

INTERNET PRIVACY CONCERNS: AN INTEGRATED CONCEPTUALIZATION AND FOUR EMPIRICAL STUDIES

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Appendix B

Example Items from Existing IPC Instruments

Perceptions of one's concerns for others' behavior

- "I mind when a web site discloses my buying patterns to third parties." (Earp et al. 2005)
- "I feel that my organization's information policies and practices are an invasion of privacy." (Alge et al. 2006)
- "It usually bothers me when companies ask me for personal information." (Smith et al. 1996)
- "I am concerned about threats to my personal privacy." (Culnan 1993)

Perceptions of others' behavior

- "My organization always allows me to decide how my personal information can be released to others." (Alge et al. 2006)
- "Companies sell employee-related information (e.g., answers to a test) that they collect from unsuspecting applicants over the Internet." (Harris et al. 2003)
- "The Husky Virtual Bookstore explained how they would use the information collected about me." (Liu et al. 2005)

Expectation of others' behavior

- "Companies should devote more time and effort to preventing unauthorized access to personal information." (Smith et al. 1996)
- "Companies should not use personal information for any purpose other than the one authorized." (Culnan 1993)
- "I want a web site to disclose how my PII will be used." (Earp et al. 2005)
- "Web sites cannot share the information I voluntarily provide to them with other firms, without my permission." (Castaneda et al. 2007)

Appendix C

Original Items of IPC Used in Studies 1 and 2

IPC (Collection)

- COL1: It usually bothers me when commercial/government websites ask me for personal information.
COL2: When commercial/government websites ask me for personal information, I sometimes think twice before providing it.
COL3: I am concerned that commercial/government websites are collecting too much personal information about me.

IPC (Secondary Usage)

- SEC1: When people give personal information to a commercial/government website for some reason, the website would never use the information for any other purpose.
SEC2: Commercial/Government websites would never sell the personal information in their computer databases to other companies.
SEC3: Commercial/Government websites would never share personal information with other companies unless it has been authorized by the individuals who provided the information.

IPC (Errors)

- ERR1: Commercial/Government websites should take more steps to make sure that the personal information in their files is accurate.
ERR2: Commercial/Government websites should have better procedures to correct errors in personal information.
ERR3: Commercial/Government websites should devote more time and effort to verifying the accuracy of the personal information in their databases.

IPC (Improper Access)

- ACC1: Commercial/Government website databases that contain personal information should be protected from unauthorized access.
ACC2: Commercial/Government websites should devote more time and effort to preventing unauthorized access to personal information.
ACC3: Commercial/Government websites should take more steps to make sure that unauthorized people cannot access personal information in their computers.

IPC (Control)

- CON1: Consumer control of personal information lies at the heart of consumer privacy.
CON2: 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 by commercial/ government websites.
CON3: I believe that online privacy is invaded when control is lost or unwillingly reduced as a result of a marketing transaction with commercial/government websites.

IPC (Awareness)

- AWA1: A good consumer online privacy policy should have a clear and conspicuous disclosure.
AWA2: It is very important to me that I am aware and knowledgeable about how my personal information will be used by commercial/government websites.
AWA3: Commercial/Government websites seeking personal information online should disclose the way the data are collected, processed, and used.

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