Based on the views of 502 adults & teens



Adults: 18-74 Teens: 13-17

Brazil

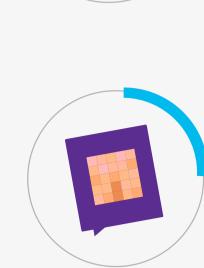
Most common risks



INTRUSIVE Unwanted contact



INTRUSIVE Hoaxes, scams & fraud 24%



SEXUAL Unwanted sexting 26%

BEHAVIORAL



SEXUAL Sexual solicitation 22%

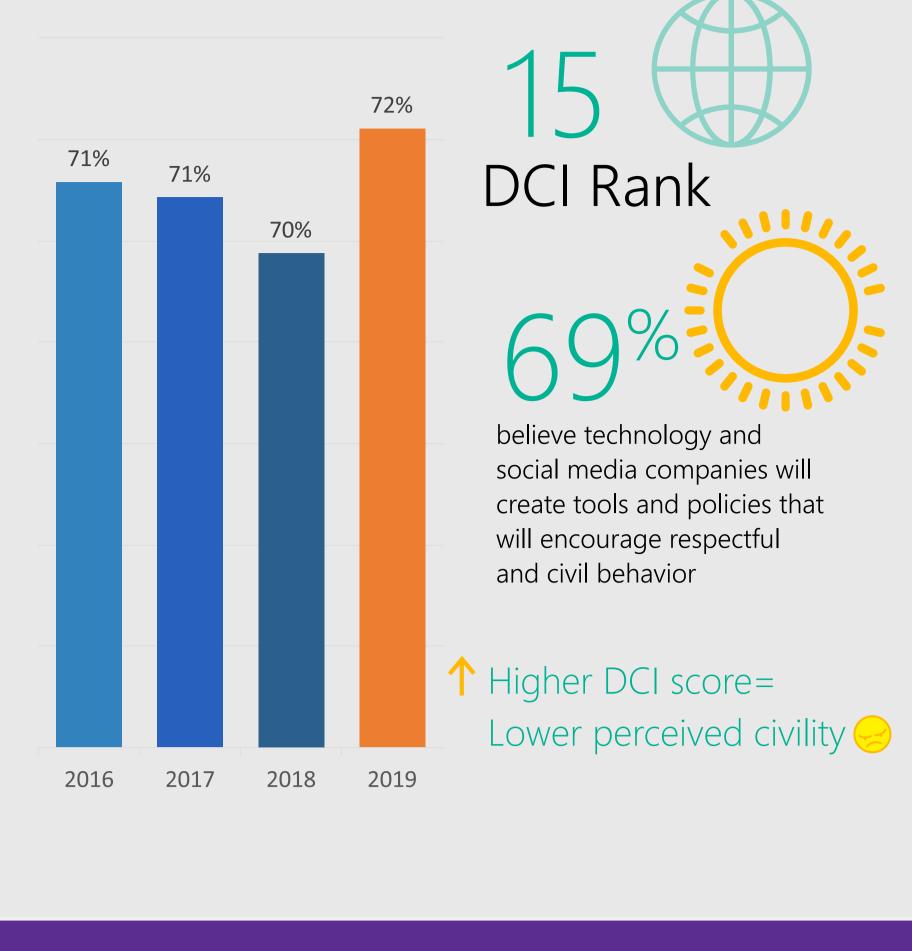


Online harassment 24%

The majority of the 21 risks rose slightly, with behavioral risks showing the biggest movement (+7) since 2018.

2 points to 72%

The Brazil Digital Civility Index increased



Risk trends



of risks happened in the past week/month -4 points



suffered pain from

more times

online risks

+4 points

experienced a risk 2 or



happen again +9 points

worry that risks will

Topics that drive the most incivility







34%

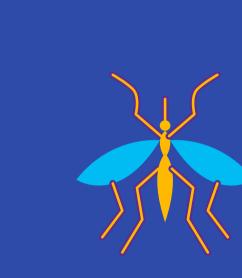
Religion







The five most painful online risks*



Microaggression

YoY +22 *Moderate to Unbearable pain Treated mean

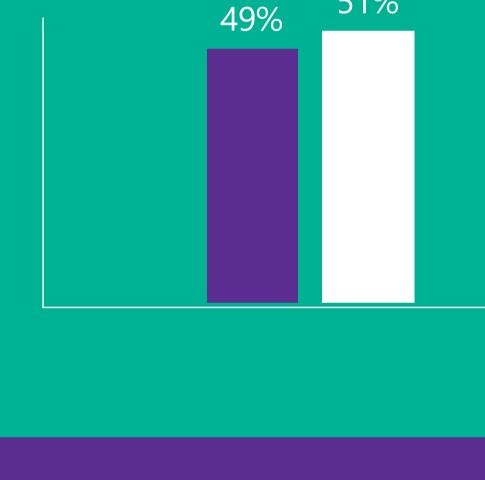




Cyberbullying

Familiarity with the perpetrator is associated with increased risk & consequences Met Not met

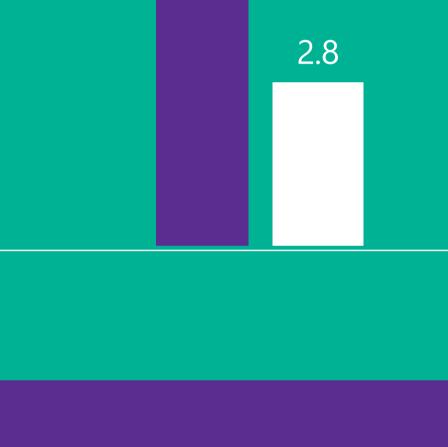
49% had met the perpetrator in real life 51%



4.8

for those who met the perpetrator

of risks is higher



7.3 3.5

of consequences is higher

for those who met the perpetrator

Teen profile



YoY + 2

Experienced a risk

Suffered Moderate-

Unbearable pain YoY +14 > Teen girls feel more at risk

than boys

Asked parents for help YoY -4

Worry risk will

happen again

YoY +10

> Teens asking for parents' help rose slightly since 2018 > The best role models:

Suffered a

YoY + 3

consequence

Know where to find help YoY + 3

- > 53% have a problem with parents posting about them on social media

Women feel risks are a

bigger problem

When asked if risks are a big problem

Parents and Teachers

Boomers DCI* 1%

Millennials are the most

at-risk adult group



Gen X DCI*

Gen Z DCI*

91%



Global Intrusive risk average = 58%

Russia Hungary

Intrusive risks

- Peru
- South Africa
- Colombia

- Behavioral risks
- Global Behaviorial risk average = 45%
- Russia South Africa

Turkey

Hungary Vietnam

Sexual risks

Global Sexual

Peru

- risk average = 37%
 - Vietnam Colombia
 - South Africa Mexico
- Reputational risks Global Reputational risk average = 21%

Vietnam

Hungary

South Africa

Peru

India

5 highest and lowest DCI countries Ranked by national DCI among 25 surveyed countries





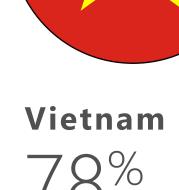


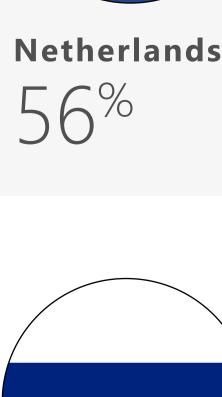




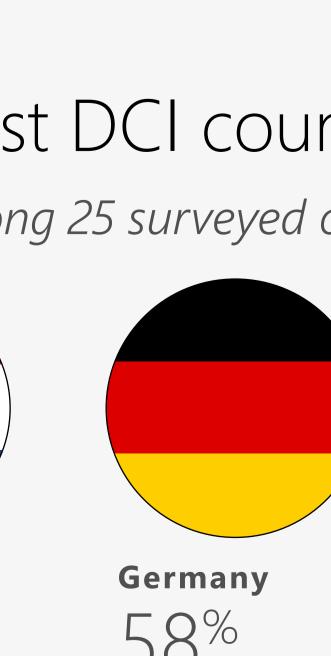








Russia



Colombia

Malaysia

Peru



