

Project title: Global Standards on Information Privacy: Implementation & Perception of Laws & Corporate Policies

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Project summary:

This study used a larger sample, 10,000 subjects, and a more focused sample, business managers and CEO's of companies who subscribe to World Trade magazine. The research objectives of this study are as follows: 1) Explore how national and multinational companies view and fulfill privacy regulations across different countries, and 2) Study information privacy views and expectations of corporate professionals. The specific questions that this study will answer are as follows:

- (1) Do the national and multinational companies have similar views regarding information privacy legislation, practicality, and effectiveness? Results indicate similar views.
- (2) Does the U.S.A. have the most restrictive privacy laws when compared to other countries? Results indicate respondents undecided as to if equally restrictive across countries.
- (3) Do multinational companies implement uniform information privacy policies across different countries in which they operate? Results indicate respondents have no opinion on foreign privacy laws impacting the corporation and favor neither uniform nor different policies across different countries.
- (4) Do corporate professionals have an opinion as to the use of individual information for other purposes? Results indicate corporate professions do have an opinion as to the use of individual information. Their opinion is to not use individual information for other purposes.