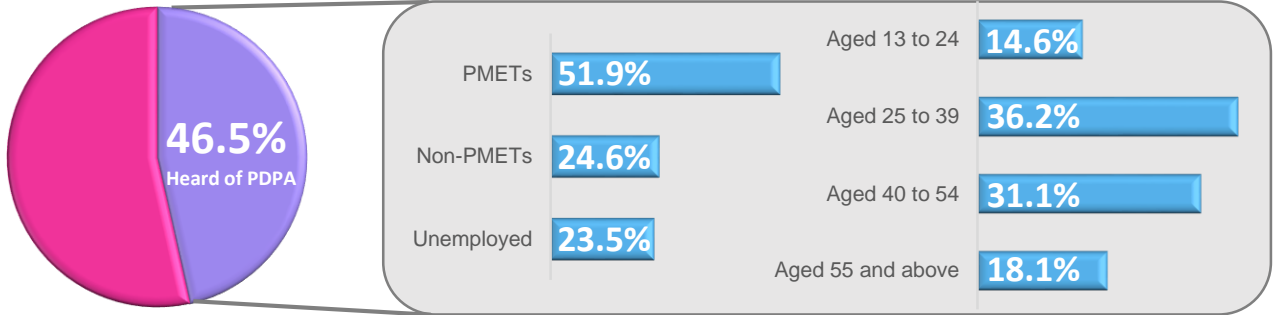


2016 Consumer Survey on the Personal Data Protection Act (PDPA)

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

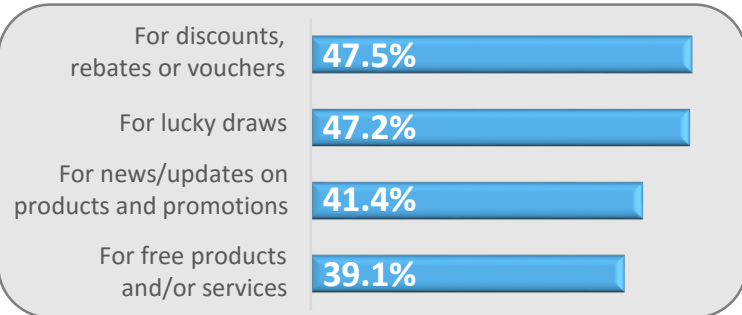
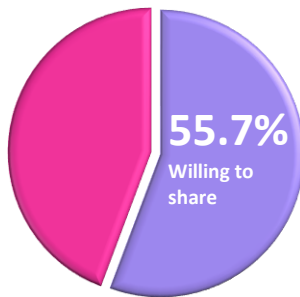
Individuals in Singapore feel that the PDPA (including the Do Not Call Registry) has been effective in protecting their personal data.

AWARENESS OF THE PDPA



WILLINGNESS

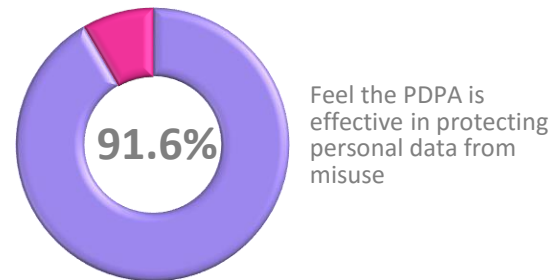
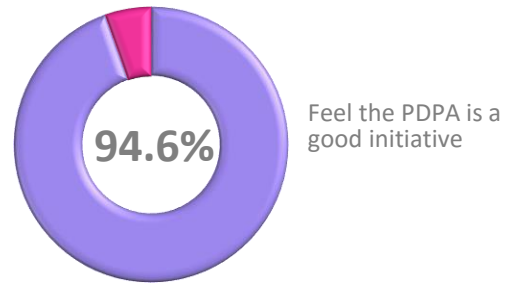
TO SHARE PERSONAL DATA IN EXCHANGE FOR A BENEFIT



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

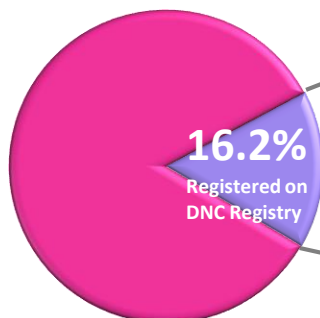
PERCEPTIONS

OF THE PDPA

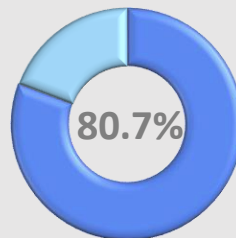


DO NOT CALL (DNC) REGISTRY

EFFECTIVENESS & AWARENESS



Agree that the DNC Registry is effective



Aware that certain calls/messages would still be received

