

CONSUMER SURVEY ON THE PERSONAL DATA PROTECTION ACT SEPTEMBER 2015



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PART I: SURVEY COVERAGE AND METHODOLOGY

INTRODUCTION

The Personal Data Protection Commission (“PDPC”) conducted a consumer survey to find out consumers’ awareness and perceptions of the Personal Data Protection Act (“PDPA”) in Singapore between January and February 2015. Consumers were also asked about the effectiveness of the PDPA, their willingness to share personal data and their experience with the Do Not Call (“DNC”) Registry.

SURVEY METHODOLOGY

A representative sample of 1,504 respondents aged 13 years old and above was interviewed through a street intercept survey in different parts of Singapore.

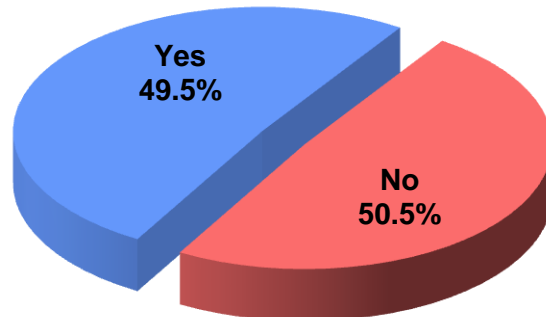
PART II: SURVEY FINDINGS – CONSUMER

1 EXECUTIVE SUMMARY

- a. About 5 in 10 consumers were aware of the PDPA since the DNC and the Data Protection (“DP”) Provisions came into effect on 2 January 2014 and 2 July 2014 respectively.
- b. Perceptions of the PDPA remain high, with 89.9% of consumers regarding the PDPA to be a good initiative to protect personal data from misuse, and 95.9% believing that the PDPA established a personal data protection law that comprises various rules governing the collection, use, disclosure and care of personal data.
- c. Consumers were generally positive about the effectiveness of the PDPA on organisations’ practices. 80.2% agreed that they had better control over their personal data since the PDPA was introduced, 78.4% noticed that more organisations were now seeking consent when collecting personal information, 74.6% trusted that their personal data was protected from misuse by organisations with the implementation of the PDPA, and 72.9% noticed that more telemarketing messages now carried the contact information of the sender.
- d. Close to half of the consumers indicated that they would be willing to share personal data in exchange for “discounts, rebates and vouchers”, “free products and services”, and/or “lucky draws”.
- e. Feedback on consumers’ experience with the DNC Registry was positive. 86.1% of those who signed up with the DNC Registry experienced a drop in the number of telemarketing messages received over the past one year, and 97.0% who registered their telephone numbers with the DNC Registry said that the registration process had been smooth.

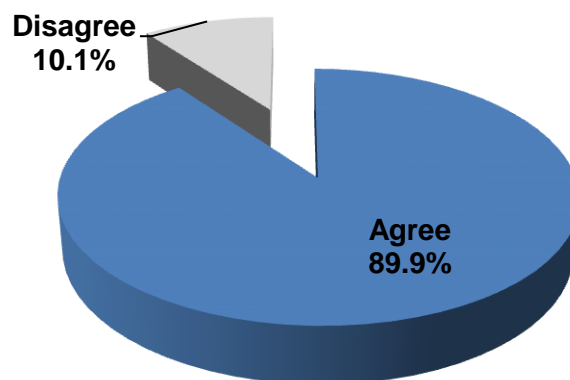
2. AWARENESS OF THE PERSONAL DATA PROTECTION ACT

- 49.5% of consumers were aware of the PDPA since the DNC and the DP Provisions came into effect on 2 January 2014 and 2 July 2014 respectively.

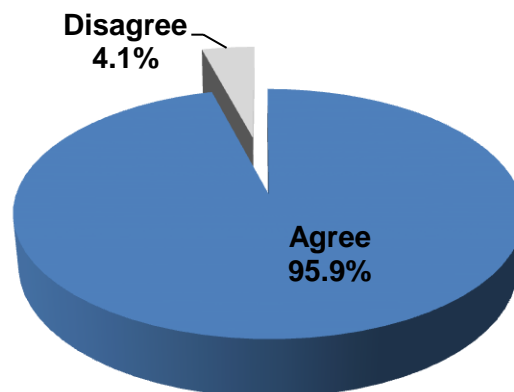


3. PERCEPTIONS OF THE PERSONAL DATA PROTECTION ACT

- 89.9% of consumers indicated that the PDPA was a good initiative to protect consumers' personal data from misuse.

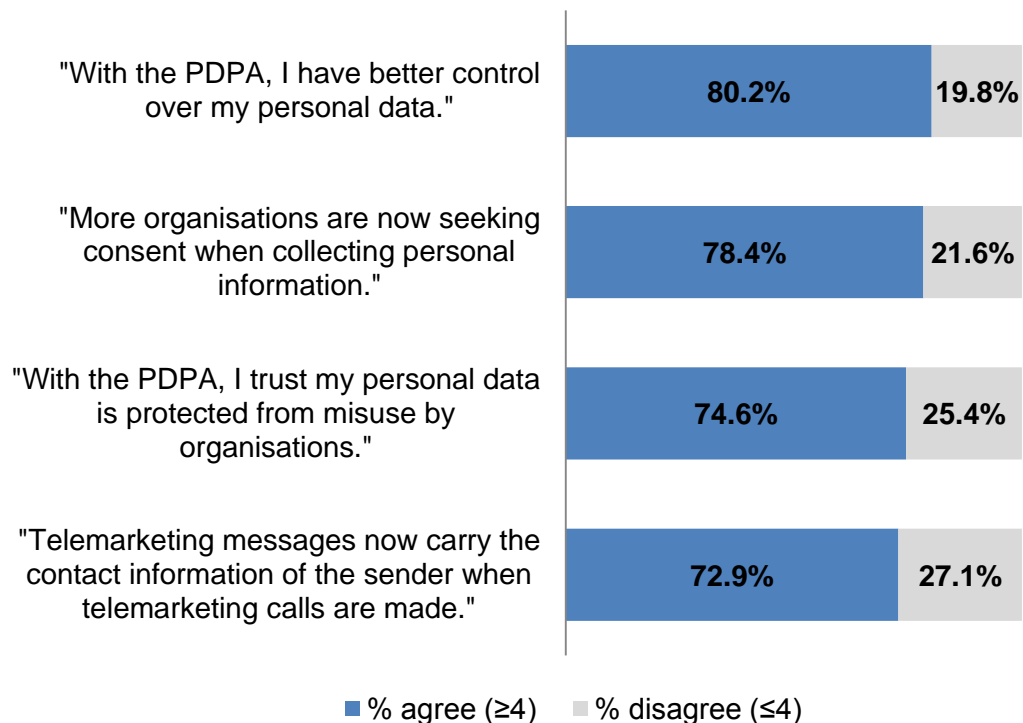


- 95.9% of consumers felt that the PDPA established a personal data protection law that comprises various rules governing the collection, use, disclosure and care of personal data.



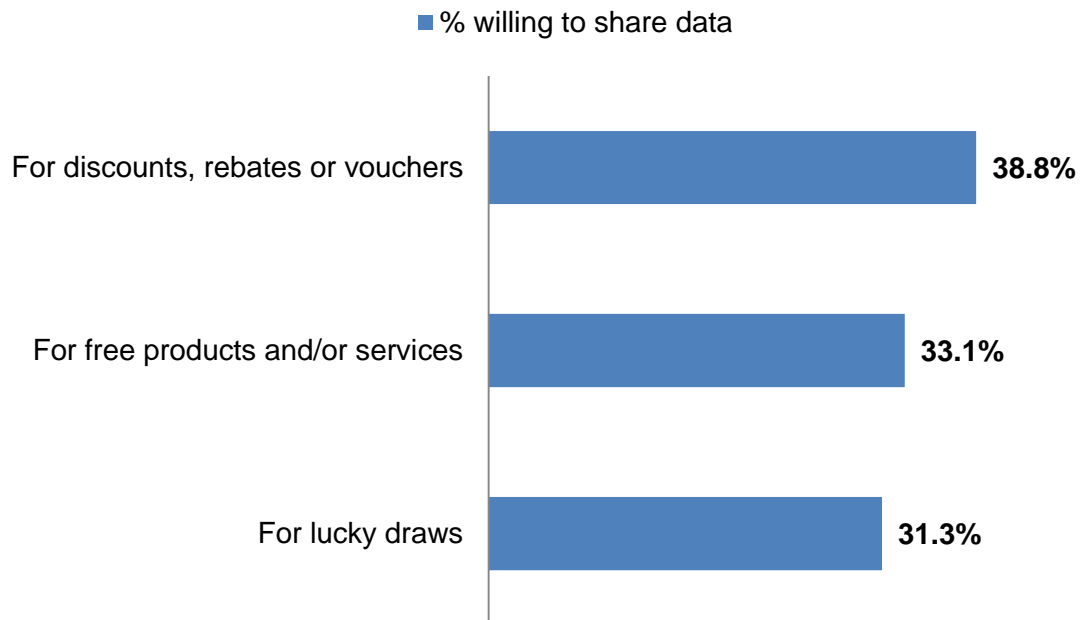
4. EFFECTIVENESS OF THE PERSONAL DATA PROTECTION ACT

- 80.2% of consumers agreed that they had better control over their personal data since the PDPA was introduced.
- 78.4% of consumers noticed that more organisations were now seeking consent when collecting personal information.
- 74.6% of consumers trusted that their personal data was protected from misuse by organisations with the implementation of the PDPA.
- 72.9% of consumers indicated that they noticed more telemarketing messages were now carrying the contact information of the sender, and that they received fewer calls and messages from concealed or “private” numbers.



5. WILLINGNESS TO SHARE PERSONAL DATA

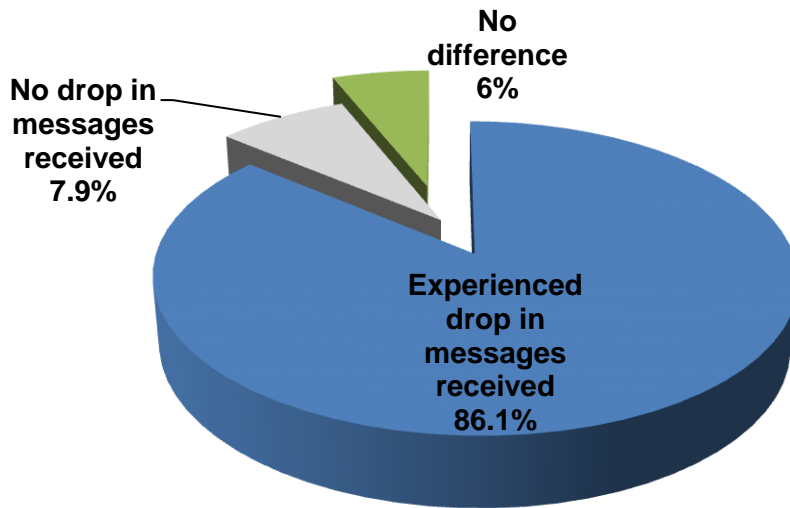
- 45.5% of consumers indicated that they would be willing to share personal data in exchange for “discounts, rebates and vouchers”, “free products and services”, and/or “lucky draws”.



Note: The total does not sum up to 100% as respondents can select more than one option

6. EXPERIENCE WITH THE DO NOT CALL REGISTRY

- 86.1% of those who signed up for the DNC Registry experienced a drop in the number of telemarketing messages received over the past one year.



- 97.0% of consumers who registered their telephone numbers with the DNC Registry said that the registration process was smooth.

