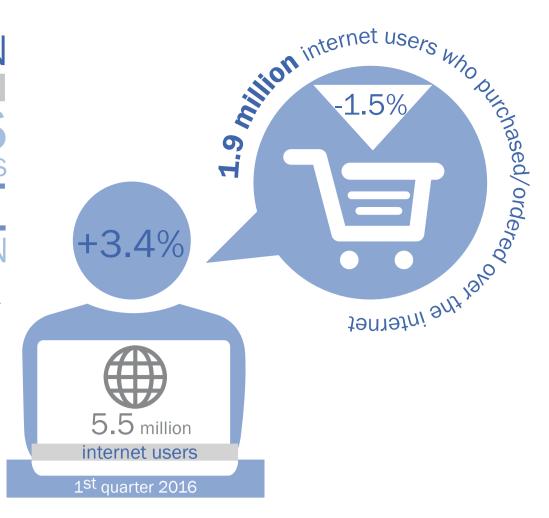
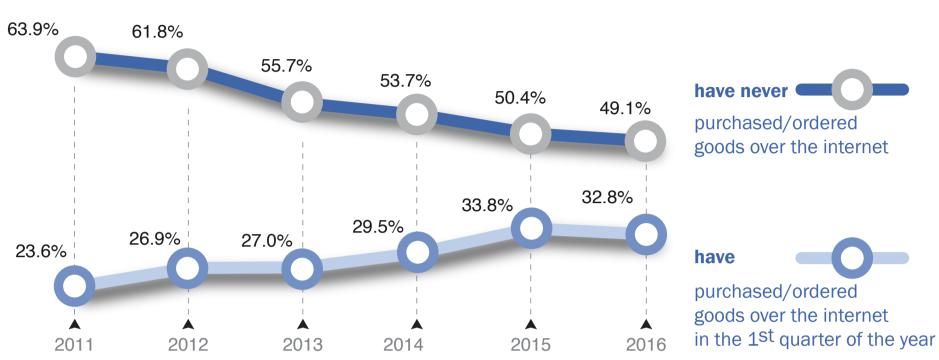
USE OF INFORMATION PERSONAL DATA 2016

e-commerce percentage distribution of internet users

(2011-2016)



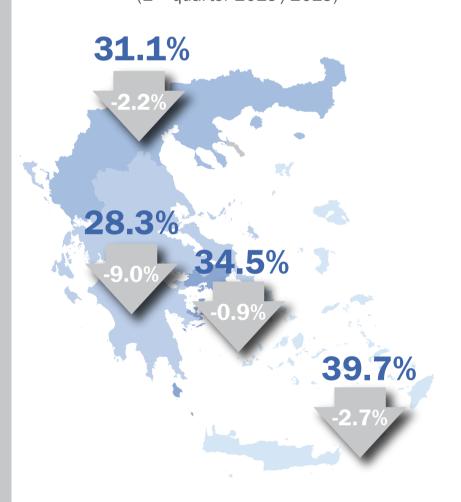


e-purchases by NUTS 1 region

(1st quarter 2016 / 2015)

goods and services purchased/ordered over the internet

(April 2015 - March 2016)



50.7%

cloth ware, footwear

29.4%

electronic equipment

19.1% travel services

household goods

17.5%

consumers purchased/ordered over the internet from



holiday accommodation

12.6%

15.7%

13.2%

medicine

11.9%

computer hardware



sellers from non-EU countries sellers from EU countries



(multiple choices)

share of internet users by category of personal data provided over the internet



personal details 61.4%

contact details 79.9%

35.0% 39.3% 25.7%

concerns of internet users about receiving tailored advertising

many concerns

no concerns

enough concerns

82.7% provided personal information



29.0%

other personal information (related to health, income, etc.) 25.9%



14 December 2016 Source: Hellenic Statistical Authority