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New Media Usage and Privacy Policies of Newspaper Websites of the Baltic States

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New media usage and privacy policies of newspaper websites of the Baltic States

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Abstract

This study examines how new media and privacy policies have penetrated the top twelve online newspaper websites in the Baltic States (Estonia, Latvia, and Lithuania). New media involves new computer communication techniques such as social networks, mobile applications, blogs, Really Simple Syndication feeds, and forums. New media can be used by management as a tool to attract new customers, develop a higher awareness of the organization, and stay engaged with customers, marketers, and employees.

Results show that the top twelve Latvian newspaper websites make most use of *Facebook* and *Twitter*, whereas Estonian newspaper websites tend to use Really Simple Syndication feeds and forums the most among the three countries. Lithuanian newspaper websites have the edge among mobile phone users. Forums and Really Simple Syndication feeds are the most commonly used new media applications among the newspaper sites.

Newspaper websites must often balance privacy with freedom of speech, research the readership, and market readers to others. Unfortunately, privacy policies related to new media tend to be inconsistent across newspaper sites. The sites that are more popular on the Internet tend to have the largest protection against transferring reader-provided personal data to third parties. Estonian newspaper websites tend to have the largest number of privacy protections including limits to reader speech, right to edit reader-provided content,

disclaimer of responsibility of reader-provided content, policies associated with privacy of personal information protected, and a statement announcing infringements of rules incur legal liability for anyone submitting inappropriate content to the newspaper.

Naujų žiniasklaidos priemonių panaudojimas Baltijos valstybių laikraščių tinklalapiuose ir jų privatumo politika

Anotacija

Šioje studijoje nagrinėjama, kaip naujos žiniasklaidos priemonės ir privatumo politikos nuostatos prasiskverbė į Baltijos valstybių (Estijos, Latvijos ir Lietuvos) dvylikos pagrindinių laikraščių tinklalapius. Naujos žiniasklaidos priemonės reiškia tokias naujas kompiuterinių komunikacijų technologijas kaip socialiniai tinklai, mobiliosios prietaikos, tinklaraščiai, RSS sąsajos ir forumai. Įmonių vadovybė gali naudoti naujas žiniasklaidos priemones kaip įrankį siekdama pritraukti naujų klientų, padidinti organizacinį sąmoningumą ir palaikyti ryšius su esamais klientais, pardavėjais ir darbuotojais.

Tyrimo rezultatai rodo, kad dvylikos pagrindinių Latvijos laikraščių tinklalapiai dažniausiai naudojasi Facebook ir Twitter, tuo tarpu Estijos laikraščių tinklalapiai labiausiai iš trijų valstybių yra linkę naudotis RSS sąsajomis ir forumais. Lietuvos laikraščiai internete yra populiariausi tarp mobiliojo ryšio paslaugų vartotojų. Forumai ir RSS sąsajos yra laikraščių tinklalapiuose labiausiai paplitusios naujos žiniasklaidos priemonės.

Laikraščių tinklalapiai neretai privalo derinti privatumą su žodžio laisve, atlikti skaitytojų tyrimus ir parduoti savo skaitytojus kitems. Deja, su naujomis žiniasklaidos priemonėmis susijusi privatumo politika skirtinguose laikraščių tinklalapiuose dažnai yra nenuosekli. Populiariausi tinklalapiai paprastai taiko didžiausią skaitytojų pateiktų asmens duomenų apsaugą nuo perdavimo tretiesiems asmenims. Estijos laikraščių tinklalapiai pasižymi didžiausiu privatumo apsaugos priemonių skaičiumi, įskaitant skaitytojų pokalbių apribojimus, teisę redaguoti skaitytojų pateiktą turinį, atleidimą nuo atsakomybės už skaitytojų pateiktą informaciją, saugojamų asmens duomenų konfidencialumo politiką, bei nuostatas dėl asmenų, pateikusių netinkamą informaciją laikraščiui, patraukimo atsakomybėn už taisyklių pažeidimą.

Introduction

This study investigates the extent of new media and privacy policies used on Internet newspaper websites in Estonia, Latvia, and Lithuania. It is imperative

to see how websites in the Baltic States are progressing in their use of new media, as this has a direct impact on the economic, social, and legal development in the region. Websites that provide a variety of new media services can be attractive to a wide variety of readers who want to communicate not only with the press, but with each other. Sophisticated websites can attract business, enhance the reputation of the industry and the country, and be more in tune with the tremendous increase in web commerce throughout the world.

Individual privacy can also be compromised. Websites that have privacy policies and protections can enhance trust and expectations of the consumer of the sites (Rifon *et al.,* 2005). Scarce available research has compared new media experiences and privacy protections of those who visit the websites operated in the Baltic States.

New media combines traditional media such as film, images, music, spoken and written word with the interactive power of computer and communications technology, computer-enabled consumer devices, and the Internet (Wikipedia, 2012). Some examples of new media include atom syndication formats, blogcasts, blogs, citizen journalism, e-books, e-mail, e-zines, ein presswire, flash, interactive advertising, interactive kiosks, Internet radio, machinima, mashum websites, mobilecasts, narrowcasts, peercasts, podcasts, Really Simple Syndication (RSS) feeds, social networks, such as *Facebook* and *Twitter*, screencasts, Short Message Service (SMS), video podcasts, user generated content, webinars, and wikis. Newspaper industry sites, such as media.einews.com, feature news about new media (media.einews.com, 2012).

New media might test the privacy policies of companies, because information submitted by employees or customers can be easily transmitted to others by a click of a key or an automatic program. The websites which receive outside data can easily be tempted to use customer data for financial or marketing gain without the customer's or reader's knowledge. In this context, the present study will detail on how newspaper websites of the Baltic States use new media and what is the extent and nature of privacy policies in Baltic States newspaper websites.

To analyze new media and privacy, the top twelve newspaper websites in the Baltic States were the test target. Newspaper websites are useful for this study because such sites collect much information from the outside in terms of news, advertising, and other customer information. The Baltic States are useful for this study, because they have well-established newspaper websites to compare, and each country has privacy legislation.

1. New media growth

New media has emerged to become a major method of communication in the last five years. According to Ostrow (2011), about 800 million people are on *Facebook*. Kissmetrics (2011) reports *Facebook* usage is up by 40 percent since the previous year. *Twitter* adds 300,000 users per day. All those users spend plenty of time on social networks. About 15 percent of bloggers spend ten hours or more each week blogging. According to Reese (2012), there were about 122.6 million blogs on the Internet in 2011.

New media marketing has become a big business. Beal (2009) claims that the expected rise in mobile marketing from 2010 to 2014 is 227 percent, social media marketing – 229 percent, e-mail marketing – 149 percent, and search marketing – 177 percent. According to Warc.com (2011), *Facebook* is the largest provider of display advertising in the United Kingdom.

Porterfield (2011) reports that 75 percent of new businesses have a company page on a social networking site, 69 percent post status updates, 57 percent build a network through sites, such as *LinkedIn*, 54 percent monitor feedback about their business, 39 percent maintain a blog, and 26 percent tweet. The projection is that nearly 20 percent of marketing dollars will go to social marketing in five years. The top goal for many marketers is to master social media. The top reasons for using social media are to identify and attract new customers through interactive website responses and target marketing, develop a higher awareness of the organization in the target market through search engine optimization with links to social media sites, stay engaged with customers, and collaborate with suppliers, partners, and colleagues by being interactive. Many online forums and blogs allow contributors to put their website's URL in their messages and comments, as long as there is an actual contribution. Traditional websites are slow to update content when compared to new media. A failure to regularly update the content results in a failure to attract new customers and a drop in ranking on search engines. New media is timely, invites interaction, and can establish a company as a trusted and reliable authority within their niche much faster than traditional media. Businesses must remember that a failure to be up-to-date and visible will result in being eliminated from the centre of attention of customers, suppliers, partners, and colleagues.

Beyond social media, mobile applications provide an easy way for mobile phone users to read the edited content of newspapers and receive a variety of services such as updated sports information and product ordering opportuni-

ties. Worldwide mobile applications revenues are expected to experience more than 60 percent compound annual growth through 2014 (Prepaidmvno.com, 2010). Mobile applications revenues should grow to $25 billion by 2014 as cell phones develop and apps stores hit the mass market (Holden, 2010).

Overall, the new media is increasingly global, social, visual, and mobile (Heldman, 2011). It has spread to all continents, has allowed people to immediately react to news stories and to each other, has enabled people to share their videos and pictures, and has increased convenience by allowing people to use their cell phones.

2. New media developments in the Baltic States

Internet World Stats (2011) reveals that the world's most popular social network, *Facebook*, has penetrated Estonia, Latvia, and Lithuania. In Table 1, a summary of *Facebook* users and *Facebook* penetration reveals that Lithuania has the plurality of users and penetration among the Baltic States. According to SocialBakers.com (2012), Lithuania is ranked 79th worldwide in *Facebook* usage followed by Estonia being 98th and Latvia being 109th. Table 1 also indicates the Internet user and penetration data for the Baltic States. Based on InternetWorldStats (2011) data, Estonia leads the Baltic States with a penetration of 77.5 percent. Latvia is second with 69.9 percent and Lithuania is the last with 59.5 percent.

Table 1. *Baltic Facebook and Internet user statistics*
(source: InternetWorldStats, 2012)

Country	Total population	Facebook users	Facebook penetration	Internet users	Internet Penetration
Estonia	1,282,963	447,620	34.9%	993,785	77.5%
Latvia	2,204,708	319,300	14.5%	1,540,859	69.9%
Lithuania	3,535,547	938,440	27.8%	2,103,471	59.5%

Facebook penetration data provides only a partial picture of new media developments in the Baltic States. According to Tupan (2011), the top sites in Estonia were Google.ee, Google.com and *Facebook*. The top sites in Latvia are Google.lv, Google.com and Draugiem (a Latvian language-based social network). *Facebook* ranks sixth. In Lithuania, Google.lt ranks first, Google.com second, and *Facebook* third. Social networking penetration is significant in all the three Baltic countries. Among the top twelve university websites in

each of the Baltic States, Kaupins (2009) found dominance of *Facebook* and *Twitter* in all three countries. Draugiem dominated Latvia and Orkut was the only other major website in use. Estonian university websites most frequently used social networks.

New media use by Baltic corporations is becoming increasingly mature. According to Pavilenene (2010), about 10 percent of companies in Lithuania are starting to use social networks, about 14 percent allow direct communication with customers through their websites, and about 12 percent have company blogs. Latvian companies, such as Live Riga, actively promote Riga by linking pictures, stories, and movies about Riga on *Facebook* and *Twitter* (Who Walks the Dog, 2011).

2.1. Privacy concerns

Privacy protection laws tend to restrict the improper dissemination of personal information to unauthorized people (Kidwell, Sprague, 2009). A consistent pattern among the three Baltic States is to have a corporate entity to provide a warning of some kind before giving out private information to a third party (in general). Such a warning is mentioned in the Personal Data Protection Act of Estonia (PrivacyInternational.org, 2012a), the Personal Data Protection Law of Latvia (PrivacyInternational.org, 2012b), and the Civil Code of Lithuania (PrivacyInternational.org, 2012c). In respect of Baltic newspapers, codes of ethics further outline privacy (Ethicnet.uta.fi, 2012a, 2012b, 2012c) and are occasionally mentioned in "Terms of Use" sections on the websites of the Baltic newspapers (e.g. Parnupostimes.ee, 2012).

In contrast to the Baltic States, privacy is not overtly protected in the American Constitution. The United States has adopted an informal self-regulatory approach (Stanaland *et al.*, 2009). Historically, there has been a greater concern over federal and state government invasions of privacy than private company invasions of privacy (Harrison, 2000). If there is a reasonable expectation of privacy in a setting such as a bathroom or a medical clinic, then the right of privacy exists in those settings (*Katz v. U. S.*, 1967). There must also be a legitimate business purpose for any employer to search for data on an employee or another person, and the intrusion by the employer must not be considered offensive (Sprague, 2007).

Western European laws appear to be stricter than American and Baltic State laws governing the unauthorized collection and release of data. The European Union privacy directive guarantees its citizens the right to see data about themselves, find out where the data come from, correct inaccurate data

about themselves, and withhold permission for that data to be used by direct marketers (Davies, 1998). Sweden has highly restrictive regulations imposed by the Data Inspection Board, which regulates dissemination of personal data through a licensing system. French and British data protection laws are similar (Flaherty, 1989).

Though European laws may be strict concerning electronic data, new media may lead to increased privacy concerns for corporations even in Europe. For example, according to Buckley (2010), less than a third of British companies have taken steps to limit information which they post online. Employers often use social network sites to access people's profiles in the recruiting process. Personal information may turn out to unfairly damage the reputation of employees. Sensitive financial and strategic corporate information may be divulged by anyone in various social networks.

Sarathy and Robertson (2003) suggest that some of the differences in privacy approaches between the United States and Europe lie in the history and culture of the continents. The United States historically has been a more individualistic country free from government interference and hence constraints on corporate behavior may be less than those applied in Europe. Many other factors, however, can affect privacy approaches of countries, companies, and websites such as global societal needs, ethics, how driven are organization managers to profits, and industry best practices.

2.2. Prior comparative research on privacy

As the present research will compare newspaper websites (and related privacy policies) of the Baltic States, two prior studies compared other website privacy policies. Lin and Kirk (2002) investigated the privacy policies of the Fortune 500 Websites and found that slightly more than fifty percent had privacy policies in place. Much fewer had basic elements of privacy policies, such as assurances that the data collected is secure, allowing people to access data collected about them, providing people with a choice to choose or use their information, and providing notice prior to collection of data. Stanaland, Lwin, and Leong (2009) had more recent data of comparison of the top 100 children's websites from the United States and the United Kingdom. Data showed that 95 percent of American websites had a privacy policy and 83 percent of United Kingdom websites had such a policy. The websites in the United States were more apt to have assurances of security of information and conditions of disclosure of personal information by a website.

3. Website samples

Newspaper websites in the Baltic States are used in comparison to websites. Another reason for the use of newspaper websites is the fact there is clear data concerning the rankings of various newspapers in the world from 4imn.com (2012). The original aim of their ranking of newspapers is to promote web publication and electronic access to national and global information. The rankings use web indicators to compare newspaper sites. Newspapers are sorted by the 4imn.com web ranking. The ranking is based upon an algorithm including three unbiased and independent web metrics extracted from three search engines: Google Page Rank, Yahoo Inbound Links, and Alexa Traffic Rank. The aim of 4imn.com is to provide a popularity ranking of worldwide newspaper websites. Based on 4imn.com rankings, the top twelve newspaper websites in each Baltic country have been chosen for web search comparisons.

Based on 4inm.com (2012), Table 2 shows summary data and Tables 3, 4, and 5 show basic data of newspaper websites of Estonia, Latvia, and Lithuania, respectively. Five 4imn.com data items include:

1. 2012 Web Rank gives an estimate of the popularity of the website.
2. Locale shows the location where the print newspaper is published.
3. Languages show what and how many languages the website is published in. Common languages include Estonian (EE), Latvian (LV), Lithuanian (LT), Russian (R), and (E) English.
4. Scope refers to whether the website is (I) international, national (N), regional (R), or local (L) in its scope.
5. Issues refer to the frequency in which the hard copy newspaper is published. They may be weekly, semi-weekly, or daily.

3.1. Determination of the use of new media on websites

Though 4imn.com (2012) provides a ranking of the popularity of various newspaper websites, it does not provide information as to the amount of new media that is used on the newspaper websites. Table 3, Table 4, and Table 5 contain new media information about Estonia, Latvia, and Lithuania concerning the following topics:

1. With the help of a highly popular *Facebook*, newspapers can advertise their services and get feedback from readers.
2. *Twitter* is another popular social networking website allowing newspapers and newspaper readers to post short messages up to 140 characters. The number of *Twitter* followers for each paper is listed.

3. "Other new media" – RSS feeds, online surveys, forums, blogs, social networks, such as Draugiem, PDFs and mobile capabilities. According to Press Feed (2010), RSS feeds provide a format for distributing news and other web content. The feeds can distribute such web content as news, videos, job vacancies, and other information to those who are interested in adding the information from the newspaper to their e-mail. Surveys allow newspapers to obtain a multiple choice sample from their readers about an issue important for the reader that particular day. Forums allow users to respond to newspaper articles within the website. Blogs allow users to respond to specific commentaries (blogs) written by a newspaper staff member or affiliate. "Mobile" refers to mobile apps associated with the newspapers to make the content easier to read on mobile phones.

3.2. Privacy policies

Privacy policies describe how the information provided by customers is dealt with by newspaper websites. Privacy policies were reviewed based on a content analysis of newspaper websites by authors. Privacy policies are organized in six categories:

1. Limits to speech. A newspaper warns the reader that not all speech is appropriate, especially speech that is detrimental to the nation or is offensive. An example is from 15min.lt (2012): "Freedom of expression and information website is a place incompatible with actions such as ethnic, racial, religious or social hatred, violence and discrimination, slander, and disinformation."

2. Right to edit. A newspaper maintains the right to edit what has been submitted to the paper by the reader. An example is from Postimees.ee (2012): [Postimees will delete comments that] "include profanity, incite hatred between peoples and races, the war, calling for the use of drugs and arms…"

3. Disclaimer of responsibility. A newspaper does not assume responsibility for the content of what the reader has submitted to the newspaper and has been printed or posted. An example comes from 15min.lt (2012): "We are not responsible for the content of user comments..."

4. Privacy of personal information protected. Private information by the reader to the newspaper is protected to some extent. For example, Jarva Teataja (Jt.ee, 2012) uses "strict confidentiality and security regulations, being taken all necessary measures for protection of customer data."

5. Infringement of rules subject to legal liability. If the reader provides information that is illegal, the reader is held liable under laws of the country. For example, Postimees.ee (2012) states "Postimees Online reserves the right to disclose to write a comment using your computer's IP address to law enforcement..."

6. Personal data may be sent to selected third parties. There may be instances when personal data submitted may be sent to third parties for select marketing or other business-related purposes. According to Vakaru Ekspresas (ve.lt, 2012), "we use your personal information for the following purposes: providing their customers with personalized service, handling orders, registrations, queries, carrying out market research, preparing quizzes and sales promotion lotteries, sending you information about our products and services (if you agree to receive such information) and contacting you for a job if you are solicited by such as service to our online job service."

4. Results

On the basis of 4imn.com data and new media information, Table 3, Table 4, and Table 5 describe the top twelve newspaper websites in each of the Baltic States. Table 2 provides cumulative results for new media information, and Table 6 provides cumulative results for privacy policies of the newspapers sites for each of the Baltic States.

Concerning the five 4imn.com (2012) data items, results from Table 3, Table 4, and Table 5 reveal how much more popular Estonian newspaper sites are compared to Latvian and Lithuanian ones. The lowest ranked Estonian newspaper website Jarva Teataja (jt.ee), ranked at 3343, would be in the 9th place in Latvia and the 9th place in Lithuania. Though native tongues dominate each country, the Russian language occurs in 12 of the 36 top newspapers, that is, in five of the top Estonian papers, six of the Latvian papers, and only one of the Lithuanian papers. Roughly 40 to 75 percent of the top newspaper sites are national in scope, with Estonia on the low end and Latvia on the high end. All of the top twelve Lithuanian newspaper sites are related to daily newspapers, whereas dailies occur among roughly three-fourths of top newspapers in Latvia and Estonia.

In respect of new media information, *Facebook* is used by 67 percent of the top twelve Estonian newspaper websites, followed by 75 percent for Latvia and

50 percent in Latvia. In contrast, about 83 percent of the top twelve Latvian websites use *Twitter*, followed by 67 percent of Estonian websites, and 33 percent of Lithuanian websites. However, Latvian websites tend to use Draugiem. lv much more, as it is a popular social network there. The newspapers in the three countries are fairly close in their use of other common communication technologies, such as RSS Feeds, surveys, forums, blogs, mobile technology, and other new media.

As regards privacy policies, 58 percent of the top twelve Estonian sites restrict the speech of its users, the respective percentage being 41 for Latvia and 50 for Lithuania. Estonia dominates with the more frequent "right to edit", "disclaimers of liability", "privacy not protected" and "privacy of personal information protected" statements. In Estonia, one newspaper offers protection of personal information. Lithuanian sites dominate with threats of legal liability against individuals who share false or illegal information to newspapers.

In the interest of a quick international comparison, USA Today, ranked fifth in the world by 4imn.com, includes such social networks as *YahooBuzz*, *Mixx*, *Facebook*, *Twitter*, *Fark*, *Digg*, *Reddit*, *MySpace*, *StumbleUpon*, and *LinkedIn*. The newspaper also provides mobile connections, iPad apps, RSS feeds, e-newsletters, widgets, e-editors, Kindle editions, and twenty six blog groups. USA Today's Privacy Rights (2012a) and Terms of Service (2012b) provide extensive constraints and protections concerning the use of blogs and other communication services. Limits on the right to use site materials, responsibility for content, and the right to use materials are included in the content.

5. Discussion

Social networks allow newspapers to share information to the public and have the public share information to the newspapers. To do so, privacy and freedom of speech have to be balanced. Privacy policies of newspapers are a part of the effort to create this balance. According to Kirkpatrick (2010), who wrote *The Facebook Effect*, *Facebook* leaders think that freedom of speech is an opportunity for organizations and individuals to share relevant information to other organizations and individuals. *Facebook* leaders believe that everyone should be given the opportunity to have their fifteen minutes of fame by sharing their life experiences and discoveries with others.

The problem with freedom of speech is that ethical issues are severely tested. Organizations should ensure that they collect, use, retain, and disclose

the personal information of others in a confidential manner. According to Tapscott and Williams (2010), "unfortunately, the loss of privacy may lead to job losses for individuals because employers check their inappropriate online behavior. Identity theft is growing. Personal information involving biography, biology, genealogy, history, financial transactions, locations, and relationships of each individual can be revealed. Ultimately, in order to properly protect privacy, all of us will need to be vigilant about our own online behavior".

As the Baltic States continue to increase their use of new media (as reflected by the extensive use of new media among the top twelve newspaper sites of the Baltic States), protection of privacy rights will continue to be a major issue. Estonian newspaper sites are clearly ahead of Latvian and Lithuanian sites in respect of incorporation of detailed privacy statements. The most significant statements concern lists of speech limits of bloggers, the newspaper's right to edit blogger statements, disclaimers of newspaper responsibility for the content provided by readers, and no guarantee of privacy protection for those who provide information to newspapers.

The Estonian pattern of leading the Baltic States in privacy statements is followed by similar patterns in the context of new use in newspaper websites. Latvia tends to be in the second place and Lithuania tends to be in the third place as regards the use of social networks, RSS feeds, surveys, and other new media.

Conclusions

As with the rest of the world, the newspaper websites of the Baltic States have a greater new media usage than they have privacy policies to deal with the usage. New media include social networks, RSS feeds, surveys, forums, and many other communication tools. New media can identify and attract new customers through interactive website responses and target marketing, develop a higher awareness of the organization, and stay engaged with customers, marketers, and others.

Results show that the top twelve Latvian newspaper websites use *Facebook* and *Twitter* the most, Estonian newspaper websites mostly use RSS feeds and forums, and Lithuanian newspaper sites have the edge among mobile phone users. Forums and RSS feeds are the most common new media applications among all new communication tools. Accordingly, among the top twelve newspaper sites, new media is quite popular with most newspaper sites in each

of the countries using the majority of the major new media tools included in the study, such as *Facebook*, *Twitter*, blogs, forums, RSS feeds, and surveys.

The popularity of the new media tools must be balanced with concerns over privacy issues. The newspaper website readers who provide personal information in forums, blogs, application forms, and other communication tools might have that information shared with many third parties. Unfortunately, privacy policies related to new media tend to be inconsistent across the newspaper sites. The sites that rank highest on the Internet tend to have the greatest protection against transferring reader-provided personal data to third parties. Estonian newspaper websites tend to have the largest number of privacy protections, which include limits to reader speech, right to edit reader-provided content, disclaimer of responsibility of reader-provided content, policies associated with privacy of personal information protected, and a statement announcing that an infringement of rules will incur legal liability for anyone submitting inappropriate content to the newspaper.

Newspapers from each of the countries should provide clear privacy guidelines associated with the data they receive from readers. Many of these guidelines can be modeled according to existing websites of leading newspapers in each country or captured from successful examples from other countries. USA Today (2012a) is one example of privacy policy that has been successfully implemented.

Table 2. Cumulative results of Baltic newspaper website activity (in percentage)

Country	Average 2012 web rank	National scope	Daily issues	Use *Facebook*	Use *Twitter*	Use RSS feeds	Use surveys	Use forums	Use blogs	Use mobile apps
Estonia	1704	42	58	67	67	83	75	92	50	8
Latvia	2459	75	75	75	83	75	75	83	83	16
Lithuania	2243	58	100	50	33	75	58	83	58	25

Table 3. *Top twelve Estonian newspaper websites*
(source: 4imm.com, 2012)

Estonian newspaper websites	2012 web rank	Locale	Languages[a]	Scope[b]	Issues	Facebook	Twitter followers	Other new media	Privacy policies[c]
Postimees.ee	121	Tartu	EE, R	N	Daily	Yes	691	RSS feeds, surveys, forums, Blogs	Terms of Use 1, 2, 3, 5
Epl.ee	585	Tallinn	EE	L-R	Daily	Yes	–	RSS feeds, surveys, forums, blogs	Terms and Conditions: Privacy Policy and User Data Protection 1, 2, 3, 5, 6
Ohtuleht.ee	1293	Tallinn	EE	N	Daily	Yes	1112	RSS feeds, surveys, forums, blogs	Terms and Conditions 1, 2, 3, 4, 5
Ekspress.ee	1373	Tallinn	EE	N	Weekly	Yes	4480	RSS feeds, forums, mobile	Rules and Articles 1, 2, 3, 5
Aripaev.ee	1494	Tallinn	EE, R, E	N	Daily	No	–	RSS feeds, forums, blogs	2
Maaleht.ee	1679	Tallinn	EE	N	Weekly	No	614	RSS feeds, surveys, forums, blogs	Rules for the User 1, 2, 3, 5
ParnuPostimees.ee	1743	Parnu	EE	L-R	Daily	Yes	290	Surveys, forums	Terms of Use 1, 2, 3, 5
Dv.ee	1754	Tallinn	R, EE, E	L-R	Weekly	No	–	RSS feeds, surveys, forums	–
Virumaaeataja.ee (2012)	1911	Rakvera	EE	L-R	Daily	Yes	248	RSS feeds, surveys, forums, blogs	–
Dzd.ee	2454	Tallinn	R	L-R	Weekly	Yes	298	RSS feeds, surveys, forums	Terms of Use 1, 2, 3, 4
Moles.ee	2695	Tallinn	R	L-R	Daily				–
Jt.ee	3343	Paide	EE	L-R	Semi-Weekly	Yes	157	RSS feeds, surveys, forums	Terms of Use 4, 6

Note: [a]EE = Estonian, R = Russian, E = English; [b]N = National, L = Local, R = Regional; [c]Privacy policies include 1 = Limits to speech, 2 = Right to edit, 3 = Disclaimer of responsibility, 4 = Privacy of personal information protected, 5 = Infringement of rules subject to legal liability, 6 = Personal data may be sent to selected third parties

Table 4. *Top twelve Latvian newspaper websites*
(source: 4imm.com, 2012)

Latvian newspaper Websites	2012 web rank	Locale	Languages[a]	Scope[b]	Issues	Face-book	Twitter followers	Other new media	Privacy policies[c]
Diena.lv	607	Riga	LV	N	Daily	Yes	8849	RSS feeds, surveys, forums, blogs, Draugiem, mobile	Declaration of Respect 1, 2, 3
Baltic Times.com	1321	Riga	E	N-I	Weekly	Yes	1256	RSS feeds	–
Db.lv	1444	Riga	LV, R	N	Daily	Yes	6263	RSS feeds, surveys, forums, Blogs, Draugiem, Mobile	Terms 1, 2, 3, 5, 6
Telegraf.lv	1501	Riga	R	L-R	Daily	No	924	RSS feeds, surveys, forums, blogs	Privacy Policy, Agreement with Users, 1, 2, 3, 4, 5
La.lv	1812	Riga	LV, R	N	Daily	Yes	1748	Surveys, forums, Draugiem	Terms of Site Use 1, 2, 3
Chas-daily.lv	2549	Riga	R	N	Daily	Yes	43	Forums, blogs	–
Nasha.lv	2820	Daugav-pils	R	L-R	Weekly	Yes	18	RSS feeds, surveys, forums, blogs	–
bb.lv	2942	Riga	R	N	Daily	No	–	RSS feeds, forums, blogs	3
zz.lv	3283	Jelgava	LV	L-R	Daily	No	657	Surveys, forums, blogs	Terms of Use and Privacy 1, 2, 3, 5, 6
Vestnesis.lv	3456	Riga	LV	N	Daily	No	549	RSS feeds, surveys, forums, blogs	–
Subbota.com	3570	Riga	LV	N	Weekly	Yes		RSS feeds, surveys, forums, blogs	–
Zinas.nra.lv	4207	Riga	LV	N	Daily	Yes	2615	Blogs, Draugiem, LinkedIn	For Comments 1, 2

Note: [a]LV = Latvian, R = Russian; E = English; [b] N = National, L = Local, R = Regional, I = International; [c]Privacy policies include 1 = Limits to speech, 2 = Right to edit, 3 = Disclaimer of responsibility, 4 = Privacy of personal information protected, 5 = Infringement of rules subject to legal liability, 6 = Personal data may be sent to selected third parties

Table 5. Top twelve Lithuanian newspaper websites
(source: 4imm.com, 2012)

Lithuanian newspaper websites	2012 web rank	Locale	Languagesa	Scope b	Issues	Facebook	Twitter followers	Other new media	Privacy policiesc
Lrytas.lt	788	Vilnius	LT	N	Daily	No	324	RSS Feeds, Surveys, Forums, Blogs, Skype	Commented Liability 1, 2, 3, 5
15min.lt	908	Vilnius	LT	L-R	Daily	Yes	663	RSS Feeds, Forums, Mobile	Terms of Service 1, 2, 3, 4, 5
Vz.lt	1384	Vilnius	LT	N	Daily	Yes	954	RSS Feeds, Surveys, Forums, Blogs, Mobile	Company Business News, Privacy Policy 5, 6
Kauno. Diena.lt	1546	Kaunus	LT	N	Daily	Yes	–	RSS Feeds, Surveys, Forums, Blogs, Mobile	Site Terms of Use, Site Privacy Statement, 1, 2, 3, 5, 6
Ve.lt	1663	Klaipeda	LT	L-R	Daily	Yes	–	RSS Feeds, Surveys, Forums, PDF	Site Terms of Use, Site Privacy Statement, 1, 2, 3, 5, 6
Lz.lt	1841	Vilnius	LT	N	Daily		6	RSS Feeds, Surveys, Forums	–
Klaipeda.lt	1941	Klaipeda	LT	L-R	Daily	Yes	–	RSS Feeds, Forums, Blogs	Site Terms of Use, Site Privacy Statement 1, 2, 3, 5, 6
Kurier.lt	2946	Vilnius	R	N	Daily	No	–	RSS Feeds, Forums, Blogs	Yes, General Forum Rules 1, 2, 3, 5
Respublika.lt	3060	Vilnius	LT	N	Daily	Yes	–	Surveys, Forums, Blogs	–
Skrastas.lt	3397	Siauliai	LT	L-R	Daily	No	–	RSS Feeds, Forums, Blogs, PDF	–
Druskonis.lt	3719	Drushi-ninkai	LT	L-R	Daily	No	–	Surveys	Comply with Lithuanian Laws
Aidas.lt	3727	Vilnius	LT	N	Daily	No	–	–	–

Note: aLT = Lithuanian, R = Russian; bN = National, L = Local, R = Regional; cPrivacy policies include 1 = Limits to Speech, 2 = Right to edit, 3 = Disclaimer of responsibility, 4 = Privacy of personal information protected, 5 = Infringement of rules subject to legal liability, 6 = Personal data may be sent to selected third parties

Table 6. Cumulative results of privacy policies of Baltic newspaper (in percentage)

Country	1 = Limits to speech	2 = Right to edit	3 = Disclaimer of responsibility	4 = Privacy of personal information protected	5 = Infringement of rules subject to legal liability	6 = Personal data sent to third parties
Estonia	58	67	58	25	50	17
Latvia	41	50	50	8	25	17
Lithuania	50	50	50	8	58	33

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