



2018 Consumer Survey on the Personal Data Protection Act (PDPA)

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

Survey conducted between February and March 2018 among 1,500 individuals aged 15 and above.



6 in 10

Heard of the PDPA

Perception

89%

Feel responsible for protecting their own data

85% Agree that the PDPA is a good initiative

77% Trust that their data is protected from misuse under the PDPA



Do Not Call (DNC) & Telemarketing



74% feel that it enables them better control over the kind of messages they receive



Of those who did not register with the DNC Registry, **63%** choose to ignore unsolicited messages/calls

Data Protection Trustmark (DPTM)

8 in 10 Affirm that companies that handle personal data should apply for DPTM

Will consider DPTM when making purchases



Are willing and confident to share personal data with DPTM certified companies

NEW!



DPTM is a “visible badge of recognition” for accountable and responsible data protection practices by organisations

Threats to Consumer Trust



Reasons why individuals lose trust in organisations that keep personal data:

68% Personal data shared without consent

65% Suspect personal data is misused

57% Heard about security breach or hack

51% Receive irrelevant messages

