

Upon receiving a text message, how frequently are you unable to respond due to the following reasons?

| | Most of the time | About half the time | Rarely |
|--|---------------------|------------------------|--------|
| Engaged in Physical Activity like driving, walking, biking etc. | 0 | \bigcirc | 0 |
| Meetings or other calendar events | 0 | 0 | 0 |
| Not aware of the incoming attempt (due to being in Do Not Disturb or silent mode/vibration only) | 0 | \bigcirc | 0 |
| Low on battery | 0 | 0 | 0 |
| Weak or low connectivity | 0 | 0 | 0 |

| | Most of the time | About half the time | Rarely |
|--|---------------------|------------------------|--------|
| Phone left charging | 0 | 0 | 0 |
| In a noisy environment | 0 | 0 | 0 |
| Using the phone for another purpose like watching a video or playing a game | 0 | 0 | 0 |
| On a phone call | 0 | 0 | 0 |
| Not looking at or using the phone | 0 | 0 | 0 |
| Phone in pocket or inside a bag | 0 | 0 | 0 |
| At work or some other location where you typically don't respond fast | 0 | 0 | 0 |
| Other Reason(s): | 0 | 0 | 0 |

Assume there is a messaging bot present in your smartphone that can respond to incoming text messages (from any messaging application) on your behalf sharing your availability information when it determines you are not available to respond.

Suppose you receive a text message from one your contacts named Alice. The questions in this section relate to the type of responses the bot could generate based on information captured from your smartphone automatically.

Please go through the message bubbles in the questions below, the

white bubble corresponds to the message you receive from Alice and the green bubble corresponds to the auto-reply sent on your behalf. The messages you receive i.e. the white bubble differ by their urgency.

How comfortable would you be with the bot informing Alice about your unavailability give the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a | distant or contact | infrequent |
|---|--------------------------------------|---------|--------------------|---------------|-----------------------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Alce I I I I I I I I I I I I I I I I I I I | 0 | 0 | \bigcirc | 0 | 0 | 0 |
| Urgent Alce Arsyouthere? Its urgent ArsoBoy: I am currently busy and may not be available to respond. | 0 | 0 | 0 | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *location* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a | distant or contact | infrequent |
|--|--------------------------------------|------------|--------------------|---------------|-----------------------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Alce Hey, How's it going ALC-Rep! Lan currently at work and may not be available to respond | 0 | \bigcirc | 0 | 0 | 0 | 0 |

| | if Alice is a close personal contact | | | if Alice is a | distant or contact | infrequent |
|--|--------------------------------------|---------|--------------------|---------------|-----------------------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Lice E Constantion Constantia Constanti | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *physical activity* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a | distant or contact | infrequent |
|---|--------------------------------------|------------|--------------------|---------------|-----------------------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Alce E : Hey Hows It gong 2100 Auso-Regir I am currently biling and may not be available for region | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Alce Aryou there? its urgent Aryou there? its urgent Auto-Reply: I am currently biking and may not be awalided to reppond | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | 0 |

How comfortable would you be with the bot explaining your unavailability using your *calendar* details on your behalf given the urgency of her message and your relationship with Alice?

| if Alice is a c | close perso | onal contact | if Alice is a | distant or contact | infrequent |
|-----------------|-------------|--------------------|---------------|-----------------------|--------------------|
| Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |

| | if Alice is a close personal contact | | | if Alice is a | distant or contact | infrequent |
|--|--------------------------------------|---------|--------------------|---------------|-----------------------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Alc Max Max Max Max Max Max Max Max Max Max Max Max Max Max Max Max Max Max Max | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Ale E E E E E E E E E E E E E E E E E E E | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using **phone usage** details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a d | close perso | onal contact | if Alice is a distant or infrequent contact | | |
|--|-----------------|-------------|--------------------|--|---------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Ale Hey Hey's It gang Also-Beyly: I have not here using my phone for a while and may not be available to report. | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Ale L L L Are you there it sugent Are you there it sugent Cra while and may not be available to report. | 0 | \bigcirc | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *call information* details on your behalf given the urgency of her message and your relationship with Alice?

| | Coim/Adicteatsle | closseupuents c | Not onal contact Comfortable | if Alice is a distant or infreqNent Comfortable Neutral contact Comfortable | | |
|--|------------------|-----------------|------------------------------------|---|---------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Alce I I I I I I I I I I I I I I I I I I I | 0 | 0 | \bigcirc | 0 | 0 | 0 |
| Alce Image: Compare the surgent Arsyou there? It's urgent Image: Compare the surgent Auto-Reply: I am currently on a call and may not the available to reprint. Image: Compare the surgent | 0 | 0 | 0 | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *ringer mode* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|--|--|------------|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable (| | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Ale Mey, Hows It going Ann-Reby: My phone is uncerredy on shert mode and i may not be available to report. | 0 | \bigcirc | \bigcirc | 0 | 0 | 0 |
| Urgent Ale E E C E Ary vu there' E v urgent Ary Ary there' E v urgent Ary Ary Ary Porte Northeret Roge and i may not be available to report. | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using **phone proximity** details on your behalf given the urgency of her message and your relationship with Alice?

| | Not Coinfriktio ceatisle clobseuptearbonal contact Comfortable | | | if Alice is a distant or infreqNetit Comfortable Neutral contact Comfortable | | |
|---|--|---------|--------------------|--|---------|--------------------|
| | Comfortable | Neutral | Not Comfortable | Comfortable | Neutral | Not Comfortable |
| Not Urgent Aire I C C C Hyrrowst gang 2 c C Absolady My chwa sorrenty voered in a bag or poorent and may not be | 0 | 0 | \bigcirc | 0 | 0 | 0 |
| Urgent Ale E E E E E More Ale B E E E E More Ale B A E E E E E E E E E E E E E E E E E E | 0 | 0 | 0 | 0 | 0 | 0 |

Please select Option 1:

Option 1

Option 2

Option 3

How comfortable would you be with the bot explaining your unavailability using *surrounding noise* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|---|--|---|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable Comfortable | | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Ale Hey How's It ging Lossfoy's an correctly in a noty neopoly: an correctly in a noty neopoly an correctly in a noty neopoly and a sublide to report | 0 | 0 | \bigcirc | 0 | 0 | 0 |
| Urgent Alce May utere't is urgent Arcs-Reyt, Ian current yn a nog May Gregor. | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *charging* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|--|---------------------------------------|---|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable C | | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Ale Hey, Hows It gong? Acto-Recy, My chone is currently charging and Irmay not be available to respont. 121 | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Ale I I I I I I I I I I I I I I I I I I I | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *battery* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|--|--|---|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable Comfortable | | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Alce Mr. Have Mr. Have Alce Mr. Have Mr. Have Mr | 0 | 0 | 0 | 0 | 0 | 0 |
| Locatory and interview and int | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using **connectivity** details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|---|--|---|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable C | | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Acc Max My, Horry St gange Acc Sector Acc Acc Acc Acc Acc Acc Acc Acc Acc Acc | 0 | 0 | 0 | 0 | 0 | 0 |
| Urgent Are Merel & Merel & Company Are you there! Is urgent Are you there! Is urgent Are former you have mark company of many not be available to report. | 0 | 0 | \bigcirc | 0 | 0 | 0 |

How comfortable would you be with the bot explaining your unavailability using *app usage* details on your behalf given the urgency of her message and your relationship with Alice?

| | if Alice is a close personal contact | | | if Alice is a distant or infrequent contact | | |
|---|--|---|-------------|--|--------------------|---|
| | Comfortable Neutral Not Comfortable Comfortable | | Comfortable | Neutral | Not Comfortable | |
| Not Urgent Alce Hey Hows It going Alce Alce-Reply I are currently along as game on mychose and may not be available to replord. | 0 | 0 | \bigcirc | 0 | 0 | 0 |
| Urgent Alce Alce Aryou there' it's urgent Arco-Reply: Ian currently playing a game on my ploose and may not be available to report. | 0 | 0 | 0 | 0 | 0 | 0 |

Any other information that you would be comfortable with the bot sharing to explain your unavailability?

The next few questions evaluate different auto-responses based on amount of information they contain i.e. granularity of information.

How comfortable would you be with the bot sending the following messages on your behalf containing *calendar* information to the message sender?

| | Comfortable | Neutral | Uncomfortable |
|---|-------------|------------|---------------|
| l am currently in a scheduled event and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| l am currently in a meeting with Joe and may not be available to respond. | 0 | \bigcirc | \bigcirc |

| | Comfortable | Neutral | Uncomfortable |
|--|-------------|------------|---------------|
| l am currently at a doctor's appointment and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| l am currently attending a game and may not be available to respond. | 0 | \bigcirc | \bigcirc |

How comfortable would you be with the bot sending the following messages on your behalf containing app use

information to the message sender?

| | Comfortable | Neutral | Uncomfortable |
|---|-------------|------------|---------------|
| l am currently watching a video on my phone and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| l am currently engaged with another task on my phone and may not be available to respond. | 0 | \bigcirc | \bigcirc |

How comfortable would you be with the bot sending the following messages on your behalf containing

physical activity information to the message sender?

| | Comfortable | Neutral | Uncomfortable |
|--|-------------|------------|---------------|
| l am currently driving and may not be available to respond. | \bigcirc | \bigcirc | 0 |
| l am currently in motion and may not be available to respond. | 0 | \bigcirc | 0 |

How comfortable would you be with the bot sending the following messages on your behalf containing *phone*

use information to the message sender?

| | Comfortable | Neutral | Uncomfortable |
|---|-------------|---------|---------------|
| l have not turned on my screen for 5 minutes and may not be available to respond. | \bigcirc | 0 | 0 |
| I have not been using my phone for a while and may not be available to respond. | 0 | 0 | 0 |
| I have not turned on my phone screen for 45 minutes and may not be available to respond. | 0 | 0 | 0 |

How comfortable would you be with the bot sending the following messages on your behalf containing *location*

information to the message sender?

| | Comfortable | Neutral | Uncomfortable |
|--|-------------|------------|---------------|
| l am currently at a Robinson Mall and may not be available to respond. | 0 | \bigcirc | \bigcirc |
| l am currently not at home and may not be available to respond. | 0 | \bigcirc | \bigcirc |

IUIPC

These page timer metrics will not be displayed to the recipient.

First Click: *0 seconds* Last Click: *0 seconds* Page Submit: *0 seconds* Click Count: *0 clicks*

Please rate the following statements.

| | Strongly agree | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disa |
|--|-------------------|-------|-------------------|-------------------------------------|----------------------|------|
|--|-------------------|-------|-------------------|-------------------------------------|----------------------|------|

| | Strongly agree | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disa |
|---|-------------------|-------|-------------------|-------------------------------------|----------------------|------|
| Consumer online privacy is really a matter of consumers' right to exercise control and autonomy over decisions about how their information is collected, used and shared. | 0 | 0 | 0 | 0 | 0 | (|
| Consumer control of personal information lies at the heart of consumer privacy. | 0 | 0 | 0 | 0 | 0 | (|
| I believe that online privacy is invaded when control is lost or unwillingly reduced as a result of a marketing transaction. | 0 | 0 | 0 | 0 | 0 | (|
| Companies seeking information online should disclose the way the data are collected, processed, and used. | 0 | 0 | 0 | 0 | 0 | (|

| | Strongly agree | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disa |
|--|-------------------|-------|-------------------|-------------------------------------|----------------------|------|
| A good consumer online privacy policy should have a clear and conspicuous disclosure. | 0 | 0 | 0 | \bigcirc | 0 | (|
| It is very important to me that I am aware and knowledgeable about how my personal information will be used. | 0 | 0 | 0 | \bigcirc | 0 | (|
| It usually bothers me when online companies ask me for personal information. | 0 | 0 | 0 | 0 | 0 | (|
| When online companies ask me for personal information, I sometimes think twice before providing it. | 0 | 0 | 0 | 0 | 0 | (|
| It bothers me to give personal information to so many online companies. | 0 | 0 | 0 | \bigcirc | 0 | (|

| | Strongly agree | Agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Disa |
|--|-------------------|-------|-------------------|-------------------------------------|----------------------|------|
| I'm concerned that online companies are collecting too much personal information about me. | 0 | 0 | 0 | 0 | 0 | (|

Demographics Information

What is your gender?

Male

Female

Other

What is your age?

Under 18

18 - 24

- 25 34
- 35 44
- 45 54
- 55 64
- 65 74
- 75 84

85 or older

What is your current education level?

Less than high school High school graduate Some college 2 year degree 4 year degree Professional degree Doctorate

What is your employment status?

- Employed full time
- Employed part time
- Unemployed looking for work
- Unemployed not looking for work
- Retired
- Student
- Disabled

What is your preferred method of communication?

- Messaging
- Email
- Voice Call
- Video Call

How frequently do you check your phone for unread messages?

Every 5 minutes or less Couple or more times every hour Not more than once an hour