



National
Privacy Test

Results & Findings

Results from 192 countries and a total of 48,063 respondents.

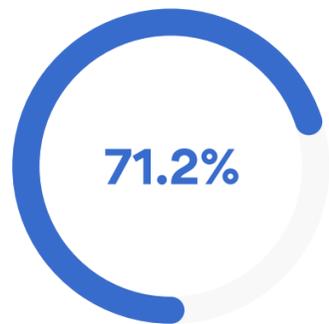
Powered by
NordVPN®



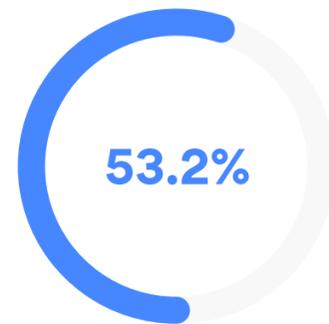


Germany is simply #1. It's the only country to average more than 70/100 in the test. Germans are especially savvy at managing their digital risk.

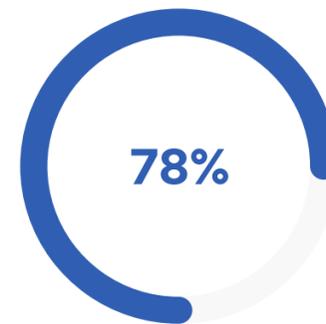
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Germans understand:

- Which data to share with their apps via app permissions (92.4/100).
- How to create a strong password (93.3/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (93.5/100).
- What to do when an email from a bank informs that someone withdrew money from their account (98.5/100).
- How to respond after a notification that an unknown device has tried to log into their email account (94.1/100).



Germans should be more aware of:

- The importance of reading terms of service of apps and online services (37.7/100).
- What tools to use to become more private online (50.6/100).
- How to secure their home Wi-Fi network (63.3/100).
- Which types of data internet providers collect as part of metadata (66.9/100).
- Privacy and security issues common in internet-enabled devices (68.3/100).



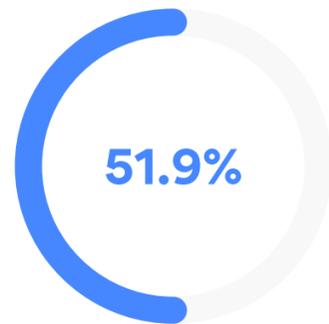
The Netherlands

The Dutch are extremely aware of cybersecurity issues related to money and personal finance. But they could employ stronger passwords.

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



The Dutch understand:

- Which data to share with their apps via app permissions (92.7/100).
- How their devices might get infected with malware (91.0/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (97.0/100).
- What to do when an email from a bank informs that someone withdrew money from their account (99.0/100).
- How to respond after a notification that an unknown device has tried to log into their email account (92.8/100).



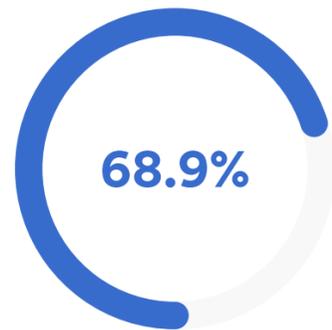
The Dutch should be more aware of:

- The importance of reading terms of service of apps and online services (34.2/100).
- What tools to use to become more private online (47.5/100).
- How to secure their home Wi-Fi network (59.2/100).
- Which types of data internet providers collect as part of metadata (65.8/100).
- Privacy and security issues common in internet-enabled devices (62.2/100).

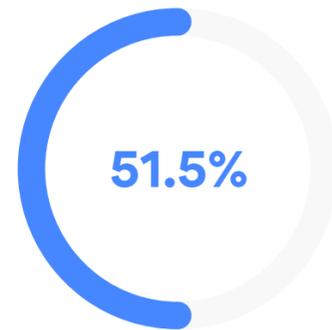
 **Switzerland**

The Swiss are great at controlling app permissions.

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



The Swiss understand:

- Which data to share with their apps via app permissions (93.6/100).
- How to create a strong password (94/100).
- How their devices might get infected with malware (90.8/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (93.1/100).
- What to do when an email from a bank informs that someone withdrew money from their account (98.5/100).



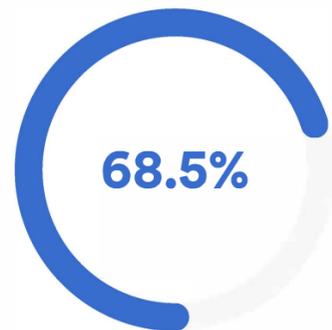
The Swiss should be more aware of:

- The importance of reading terms of service of apps and online services (37.4/100).
- What tools to use to become more private online (46.6/100).
- How to secure their home Wi-Fi network (54.7/100).
- The ways to mask a fake URL and make it look legitimate (64/100).
- Privacy and security issues common in internet-enabled devices (62.4/100).

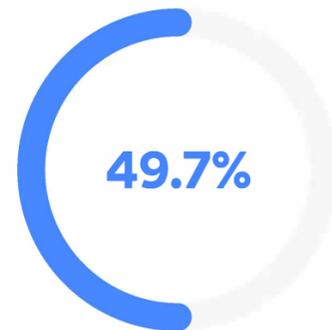
 **United States**

The US is good but not great at cybersecurity savvy. Unfortunately, Americans are especially reluctant to update their apps.

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Americans understand:

- What to do when an email from a bank informs that someone withdrew money from their account (97.3/100).
- Which data to share with their apps via app permissions (91.29).
- How their devices might get infected with malware (91.2/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (92.9/100).
- How to create a strong password (89.3/100).



Americans should be more aware of:

- The security benefits of updating apps as soon as the update is available (62.8/100).
- How to secure their home Wi-Fi network (54.5/100).
- The importance of reading terms of service of apps and online services (39.9/100).
- What tools to use to become more private online (43.7/100).
- Privacy and security issues common in internet-enabled devices (63.8/100).

 **Belgium**

Belgium landed in the top 5, but the country's score could've been even better. Unfortunately, Belgians lack in knowledge of what to do after their data gets leaked due to a service breach.

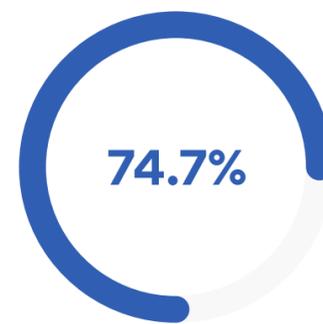
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Belgians understand:

- How to create a strong password (90.4/100).
- How their devices might get infected with malware (90.6/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (94.2/100).
- What to do when an email from a bank informs that someone withdrew money from their account (98.3/100).
- How to respond after a notification that an unknown device has tried to log into their email account (91.6/100).



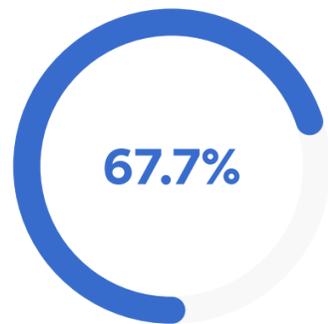
Belgians should be more aware of:

- The importance of reading terms of service of apps and online services (31/100).
- What tools to use to become more private online (48.2/100).
- How to secure their home Wi-Fi network (57.5/100).
- The ways to mask a fake URL and make it look legitimate (63.3/100).
- Privacy and security issues common in internet-enabled devices (62.4/100).



The French do not understand the dangers posed by Internet of Things devices (their score is only 59.3/100).

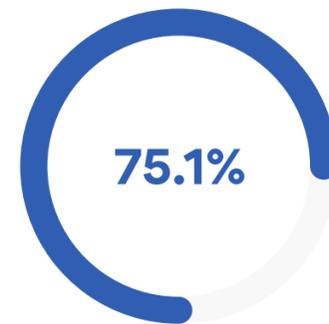
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



The French understand:

- How to create a strong password (92.3/100).
- How their devices might get infected with malware (90.9/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (92.9/100).
- What to do when an email from a bank informs that someone withdrew money from their account (97.1/100).
- How to respond after a notification that an unknown device has tried to log into their email account (90.6/100).



The French should be more aware of:

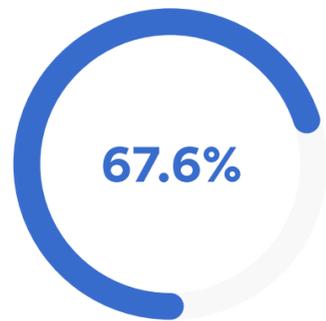
- The importance of reading terms of service of apps and online services (31.7/100).
- What tools to use to become more private online (46.1/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (62.6/100).
- How to secure their home Wi-Fi network (54.1/100).
- Privacy and security issues common in internet-enabled devices (59.3/100).



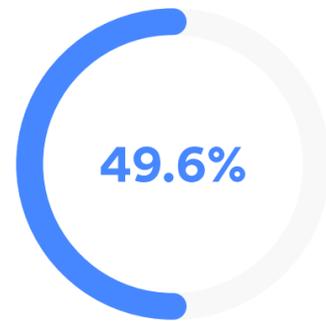
Denmark

Denmark is more dutiful than its neighbors (Norway, Sweden, Germany, and Netherlands) when it comes to updating apps. However, Danes could raise their awareness regarding Facebook's data collection practices.

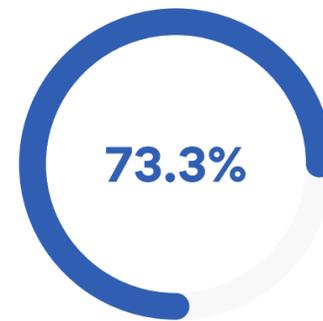
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Danes understand:

- Which data to share with their apps via app permissions (92.7/100).
- How to create a strong password (91.8/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (95.5/100).
- What to do when an email from a bank informs that someone withdrew money from their account (98.9/100).
- How to respond after a notification that an unknown device has tried to log into their email account (91.6/100).



Danes should be more aware of:

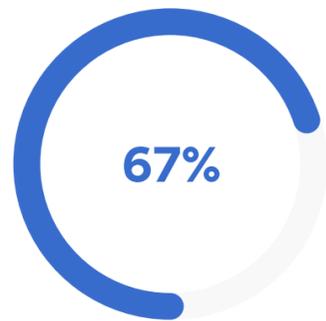
- The importance of reading terms of service of apps and online services (31/100).
- What tools to use to become more private online (46.1/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (57.7/100).
- How to secure their home Wi-Fi network (57.4/100).
- Privacy and security issues common in internet-enabled devices (57.4/100).



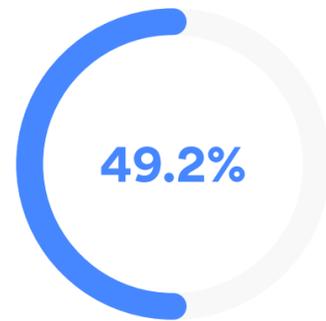
Norway

Good cybersecurity knowledge (for example, Norwegians know that a VPN enhances one's online privacy.) But Norwegians need to improve their understanding of what is a strong password.

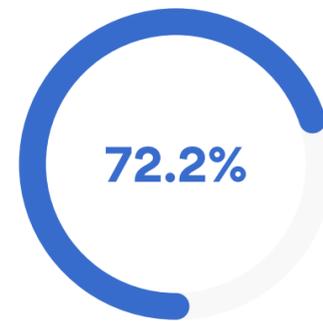
National Privacy Test score



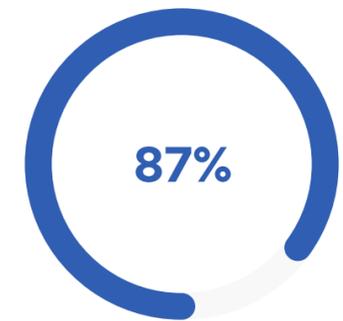
Digital habits



Digital Privacy awareness



Digital risk tolerance



Norwegians understand:

- Which data to share with their apps via app permissions (93.3/100).
- How their devices might get infected with malware (90/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (96.2/100).
- What to do when an email from a bank informs that someone withdrew money from their account (98.4/100).
- How to respond after a notification that an unknown device has tried to log into their email account (92.6/100).



Norwegians should be more aware of:

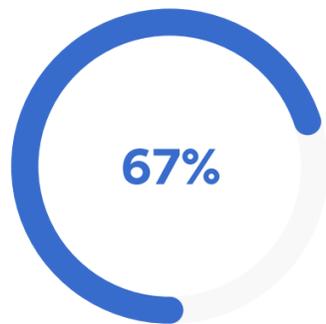
- The importance of reading terms of service of apps and online services (31.4/100).
- What tools to use to become more private online (45.3/100).
- How to secure their home Wi-Fi network (57.8/100).
- Which types of data internet providers collect as part of metadata (62.3/100).
- Privacy and security issues common in internet-enabled devices (57.3/100).



Spain

Spain is more aware of social media privacy issues than the rest of Europe.

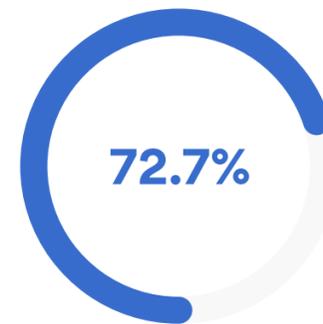
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Spaniards understand:

- How to create a strong password (93.5/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (90.8/100).
- The dangers of saving their credit card details in their browser (89.1/100).
- What to do when an email from a bank informs that someone withdrew money from their account (96.5/100).
- How to respond after a notification that an unknown device has tried to log into their email account (92/100).



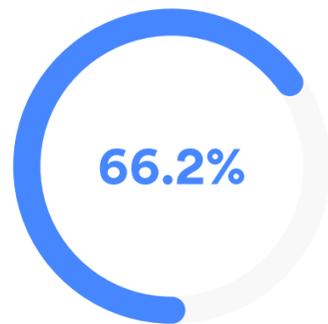
Spaniards should be more aware of:

- The importance of reading terms of service of apps and online services (31.8/100).
- What tools to use to become more private online (43.6/100).
- How to secure their home Wi-Fi network (57.8/100).
- The ways to mask a fake URL and make it look legitimate (62.3/100).
- Privacy and security issues common in internet-enabled devices (54.9/100).

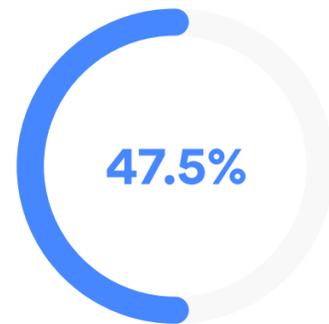


The Swedes do not read an app's or service's terms of service before clicking "agree." Their score is second to worst regarding this issue (barely above Japan).

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Swedes understand:

- Which data to share with their apps via app permissions (91.7/100).
- How their devices might get infected with malware (91.7/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (93.9/100).
- What to do when an email from a bank informs that someone withdrew money from their account (97.4/100).
- How to respond after a notification that an unknown device has tried to log into their email account (89.3/100).



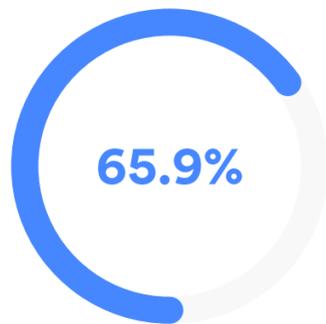
Swedes should be more aware of:

- The importance of reading terms of service of apps and online services (29.3/100).
- What tools to use to become more private online (45.6/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (57.8/100).
- How to secure their home Wi-Fi network (58.5/100).
- Privacy and security issues common in internet-enabled devices (58.2/100).

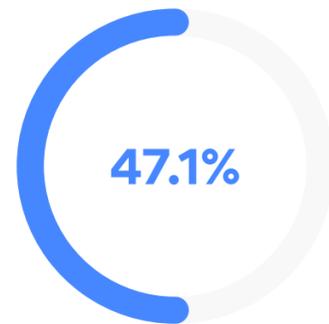
 **United Kingdom**

The UK is the best at identifying phishing websites.

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



The British understand:

- Which data to share with their apps via app permissions (86.9/100).
- How to create a strong password (90.7/100).
- How their devices might get infected with malware (89.9/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (92.0/100).
- What to do when an email from a bank informs that someone withdrew money from their account (96.7/100).



The British should be more aware of:

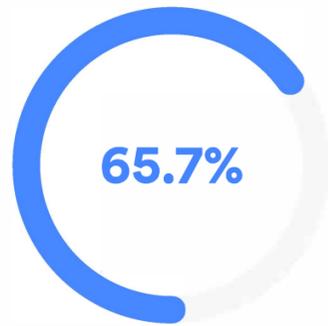
- The importance of reading terms of service of apps and online services (35.9/100).
- What tools to use to become more private online (39.9/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (57.7/100).
- How to secure their home Wi-Fi network (50.5/100).
- Privacy and security issues common in internet-enabled devices 57.6/100).



Italy

Italy knows its strong passwords — it has the best score on this issue among 21 countries analyzed.

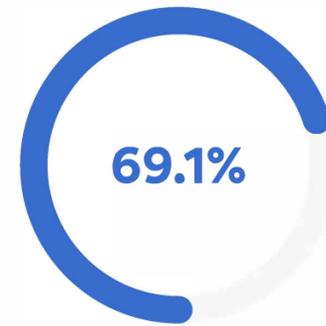
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Italians understand:

- Which data to share with their apps via app permissions (89.4/100).
- How to create a strong password (94.3/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (90.6/100).
- What to do when an email from a bank informs that someone withdrew money from their account (95.3/100).
- How to respond after a notification that an unknown device has tried to log into their email account (94/100).



Italians should be more aware of:

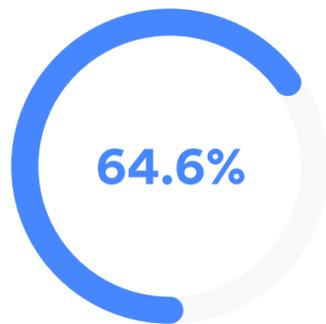
- The importance of reading terms of service of apps and online services (37.9/100).
- What tools to use to become more private online (40.3/100).
- How to secure their home Wi-Fi network (55.7/100).
- How to identify a phishing website (56.9/100).
- Privacy and security issues common in internet-enabled devices (49.5/100).



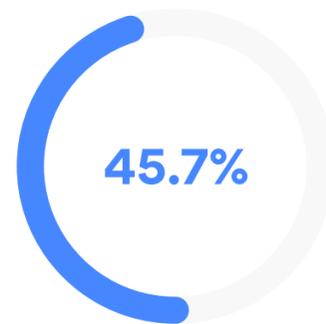
Australia

Installing app updates is the Achilles' heel of Australians. They're behind most developed countries regarding this aspect.

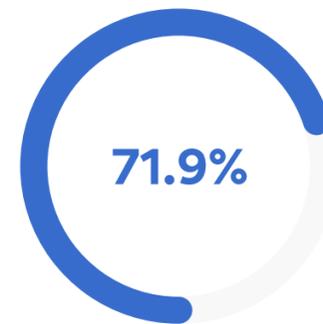
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Australians understand:

- How to create a strong password (88.9/100).
- How their devices might get infected with malware (87.7/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (90.2/100).
- The dangers of saving their credit card details in their browser (89.4/100).
- What to do when an email from a bank informs that someone withdrew money from their account (95.3/100).



Australians should be more aware of:

- The importance of reading terms of service of apps and online services (36.4/100).
- What tools to use to become more private online (39.1/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (55/100).
- How to secure their home Wi-Fi network (47.2/100).
- Privacy and security issues common in internet-enabled devices (56.2/100).



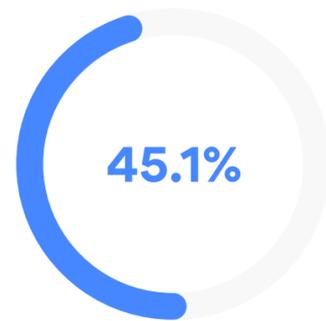
Canada

Canada should do better. Right now, it's trailing behind other Western countries. Canadians could easily improve by simply updating their apps when prompted.

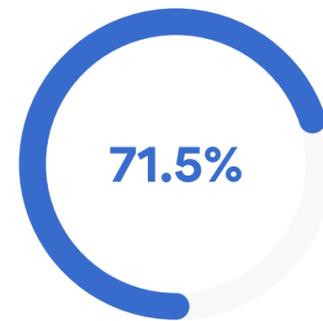
National Privacy Test score



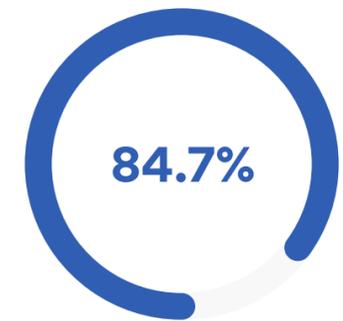
Digital habits



Digital Privacy awareness



Digital risk tolerance



Canadians understand:

- Which data to share with their apps via app permissions (87.3/100).
- How to create a strong password (89.4/100).
- How their devices might get infected with malware (88.1/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (92.8/100).
- What to do when an email from a bank informs that someone withdrew money from their account (97.2/100).



Canadians should be more aware of:

- The importance of reading terms of service of apps and online services (33.4/100).
- What tools to use to become more private online (38.7/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (55.2/100).
- How to secure their home Wi-Fi network (47.9/100).
- Privacy and security issues common in internet-enabled devices (55.4/100)

 **South Africa**

South Africa has a lower than average cybersecurity score. On the plus side, South Africans know what to do when an unknown device tries to log into their email account.

National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



South Africans understand:

- How to create a strong password (86.2/100).
- How their devices might get infected with malware (75.7/100).
- The dangers of saving their credit card details in their browser (82.4/100).
- What to do when an email from a bank informs that someone withdrew money from their account (92.2/100).
- How to respond after a notification that an unknown device has tried to log into their email account (89.8/100).



South Africans should be more aware of:

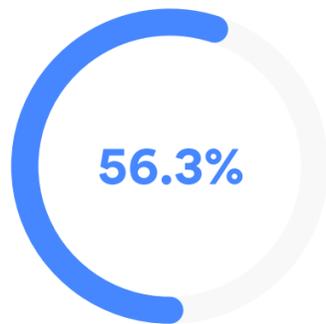
- The importance of reading terms of service of apps and online services (44.9/100).
- What tools to use to become more private online (30/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (31.8/100).
- How to secure their home Wi-Fi network (40.8/100).
- Privacy and security issues common in internet-enabled devices (46.3/100).



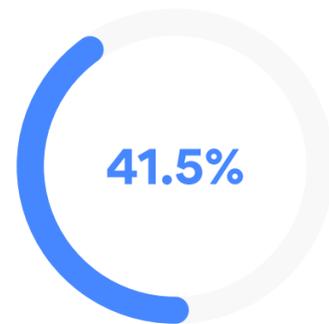
Saudi Arabia

Saudi Arabia has a below-average cybersecurity score. Its inhabitants are much more likely to buy a stolen Netflix or Spotify account.

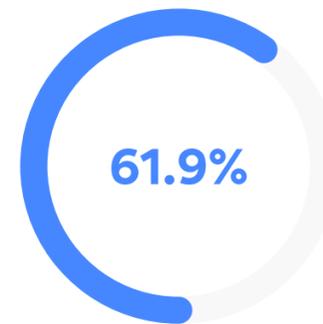
National Privacy Test score



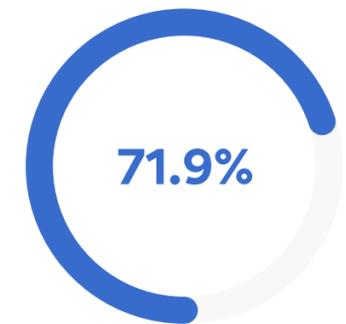
Digital habits



Digital Privacy awareness



Digital risk tolerance



Saudi Arabians understand:

- Which data to share with their apps via app permissions (77.8/100).
- How to create a strong password (85.7/100).
- How their devices might get infected with malware (76.3/100).
- What to do when an email from a bank informs that someone withdrew money from their account (83.7/100).
- How to respond after a notification that an unknown device has tried to log into their email account (81.7/100).



Saudi Arabians should be more aware of:

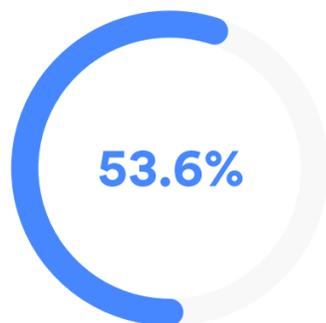
- The importance of reading terms of service of apps and online services (38.5/100).
- What tools to use to become more private online (33/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (48.5/100).
- How to secure their home Wi-Fi network (43.9/100).
- Privacy and security issues common in internet-enabled devices (49/100).



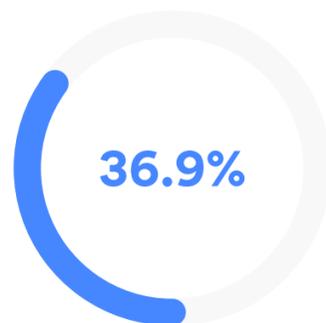
Russia

Russia can't handle app updates — it has the worst score on this issue among the 21 analyzed countries.

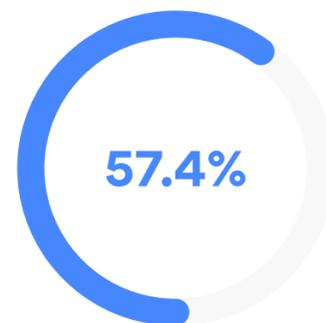
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Russians understand:

- How to create a strong password (81.4/100).
- How their devices might get infected with malware (83.3/100).
- The dangers of saving their credit card details in their browser (74.7/100).
- What to do when an email from a bank informs that someone withdrew money from their account (92.9/100).
- How to respond after a notification that an unknown device has tried to log into their email account (82.7/100).



Russians should be more aware of:

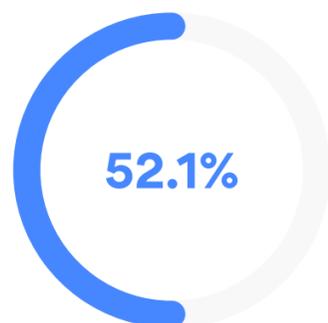
- The importance of reading terms of service of apps and online services (39.9/100).
- What tools to use to become more private online (29.9/100).
- How to secure their home Wi-Fi network (40.8/100).
- The ways to mask a fake URL and make it look legitimate (40.9/100).
- Privacy and security issues common in internet-enabled devices (40.2/100).



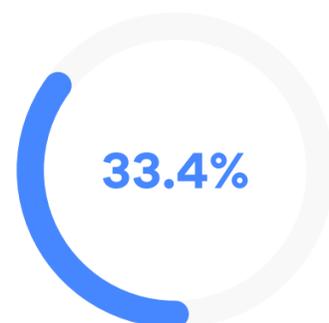
Brazil

Brazil's digital habits score is the worst among 21 analyzed countries. But here's a silver lining — Brazilians understand the importance of app updates.

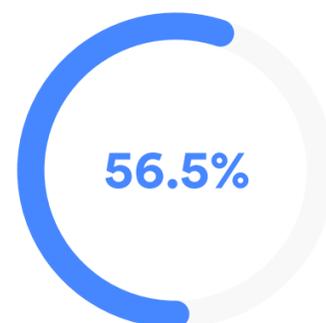
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Brazilians understand:

- How to create a strong password (81.2/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (76.3/100).
- The dangers of saving their credit card details in their browser (72.1/100).
- What to do when an email from a bank informs that someone withdrew money from their account (89.5/100).
- How to respond after a notification that an unknown device has tried to log into their email account (86.3/100).



Brazilians should be more aware of:

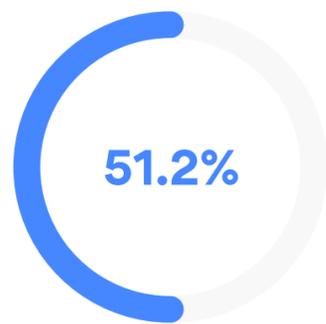
- The importance of reading terms of service of apps and online services (38.3/100).
- What tools to use to become more private online (23.3/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (27.8/100).
- How to secure their home Wi-Fi network (36/100).
- The ways to mask a fake URL and make it look legitimate (40.7/100).



India

Unfortunately, all of the analyzed countries pay little attention to the terms of service in apps and services they use. But India is the worst among them regarding this issue.

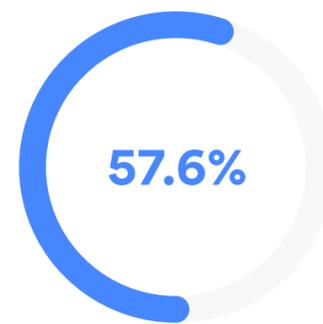
National Privacy Test score



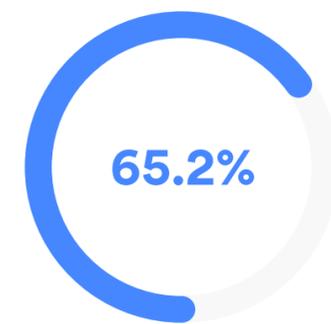
Digital habits



Digital Privacy awareness



Digital risk tolerance



Indians understand:

- The security benefits of updating apps as soon as the update is available (68/100).
- How to create a strong password (78.4/100).
- How their devices might get infected with malware (68.8/100).
- What to do when an email from a bank informs that someone withdrew money from their account (72.3/100).
- How to respond after a notification that an unknown device has tried to log into their email account (78.8/100).



Indians should be more aware of:

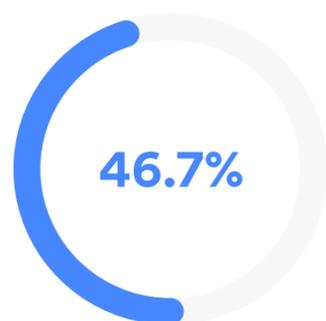
- Which sensitive data to avoid sharing on social media (36.5/100).
- The importance of reading terms of service of apps and online services (45/100).
- What tools to use to become more private online (32.4/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (43.8/100).
- How to secure their home Wi-Fi network (44.4/100).



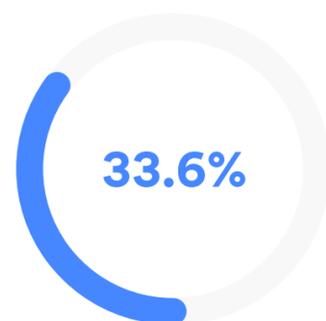
Turkey

Turkish people lack cybersecurity savvy regarding most issues presented in the internet privacy test. They are especially vulnerable to the dangers of social media, and they use similar passwords for multiple accounts.

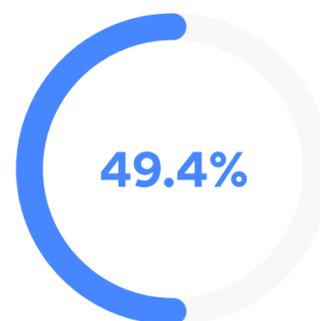
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



The Turks understand:

- Which data to share with their apps via app permissions (73.2/100).
- How to create a strong password (73.9/100).
- The dangers of saving their credit card details in their browser (75.5/100).
- What to do when an email from a bank informs that someone withdrew money from their account (78.2/100).
- How to respond after a notification that an unknown device has tried to log into their email account (69.6/100).



The Turks should be more aware of:

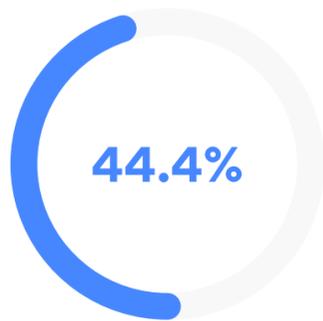
- Which sensitive data to avoid sharing on social media (36.4/100).
- What tools to use to become more private online (23.4/100).
- Facebook's ability to collect data of people who don't even have a Facebook account (26.1/100).
- How to secure their home Wi-Fi network (31.9/100).
- Which types of data internet providers collect as part of metadata (38.9/100).



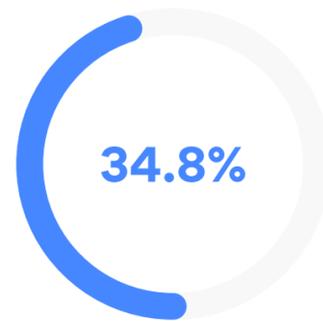
Japan

Here's a head-scratcher: Japan has the worst National Privacy Test score among the 21 analyzed countries. The Japanese scored much lower than average on all 3 aspects of their digital life: digital habits, privacy awareness, and online risk.

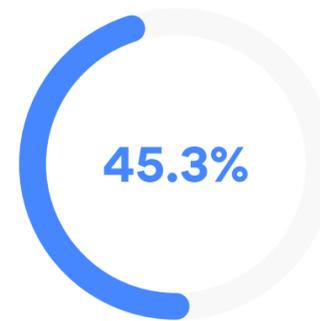
National Privacy Test score



Digital habits



Digital Privacy awareness



Digital risk tolerance



Japanese understand:

- Which sensitive data to avoid sharing on social media (83.1/100).
- Dangers of using similar passwords for multiple accounts. (66.3/100).
- How to deal with fishy Netflix or Spotify deals found on online shopping platforms (72/100).
- The dangers of saving their credit card details in their browser (61.7/100).
- What to do when an email from a bank informs that someone withdrew money from their account (68.4/100).



Japanese should be more aware of:

- The importance of reading terms of service of apps and online services (28.7/100).
- What tools to use to become more private online (18.6/100).
- How to secure their home Wi-Fi network (28.8/100).
- Which types of data internet providers collect as part of metadata (28.6/100).
- Privacy and security issues common in internet-enabled devices (36.7/100).