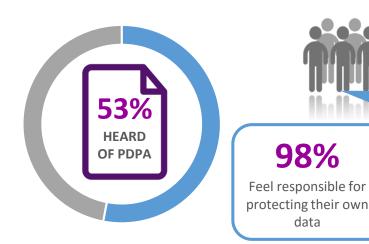
2017 Consumer Survey on the Personal Data Protection Act (PDPA)



Conducted between March and April 2017 among 1,546 respondents aged 15 and above.

Individuals in Singapore take responsibility for protecting their own personal data.





Agree that the PDPA is a good initiative

PERCEPTION

Trust that their data is protected from misuse under the PDPA

93%

DO NOT CALL (DNC) REGISTRY & TELEMARKETING



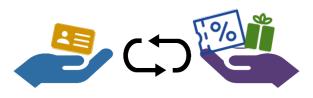
91%

Feel that the DNC Registry enables better control over the kind of messages they receive

83%

Aware that certain messages such as service notifications would still be received

SHARING OF PERSONAL DATA



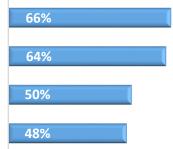
73%

Willing to share personal data in exchange for a benefit e.g. freebies, perks and lucky draws

THREATS TO CONSUMER TRUST

Many individuals will lose trust in an organisation for the following reasons:

Personal data shared without consent Suspect personal data is misused Receive too many messages Receive irrelevant messages



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