

# Internet privacy seals: User perception in Spain [Los logotipos de privacidad en Internet: Percepción del usuario en España]

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In this paper we analyze the importance that privacy has in the digital age. It represents one of the aspects which can generate distrust in the consumer or user of Internet. In order to guarantee that those companies which operate in Internet are respectful of the user's rights, it has been designed logos for the adherence to a list of good practices in the field of privacy. One of the most important objectives of this paper is to emphasize that such instruments provide a useful complement to the legal regulations. However, it will be done an empirical study, based on the open semi-structured interview, and designed to determine the effects that these icons have on their receivers. We have delimited the present study to logos operating in Spain, regardless of their origins, because some of them are outsiders.

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