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Panda Security European Cybersecurity Survey

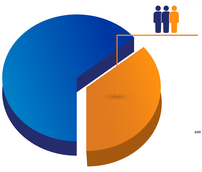
Panda Security has conducted a cybersecurity study by surveying more than 4,000 people in its main European markets: Germany, Spain, Italy and France.

The aim of the study was to determine the perception that citizens of these countries have of **cybersecurity in different aspects of digital life.**

To mark World Social Networking Day, we're pleased to present the first results of the survey focusing on Europeans' relationship with social networks.

Cybersecurity and social networks

Level of privacy awareness on social networks



1 in 3 Europeans (32.39%) say they are **not aware of the types of data and the amount of personal information they share** on the internet and social networks and the risks associated with it.

The most aware European citizens in this respect are:

64% of Europeans surveyed say they are concerned about the amount of **personal information they share** online and on social media. More women reported being concerned about this issue than men (66,17% vs. 60,80%).

The age group most concerned about the amount of information shared on social media is the **25-34 age group.**

However, the most unconcerned are the **18-24 year olds** and the **over 55s.**

Europeans' main fears on social networks

Nearly half of the Europeans surveyed think it is very likely that **their data shared on social networks will be incorporated into a database for commercial and advertising purposes without their permission** (49.69%).

Almost half also believe that their **sensitive information** will be passed on to **strangers** (49.57%).

This is followed by **hacking of accounts and devices and identity theft.**

All countries show the same trend, but **Italians** also report being **very concerned about their photos being misused by third parties.**

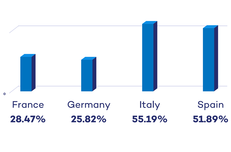
French people expressed being **more concerned about cyberbullying** on the internet compared to their European neighbours.

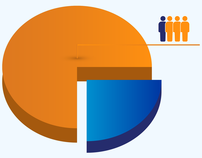
Relationship with fake news and WhatsApp chains

1 in 5 European citizens surveyed believe **news received via WhatsApp chains** (20.09%) **to be credible.**

France is the country that gives the most credibility to WhatsApp messages (28.47%), followed by Germany (25.82%). Italy (55.19%) and Spain (51.89%) are the most skeptical countries, giving little credibility to this type of news.

Level of skepticism





3 out of 4 Europeans believe that **fake profiles that try to influence society** are **extremely prevalent** on social networks (75.08%).

This is followed to a lesser extent by half of Europeans who admit that **they sometimes find it difficult to differentiate between real and fake news** (50.63%).

In Spain, more than 80% of respondents think that **there are too many fake profiles on social networks.** Meanwhile, 79% also believe that **it is possible to change people's opinions through fake news.**

The country that gives the most credibility to WhatsApp and social media profiles is Germany (53.23%).

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