JUMS

Online-Appendix

„One User – Two Viewpoints? An Examination of
Information Privacy Concerns from the Employee
and Consumer Perspective“

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Appendix

Interview Guide

I. Brief introduction of the interviewer and the study

Dear Sir or Madam,

My name is Marco Wall, I am studying at the LMU Munich and I am currently writing my bachelor thesis at the Institute for Information Systems and New Media. With my thesis I am doing research in the field of informational privacy. I will be pleased to ask you about your privacy concerns when using digital technologies (especially in the context of communication).

Due to the Covid19 pandemic and the associated social distance rules, digital video conferencing applications such as Zoom or Skype Microsoft teams are increasingly being used to replace face-to-face meetings with virtual communication (- like this study). Especially the increased interest in home office and remote work increases the use of these technologies. Based on your expertise in the use of such technologies, I would like to ask you about your possible privacy concerns:

Therefore, I first define the term Privacy, so that you can imagine what it means.

Privacy research is mainly concerned with the privacy concerns of users when digital technologies are used. The use of digital technologies is associated with the generating, collection, storage, analysis, and disclosure of personal data. Privacy concerns are concerned with users' concerns about what happens to data once it is disclosed and how,

II. Information on the interview, recording and anonymization

The following interview will now be conducted via the video conferencing application "Zoom" and should last about 1 hour. Only the audio material of the meeting will be recorded. This is then evaluated using the qualitative data analysis program "Atlas.ti". Personal data is made anonymous.

III. Interview

1. <u>Introduction and function of the interview partner</u>

Questions asked can be discussed in the group. I will take a moderate position in the interview and ask questions about specific dimensions if necessary.

<u>Main part</u>

1) How old are you?
2) What is your employment status? Employed?
3) In which industry do you work?
4) Are you currently working from home or from your office?
5) As how digital did you perceive your workplace before remote work regulations took place?
6) How did remote work regulations change the degree of digitalization of your work?
7) Do you use digital technologies for communication at work, if so how long and how often?
8) What digital communication technologies do you use at work?
9) With whom are you communicating?
10) What kind of information are you exchanging?
11) Have you been informed about your rights and obligations when using digital technologies and communication?

12) Have you signed documents such as privacy policy, etc.?
13) Do you have privacy concerns when using digital technologies at work?
a. Regarding what data is being handled
b. Regarding the location of the conversation
c. Regarding the relationship with the conversation partner
d. Regarding the relationship with the employer

14) In contrast, what are your privacy concerns in a private setting?

15) How do your privacy concerns differ (when using digital communication technologies) between private use and work use?

16) Why do your privacy concerns differ?

More specific questions about the dimensions: (not asked)

1) What concerns do you have that third parties (employer/application) collect data when using video conferencing applications? (Improper Access)

2) What are your concerns that personal information may be used for other purposes? (Secondary Usage)

3) Are you concerned about application errors (Errors)?

4) What concerns do you have that you might lose control over your own data when using (mentioned technologies)? (Control)

5) What concerns do you have about data collection? (Collection)

6) How aware are you of information privacy practices by the application itself/ by the organization? (Awareness)

<u>3. Outlook (partly asked)</u>

7) Are you concerned that recorded data could be used against you to your disadvantage?

8) Are you concerned that due to all the digitalization, private data cannot be separated from business data in a clean way, and that this may violate the privacy policy?

9) Are you concerned that you would regret having agreed to various data records at a later date?

IV. If necessary, feedback and further remarks; Acknowledgements

Thank you very much for participating in my study. If you have any further questions, please feel free to contact me at any time.

Demographic Data in Detail

Speaker	Age	Gender	Industry Sector	Communication Technology	Communication Partner	Working Situation	Home-office	Office
Speaker 1	21	male	M&A Boutique/ IB	Microsoft Teams	internal Team	100% Office	0	1
Speaker 2	23	male	Banking Industry/ Wealth Management	Cisco WebEX; Apple FaceTime	clients	60% Home Office/ 40% Office	0,6	0,4
Speaker 3	23	female	stuffing team/ software consulting company	Microsoft Teams; Skype for Business	internal Team	100% Home Office	1	0
Speaker 4	21	female	Banking Industry/ Risk Management	Skype for Business; Cisco WebEX	internal Team	50% Home Office/ 50% Office	0,5	0,5
Speaker 5	23	male	junior associat/ insurance consulting firm	Microsoft Teams	internal Team	mainly working in Home Office	1	0
Speaker 6	20	female	big media and entertainment company	Microsoft Teams	internal Team		-	-
Speaker 7	32	male	MH/ Off-Trade	Microsoft Teams; Zoom Video Communications	various stakeholders	30% Home Office/70% Office	0,3	0,7
Speaker 8	31	female	Mh/ Human Resources	Microsoft Teams; Zoom Video Communications	various stakeholders; especially applicants	20% Home Office/80% Office	0,2	0,6
Speaker 9	31	female	Mh/ Human Resources	Microsoft Teams; Zoom Video Communications	various stakeholders; especially applicants	30% Home Office/70% Office	0,3	0,7
Speaker 10	39	female	Mh/ Logistics	Microsoft Teams; Zoom Video Communications	various stakeholders	100% Home Office	1	0
Speaker 11	39	male	Mh/ Marketing	Microsoft Teams; Zoom Video Communications	various stakeholders	90% Home Office/ 10% Office	0,9	0,1
Speaker 12	40	female	Mh/ Human Resources	Microsoft Teams; Zoom Video Communications	various stakeholders; especially applicants	40% Home Office/ 60% Office	0,4	0,6
Speaker 13	58	male	Mh/ Sales force Off-Trade	Microsoft Teams; Zoom Video Communications; KUDO Meetings	various stakeholders	100% Home Office	1	0
Speaker 14	56	female	Mh/ On-Trade	Microsoft Teams; Zoom Video Communications	various stakeholders	80% Home Office/ 20% Office	0,8	0,2
Speaker 15	45	female	Mh/ Travel Retail	Microsoft Teams; Zoom Video Communications	various stakeholders	60% Home Office/ 40% Office	0,6	0,4
Speaker 16	60	female	Mh/ management assistant	Microsoft Teams; Zoom Video Communications	various stakeholders	100% Office	0	1
Speaker 17	63	male	Mh/ Customer Service	Microsoft Teams; Zoom Video Communications	various stakeholders	100% Home Office	1	0
Speaker 18	59	male	Mh/ IT	Microsoft Teams; Zoom Video Communications	various stakeholders	95% Home Office/ 5% Office	0,95	0,05

Code Group Description

- Color description: green = privacy concerns; orange= reasons for differences in concerns; red = no concerns, space for interpretation
- Codes: (work) = privacy concerns in the workplace context; (private) = privacy concern in the consumer context
- Code groups: Dimension : Factor

	Code	Codegroups
○	D:Age	AA:Demographic Data
○	D:Communication Partner	AA:Demographic Data
○	D:Communication Polocies	AA:Demographic Data
○	D:Communication Tools	AA:Demographic Data
○	D:Industry Sector	AA:Demographic Data
○	D:Information Typ (via Technology)	AA:Demographic Data
○	D:Working Situation	AA:Demographic Data
●	(work) unaware of data location	Awareness: Internal Data Handling
●	(work) Impact Location of the application	Awarness: Location
●	(work) no communication while travelling	Awarness: Location
●	(work) all data is tracked/transparent	Collection: Data storage
●	(work/private) communication with technology leads to evidence	Collection: Data storage
●	(work) Consequences; dismissals; audits	Collection: Data storageX: DIFFERENCES IN CONCERNS
●	(private) sensitive data only via specific communication channels	Controll: Dilemma of usage by confidential data
●	(work) not familiar with new technologies	Controll: Dilemma of usage by confidential data
●	(work) Problem of tracing	Controll: Dilemma of usage by confidential data
●	(work) sensitive data only via specific communication channels	Controll: Dilemma of usage by confidential data
●	(private) only one side controll measures	Controll: Spread of digital content
●	(work) Loss of information due to an overload of communication tools	Controll: Spread of digital content
●	(work) Risk of eavesdropping during travel	Controll: Spread of digital content
●	(work) Communication with clean background/without camera	Employment Status: Reputation
●	(work) Customer shoul not recognize different working environment	Employment Status: Reputation
●	(work) deletion of sideline activities	Employment Status: Reputation
●	(work) good impression towards others	Employment Status: Reputation
●	(work) protection of private information at work	Employment Status: Reputation
●	(work) private device/work device	Employment Status: Responsibility to Data
●	(work) responsibility with company information	Employment Status: Responsibility to DataX: DIFFERENCES IN CONCERNS
●	(work) Insights into sideline activities not related to work	Employment: Performance tracking
●	(work) sensitive data access to employer	Employment: Performance tracking
●	(work) Permanent accessibility	Employment: Performance trackingCollection: Transparency
●	(work) Impacts of bad media reputation	Error: Application Error
●	(work) Questioning the functionality of the application	Error: Application Error
●	(work) misinterpretation of online status	Error: Misinterpretation Signals
●	(work) misinterpretation of working habits	Error: Misinterpretation Signals
●	(private) work related information shared with friends	Improper Access: Company Internal Access
●	(work) access to personal data by other employees	Improper Access: Company Internal Access
●	(work) Communication with individual parties visible to all	Improper Access: Company Internal Access
●	(work) Mixing private with business	Improper Access: Company Internal Access
●	(private) sensitive data gets lost	Improper Access: Third Party Access
●	(private) third people get to sensitive information	Improper Access: Third Party Access
●	(work) security through the organization	Improper Access: Third Party AccessX: DIFFERENCES IN CONCERNS
●	(work) no privacy concerns due to technology affinity	Random: No privacy Concerns
●	(work) open data available to all people	Random: No privacy Concerns
●	(private) information in private setting is lower in value	Random: No privacy ConcernsX: DIFFERENCES IN CONCERNS
●	(private) Company Reputation for use of technology	X: DIFFERENCES IN CONCERNS
●	(private) mass phenomenon	X: DIFFERENCES IN CONCERNS
●	(private) no own IT protection possible	X: DIFFERENCES IN CONCERNS
●	(private) responibility with own information	X: DIFFERENCES IN CONCERNS
●	(work) application targeting companies only	X: DIFFERENCES IN CONCERNS
●	(work) Company Reputation for use of technology	X: DIFFERENCES IN CONCERNS
●	(work) focus on processing related to data policy	X: DIFFERENCES IN CONCERNS
●	(work) increased security standards in banks	X: DIFFERENCES IN CONCERNS
●	(work) more aware of the data issue	X: DIFFERENCES IN CONCERNS
●	(work) Need for VPN	X: DIFFERENCES IN CONCERNS
●	(work/private) Difference in privacy concerns	X: DIFFERENCES IN CONCERNS