General sentiments toward the PDPA remains strong. Individuals are more cautious in sharing their personal data as they become more aware of the PDPA.

**PERCEPTION OF THE PDPA**

- 88% Feel responsible for the protection of own personal data
- 77% Have better control over own personal data with the PDPA
- 73% Trust that personal data is protected from misuse by organisations
- 65% Organisations generally seek consent for telemarketing purposes
- 63% Telemarketing messages now carry the contact information of the sender

**PERCEPTION OF THE DP TRUSTMARK**

- 70% Believe that companies that handle personal data should apply for DP Trustmark
- 66% More willing and confident to share personal data with DP Trustmark certified companies
- 65% Willing to switch to a service provider who has trustmark certification

Survey conducted between March and May 2019 among 1,501 individuals aged 15 and above.