STRATEGIES AND PERCEIVED RISKS OF SENDING SENSITIVE DOCUMENTS

Noel Warford, Collins Munyendo, Ashna Mediratta, Adam J. Aviv, and Michelle L. Mazurek
Imagine sending a document...
Imagine sending a document...

■ ... that contains sensitive information ...
Imagine sending a document...

- ... that contains sensitive information ...
- ... to a person you do not necessarily know.
Imagine sending a document…

- ... that contains sensitive information …
- ... to a person you do not necessarily know.
- How might you do this?
Imagine sending a document...

- ... that contains sensitive information ...
- ... to a person you do not necessarily know.
- How might you do this?
  - Send them an email?
Imagine sending a document…

- … that contains sensitive information …
- … to a person you do not necessarily know.
- How might you do this?
  - Send them an email?
  - Use an online form or portal?
Imagine sending a document…

- … that contains sensitive information …
- … to a person you do not necessarily know.
- How might you do this?
  - Send them an email?
  - Use an online form or portal?
  - Upload it to a document sharing service?
This is an understudied task!
This is an understudied task!

- Lots of great work on encrypted communication
This is an understudied task!

- Lots of great work on encrypted communication
- “Why Johnny Can’t Encrypt”, Whitten & Tygar 1999, includes attachments…
This is an understudied task!

- Lots of great work on encrypted communication
- “Why Johnny Can’t Encrypt”, Whitten & Tygar 1999, includes attachments…
- … but modern work focuses on the direct messaging use case!
How do people send sensitive documents?
How do people send sensitive documents?

- What methods do people choose when sending sensitive information, and why?
How do people send sensitive documents?

- What methods do people choose when sending sensitive information, and why?
- Are participants satisfied with their current approaches, particularly in terms of whether they offer sufficient privacy? Why or why not?
How do people send sensitive documents?

- What methods do people choose when sending sensitive information, and why?
- Are participants satisfied with their current approaches, particularly in terms of whether they offer sufficient privacy? Why or why not?
- What risks are people most concerned about when sending sensitive information?
Survey One

Survey Two
Survey One

- Open-ended

Survey Two
Survey One

- Open-ended
- $n=60$

Survey Two
Survey One

- Open-ended
- \( n=60 \)
- Find out what people are doing

Survey Two
Survey One

- Open-ended
- $n=60$
- Find out what people are doing
- Create hypotheses

Survey Two
Survey One

- Open-ended
- $n=60$
- Find out what people are doing
- Create hypotheses

Survey Two

- Closed-answer
Survey One

- Open-ended
- $n=60$
- Find out what people are doing
- Create hypotheses

Survey Two

- Closed-answer
- $n=250$
Survey One

- Open-ended
- $n=60$
- Find out what people are doing
- Create hypotheses

Survey Two

- Closed-answer
- $n=250$
- Evaluate hypotheses
Survey One
Survey One

- Scenario-based
Survey One

- Scenario-based
- Assigned three transmission scenarios

**Applying for a Mortgage**

You are applying for a mortgage so you can purchase a new home. You must send the bank the following information.

- Proof of income - W-2 forms and two most recent payroll stubs or other income information
- 60 days worth of bank statements
- Monthly debt payment information - car payments, student loan payments, credit card debt payments
- Rent payment for the past twelve months
- Divorce decree, if applicable
Survey One

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Survey One
Survey One

- Randomly assigned three scenarios
Survey One

- Randomly assigned three scenarios
- Have they done this before?
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?
Survey One analysis
Survey One analysis

- Primarily qualitative
Survey One analysis

- Primarily qualitative
- Open coding of free response questions
Survey One analysis

- Primarily qualitative
- Open coding of free response questions
- Informed Survey Two questions
Methods used
Methods used

- Most common:
Methods used

- Most common:
  - in person
Methods used

- Most common:
  - in person
  - email
Methods used

- Most common:
  - in person
  - email
  - online form

Created by Aneeque Ahmed
from Noun Project
Methods used

■ Most common:
  – in person
  – email
  – online form

■ Least common:
Methods used

- Most common:
  - in person
  - email
  - online form

- Least common:
  - Physical mail
Methods used

- **Most common:**
  - in person
  - email
  - online form

- **Least common:**
  - Physical mail
  - Document sharing service
Satisfaction

Overall Satisfaction Metrics

- General Satisfaction
- Privacy Satisfaction
- Convenience Satisfaction

Type of Satisfaction

<table>
<thead>
<tr>
<th>Very unsatisfied</th>
<th>Unsatisfied</th>
<th>Neither</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16</td>
<td>20</td>
<td>75</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>25</td>
<td>21</td>
<td>68</td>
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<tr>
<td>5</td>
<td>19</td>
<td>24</td>
<td>57</td>
<td>75</td>
</tr>
</tbody>
</table>

Number of Scenario Instances

Graph showing the distribution of satisfaction levels for different types of satisfaction.
Satisfaction

Overwhelmingly satisfied!

- General Satisfaction
- Privacy Satisfaction
- Convenience Satisfaction

Number of Scenario Instances

- Very unsatisfied
- Unsatisfied
- Neither
- Satisfied
- Very satisfied
Reasons for satisfaction
Reasons for satisfaction

- My method of sending is secure
Reasons for satisfaction

- My method of sending is secure

“Feel like this is a very secure way to provide documents.”
Reasons for satisfaction

- My method of sending is secure
- The recipient will keep my data safe
Reasons for satisfaction

- My method of sending is secure
- The recipient will keep my data safe

“I would assume that my taxes are handled with the utmost security and privacy”
Reasons for satisfaction

- My method of sending is secure
- The recipient will keep my data safe
- The data will be received by the recipient
Reasons for satisfaction

- My method of sending is secure
- The recipient will keep my data safe
- The data will be received by the recipient

I would know the sensitive information is going directly to the people who need it so I wouldn't have to second guess it.
Reasons for dissatisfaction
Reasons for dissatisfaction

- The method is insecure
Reasons for dissatisfaction

- The method is insecure

“I am not satisfied with the security or privacy of sending this information over email. I understand that it could be easily accessible by others.”
Reasons for dissatisfaction

- The method is insecure
- The recipient may accidentally disclose my data
Reasons for dissatisfaction

- The method is insecure
- The recipient may accidentally disclose my data

“It just seems like a lot of information for a school to have and I don’t know how secure their system is.”
Risks
Risks

“A facility or institution misplacing, losing, or selling my information to a 3rd party can be worrisome.”
Risks

“A facility or institution misplacing, losing, or selling my information to a 3rd party can be worrisome.”

“How the place I give these documents stores or disposes of them.”
Risks

“A facility or institution misplacing, losing, or selling my information to a 3rd party can be worrisome.”

“How the place I give these documents stores or disposes of them.”

“Not knowing if the information will be kept safe.”
Risks

“A facility or institution misplacing, losing, or selling my information to a 3rd party can be worrisome.”

“How the place I give these documents stores or disposes of them.”

The data is at risk at the destination

“Not knowing if the information will be kept safe.”
What else do we need to know?
What else do we need to know?

- Have participants heard of the methods that were reported less frequently?
What else do we need to know?

- Have participants heard of the methods that were reported less frequently?
- What factors are associated with more or less privacy satisfaction?
What else do we need to know?

- Have participants heard of the methods that were reported less frequently?
- What factors are associated with more or less privacy satisfaction?
- What’s going on with the data at rest?
What else do we need to know?

- Have participants heard of the methods that were reported less frequently?
- What factors are associated with more or less privacy satisfaction?
- What’s going on with the data at rest?
- Bonus: larger sample size to increase robustness
Survey Two
Survey Two

- Method-based
Survey Two

- Method-based
- Assigned one transmission method
Survey Two

- Method-based
- Assigned one transmission method

- In person
- Online portal
- Email
- Physical mail
- Phone call
- Document sharing services
- Fax
- Direct messaging
Survey Two analysis
Survey Two analysis

- Qualitative and quantitative
Survey Two analysis

- Qualitative and quantitative
- Report prevalence
Survey Two analysis

- Qualitative and quantitative
- Report prevalence
- Regression on privacy satisfaction
Survey Two analysis

- Qualitative and quantitative
- Report prevalence
- Regression on privacy satisfaction
- Open coding on occasional free responses
Survey One

Survey Two
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?

Survey Two
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?

Survey Two

- First: what methods have you used to send sensitive docs?
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?

Survey Two

- First: what methods have you used to send sensitive docs?
- Randomly assigned one method they had successfully used
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?

Survey Two

- First: what methods have you used to send sensitive docs?
- Randomly assigned one method they had successfully used
- What were they sending? To whom?
Survey One

- Randomly assigned three scenarios
- Have they done this before?
- What method did they or would they use?
- How satisfied with privacy and convenience were they? Why?
- What risks were they concerned about?

Survey Two

- First: what methods have you used to send sensitive docs?
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Survey Two

- First: what methods have you used to send sensitive docs?
- Randomly assigned one method they had successfully used
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What methods did people use?
What methods did people use?

<table>
<thead>
<tr>
<th>Method</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person</td>
<td>238</td>
</tr>
<tr>
<td>Online Port.</td>
<td>220</td>
</tr>
<tr>
<td>Email</td>
<td>211</td>
</tr>
<tr>
<td>Phys. Mail</td>
<td>200</td>
</tr>
<tr>
<td>Phone</td>
<td>198</td>
</tr>
<tr>
<td>Doc. Shar.</td>
<td>132</td>
</tr>
<tr>
<td>Fax</td>
<td>129</td>
</tr>
<tr>
<td>Direct Mesg.</td>
<td>82</td>
</tr>
</tbody>
</table>

Are people satisfied with privacy?

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very dissatisfied</td>
<td>150</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>100</td>
</tr>
<tr>
<td>Unsure</td>
<td>50</td>
</tr>
<tr>
<td>Satisfied</td>
<td>0</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>0</td>
</tr>
</tbody>
</table>
What methods did people use?

In person, online forms, email still most common

Method

- In person
- Online Port.
- Email
- Phys. Mail
- Phone
- Doc. Shar.
- Fax
- Direct Mesg.

# of Participants

- Not aware
- Aware but not used
- Attempted to use
- Successfully used

In person, online forms, email still most common
What methods did people use?

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<td>Phys. Mail</td>
<td>238</td>
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<tr>
<td>Phone</td>
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<td>Doc. Shar.</td>
<td>211</td>
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Document sharing, fax, direct messages least common.

Are people satisfied with privacy?

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<thead>
<tr>
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<tbody>
<tr>
<td>In person</td>
<td>1</td>
</tr>
<tr>
<td>Online Port.</td>
<td>5</td>
</tr>
<tr>
<td>Email</td>
<td>3</td>
</tr>
<tr>
<td>Phys. Mail</td>
<td>4</td>
</tr>
<tr>
<td>Phone</td>
<td>4</td>
</tr>
<tr>
<td>Doc. Shar.</td>
<td>7</td>
</tr>
<tr>
<td>Fax</td>
<td>8</td>
</tr>
<tr>
<td>Direct Mesg.</td>
<td>107</td>
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Not aware
Aware but not used
Attempted to use
Successfully used

Very dissatisfied
Dissatisfied
Unsure
Satisfied
Very satisfied
What methods did people use?

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Participants familiar with all methods:

Not aware
Aware but not used
Attempted to use
Successfully used

Are people satisfied with privacy?

Very dissatisfied
Dissatisfied
Unsure
Satisfied
Very satisfied

In person
Online Port.
Email
Phys. Mail
Phone
Doc. Shar.
Fax
Direct Mesg.
Contextual details
Contextual details

- Recipients usually “official”
Contextual details

- Recipients usually “official”
- These recipients usually dictated the methods
Contextual details

- Recipients usually “official”
- These recipients usually dictated the methods
- Documents usually financial or identity-related
How satisfied were people with privacy of each method?

- Very dissatisfied
- Dissatisfied
- Unsure
- Satisfied
- Very satisfied

<table>
<thead>
<tr>
<th>Method</th>
<th>Very dissatisfied</th>
<th>Dissatisfied</th>
<th>Unsure</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taken in person</td>
<td>2.70%</td>
<td>5.41%</td>
<td>2.70%</td>
<td>24.32%</td>
<td>64.86%</td>
</tr>
<tr>
<td>Online form/portal</td>
<td>0.00%</td>
<td>5.71%</td>
<td>2.86%</td>
<td>40.00%</td>
<td>51.43%</td>
</tr>
<tr>
<td>Email</td>
<td>0.00%</td>
<td>3.23%</td>
<td>12.90%</td>
<td>64.52%</td>
<td>19.35%</td>
</tr>
<tr>
<td>Physical mail</td>
<td>0.00%</td>
<td>0.00%</td>
<td>18.75%</td>
<td>62.50%</td>
<td>18.75%</td>
</tr>
<tr>
<td>Phone call</td>
<td>0.00%</td>
<td>8.82%</td>
<td>8.82%</td>
<td>55.88%</td>
<td>26.47%</td>
</tr>
<tr>
<td>Document sharing</td>
<td>0.00%</td>
<td>0.00%</td>
<td>3.70%</td>
<td>51.85%</td>
<td>44.44%</td>
</tr>
<tr>
<td>Fax</td>
<td>6.67%</td>
<td>10.00%</td>
<td>6.67%</td>
<td>46.67%</td>
<td>30.00%</td>
</tr>
<tr>
<td>Direct message</td>
<td>0.00%</td>
<td>12.50%</td>
<td>12.50%</td>
<td>50.00%</td>
<td>25.00%</td>
</tr>
</tbody>
</table>

% of Participants
Still satisfied with privacy

<table>
<thead>
<tr>
<th>Method</th>
<th>Taken in person</th>
<th>Online form/portal</th>
<th>Email</th>
<th>Physical mail</th>
<th>Phone call</th>
<th>Document sharing</th>
<th>Fax</th>
<th>Direct message</th>
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</thead>
<tbody>
<tr>
<td>% of Participants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>2.70%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>6.67%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>5.41%</td>
<td>5.71%</td>
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<td>0.00%</td>
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<td>0.00%</td>
<td>10.00%</td>
<td>12.50%</td>
</tr>
<tr>
<td>Unsure</td>
<td>2.70%</td>
<td>2.86%</td>
<td>12.90%</td>
<td>18.75%</td>
<td>8.82%</td>
<td>3.70%</td>
<td>6.67%</td>
<td>12.50%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>24.32%</td>
<td>40.00%</td>
<td>64.52%</td>
<td>62.50%</td>
<td>55.88%</td>
<td>51.85%</td>
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<td>51.43%</td>
<td>19.35%</td>
<td>18.75%</td>
<td>26.47%</td>
<td>44.44%</td>
<td>30.00%</td>
<td>25.00%</td>
</tr>
</tbody>
</table>

Still very satisfied!
Factors associated with privacy satisfaction
Factors associated with privacy satisfaction

- Ordinal logistic regression
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
Factors associated with privacy satisfaction

■ Ordinal logistic regression
■ More dissatisfied:
  – Email, fax, phone, mail (baseline: in person)
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
  - Sending financial information
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
  - Sending financial information
- More satisfied
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
  - Sending financial information
- More satisfied
  - The method is secure
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
  - Sending financial information
- More satisfied
  - The method is secure
  - The recipient will protect the data
Factors associated with privacy satisfaction

- Ordinal logistic regression
- More dissatisfied:
  - Email, fax, phone, mail (baseline: in person)
  - Risk at the destination
  - Sending financial information
- More satisfied
  - The method is secure
  - The recipient will protect the data
  - Sending social security numbers
Identified risks

- Identity theft
- Financial harm
- Rec. won't receive
- Harassment
- Reputational harm
- Physical harm

<table>
<thead>
<tr>
<th>Risks</th>
<th>High risk</th>
<th>Low risk</th>
<th>No risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity theft</td>
<td>36</td>
<td>175</td>
<td>39</td>
</tr>
<tr>
<td>Financial harm</td>
<td>35</td>
<td>155</td>
<td>60</td>
</tr>
<tr>
<td>Rec. won't receive</td>
<td>26</td>
<td>140</td>
<td>84</td>
</tr>
<tr>
<td>Harassment</td>
<td>21</td>
<td>89</td>
<td>140</td>
</tr>
<tr>
<td>Reputational harm</td>
<td>16</td>
<td>92</td>
<td>142</td>
</tr>
<tr>
<td>Physical harm</td>
<td>10</td>
<td>48</td>
<td>192</td>
</tr>
</tbody>
</table>
Identified risks

Identity theft and financial harm remain prevalent.
Identified risks

- Identity theft: 36 High risk, 175 Low risk, 39 No risk
- Financial harm: 35 High risk, 155 Low risk, 60 No risk
- Rec. won't receive: 26 High risk, 140 Low risk, 84 No risk
- Harassment: 21 High risk, 89 Low risk, 140 No risk
- Reputational harm: 16 High risk, 92 Low risk, 142 No risk
- Physical harm: 10 High risk, 48 Low risk, 192 No risk

Still worried that the recipient won’t receive the data
Location of risk is not at my end

- **Destination**
  - Strongly disagree: 77
  - Disagree: 25
  - Neither agree nor disagree: 56
  - Agree: 77
  - Strongly agree: 15

- **In transit**
  - Strongly disagree: 72
  - Disagree: 28
  - Neither agree nor disagree: 60
  - Agree: 75
  - Strongly agree: 15

- **My end**
  - Strongly disagree: 95
  - Disagree: 61
  - Neither agree nor disagree: 50
  - Agree: 39
  - Strongly agree: 5
Location of risk is not at my end

Less risk on the participant’s end

<table>
<thead>
<tr>
<th>Risk Location</th>
<th># of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination</td>
<td>23</td>
</tr>
<tr>
<td>In transit</td>
<td>50</td>
</tr>
<tr>
<td>My end</td>
<td>100</td>
</tr>
</tbody>
</table>

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree
Location of risk is not at my end

Risk Location

- Destination
- In transit
- My end

# of Participants

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Risk at destination similar to risk in transit when prompted
Summary
Summary

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