

## Press Release

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For immediate release 17 October 2011

### Launch of industry campaign to inform consumers about online security is important step, Consumer Panel says

Commenting on the launch today of Google's *Good to know* campaign, Communications Consumer Panel Chair Bob Warner said:

“We know from our research that this is an important issue for consumers, who are concerned about the security of their data but also appreciate the benefits of sharing information. This campaign is an important step in furthering understanding in this crucial and developing area.”

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#### CONTACTS

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#### NOTES TO EDITORS

The Communications Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda. Visit [www.communicationsconsumerpanel.org.uk](http://www.communicationsconsumerpanel.org.uk) for more information.

To download a copy of the Communications Consumer Panel's research into online privacy *Online personal data: the consumer perspective* go to:  
<http://www.communicationsconsumerpanel.org.uk/smartweb/research/online-personal-data>

Further information about Google's campaign can be found here:  
[www.google.co.uk/goodtoknow](http://www.google.co.uk/goodtoknow)