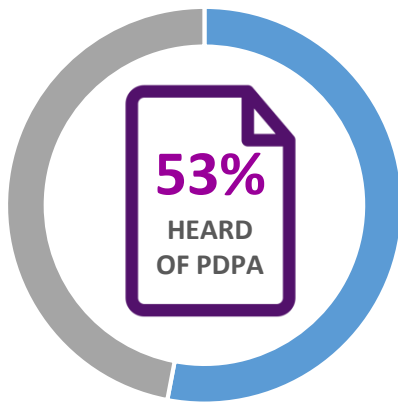


# 2017 Consumer Survey on the Personal Data Protection Act (PDPA)

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.



**98%**

Feel responsible for protecting their own data

**97%**

Agree that the PDPA is a good initiative

**93%**

Trust that their data is protected from misuse under the PDPA

## DO NOT CALL (DNC) REGISTRY & TELEMARKETING



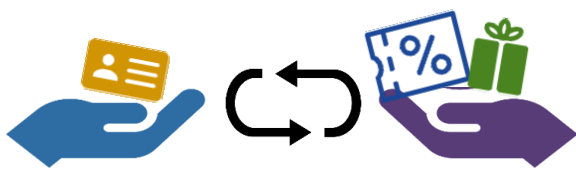
**91%**

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:

