

Consumer Survey on the Personal Data Protection Act

A survey was conducted among 1,500 consumers from January to February 2015 on their awareness of the Personal Data Protection Act (PDPA).

Close to **90%** of consumers agree that the PDPA is a good initiative to protect their personal data from misuse.



Consumers agreed that the PDPA was effective in changing data protection practices in organisations.



80% agree that with the PDPA, they have better control over their personal data.

YES



NO



78% agree that more organisations are now seeking consent when collecting personal information.



75% agree that with the PDPA, they trust that organisations protect their personal data from misuse.



About **9 in 10** consumers experienced a drop in telemarketing messages after registering on the DNC Registry.

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