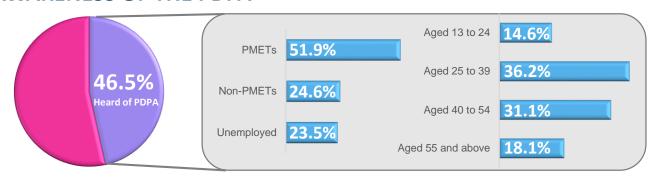
2016 Consumer Survey on the Personal Data Protection Act (PDPA)



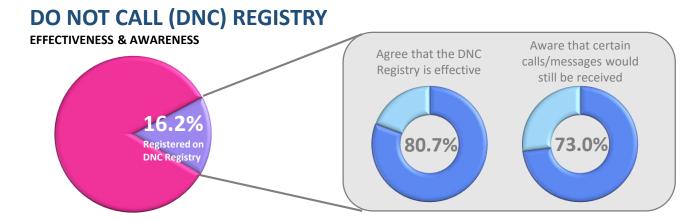
Conducted between March and June 2016 among 1,502 respondents aged 13 and above.

Individuals in Singapore feel that the PDPA (including the Do Not Call Registry) has been effective in protecting their personal data.

AWARENESS OF THE PDPA



WILLINGNESS **PERCEPTIONS** TO SHARE PERSONAL DATA IN EXCHANGE FOR A BENEFIT OF THE PDPA Feel the PDPA is a 94.6% good initiative Willing to share For discounts, 47.5% rebates or vouchers For lucky draws 47.2% Feel the PDPA is effective in protecting For news/updates on 91.6% personal data from 41.4% products and promotions misuse For free products 39.1% and/or services Note: The total does not sum up to 100% as respondents can select more than one option



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