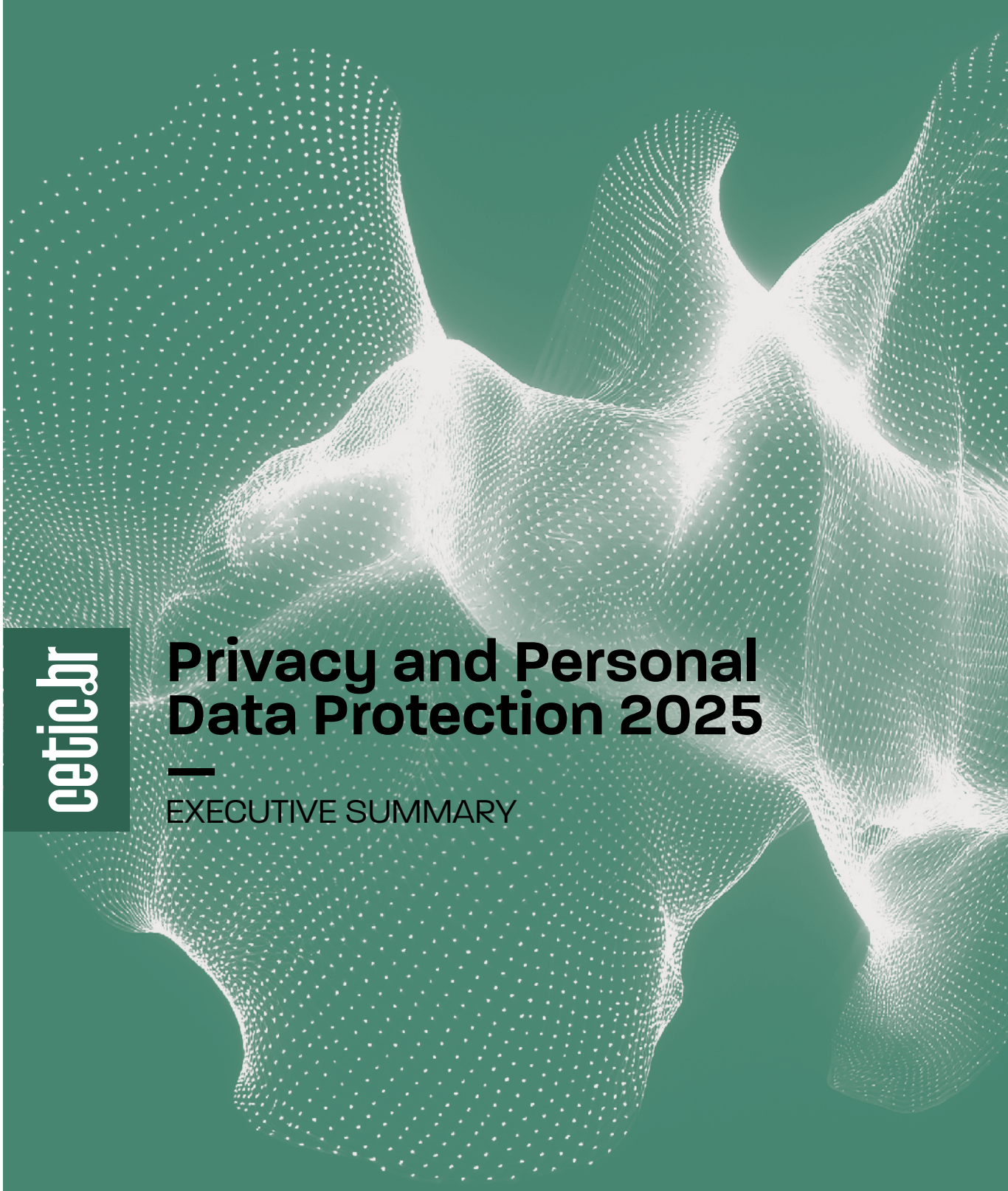


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Privacy and Personal Data Protection 2025

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Executive Summary Privacy and Personal Data Protection 2025

Privacy and personal data protection have taken on an increasingly central role in international agendas, driven by the growing digitalization of processes and the adoption of Artificial Intelligence (AI) by public and private organizations. In this context, given the need for up-to-date information on the topic and the challenges associated with consolidating the Brazilian General Data Protection Law (LGPD)[1] in Brazil, since 2021, the Privacy and Personal Data Protection survey has brought together indicators on the practices and perceptions of individuals, enterprises, and public organizations related to fostering a data protection culture in the country. The third edition of the survey provides evidence for understanding how this topic has been perceived and incorporated into individuals' daily lives, while also identifying trends in the adoption of data protection compliance practices among public and private organizations and highlighting areas requiring attention in future initiatives.

MESSAGING APPLICATIONS (84%) AND PHONE CALLS (79%) ARE THE MAIN CHANNELS FOR SCAMS INVOLVING PERSONAL DATA

Internet users

PERCEPTIONS OF RISKS

The survey investigated Internet users' levels of concern regarding the exposure of their personal data in different online activities. The highest levels of concern were reported for making purchases online (35% were very concerned) and accessing banking services (32%), indicating that concerns are concentrated in situations that may result in financial losses. Differences were observed by age group and social class. Among younger users (16 to 24 years old), most reported being slightly or not at all concerned about the use of social media, whereas concern was greater among those 45 to 59 years old. Similarly, concern about government services was greater among individuals in classes AB (27%) than among those in classes DE (13%).

Despite this perceived risk, everyday personal data management practices showed no significant changes, revealing a gap between perception and behavior. This context provides a backdrop for analyzing emerging issues, such as the use of AI and the growing sophistication of digital scams and fraud, which introduce new challenges for data protection and increasingly affect the daily lives of Internet users in Brazil.

GENERATIVE AI

The 2025 edition introduces new indicators on the use of generative AI, including frequency of use, types of information provided, and levels of concern. Daily use was more frequent among users of this technology who accessed it through both mobile phones and computers, and among those with higher levels of education, suggesting that these tools have become part of the routine of certain segments of the population (Chart 1).

[1] Available at https://www.planalto.gov.br/ccivil_03/_ato2015-2018/2018/lei/l13709.htm (in Portuguese).

Among the types of information shared, the most common were work or study topics (73%), personal preferences and tastes (58%), feelings and emotions (54%), health data (52%), and photos of themselves or people they know (50%).

The use of generative AI has also expanded to activities involving advice, emotional support, and companionship. This type of interaction tends to encourage users to share intimate information and images. Most users (66%) reported being concerned or very concerned about how enterprises using these tools handle their data, suggesting they recognize the risks associated with these technologies.

SCAMS INVOLVING PERSONAL DATA

For the first time, the survey investigated scams involving personal data. In 2025, 32% of users experienced scam attempts involving their personal data, while 20% were actually victims of scams. The most frequently mentioned channels were messaging applications (84%) and phone calls (79%), followed by fake websites or apps (71%), SMS (71%), e-mails (69%), and social networks (67%). The results show that these scams occur through multiple communication channels, combining digital and traditional means to reach potential victims. This scenario demonstrates that exposure to fraudulent situations can affect even individuals who do not use the Internet, since scam attempts by phone and SMS are also common.

Significant differences were observed by devices used: Mentions of fake websites or applications were more frequent among users who accessed the Internet only through mobile phones, illustrating that limited connectivity may make security verification more difficult (Chart 2). In addition, the consequences of scams extend beyond financial losses, including emotional impacts and effects on well-being, with differences according to level of education.

Enterprises

STORAGE OF PERSONAL DATA

As in previous editions of the survey, in 2025, the type of personal data most frequently stored by Brazilian enterprises came from clients and users: 69% of enterprises reported storing this type of data, while 58% stored data from partners and suppliers. The same pattern was observed by enterprise size, with a higher proportion of large enterprises storing personal data from clients and users (73%). Regarding the types of sensitive personal data stored and investigated by the survey, biometric data remained the most frequently stored type of sensitive data (31%). This was followed by sensitive health data, stored by 26% of enterprises, a proportion that remained stable compared with the previous edition.

Among enterprises that stored personal data from clients and users, 9% reported storing personal data from individuals under 18 years old, with higher proportions among large enterprises (21%) and those in the accommodation and food service sector (19%) (Chart 3). Within this same group, 63% reported using this data to contact clients and users directly, while 39% used it for credit checks, a pattern that has remained unchanged since the first edition of the survey. Regarding internally generated data, 35% of enterprises used employees' personal data for performance evaluations, and the same proportion used it to monitor entry to and exit from workplaces.

69% OF ENTERPRISES STORE PERSONAL DATA FROM CLIENTS AND USERS

INTERNAL CAPACITIES

In 2025, 40% of enterprises held meetings specifically to address personal data protection, remaining stable compared with previous editions of the survey. As observed for other indicators, large enterprises held these meetings in a higher proportion (66%) than small enterprises (38%), with this pattern remaining stable throughout the historical series.

CHART 1

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Users of generative AI tools by frequency of use according to devices and level of education (2025)

Total number of Internet users 16 years old or older who used generative AI tools (%)

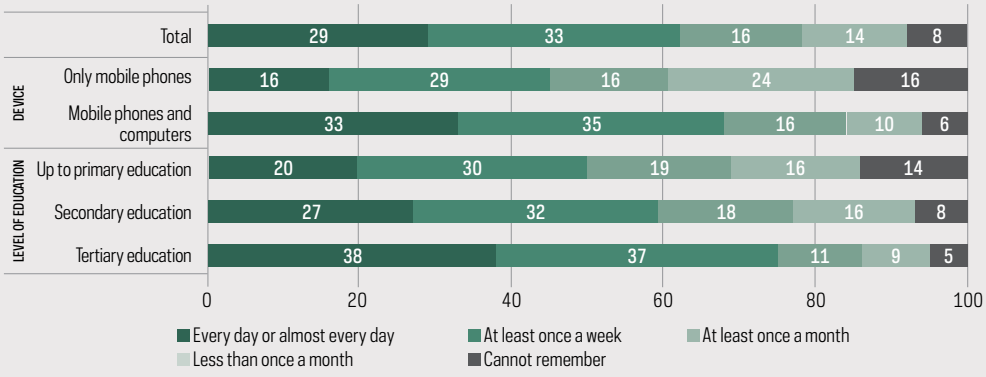
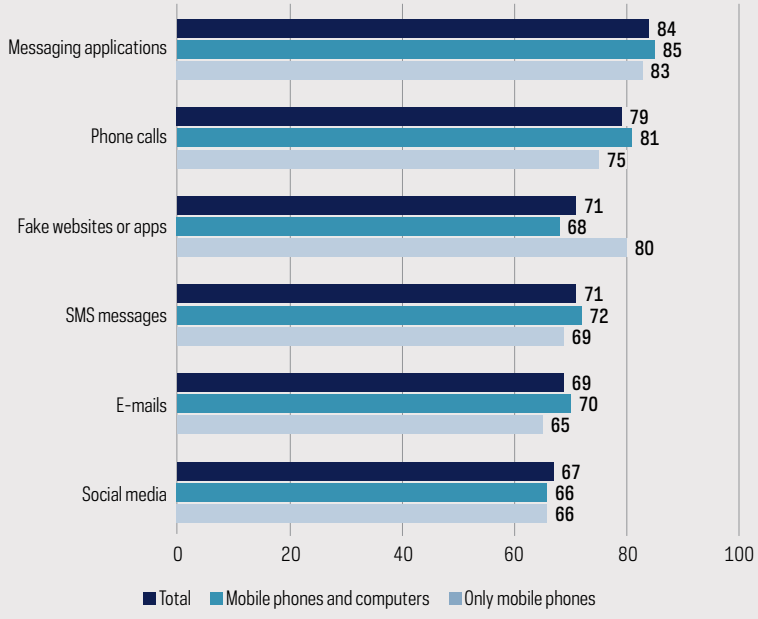


CHART 2

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Internet users who experienced situations involving scams, by channels where these situations occurred and access device used (2025)

Total number of Internet users 16 years old or older who experienced an attempted scam or were victims of a scam using personal data (%)



Regarding organizational structure, 20% of enterprises had departments or employees responsible for privacy and personal data protection activities, a proportion that remained stable compared with previous years. By enterprise profile, large enterprises (55%) and those in the information and communication sector (39%) mobilized the most human resources specifically to address personal data protection.

COMPLIANCE WITH THE LGPD

In 2025, the measure most frequently adopted by enterprises was making changes to ongoing contracts to comply with the LGPD, reported by 30% of enterprises, maintaining the pattern observed in the previous edition of the survey. This was followed by formulating policies for the use of employees' personal data (29%) and formulating privacy policies (28%). Appointing data protection officers (DPO) was reported by 14% of enterprises. Among these enterprises, 28% reported that these professionals came from information technology (IT) departments, while 19% indicated they came from enterprises' administrative departments, a result consistent with the greater presence of organizational structures dedicated to privacy and personal data protection (Chart 4).

Survey methodology and access to data

The Privacy and Personal Data Protection 2025 survey gathered unpublished data collected by different surveys conducted by the Regional Center for Studies on the Development of the Information Society (Cetic.br) with individuals, enterprises, and public organizations in Brazil. The ICT Panel 2025 survey interviewed, via an online questionnaire, 2,500 Internet users 16 years old or older in December 2025. The ICT Enterprises 2025 survey included a specific module on the processing of personal data in the private sector. Interviews were conducted with 1,775 enterprises, which answered the module's questions, between February 2025 and January 2026. In addition to these unprecedented results, an analysis of Brazilian public organizations was carried out based on indicators related to privacy and personal data protection from the ICT in Government 2025, ICT in Health 2025, and ICT in Education 2024 and 2025 surveys. The survey results presented in this publication are available on the Cetic.br|NIC.br website (https://cetic.br). The "Methodological Report" is available in both the printed publication and on the website.

BOX 1

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PRIVACY AND PERSONAL DATA PROTECTION IN THE PUBLIC SECTOR

As in previous editions, the third edition of the Privacy and Personal Data Protection survey includes a chapter on the public sector, based on indicators from the ICT in Government 2025, ICT in Health 2025, and ICT in Education 2024 and 2025 surveys. The analysis covers federal and state government organizations and local governments, public healthcare facilities, and public primary and secondary schools.

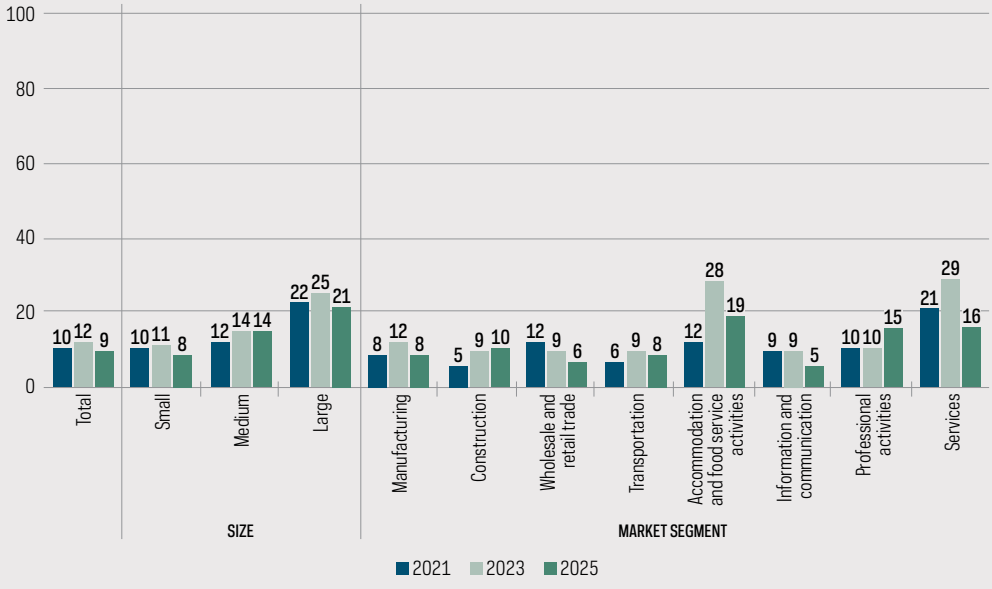
The increasing digitalization of public services and the adoption of AI applications are transforming how public organizations collect, process, share, and use personal data, creating new challenges for information security, data protection, and data governance. The results of this edition show progress in the adoption of information security policies, the designation of departments or individuals responsible for LGPD implementation, and training and awareness-raising initiatives. However, challenges remain in implementing specific measures to comply with the LGPD, such as consolidating governance structures and defining institutional responsibilities. The data also reveals inequalities across organization types, indicating that institutional capacity remains central to ensuring a safe and ethical digital transformation that can keep pace with the digitalization of public services.

CHART 3

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Enterprises by whether they keep personal data of clients and users under 18 years old, size and sector (2021–2025)

Total number of enterprises that keep personal data of clients and users (%)



Sensitive data stored by enterprises in 2025:

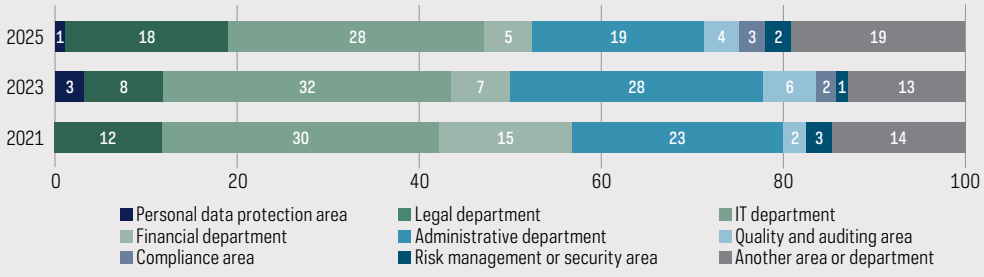
31%	26%	16%	12%
stored biometric data	stored health data	stored data on race or color	stored data on sexual orientation

CHART 4

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Enterprises by origin of DPO (2021–2025)

Total number of enterprises whose DPO came from inside the enterprises (%)



Access the full survey data!

In addition to the results presented in this publication, tables of indicators, questionnaires, information on how to access the microdata, and the presentation of the results of the launch event are available on the Cetic.br|NIC.br website, as well as other publications on the topic of the survey.

The tables of results (https://cetic.br/en/pesquisa/privacidade-e-protecao-de-dados-pessoais/indicadores/), available for download in Portuguese, English, and Spanish, present the statistics produced, including information on the data collected and cross-referencing for the variables investigated in the study. The information available in the tables follows the example below:

Code and indicator name

Population to which the results refer

PR9C - INTERNET USERS BY HOW OFTEN THEY AGREE WITH PRIVACY POLICIES WITHOUT READING WHAT THEY SAY

Total number of Internet users 16 years old or older

PERCENTAGE (%)		ALWAYS	ALMOST ALWAYS	SOMETIMES	RARELY	NEVER
TOTAL		23	29	25	14	10
SEX	Male	25	30	25	12	8
	Female	21	28	24	16	11
LEVEL OF EDUCATION	Up to primary education	24	23	25	15	13
	Secondary education	23	30	24	14	9
	Tertiary education	22	31	26	13	8
AGE GROUP	16 to 24 years old	25	29	23	13	10
	25 to 34 years old	27	27	21	16	9
	35 to 44 years old	22	34	24	11	8
	45 to 59 years old	23	28	25	15	8
	60 years old or older	13	24	32	13	18

Indicator responses

Results tabulation breakdowns: total (population as a whole) and characteristics of analysis (region, age group, etc.), different in each survey

Results: can be in % or totals

Source: Brazilian Network Information Center (2026). *ICT Panel 2025: Web survey with Internet users in Brazil: Privacy and data protection* [Tables].

How to reference the tables of indicators

This publication is also available in Portuguese on the Cetic.br|NIC.br website.