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Insight to Incite

Conduct of Privacy Survey

A Quantitative Study on the Public's Awareness, Practices, and Perception
with Respect to Data Protection and Privacy Issues

Final Report

B(QN)-081420-522

05 January 2022

introduction

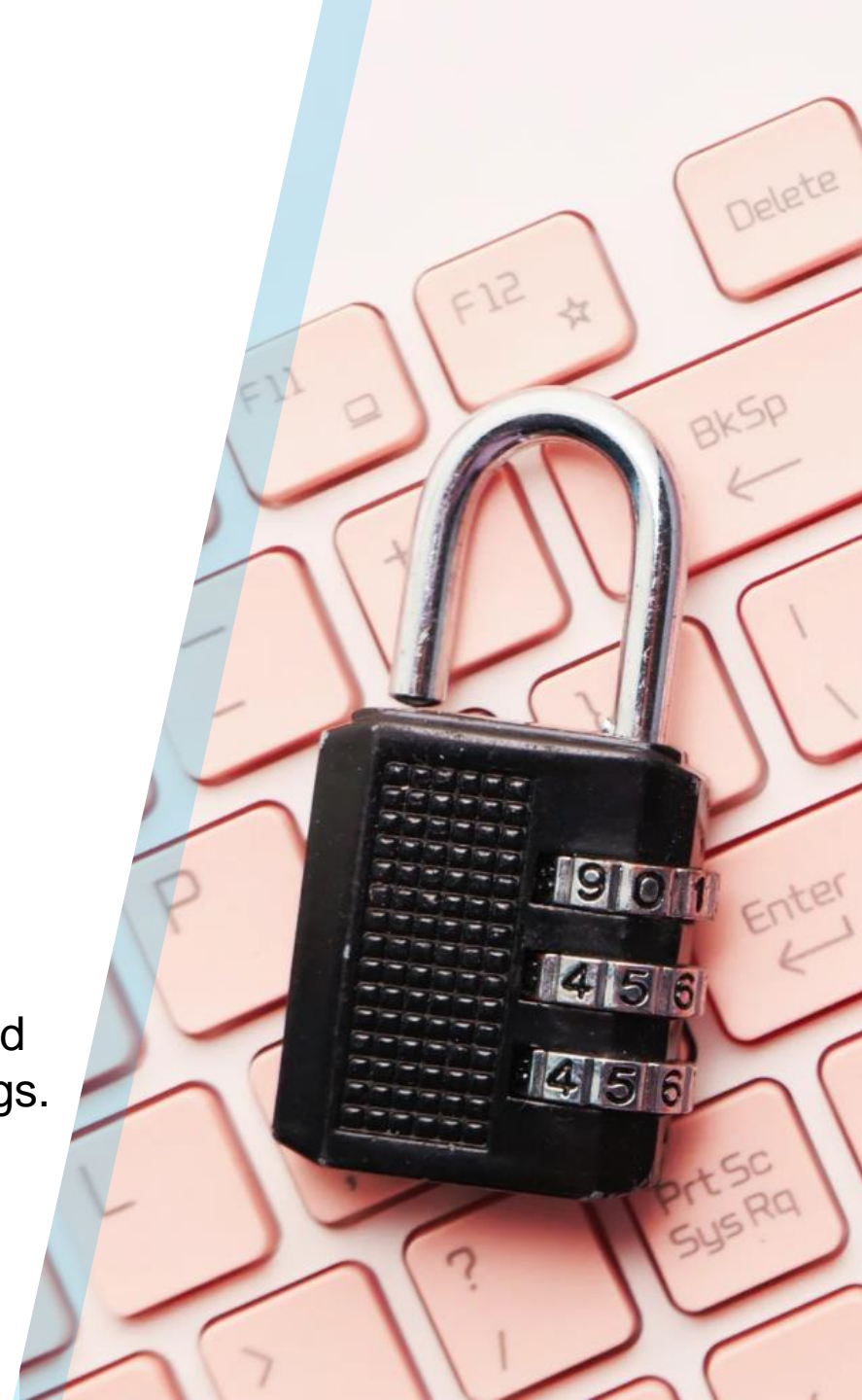


BACKGROUND

The Data Privacy Act of 2012 mandates the National Privacy Commission (NPC) to ensure compliance of personal information controllers with the provisions of the Act and promote a culture protective of the data privacy rights of persons, among others.

To help fulfill said mandates, the NPC commissioned a survey in 2017 to gather baseline data on the public's awareness, practices and perception with respect to data protection and privacy issues. This helped enable an evidence-based approach in formulating and enforcing policies, programs and projects on data privacy.

In accordance with the objectives set, an iteration of the survey was launched this 2021 and commissioned to PSRC. Results of the survey will help the NPC continuously arrive at evidence-based policies, programs and projects, as well as help monitor the progress and impact of its undertakings.



RESEARCH OBJECTIVES

The Data Privacy Survey aims to measure:

- The level of public awareness of data privacy and the National Privacy Commission and its role
- The extent to which the public is concerned with protecting their personal information
- The level of public trust with public and private organizations in handling personal data; and
- The extent to which the public practices privacy-enhancing measures.

THE RESEARCH DESIGN AND METHODOLOGY

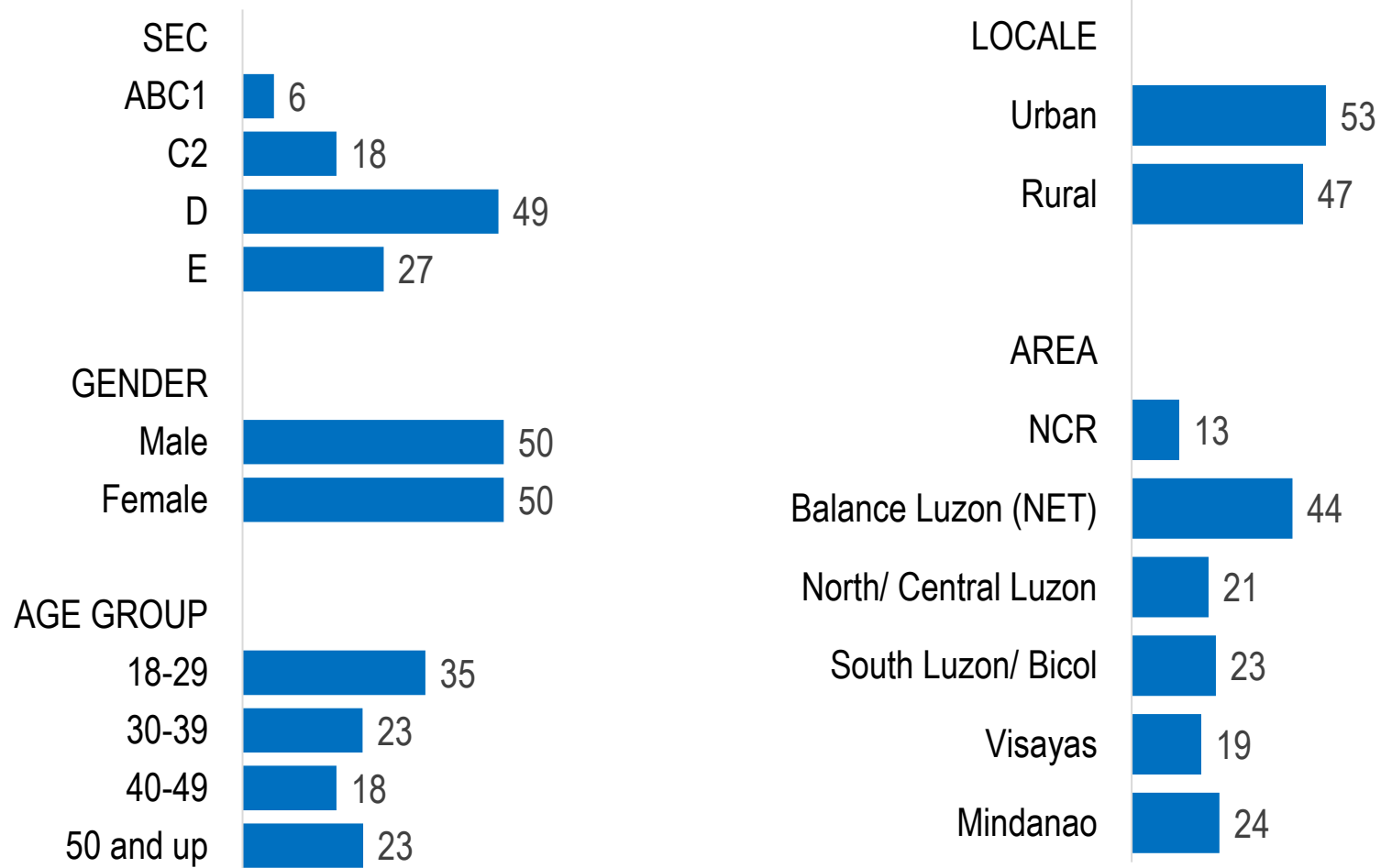
Type of study	A Quantitative Study on the Public's Awareness, Practices, and Perception with Respect to Data Protection and Privacy Issues
Methodology	Face-to-face interviews aided by a structured questionnaire and visual aids via tablet
Survey area	Nationwide Urban/Rural Philippines
Respondents	<ul style="list-style-type: none">• Males/Females• At least 18 years old and above• From ABCDE income homes
Sample size	A total of n= 1,000 interviews were conducted <i>*Margin of Error: $\pm 3.1\%$</i> <i>*Weights were applied to make the results proportionate to total population in urban and rural nationwide.</i>
Sampling method	Multi-stage probability sampling
Fieldwork dates	October 12 to November 5, 2021

SAMPLE SIZE AND SURVEY AREAS

AREAS	TOTAL	URBAN	RURAL
	1,000	520	480
NCR	130	130	0
NORTH/ CENTRAL LUZON	210	90	120
Pangasinan	70	20	50
Isabela	30	0	30
Bulacan	40	30	10
Pampanga	30	20	10
Nueva Ecija	40	20	20
SOUTH LUZON/ BICOL	230	120	110
Cavite	60	50	10
Laguna	40	30	10
Batangas	70	20	50
Camarines Sur	60	20	40

AREAS	TOTAL	URBAN	RURAL
	VISAYAS	190	70
Iloilo	30	0	30
Negros Occidental	50	30	20
Cebu	70	40	30
Leyte	40	0	40
MINDANAO	240	110	130
Zamboanga Del Sur	40	10	30
Misamis Oriental	60	30	30
Davao del Sur	70	40	30
South Cotabato	70	30	40

Profile of Respondents (indicated in percentages)



BASE – Total Interviews Nationwide

Guide in reading the report

- All figures shown in tables and charts are in percentages (%).
- Base figures shown as percentage to Total.
- Values 0.5% or less are represented as an asterisk (*) in the tables and charts.
- Zero values are represented by a dash (-) in the tables and charts.
- A minimum base of 30 is considered statistically stable and conclusions can be drawn. For figures less than 30, a notation is made that low bases must be read with caution and must be read as indicative results only.
- **Green** and **red** figures signify figures that are statistically **higher** or **lower** versus Total at 95% confidence level.

REPORT OUTLINE

	page
SECTION 1: CURRENT ONLINE HABITS AND PRACTICES	11
1.1 Device Ownership and Usage	12
1.2 Internet Consumption	15
1.3 Social Media Habits and Practices	27
SECTION 2: KNOWLEDGE AND ATTITUDES ON DATA PRIVACY	31
SECTION 3: WILLINGNESS TO SHARE PERSONAL INFO & GENERAL PRACTICES ON PRIVACY POLICIES	50
3.1 Willingness To Share Personal Information	51
3.2 Practices When It Comes To Privacy Policies	68
3.3 Personal Practices Done To Secure Information	79
SECTION 4: DATA PRIVACY THREATS, RISKS, AND RESOLUTION	94
4.1 Data Privacy Threats and Risks	95
4.2 Actual Experience of Data Misuse	108
SECTION 5: DATA PRIVACY INSTITUTIONS & THE NPC	111
5.1 Trust Towards Institutions	112
5.2 NPC Awareness and Performance	117
SECTION 6: SIM CARD REGISTRATION & CHILD PROTECTION	131
6.1 The Proposed Sim Card Registration Act	132
6.2 Online Child Protection	138
OUR POINT OF VIEW	141

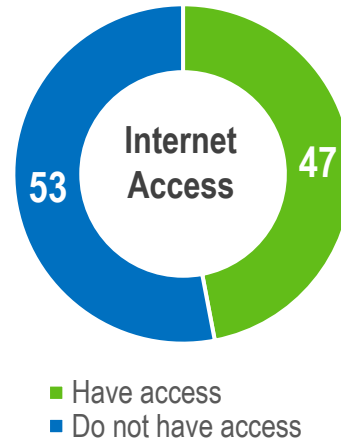
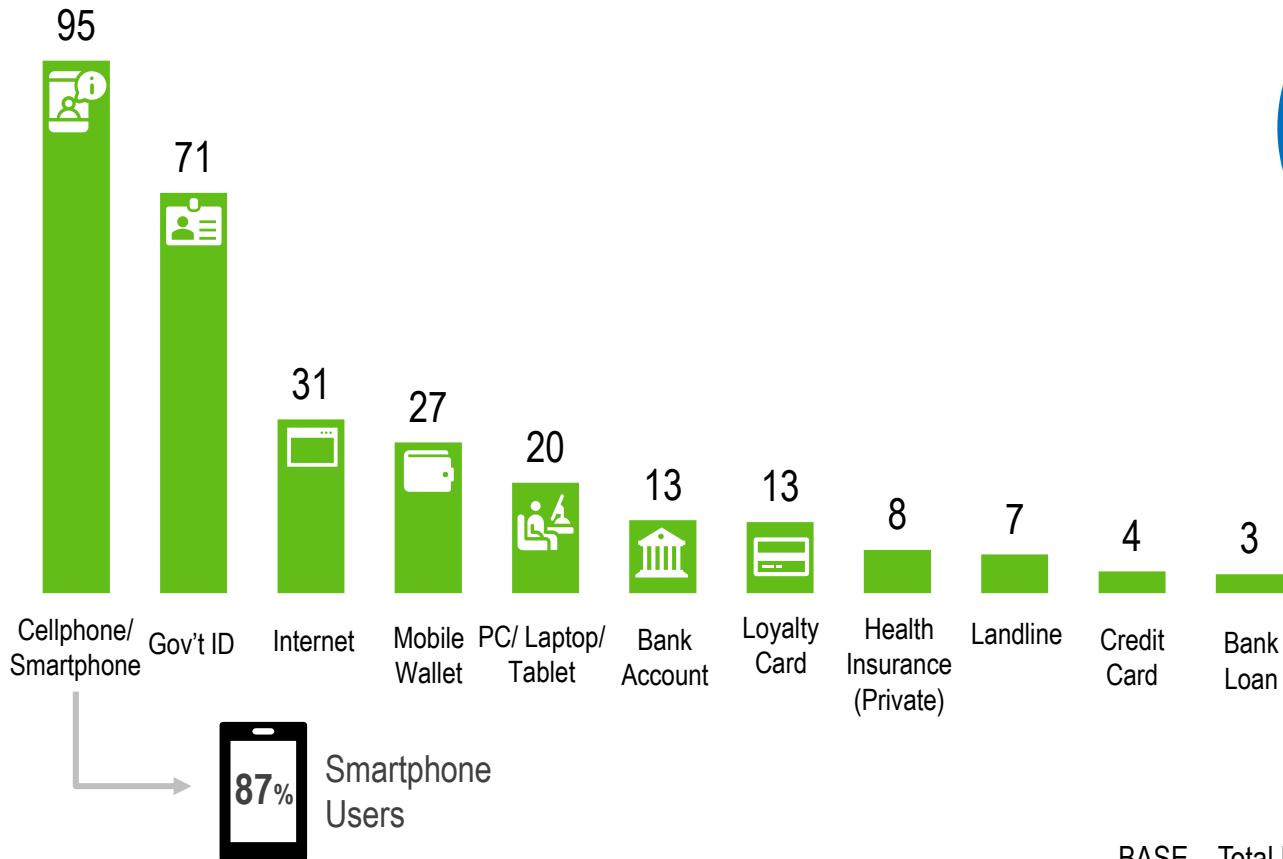


1 CURRENT ONLINE HABITS AND PRACTICES

1.1 DEVICE OWNERSHIP AND USAGE

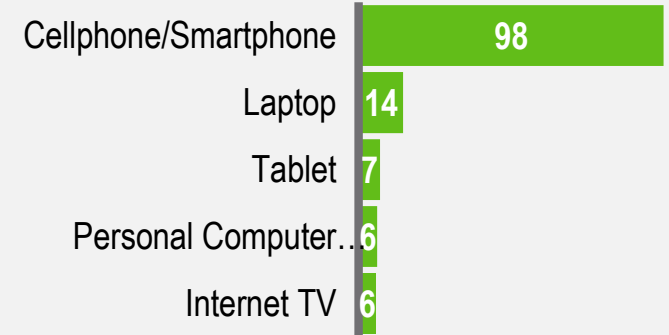
Cellphone ownership is nearing saturation at 95%, while about 1 in 2 would have means to access the internet

Product & Service Ownership



BASE – Total Interviews Nationwide (1000)

Devices use to access the Internet



CONNECTION USE OFTEN TO ACCESS THE INTERNET

Prepaid mobile data	39
Own Wi-Fi	38
DSL	10
Pisonet	7
Public Wi-Fi	4
Postpaid mobile data	1
Internet shop	1

BASE – Total who own/access internet (547)

There is a clear urban-rural divide on how accessible digital products are, with NCR and Luzon as high internet penetration areas

Ownership/Access To Products/Services – Own (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Cellphone/Smartphone	95	98	93	96	90	95	98	97	93
Government ID	71	81	71	73	69	61	76	78	64
Internet	31	57	36	34	38	18	18	36	26
Mobile wallet	27	48	28	30	26	13	26	35	17
PC/Laptop/Tablet	20	39	18	19	18	11	19	22	17
Bank account	13	16	10	10	9	7	22	13	13
Loyalty Card	13	4	12	10	14	12	20	12	13
Health insurance (Private)	8	4	8	6	9	5	12	7	9
Landline	7	10	6	4	8	4	9	8	6
Credit card	4	4	4	2	6	2	5	3	5
Bank loan	3	1	4	3	5	2	5	2	5

■ ■ – Significantly higher/lower than the total at 95% CL

Q1. I have here a list of products and services. Please tell me which of these do you currently own or have access to. Which else? Anything else?

Socio-economic factors trigger the differences in access to smartphones, computers, and the Internet

Ownership/Access To Products/Services – Own (By Demographics)

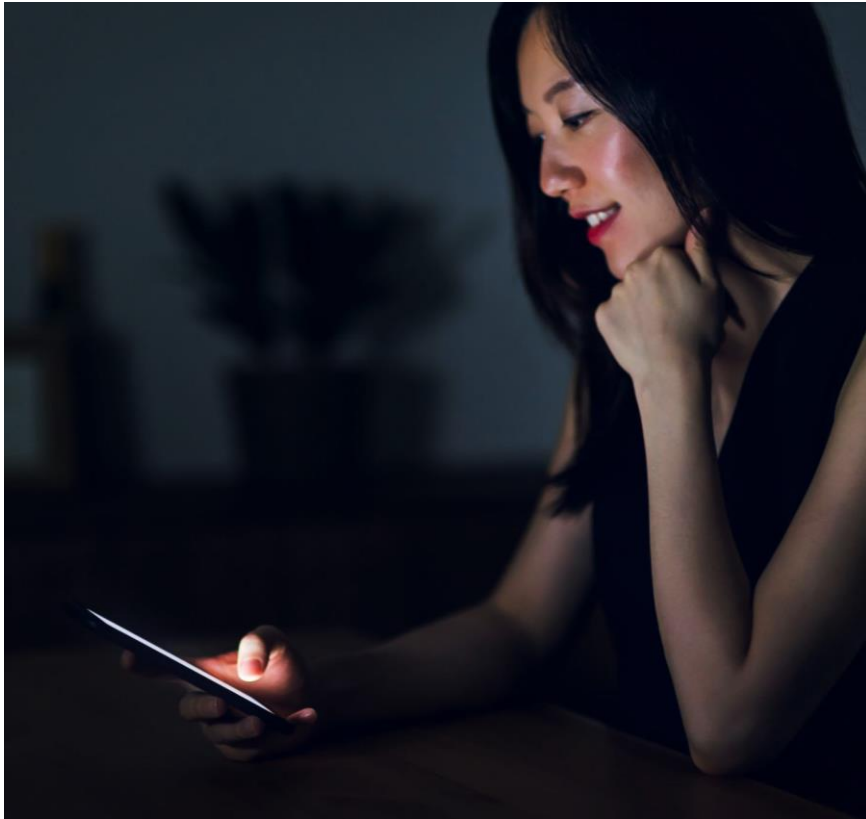
	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Cellphone/Smartphone	95	79	74	62	70	75	73	73	74	70
Government ID	71	60	62	50	50	63	63	63	63	54
Internet	31	57	44	44	48	48	51	41	47	47
Mobile wallet	27	42	36	37	42	39	41	29	38	38
PC/Laptop/Tablet	20	41	31	35	39	30	32	33	32	36
Bank account	13	30	28	32	32	29	29	28	29	31
Loyalty Card	13	27	26	35	30	27	25	31	28	30
Health insurance (Private)	8	21	25	35	28	26	29	24	25	28
Landline	7	23	25	33	27	25	24	27	24	29
Credit card	4	20	25	34	30	24	25	24	25	27
Bank loan	3	18	23	33	26	23	23	23	23	26

■ ■ – Significantly higher/lower than the total at 95% CL

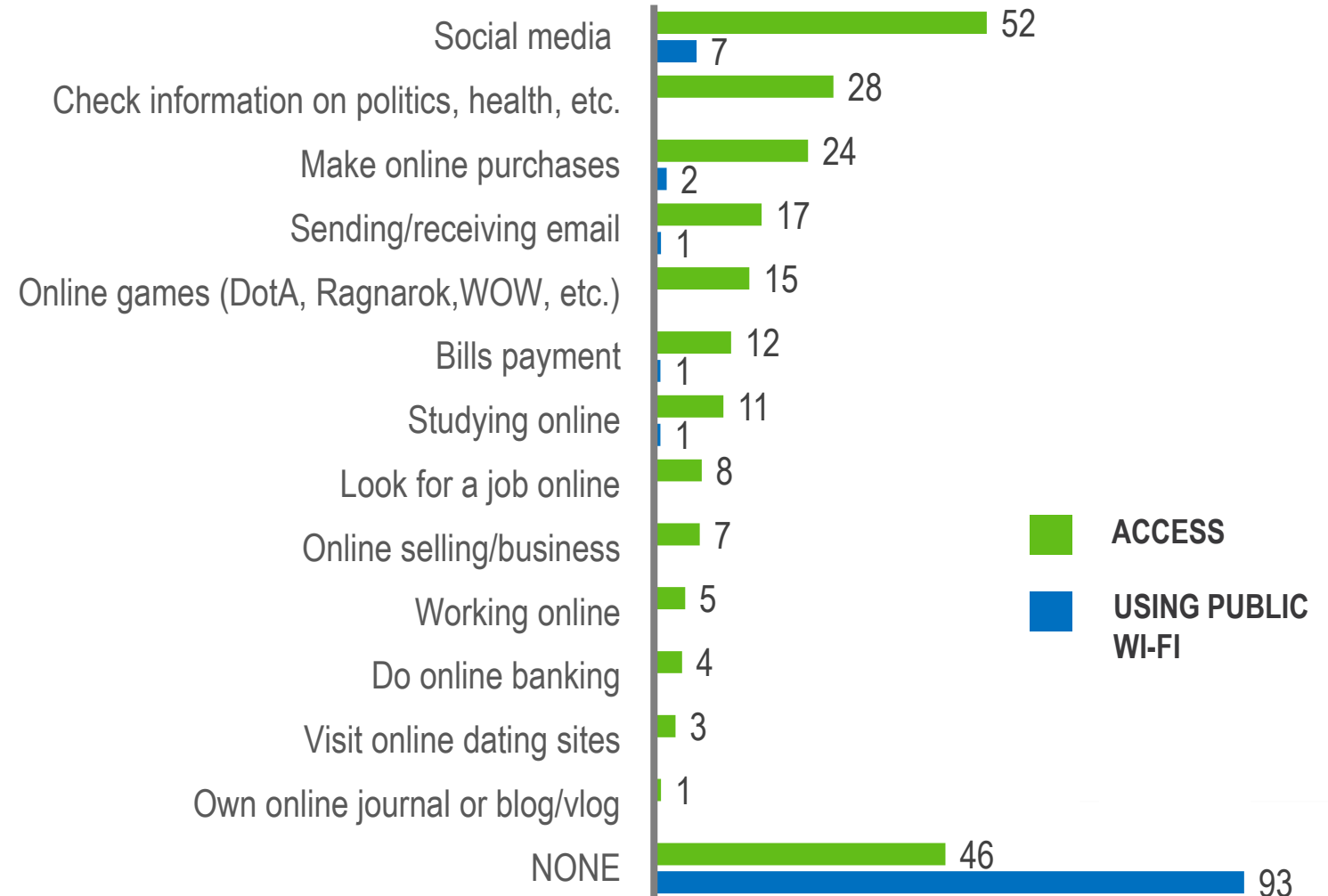
Q1. I have here a list of products and services. Please tell me which of these do you currently own or have access to. Which else? Anything else?

1.2 INTERNET CONSUMPTION

The internet is being ingrained in Filipinos' lives
– from social interactions, relevant information, up to online purchases, it's shaping the way we live



Activities Done Online



High social media activity across areas with NCR or Urban areas being more accustomed to other uses of the internet

Online activities done (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Social media	52	61	50	54	46	43	60	51	54
Check information on politics, health, etc.	28	48	28	33	23	20	25	31	25
Make online purchases	24	48	27	32	22	14	15	27	21
Sending/receiving email	17	34	15	14	16	11	16	22	11
Online games (DotA, Ragnarok, etc.)	15	25	15	18	13	14	10	16	14
Bills payment	12	27	12	8	17	7	7	16	8
Studying online	11	15	11	9	13	8	10	12	10

■ ■ – Significantly higher/lower than the total at 95% CL

Q7. We're interested in the things you do on the Internet. Please just tell me whether you ever do each activity on the Internet, or not. Do you ever...

Online jobs/business or job seeking activities are also more common in NCR

Online activities done (By Area/Locale) ..cont'd

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Look for a job online	8	16	8	7	8	5	5	9	6
Online selling/business	7	14	8	7	9	2	7	9	5
Working online	5	10	4	5	4	2	5	6	3
Do online banking	4	8	4	4	5	1	6	7	2
Visit online dating sites	3	9	2	2	3	2	3	4	3
Own online journal or blog/vlog	1	3	1	1	2	1	*	1	1
NONE	46	38	48	42	53	55	39	48	43

■ ■ – Significantly higher/lower than the total at 95% CL

Q7. We're interested in the things you do on the Internet. Please just tell me whether you ever do each activity on the Internet, or not. Do you ever...

Higher eco class as well as younger individuals have adapted to online activities more

Online activities done (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Social media	52	70	49	42	58	54	54	41	53	52
Check information on politics, health, etc.	28	46	24	20	35	29	27	18	28	28
Make online purchases	24	44	22	11	30	28	25	11	22	26
Sending/receiving email	17	41	11	6	29	15	10	5	18	16
Online games (DotA, Ragnarok, etc.)	15	28	12	8	24	18	11	3	20	10
Bills payment	12	30	8	4	15	11	13	9	13	11
Studying online	11	16	10	9	22	6	3	4	11	11

■ ■ – Significantly higher/lower than the total at 95% CL

Q7. We're interested in the things you do on the Internet. Please just tell me whether you ever do each activity on the Internet, or not. Do you ever...

ABC or younger (18-29 y/o) individuals are also doing more business on the internet than other segments

Online activities done (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Look for a job online	8	14	7	4	11	8	9	1	7	8
Online selling/business	7	15	6	3	12	7	5	3	6	8
Working online	5	15	2	1	7	6	4	1	5	5
Do online banking	4	14	2	1	4	7	3	3	5	4
Visit online dating sites	3	7	2	2	5	3	4	*	5	2
Own online journal or blog/vlog	1	3	1	-	2	1	*	1	1	1
NONE	46	27	49	56	41	45	44	55	46	46

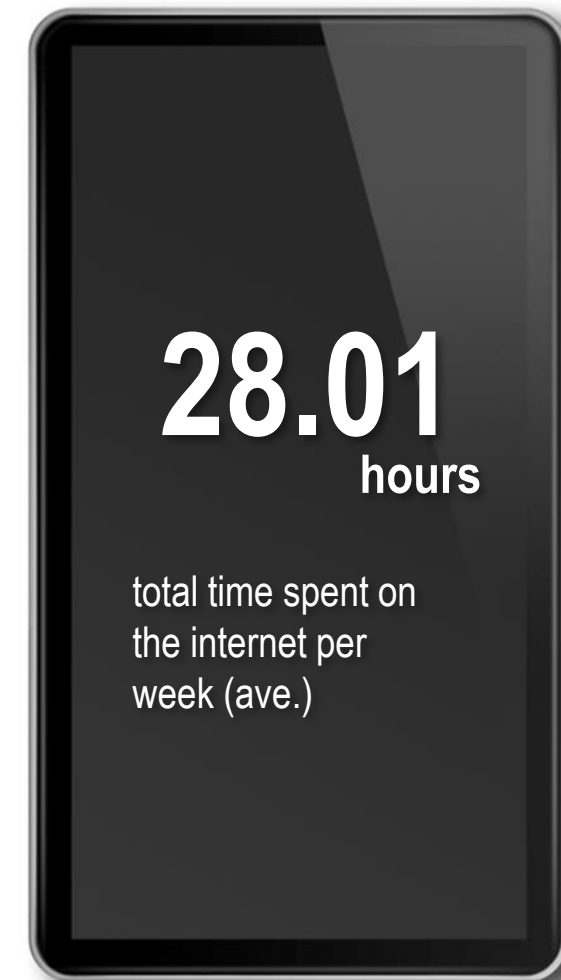
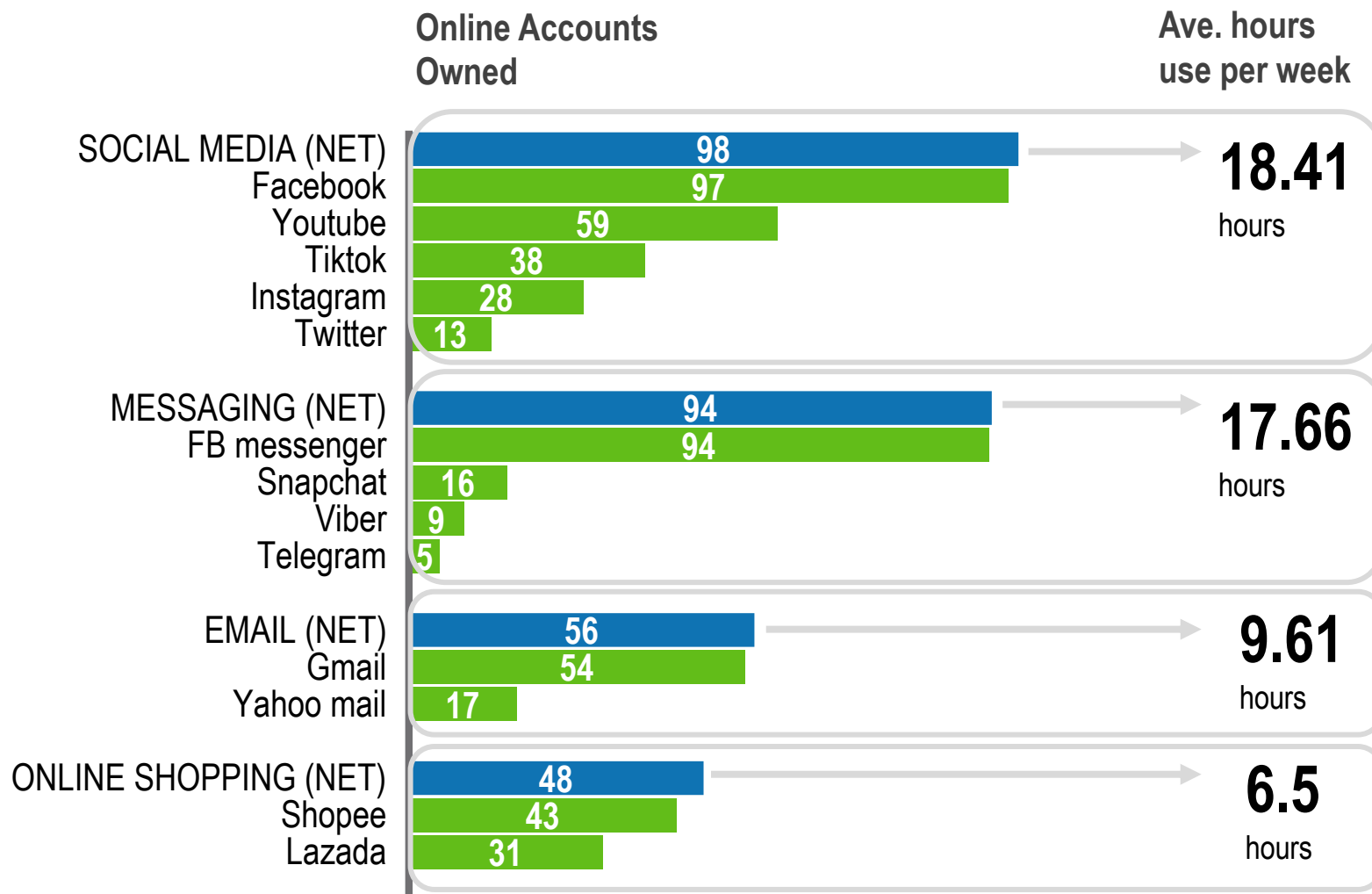
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Q7. We're interested in the things you do on the Internet. Please just tell me whether you ever do each activity on the Internet, or not. Do you ever...

1.2 INTERNET CONSUMPTION

Online account ownership goes beyond Facebook

- Youtube, Tiktok, Gmail, and Shopee all have gained traction



Higher adaptation of online platforms by individuals residing in urban areas

Openness to lesser-known apps in NCR such as Snapchat and Telegram

Online Accounts Have (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total who own/access internet</i>	55	8	24	13	11	9	15	28	28
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%
<u>SOCIAL MEDIA (NET)</u>	<u>98</u>	<u>99</u>	<u>97</u>	<u>95</u>	<u>99</u>	<u>100</u>	<u>99</u>	<u>100</u>	<u>97</u>
Facebook	97	98	95	93	97	100	97	98	96
Youtube	59	62	60	58	62	54	60	67	52
Tiktok	38	40	42	42	41	25	39	42	34
Instagram	28	37	27	27	27	26	28	38	19
Twitter	13	19	16	17	14	10	9	18	9
<u>INSTANT MESSAGING (NET)</u>	<u>94</u>	<u>96</u>	<u>92</u>	<u>87</u>	<u>98</u>	<u>100</u>	<u>93</u>	<u>97</u>	<u>91</u>
FB Messenger	94	95	91	85	98	100	93	96	91
Snapchat	16	36	16	15	18	14	5	19	13
Viber	9	12	11	13	9	9	4	11	7
Telegram	5	12	6	8	4	2	1	7	3

■ ■ – Significantly higher/lower than the total at 95% CL

Q9. Are you a personal member or do you have an account on the following?

NCR or Urban areas are ahead of the curve when it comes to adapting online shopping

E-mail usage is much lower in Visayas and Mindanao

Online Accounts Have (By Area/Locale) ..cont'd

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total who own/access internet</i>									
<i>% to Total:</i>	55	8	24	13	11	9	15	28	28
	%	%	%	%	%	%	%	%	%
EMAIL (NET)	56	68	63	62	64	44	45	65	46
Gmail	54	66	62	60	64	42	43	64	44
Yahoo mail	17	18	23	23	24	16	8	20	15
RETAIL/ONLINE SHOPPING (NET)	48	65	53	49	56	37	36	55	40
Shopee	43	63	45	44	46	34	35	51	36
Lazada	31	54	39	35	43	22	12	38	24
NONE	2	1	2	4	1	-	1	*	2

■ ■ – Significantly higher/lower than the total at 95% CL

Q9. Are you a personal member or do you have an account on the following?

Young adults have better adapted to consuming more social media or instant messaging, as opposed to older or E income class individuals

Online Accounts Have (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who own/access internet % to Total:</i>	55 %	17 %	25 %	13 %	21 %	13 %	10 %	11 %	28 %	28 %
<u>SOCIAL MEDIA (NET)</u>	<u>98</u>	<u>99</u>	<u>99</u>	<u>96</u>	<u>100</u>	<u>100</u>	<u>98</u>	<u>94</u>	<u>100</u>	<u>97</u>
Facebook	97	97	98	94	100	99	96	89	98	96
Youtube	59	64	60	51	77	64	48	33	62	57
Tiktok	38	43	39	28	63	32	21	13	37	39
Instagram	28	39	28	15	55	18	13	3	29	27
Twitter	13	20	12	7	27	10	4	2	15	12
<u>INSTANT MESSAGING (NET)</u>	<u>94</u>	<u>97</u>	<u>95</u>	<u>88</u>	<u>100</u>	<u>92</u>	<u>94</u>	<u>86</u>	<u>96</u>	<u>93</u>
FB Messenger	94	97	94	87	99	92	92	86	95	92
Snapchat	16	19	18	7	29	8	9	6	15	16
Viber	9	17	8	1	14	9	9	-	10	8
Telegram	5	8	4	3	10	3	2	1	3	7

■ ■ – Significantly higher/lower than the total at 95% CL

Q9. Are you a personal member or do you have an account on the following?

Having emails and online shopping accounts also skew among ABC and young adult segments

Online Accounts Have (By Demographics) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who own/access internet</i>										
<i>% to Total:</i>	55	17	25	13	21	13	10	11	28	28
	%	%	%	%	%	%	%	%	%	%
EMAIL (NET)	56	71	55	36	78	57	45	23	57	54
Gmail	54	69	54	34	76	55	45	21	56	53
Yahoo mail	17	27	16	8	24	20	12	7	20	14
RETAIL/ONLINE SHOPPING (NET)	48	62	48	27	59	56	39	24	44	51
Shopee	43	59	42	24	57	49	33	21	41	46
Lazada	31	47	29	14	36	41	27	15	30	32
NONE	2	*	1	4	-	1	2	5	-	3

■ ■ – Significantly higher/lower than the total at 95% CL

Q9. Are you a personal member or do you have an account on the following?

Those from NCR and urban areas exhibit significant amount of time on the internet weekly, more so social media or instant messaging

Average Time Spent on Social Media (By Area/Locale)

	AREA – BY REGION							LOCALE	
	AVERAGE	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
	AVERAGE (HOURS PER WEEK)								
*No. of hours spent per type of social media (weekly)									
Social Media	18	24	16	18	14	17	19	23	14
Instant Messaging	18	24	15	18	13	15	19	22	13
Email	10	10	10	12	8	13	7	10	9
Retail/Online shopping	7	5	7	8	6	5	8	7	6
*No. of hours spent to access the internet (weekly)									
	28	38	25	23	28	30	26	35	21
**No. of years having social media account									
	7	8	7	7	7	7	6	7	6

BASE:

*Total who own/access internet (547)

**Total who have online account - Social media (533)

■ ■ – Significantly higher/lower than the total at 95% CL

Q10. How many hours in a week do you use (MENTION ACCOUNT)?

Q3. In general, how many hours in a week do you go online to access the Internet such as checking social media accounts, email, watching online videos, etc.?

Q11. How long in years have you had a social media account?

Hours using the internet including social media, instant messaging, and email also longer for ABC and young adult segments

Average Time Spent on Social Media (By Area/Locale)

	AVERAGE	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
AVERAGE (HOURS PER WEEK)										
*No. of hours spent per type of social media (weekly)										
Social Media	18	23	18	13	25	17	15	11	19	18
Instant Messaging	18	22	17	12	24	16	16	8	18	18
Email	10	11	9	9	12	8	5	4	10	9
Retail/Online shopping	7	8	5	7	8	7	4	3	7	6
*No. of hours spent to access the internet (weekly)	28	38	27	16	38	26	24	17	29	27
**No. of years having social media account	7	8	7	5	7	8	6	5	7	6

BASE:

*Total who own/access internet (547)

**Total who have online account - Social media (533)

■ ■ – Significantly higher/lower than the total at 95% CL

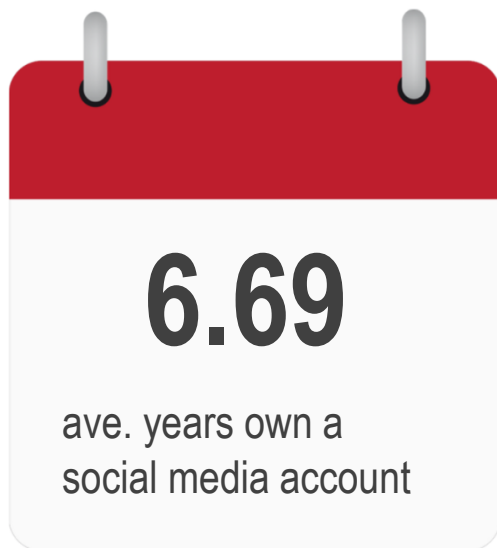
Q10. How many hours in a week do you use (MENTION ACCOUNT)?

Q3. In general, how many hours in a week do you go online to access the Internet such as checking social media accounts, email, watching online videos, etc.?

Q11. How long in years have you had a social media account?

1.3 SOCIAL MEDIA HABITS AND PRACTICES

Adaptation and engagement in social media comes with vulnerabilities as majority who do, post detailed personal information online



Social Media Account Details	
Use own photo showing face as a profile picture	86
Use true and complete name	76
Disclose name, birthday, age, and other info	65
NONE	8

Activities on Social Media	
Share photos of own child/children/nephews/nieces who are minors	50
Follow any elected officials, candidates for office or other political figures	42
Ever use a social media to follow celebrities, to post links to showbiz or sports stories or articles, or post own thoughts	39

Urban individuals are more exposed to different accounts online, whether it's the pages they follow or the content they post

Summary of activities on social media (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total with social media account % to Total:</i>	54	8	23	12	11	9	15	8	23
Share photos of children/nephews/nieces who are minors	50	40	50	58	41	51	55	49	51
Follow any elected officials, candidates for office or other political figures	42	62	46	44	48	24	35	51	33
Ever use social media to follow celebrities, to post sports stories or articles	39	57	36	36	37	31	37	47	31
Ever use social media to post your own thoughts on political or social issues	26	47	23	23	24	15	26	32	20
Ever use social media to post links to political stories or articles for others to read	22	32	22	22	23	16	21	29	16
NONE	24	11	24	20	28	33	27	17	32

BASE – Total who have online account - Social media (533)

■ ■ – Significantly higher/lower than the total at 95% CL

Q13. Now thinking about your social media activities...When I say social media, this includes sites such as Facebook, YouTube, Instagram, TikTok or Twitter.

Exposure to more accounts or pages is also expected among ABC and younger adults

Photos of minor relatives are more likely to be shared on social media by females

Summary of activities on social media (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total with social media account % to Total:</i>	54	17	25	12	21	13	10	11	28	27
Share photos of children/nephews/nieces who are minors	50	48	53	47	54	52	43	48	43	58
Follow any elected officials, candidates for office or other political figures	42	50	42	30	51	41	37	30	43	41
Ever use social media to follow celebrities, to post sports stories or articles	39	46	39	28	54	36	31	19	38	40
Ever use social media to post your own thoughts on political or social issues	26	35	23	19	37	20	26	12	26	26
Ever use social media to post links to political stories or articles for others to read	22	29	20	18	32	19	18	12	23	22
NONE	24	19	22	36	17	23	29	35	28	21

BASE – Total who have online account - Social media (533)

■ ■ – Significantly higher/lower than the total at 95% CL

Q13. Now thinking about your social media activities...When I say social media, this includes sites such as Facebook, YouTube, Instagram, TikTok or Twitter.



1 CURRENT ONLINE HABITS AND PRACTICES

Internet as an essential tool with its own vulnerabilities

- Virtually everyone owns a phone while nearly half have internet access (47% vs 41% in June 2017). Internet ownership highest in NCR, Balance Luzon, or Urban areas.
- Internet has grown beyond social media and used highly in our day-to-day tasks, more so in NCR/Urban areas and by ABC or younger adults
- 28 hours a week, on average, is consumed on the internet spread across platforms; ABC or younger segments own more accounts across platforms
- Social Media engagement comes with vulnerabilities as majority post personal information (ex. 58% of females post pictures of their relatives who are minors)



2 KNOWLEDGE AND ATTITUDES
ON DATA PRIVACY

Majority don't know the terms NPC and data subject

Associations with 'personal data privacy' are vague and incorrect

Spontaneous Association

Personal Data Privacy	
<u>TYPE OF INFORMATION (NET)</u>	<u>37</u>
Personal information	26
Private details	4
Can't be shared information	4
<u>SECURITY & PROTECTION (NET)</u>	<u>10</u>
Security of personal information	5
Security and privacy	3
<u>ACCOUNT / APPLICATION USAGE (NET)</u>	<u>4</u>
Facebook	1
Password	1
<u>DON'T KNOW/ NONE</u>	<u>45</u>

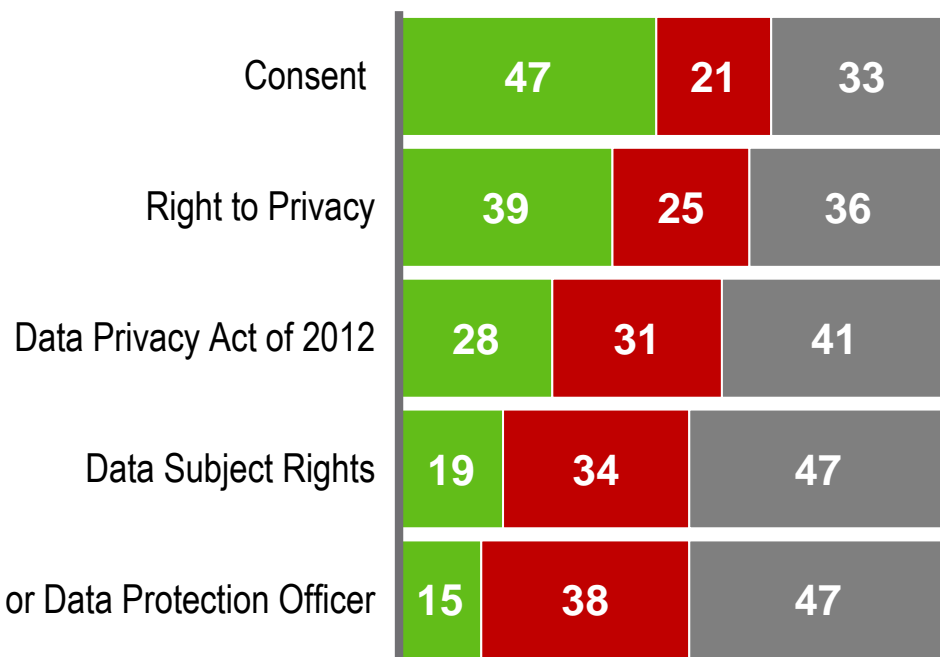
NPC	
<u>NPC (NET)</u>	<u>15</u>
<u>NPC Definitions (Subnet)</u>	<u>7</u>
National Power Corporation	2
National Privacy Commission	1
National Politics	1
National Telecommunications	1
<u>Government Agency (Subnet)</u>	<u>4</u>
<u>DON'T KNOW/ NONE</u>	<u>78</u>

Data Subject	
<u>TYPE OF INFORMATION (NET)</u>	<u>15</u>
Personal information	12
Conversations/Opinions	3
<u>INTERNET USAGE (NET)</u>	<u>4</u>
Free Data	1
Internet	1
Mobile Data	1
<u>DATA AND INFORMATION (NET)</u>	<u>3</u>
About information	2
Data	1
<u>DON'T KNOW/ NONE</u>	<u>69</u>

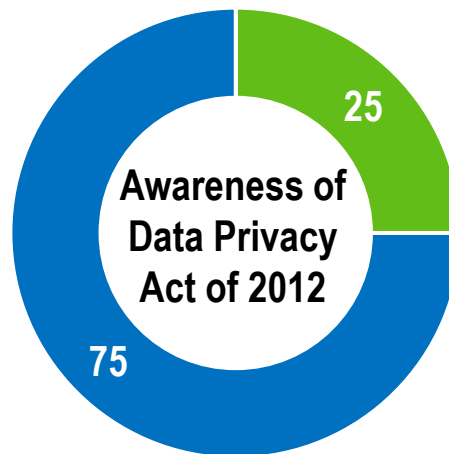
2. KNOWLEDGE AND ATTITUDES ON DATA PRIVACY

There's low familiarity across data privacy terms and with 1 in 4 who are aware of the Data Privacy Act of 2012

Familiarity with Terms

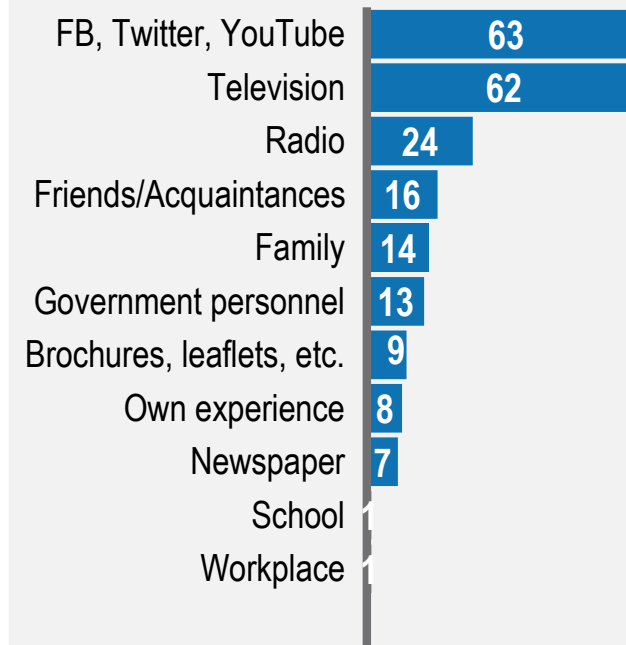


■ Familiar ■ Unfamiliar ■ Heard or read about this just now



■ Have heard or read about this
■ Have heard or read about just now

Sources of information about the Data Privacy Act of 2012

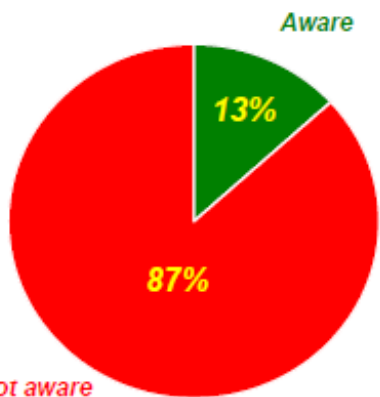


BASE – Total Interviews who are aware of the Data Privacy Act of 2012 (255)

Good to note that awareness of DPA significantly increased from 13% to 25% – primarily driven by social media channels

DATA PRIVACY ACT OF THE PHILIPPINES, PHILIPPINES, JUN 2017

Awareness of the Data Privacy Act



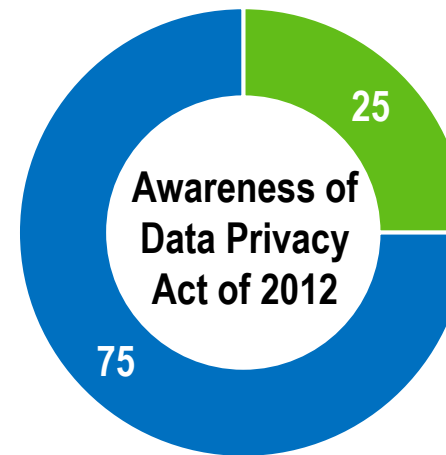
Sources of Information about the Data Privacy Act of the Philippines

(Base: Those who are aware of the Data Privacy Act of 2012)

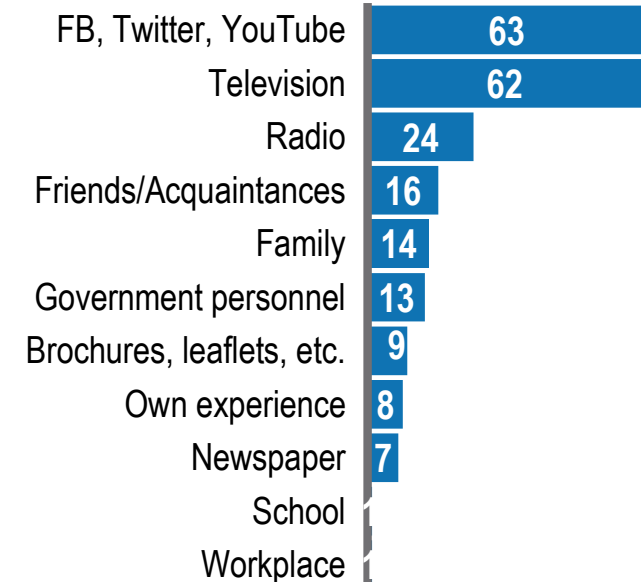
Television	79%
Facebook, Twitter, Youtube	21
Radio	20
Newspaper	12
Friends/acquaintances	9
Government personnel	1
Family	1
Brochures, leaflets, pamphlets and other similar print materials	0.5
Own experience	0.5
Others	4

OCTOBER 12 – NOVEMBER 5, 2021

Sources of information about the Data Privacy Act of 2012



- Have heard or read about this
- Have heard or read about just now



BASE – Total Interviews who are aware of the Data Privacy Act of 2012 (255)

Q4. Ang Data Privacy Act of 2012 ay batas na naglalayon na protektahan ang mga personal na impormasyon ng mga mamamayan na nakalap ng gobyerno at ng pribadong sektor. Mayroon po ba kayong narinig o nabasa tungkol sa ito, o ngayon lamang po kayo may narinig o nabasa tungkol dito?

Q5. Kung ikukumpara ang uri ng inyong pamumuhay sa nakaraang 12 buwan, masasabi ba ninyo na ang uri ng inyong pamumuhay ay... (READ OUT)

Filipino Public Opinion on Data Privacy and Attitudes and Behaviour Towards Internet Usage
June 17-21, 2017 National Survey

Lower awareness of the Data Privacy Act of 2021 is registered in Visayas, among E eco class, and older

Awareness of the Data Privacy Act of 2012

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i> <i>% to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
Have heard or read about this	25	30	31	34	29	14	20	28	22
Heard or read about this just now	75	70	69	66	71	87	80	72	78

	SEC				AGE				GENDER	
	TOTAL	ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i> <i>% to Total:</i>	100 %	24 %	49 %	27 %	35 %	23 %	18 %	23 %	50 %	50 %
Have heard or read about this	25	33	27	14	27	28	26	19	26	24
Heard or read about this just now	75	67	73	86	73	72	74	82	75	76

■ ■ – Significantly higher/lower than the total at 95% CL

Q20. The Data Privacy Act of 2012 is a law that aims to protect the personal information of citizens collected and processed by the government and the private sector. Have you heard or read anything about the Data Privacy Act of 2012, or you only heard or read about this now?

Data Privacy Act of 2012 is gaining popularity through social media and TV yet traditional means such as radio or print ads still have reach in rural areas

Sources of Information - Data Privacy Act Of 2012 (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North/Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
BASE – Total who have heard or read about The Data Privacy Act of 2012 % to Total:	25	4	14	7	7	3	5	4	14
	%	%	%	%	%	%	%	%	%
Facebook, Twitter, YouTube	63	72	67	59	77	68	40	65	60
Television	62	62	70	79	60	35	51	59	64
Radio	24	23	25	21	28	14	27	18	31
Friends/Acquaintances	16	12	10	10	11	26	32	16	17
Family	14	19	14	11	18	-	15	13	14
Government personnel	13	12	14	20	8	-	18	12	14
Brochures, leaflets, pamphlets and other similar print materials	9	4	12	18	6	-	8	5	15
Own experience	8	5	9	10	7	8	9	6	11
Newspaper	7	18	6	4	9	8	1	8	6
School	1	-	2	3	1	-	-	2	-
Workplace	1	-	2	-	4	-	-	2	-

BASE – Total who have heard or read about The Data Privacy Act of 2012 (250)

■ ■ – Significantly higher/lower than the total at 95% CL

Q21. What is your source of information about the Data Privacy Act of 2012? What else?

Awareness through social media is expected to spread more among ABC or younger adults

Sources of Information - Data Privacy Act Of 2012 (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who have heard or read about The Data Privacy Act of 2012</i>										
<i>% to Total:</i>	25	8	13	4	10	6	5	4	13	12
	%	%	%	%	%	%	%	%	%	%
Facebook, Twitter, YouTube	63	74	58	56	74	68	57	37	61	64
Television	62	68	58	58	56	53	72	75	72	50
Radio	24	33	14	37	23	20	24	30	28	19
Friends/Acquaintances	16	16	20	5	14	19	21	14	18	14
Family	14	11	16	11	9	13	19	17	17	9
Government personnel	13	11	13	18	14	19	6	10	14	12
Brochures, leaflets, pamphlets and other similar print materials	9	13	5	13	13	12	2	3	10	8
Own experience	8	8	8	8	4	12	7	11	9	7
Newspaper	7	8	7	7	6	10	5	10	11	4
School	1	1	1	2	3	-	-	2	1	1
Workplace	1	-	-	7	-	4	-	-	2	-

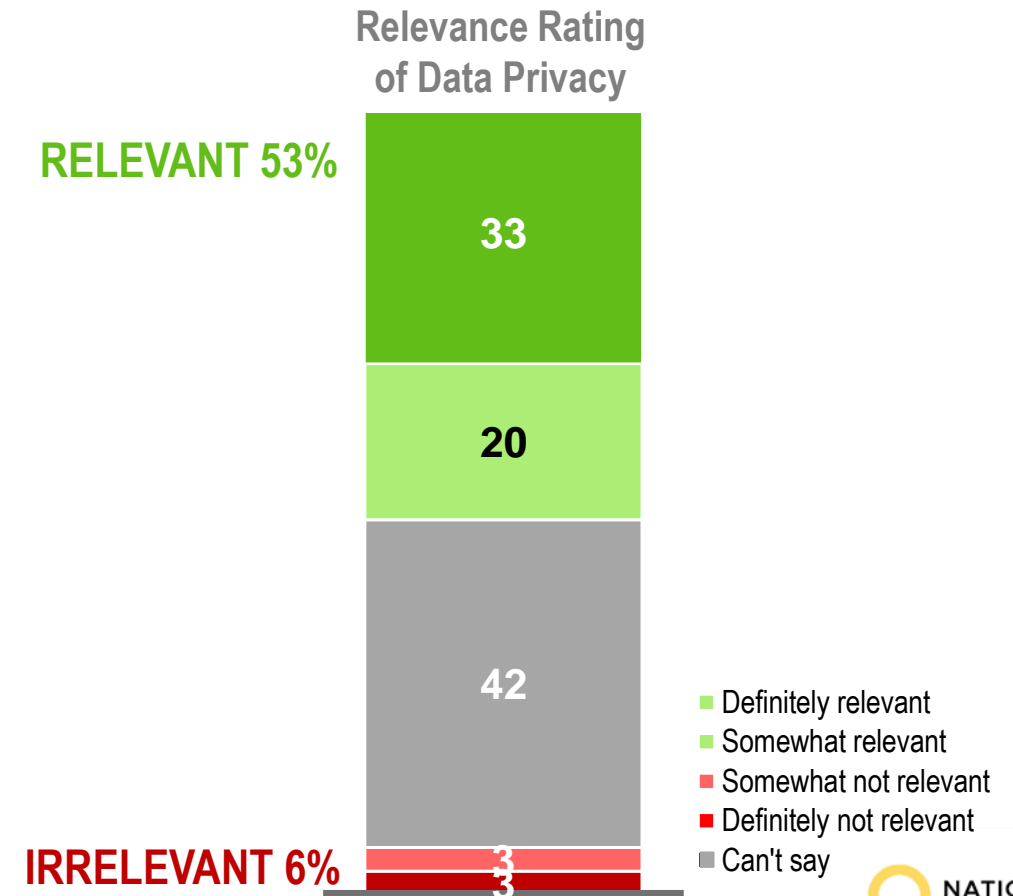
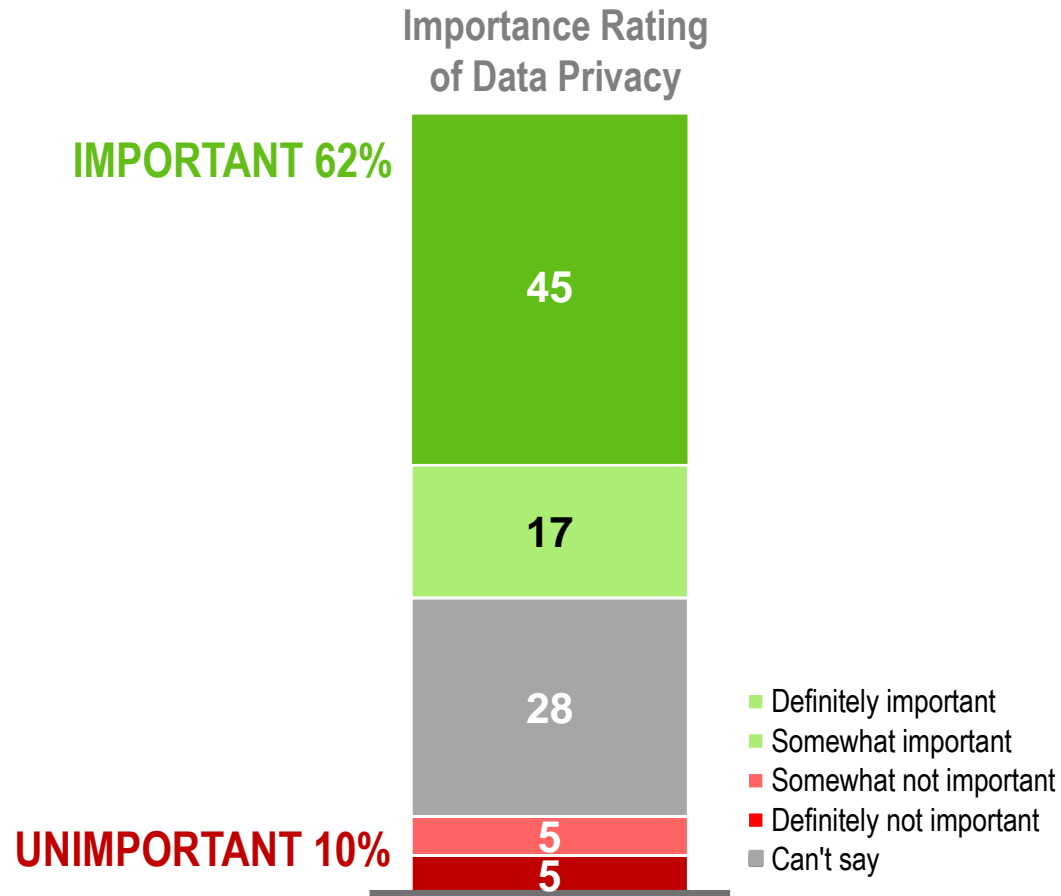
BASE – Total who have heard or read about The Data Privacy Act of 2012 (250)

■ ■ – Significantly higher/lower than the total at 95% CL

Q21. What is your source of information about the Data Privacy Act of 2012? What else?

2. KNOWLEDGE AND ATTITUDES ON DATA PRIVACY

There are more who find importance and relevance in data privacy, with many still needing guidance in their uncertainty



NCR, Balance Luzon, and urban areas register highest importance given to data privacy

Importance Rating of Data Privacy (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
IMPORTANT (NET)	62	78	68	68	67	41	58	71	52
Definitely important	45	62	51	55	47	25	40	52	37
Somewhat important	17	15	17	13	20	16	19	19	15
CAN'T SAY	28	14	24	22	26	46	30	20	38
NOT IMPORTANT (NET)	10	8	9	10	7	13	12	10	11
Somewhat not important	5	4	5	6	5	7	2	5	4
Definitely not important	5	4	3	5	2	6	10	4	7

■ ■ – Significantly higher/lower than the total at 95% CL

Q18. How important or unimportant is data privacy in your day-to-day life?

ABC and young adults, segments that have adapted the internet and social media, believe that data privacy is important in their day-to-day life

Importance Rating of Data Privacy (By Area/Locale) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
IMPORTANT (NET)	62	75	63	48	68	63	58	53	61	62
Definitely important	45	60	44	33	53	45	39	37	44	46
Somewhat important	17	15	19	15	16	17	19	17	18	16
CAN'T SAY	28	16	27	42	26	26	31	33	28	29
NOT IMPORTANT (NET)	10	9	11	10	6	12	11	13	11	9
Somewhat not important	5	7	4	4	3	5	4	8	5	4
Definitely not important	5	2	7	6	3	7	7	6	6	5

■ ■ – Significantly higher/lower than the total at 95% CL

Q18. How important or unimportant is data privacy in your day-to-day life?

Relevance of the Data Privacy Act of 2012 is more pronounced in NCR and Urban areas

Relevance Rating of Data Privacy Act of 2012 (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
RELEVANT (NET)	53	65	52	52	53	38	58	62	42
Very relevant	33	42	33	33	33	17	38	38	26
Somewhat relevant	20	23	19	19	19	20	20	24	16
CAN'T SAY	42	27	43	43	42	56	37	32	53
NOT RELEVANT (NET)	6	8	5	5	5	7	5	6	5
Somewhat not relevant	3	7	3	1	5	4	1	4	2
Definitely not relevant	3	1	2	4	1	3	4	2	4

■ ■ – Significantly higher/lower than the total at 95% CL

Q22. How relevant or irrelevant is the Data Privacy Act of 2012 to you?

Lower income and older age groups less likely find relevance in the Data Privacy Act of 2021

Relevance Rating of Data Privacy Act of 2012 (By Demographics) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
RELEVANT (NET)	53	65	55	37	57	56	53	43	51	55
Very relevant	33	45	34	20	33	37	36	25	34	31
Somewhat relevant	20	20	22	17	24	19	17	18	17	23
CAN'T SAY	42	32	39	56	39	38	40	51	44	40
NOT RELEVANT (NET)	6	4	6	7	4	6	7	6	6	6
Somewhat not relevant	3	3	3	2	3	3	4	2	3	3
Definitely not relevant	3	1	2	5	2	3	3	3	3	2

■ ■ – Significantly higher/lower than the total at 95% CL

Q22. How relevant or irrelevant is the Data Privacy Act of 2012 to you?

2. KNOWLEDGE AND ATTITUDES ON DATA PRIVACY

Relevance stems from being able to protect one's information, while irrelevance comes from lack of understanding

Reasons for Relevance of the Data Privacy Act of 2012

Total who find DPA relevant	
	TOTAL PH
<u>GAVE FAVORABLE COMMENTS</u>	<u>91</u>
<u>ON SECURITY AND PROTECTION (NET)</u>	<u>60</u>
To protect personal information	18
To protect data privacy	17
For safety / security / protection	8
A law passed to protect one's rights	6
To protect and secure one's data	3
<u>ON AWARENESS AND FAMILIARITY (NET)</u>	<u>9</u>
Added learnings / information	3
To know the details and what to do	2
<u>ON TYPE OF INFORMATION (NET)</u>	<u>7</u>
Personal / Private Information	6
<u>ON IMPORTANCE & USEFULNESS (NET)</u> <i>(It is useful in how I use Social Media, Helpful, etc.)</i>	<u>7</u>

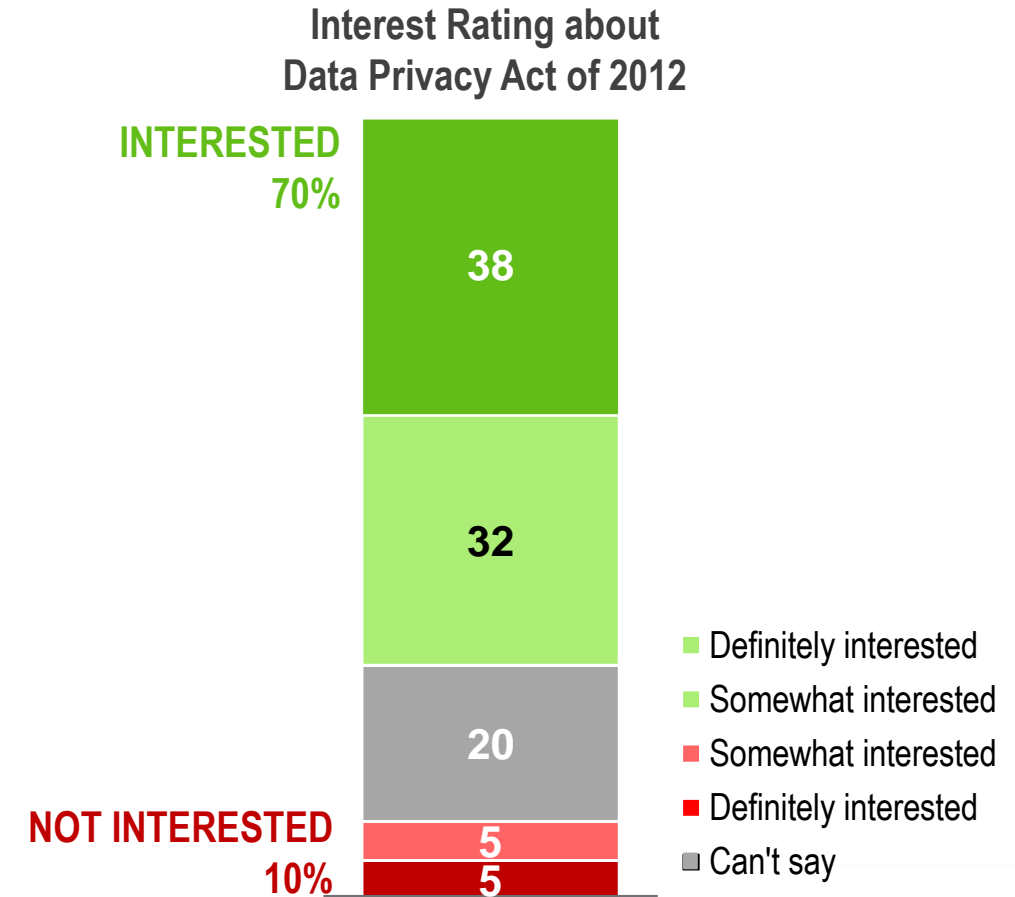
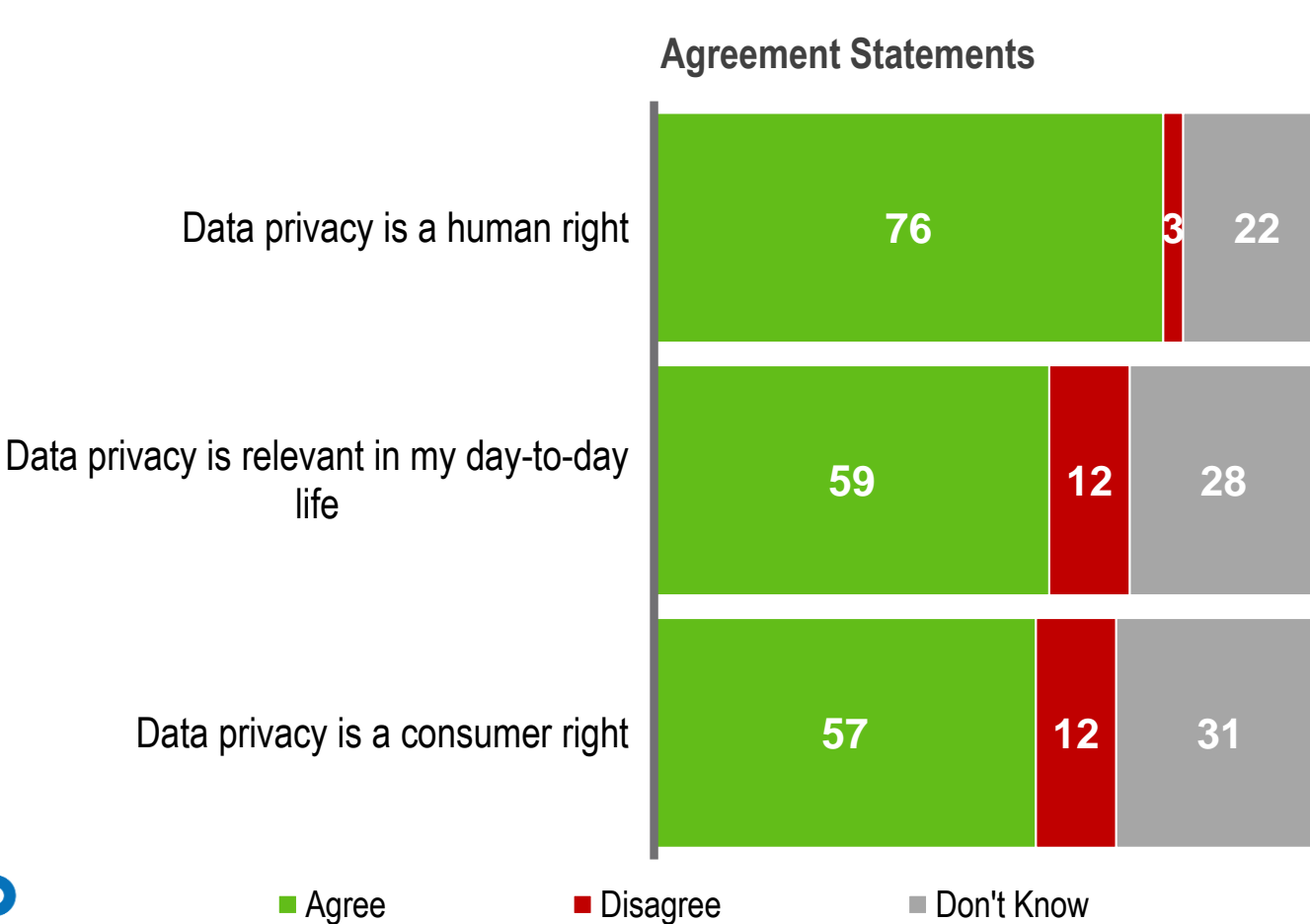
BASE – Total who find DPA relevant (538)

Total who find DPA irrelevant	
	TOTAL PH
<u>GAVE UNFAVORABLE COMMENTS</u>	<u>25</u>
<u>ON BEING IRRELEVANT (NET)</u>	<u>9</u>
It is not important	9
<u>ON MISINFORMATION (NET)</u>	<u>4</u>
The Data Privacy Act is not clear	4
<u>ON LACK OF SECURITY / PROTECTION (NET)</u> <i>(Data is not protected without Data Privacy, Data is not protected, etc.)</i>	<u>3</u>
<u>OTHERS (NET)</u>	<u>8</u>
Covid	1
Not being prioritized even when acted upon	7
<u>NO IDEA / DON'T KNOW / NONE</u>	<u>66</u>

BASE – Total who find DPA irrelevant (55)

2. KNOWLEDGE AND ATTITUDES ON DATA PRIVACY

Data privacy is a fundamental right for the majority, allowing us to better harp on interest and educate the public



Agreement on data privacy is a human right echoes the loudest in NCR and they less agree that it's a consumer right

Agreement Statements on Data Privacy – Agree (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Data privacy is a human right	76	85	76	81	73	71	73	83	67
Data privacy is relevant in my day-to-day life	59	2	3	1	5	2	4	2	5
Data privacy is a consumer right	57	13	21	19	22	27	23	16	28

■ ■ – Significantly higher/lower than the total at 95% CL

Q24. I have here some statements that other people say about data privacy. Please tell me if you agree or disagree with each one. Let us start with (READ OUT STATEMENT)

Data privacy as human right is agreed on by more ABC; It being a consumer right is more pronounced among E, 50+ y/o segments

Agreement Statements on Data Privacy – Agree (By Area/Locale) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Data privacy is a human right	76	86	76	65	79	78	73	70	74	77
Data privacy is relevant in my day-to-day life	59	1	3	4	3	3	4	3	4	2
Data privacy is a consumer right	57	12	21	31	18	19	24	27	22	21

■ ■ – Significantly higher/lower than the total at 95% CL

Q24. I have here some statements that other people say about data privacy. Please tell me if you agree or disagree with each one. Let us start with (READ OUT STATEMENT)

NCR, Mindanao, and urban areas exhibit more interest to learn more about data privacy

Interest Rating to Learn More about Data Privacy (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
INTERESTED (NET)	70	80	64	67	61	67	77	76	63
Definitely interested	38	44	34	42	27	25	52	41	35
Somewhat interested	32	37	30	26	34	43	25	36	28
CAN'T SAY	20	11	25	21	28	18	16	14	26
NOT INTERESTED (NET)	11	9	11	12	11	15	6	10	12
Somewhat not interested	5	4	5	5	6	11	1	6	5
Definitely not interested	5	5	6	7	5	4	5	4	7

■ ■ – Significantly higher/lower than the total at 95% CL

Q25. How interested or uninterested are you to learn about data privacy?

High interest towards learning data privacy skews among ABC and young adults

Interest Rating to Learn More about Data Privacy (By Demographics) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
INTERESTED (NET)	70	78	70	62	75	69	69	64	69	71
Definitely interested	38	41	39	34	37	38	38	38	37	39
Somewhat interested	32	37	32	28	38	31	31	25	32	32
CAN'T SAY	20	14	19	26	18	22	19	21	20	19
NOT INTERESTED (NET)	11	8	11	13	7	9	12	16	11	10
Somewhat not interested	5	5	5	7	4	6	2	9	5	6
Definitely not interested	5	3	6	5	3	3	10	7	6	4

■ ■ – Significantly higher/lower than the total at 95% CL

Q25. How interested or uninterest are you to learn about data privacy?

There is a need to continuously grow awareness and relevance of data privacy

- 25% are aware of the Data Privacy Act of 2012, with lower awareness among E eco class and 50+ y/o; Total awareness improved from 13% in June 2017
- 62% find Data Privacy important and 53% find it relevant – skewed highly among NCR, Urban, ABC, younger segments
- Relevance is expressed by those who can articulate how Data Privacy protects one's information; Lack of relevance coincides with lack of awareness
- 70% are interested in learning more about Data Privacy, though interest tends to be lower in Balance Luzon, Rural, among E eco class and older individuals



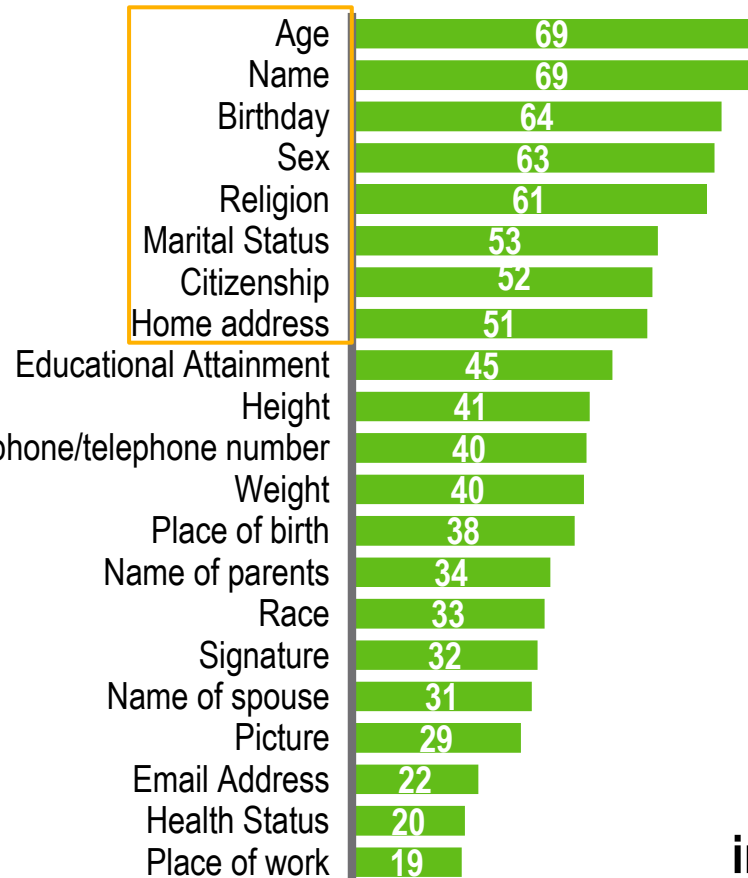
3 WILLINGNESS TO SHARE INFORMATION
& PRACTICES ON PRIVACY POLICIES



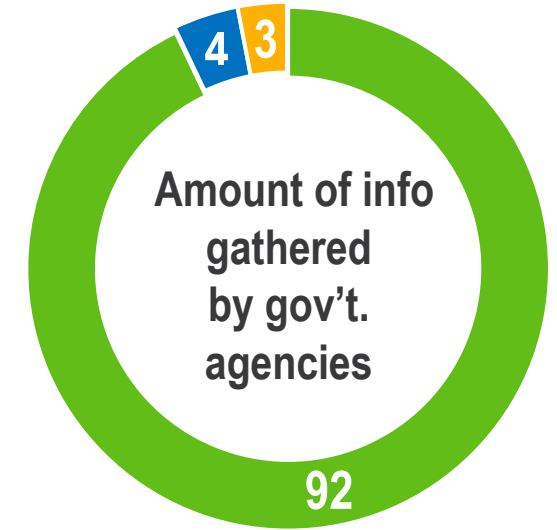
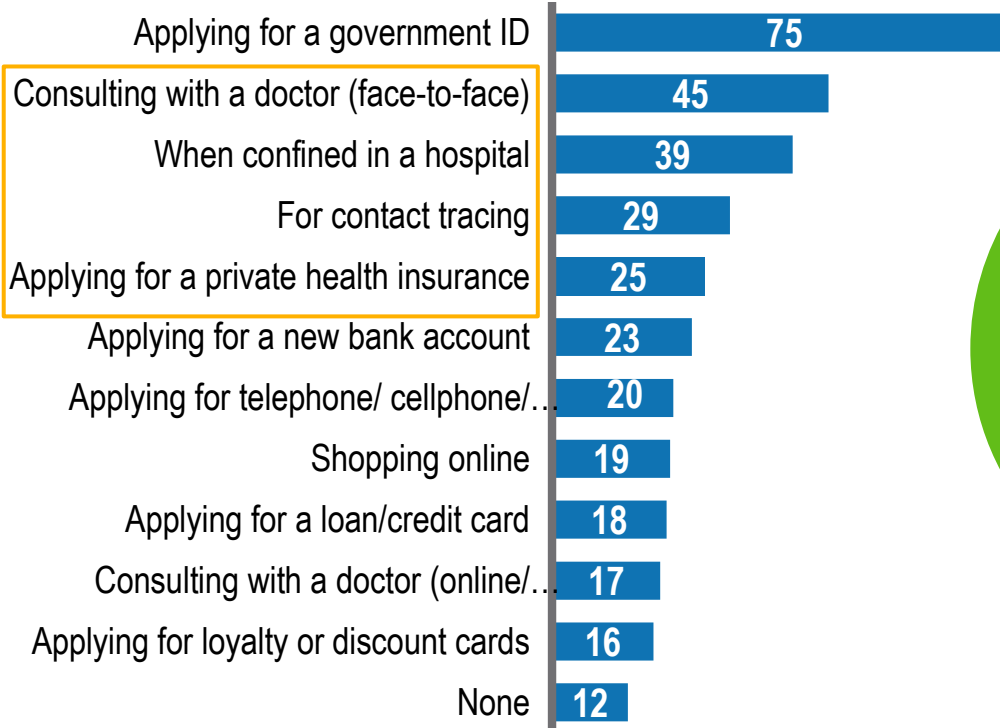
3.1 WILLINGNESS TO SHARE PERSONAL INFORMATION

More individuals are inclined to share personal information at any given instance, more so if it's for a gov't ID

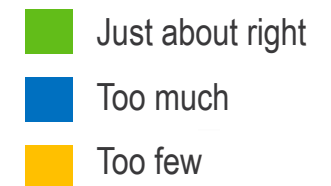
Personal information willing to share at any given instance



Transactions where one is willing to provide more personal info than usual



Being required for medical purposes don't push individuals to share more information than usual



Willingness to share basic personal information registers highest in NCR and North/Central Luzon but lowest in Mindanao

Personal Information Willing to Share at Any Given Instance (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Age	69	81	71	78	65	77	52	71	67
Name	69	82	73	78	69	68	54	70	68
Birthday	64	80	69	75	63	64	45	66	61
Sex	63	70	67	76	59	66	48	62	63
Religion	61	69	66	76	57	65	45	62	60
Marital Status	53	53	56	67	45	65	38	52	53
Citizenship	52	61	51	56	47	61	40	53	50
Home address	51	66	57	67	47	53	30	52	50
Educational Attainment	45	57	48	56	40	50	29	43	47
Height	41	58	46	55	38	40	24	44	37

■ ■ – Significantly higher/lower than the total at 95% CL

Q26. Institutions usually request for certain information whenever you apply for a product/service or make a transaction. Please tell me which of these personal information are you willing to share at any given instance without thinking twice. Which else?

Details that are less commonly asked for are also willingly shared by more NCR and NCL individuals, less so in Mindanao

Personal Information Willing to Share at Any Given Instance (By Area/Locale) ..cont'd

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Cellphone/telephone number	40	59	47	52	42	47	15	43	38
Weight	40	61	44	54	34	32	28	42	38
Place of birth	38	50	43	50	36	44	20	42	34
Name of parents	34	47	39	51	28	34	18	37	31
Race	33	51	33	39	28	34	22	36	30
Signature	32	38	39	43	35	35	14	31	33
Name of spouse	31	43	37	44	30	30	15	32	30
Picture	29	44	26	29	24	39	18	29	29
Email Address	22	38	21	25	19	22	14	23	20
Health Status	20	27	24	29	18	20	7	19	20

■ ■ – Significantly higher/lower than the total at 95% CL

Q26. Institutions usually request for certain information whenever you apply for a product/service or make a transaction. Please tell me which of these personal information are you willing to share at any given instance without thinking twice. Which else?

Those in NCR are also more willing to share previous or current health information and less so among those in Mindanao

Personal Information Willing to Share at Any Given Instance (By Area/Locale) ..cont'd

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Place of work	19	32	18	22	15	23	10	19	19
Ethnic Origin	17	30	19	22	15	17	8	18	17
Username	16	24	15	14	15	21	10	17	15
Uploading of ID	14	18	15	16	14	16	8	15	13
Previous or current health records	13	25	13	17	10	12	8	13	13
Fingerprint	13	15	15	14	17	17	5	12	14
PhilHealth number	12	20	13	10	15	8	10	14	10
Purpose of visit	11	15	13	16	10	9	7	11	10
SSS/GSIS number	11	15	14	13	15	7	5	11	10
Licenses	10	11	11	11	11	14	5	10	10

■ ■ – Significantly higher/lower than the total at 95% CL

Q26. Institutions usually request for certain information whenever you apply for a product/service or make a transaction. Please tell me which of these personal information are you willing to share at any given instance without thinking twice. Which else?

ABC expresses the highest willingness to share information across transactions

Openness from adults 50 and up can be expected when it comes to government IDs

Transactions Where One is Willing to Provide More Personal Info Than Usual (By Demographics) ..cont'd

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Applying for a government ID	75	82	75	68	71	77	72	81	76	74
Face-to-face doctor consultation	45	50	46	37	45	43	43	47	46	43
When confined in a hospital	39	50	37	32	40	42	36	36	41	37
For contact tracing	29	36	29	21	34	33	27	17	29	28
Applying for health insurance	25	34	25	15	29	28	24	14	25	24
Applying for a new bank account	23	38	21	13	25	26	23	16	24	21
Applying for telecom line	20	31	20	9	19	25	22	13	18	21
Shopping online	19	24	21	10	27	21	16	8	17	22
Applying for a loan/credit card	18	27	17	13	21	23	17	10	20	17
Teleconsult or telemedicine	17	27	16	12	19	19	15	15	18	17
Applying for loyalty cards	16	21	17	11	17	18	19	12	16	17
NONE	12	6	11	21	10	16	14	11	13	12

■ ■ – Significantly higher/lower than the total at 95% CL

Q27. Which of these transactions are you willing to provide more personal information than what you are willing to provide in general? Which else?

Those who are open to share information for government IDs are generally more reserved with the number of information they share vs. other transactions

Transactions Willing to Provide More Info vs Average No. of Info Willing to Share

	Transactions Where One is Willing to Provide More Personal Info											
	TOTAL	Applying for a government ID	Consulting with a doctor (face-to-face)	When confined in a hospital	For contact tracing	Applying for a private health insurance	Applying for a new bank account	Applying for telephone cellphone/internet	Shopping online	Applying for a loan/credit card	Consulting with a doctor (online)	Applying for loyalty or discount cards
Total interviews willing to share more info - %	88	75	45	39	29	25	23	20	19	18	17	16
Average No. of Personal Info Willing to Share	12.21	12.31	14.73	15.11	16.13 ▲	15.89	15.08	15.85	15.71	16.47 ▲	16.92 ▲	15.94

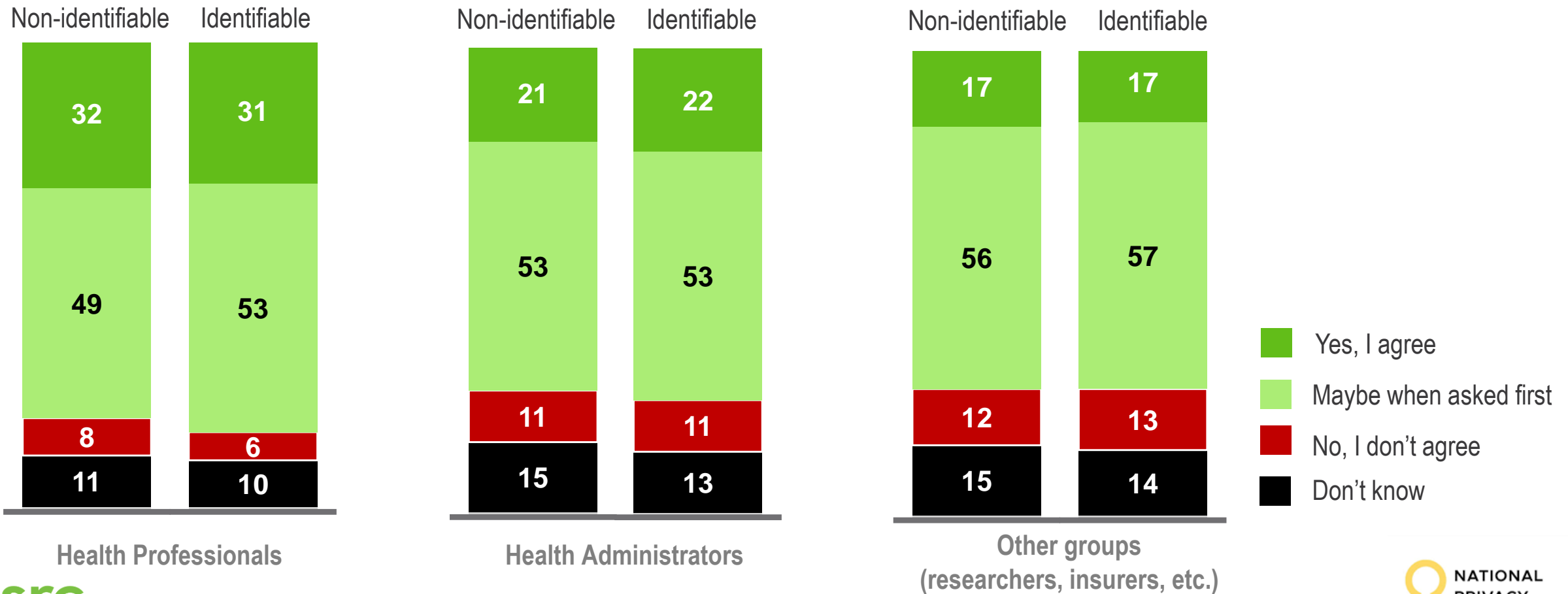
Note: Transactions and Personal Information Questions were not asked in relation with one another

Q26. Institutions usually request for certain information whenever you apply for a product/service or make a transaction. Please tell me which of these personal information are you willing to share at any given instance without thinking twice. Which else?

Q27. Which of these transactions are you willing to provide more personal information than what you are willing to provide in general? Which else?

3.1 WILLINGNESS TO SHARE PERSONAL INFORMATION

The same openness to sharing personal health information is at parity regardless if identifiable or non-identifiable



At least 3 in 10 are willing to share non-identifiable medical records to health professionals and this is high in urban areas, specifically in North/Central Luzon

Willingness to share medical records (non-identifiable) - Health professionals (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Yes, I agree	32	41	34	39	31	29	25	36	28
Maybe, if asked first	49	42	49	51	47	60	47	48	51
No, I don't agree	8	6	7	4	10	3	15	8	8
Do not know	11	12	10	7	13	9	14	8	14

For identifiable medical records on the other hand, openness to share data with health professionals is high in NCR and urban areas

Willingness to share medical records (identifiable) - Health professionals (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Yes, I agree	31	50	30	33	27	26	25	39	22
Maybe, if asked first	53	40	52	54	49	66	52	49	57
No, I don't agree	6	3	6	4	8	4	10	6	7
Do not know	10	7	12	8	16	4	14	7	14

Only a fifth are willing to share non-identifiable medical records with health administrators – high among urban dwellers

Willingness to share medical records (non-identifiable) - Health administrators (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
Yes, I agree	21	26	23	26	20	20	16	24	17
Maybe, if asked first	53	49	51	54	49	61	50	52	53
No, I don't agree	11	9	9	7	11	9	19	12	11
Do not know	15	16	17	13	20	11	15	12	18

Q29. How willing or unwilling are you to share all of your personal health information to (READ OUT GROUP) as long as the information is NON-IDENTIFIABLE (i.e., it does NOT contain your name, address, etc.)?

Those who agree to share identifiable medical records with health administrators is more prominent in NCR and urban areas; Some openness in Visayas if asked first

Willingness to share medical records (identifiable) - Health administrators (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
Yes, I agree	22	35	23	26	20	17	18	26	18
Maybe, if asked first	53	44	50	54	46	67	54	52	56
No, I don't agree	11	12	11	7	14	8	15	11	11
Do not know	13	10	16	12	20	8	14	11	15

Less than a fifth are willing to share non-identifiable medical records with other groups

Those who agree is high in urban areas

Willingness to share medical records (non-identifiable) – Other groups (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Yes, I agree	17	23	16	15	16	18	14	21	12
Maybe, if asked first	56	56	52	61	45	67	54	54	58
No, I don't agree	12	10	14	10	17	7	16	13	12
Do not know	15	11	18	15	22	8	17	13	18

Less than a fifth are likewise willing to share identifiable medical records with other groups

Those who agree are mostly from NCR and urban areas

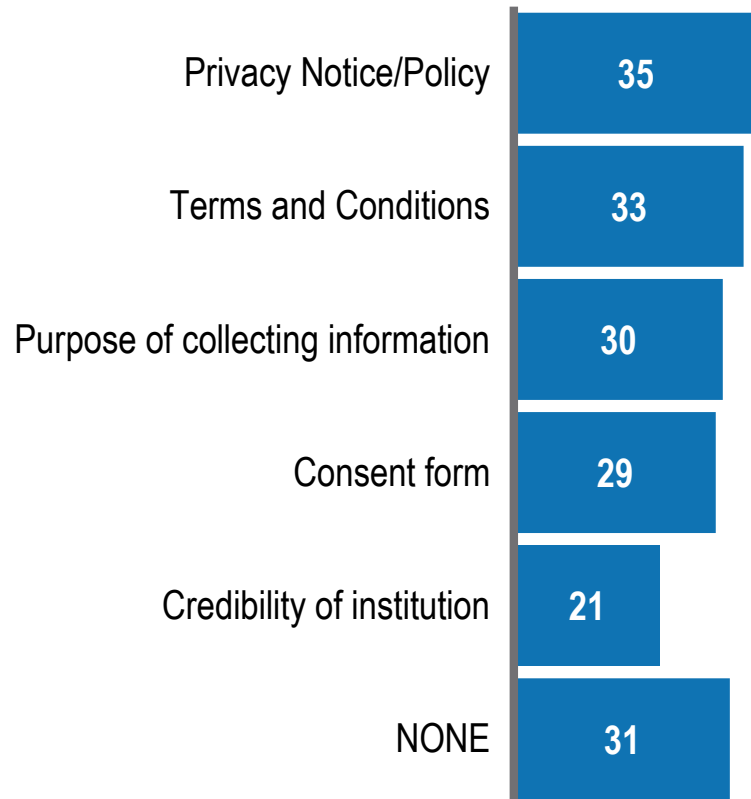
Willingness to share medical records (identifiable) – Other groups (By Demographics)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
Yes, I agree	17	26	15	13	17	18	14	21	12
Maybe, if asked first	57	52	52	63	42	69	58	56	58
No, I don't agree	13	15	13	8	18	6	16	14	11
Do not know	14	8	20	16	23	7	12	10	19

3.1 WILLINGNESS TO SHARE PERSONAL INFORMATION

Only a few look for safeguard measures before sharing personal information

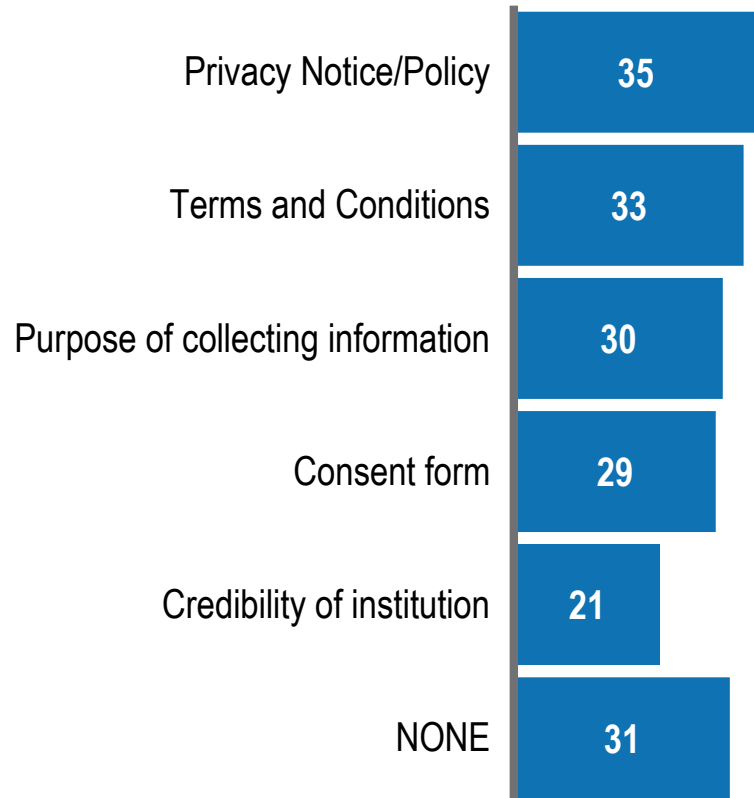
Things to look out before sharing info



3.1 WILLINGNESS TO SHARE PERSONAL INFORMATION

Tangible policies and terms as well as a warm approach to patients help encourage information sharing

Things to look out before sharing info



Perceived ways on gaining trust of patients in handling health-related info	
ON PERSONAL TRAITS (NET)	29
Compassion/Being Approachable (Subnet)	7
They talk to their patients properly	3
Shows Integrity/ Good Reputation (Subnet)	13
They are trustworthy and I have known already	2
They are well-known	2
ON DATA PRIVACY (NET)	16
They will take care of the patients and will not mishandle their personal information	8
ON PROVIDING HEALTH SERVICES (NET)	16
Information or results provided are correct	8
ON DOCUMENTS (NET)	5
Patient records are kept confidential	3
ON COMMUNICATION (NET)	5
Able to explain where the questions will be used	2

Before sharing information when making a transaction, looking out for privacy notice appears significant in NCR, Balance Luzon and in urban areas

Things to Look Out Before Sharing Info (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Privacy Notice/Policy	35	51	41	45	37	40	13	42	28
Terms and Conditions	33	40	35	39	30	42	18	34	32
Purpose of collecting information	30	38	36	41	32	30	12	32	27
Consent form	29	28	27	32	23	36	27	34	23
Credibility of institution	21	23	27	33	21	25	5	20	21
NONE	31	13	23	14	31	42	47	24	39

Visayas, Mindanao, and Rural are less likely to look out for anything

■ ■ – Significantly higher/lower than the total at 95% CL

Q32. What, if any, do you look out for before sharing any of your information when making a transaction? What else?

Policy notices, terms and conditions, and other legal agreements are looked for by ABC eco class but less so by E segment

Things to Look Out Before Sharing Info (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Privacy Notice/Policy	35	45	36	25	39	34	32	33	35	36
Terms and Conditions	33	40	33	26	38	31	28	31	31	35
Purpose of collecting information	30	37	28	26	28	34	32	25	29	30
Consent form	29	38	28	22	33	25	28	28	26	32
Credibility of institution	21	23	22	15	22	22	17	19	20	21
NONE	31	22	27	47	25	33	35	36	33	29

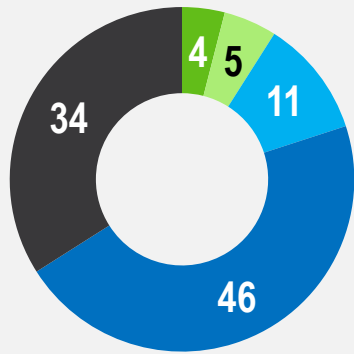
■ ■ – Significantly higher/lower than the total at 95% CL

Q32. What, if any, do you look out for before sharing any of your information when making a transaction? What else?

3.2 PRACTICES WHEN IT COMES TO PRIVACY POLICIES

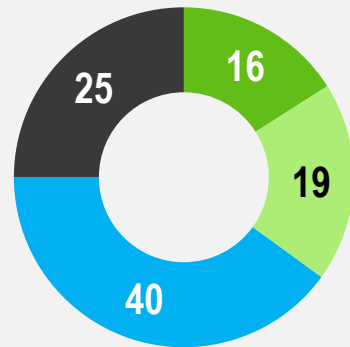
But while policies help encourage sharing, those who do read tend to skim through the details

Frequency of encountering a privacy policy



- Almost daily
- Once a week
- Once a month
- Less frequently
- Never

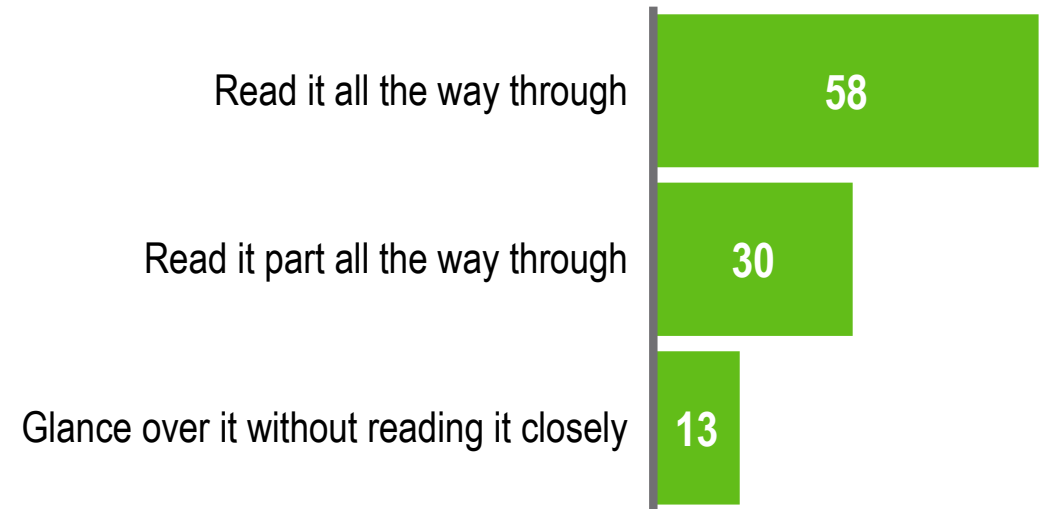
Frequency of reading a privacy policy before agreeing to it



- Always
- Often
- Sometimes
- Never



Practices on reading a privacy policy before agreeing to it



BASE – Total who read a privacy policy before agreeing (749)

While privacy policies are encountered less frequently, this is more common in Urban areas; There are more who never encounter this in Rural areas

Frequency of encountering a privacy policy

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Less frequently	46	46	48	52	45	40	48	55	36
Never	34	18	32	27	36	46	37	24	45
Once a month	11	16	9	8	9	12	10	9	13
Once a week	5	8	7	8	6	2	4	6	5
Almost daily	4	12	4	5	4	1	2	6	2

About 1 in 10 individuals in NCR encounter this almost daily

■ ■ – Significantly higher/lower than the total at 95% CL

Q33. How often are you asked to agree to the terms and conditions of a company's privacy policy?

Lower income and older segments almost never encounter a privacy policy while ABCD segments do so less frequently

Frequency of Encountering a Privacy Policy (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Less frequently	46	55	50	32	51	52	43	36	49	43
Never	34	19	32	50	28	30	33	47	32	36
Once a month	11	12	10	11	9	11	16	9	9	12
Once a week	5	8	4	5	6	4	7	4	5	5
Almost daily	4	6	3	3	5	4	1	4	5	3

■ ■ – Significantly higher/lower than the total at 95% CL

Q33. How often are you asked to agree to the terms and conditions of a company's privacy policy?

Despite more who would sometimes read the privacy policy, the urban segment is particularly more inclined to read it through often

Frequency of Reading a Privacy Policy Before Agreeing to it (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Sometimes	40	44	42	46	39	37	36	42	38
Never	25	6	21	17	25	34	35	15	36
Often	19	23	21	25	17	16	16	22	15
Always	16	27	16	13	20	13	13	21	11

■ ■ – Significantly higher/lower than the total at 95% CL

Q34. When you are asked to agree to a company's privacy policy, how often do you read it before agreeing to it?

A larger portion of the population would read a privacy policy sometimes

About 1 in 4 ABCs would always read it through

Frequency of Reading a Privacy Policy Before Agreeing to it (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Sometimes	40	40	41	38	37	42	46	38	42	38
Never	25	13	25	35	21	25	26	31	24	26
Often	19	23	19	15	24	14	17	18	16	21
Always	16	25	15	12	19	19	12	13	17	15

■ ■ – Significantly higher/lower than the total at 95% CL

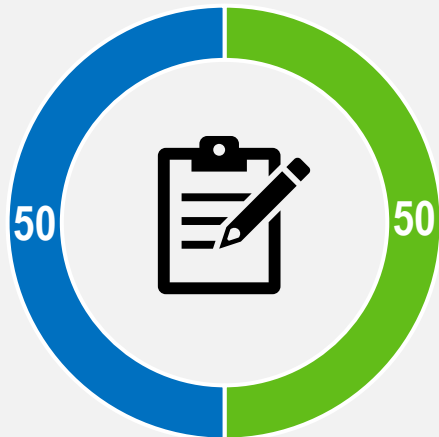
Q34. When you are asked to agree to a company's privacy policy, how often do you read it before agreeing to it?

3.2 PRACTICES WHEN IT COMES TO PRIVACY POLICIES

Almost all are unaware of the functions of a DPO

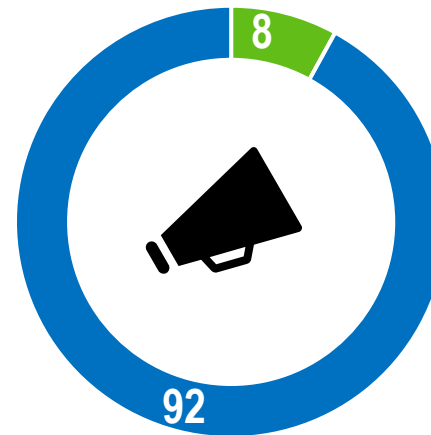
Driving awareness would help reinforce their importance in data privacy

Incidence of taking note of the name of the DPO when reading a privacy notice

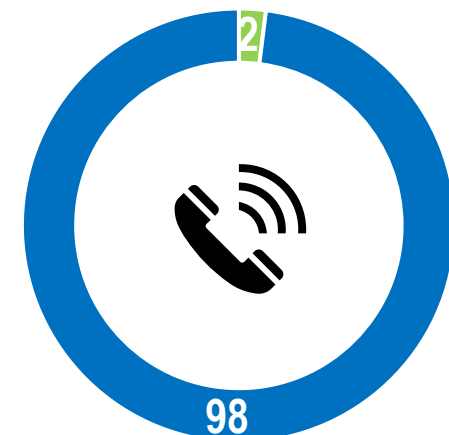


BASE – Total who read a privacy policy before agreeing (749)

Awareness of the functions of DPO



Incidence of contacting DPO to know more about processing of personal data



■ YES ■ NO

BASE – Total Interviews (1000)

Visayas, Mindanao, or rural areas are less likely to take the extra step of taking note of the DPO

Incidence of Taking Note of the DPO's Name (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total who read a company's privacy policy</i>	75	12	35	17	17	13	16	45	30
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%
Takes note of DPO's name	50	73	54	45	63	35	33	54	43
Doesn't take note of DPO's name	50	27	46	55	37	65	67	46	57

■ ■ – Significantly higher/lower than the total at 95% CL

Q36. When you read a privacy policy, do you search and take note the name of the Data Protection Officer or DPO of the institution who holds your personal information?

ABC and Females segments are more likely to take note of the DPO's name

Incidence of Taking Note of the DPO's Name (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who read a company's privacy policy</i>										
<i>% to Total:</i>	75	21	37	17	28	17	14	16	38	37
	%	%	%	%	%	%	%	%	%	%
Takes note of DPO's name	50	59	48	43	53	55	44	43	45	54
Doesn't take note of DPO's name	50	41	52	57	47	45	56	57	55	46

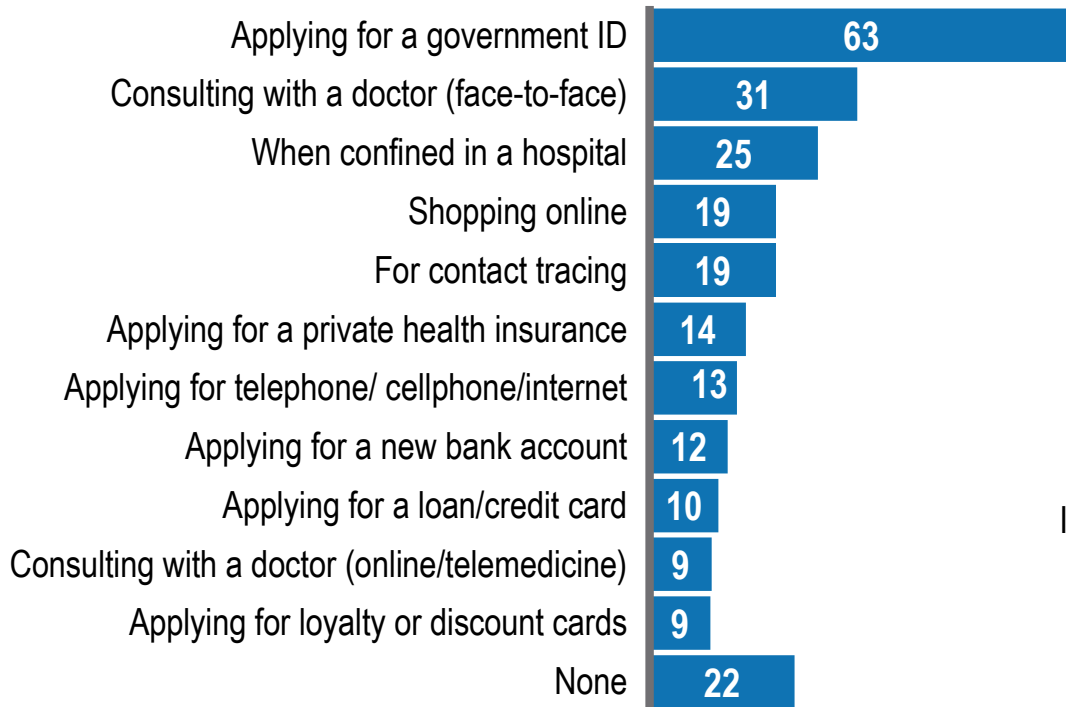
■ ■ – Significantly higher/lower than the total at 95% CL

Q36. When you read a privacy policy, do you search and take note the name of the Data Protection Officer or DPO of the institution who holds your personal information?

3.2 PRACTICES WHEN IT COMES TO PRIVACY POLICIES

Willingness to share more info for a gov't ID coincides with more details shared on how their data will be used

Transactions where purpose of collecting personal information was disclosed



Agreement statements on practices concerning privacy policy



Purpose of collecting information tends to be encountered less in Mindanao on many transactions

Transactions where Purpose of Collecting Personal Information was Disclosed (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Applying for a government ID	63	69	65	68	63	64	57	65	62
Consulting with a doctor (face-to-face)	31	34	35	37	33	29	24	31	31
When confined in a hospital	25	24	29	33	26	28	16	24	27
Shopping online	19	32	23	28	19	12	10	21	17
For contact tracing	19	26	20	25	14	27	8	20	18
Applying for a health insurance	14	13	16	16	17	11	14	15	14
Applying for telecom line	13	30	14	13	16	6	8	18	7
Applying for a new bank account	12	18	12	15	9	8	10	12	12
Applying for a loan/credit card	10	16	11	12	9	8	9	12	8
Teleconsult/Telemedicine	9	14	12	10	13	4	6	11	7
Applying for loyalty cards	9	7	12	12	12	6	8	9	9
NONE	22	14	21	19	23	25	25	17	27

■ ■ – Significantly higher/lower than the total at 95% CL

Q39. In which of these transactions did the personnel of the institution inform you of where they will use the personal information they got from you? Which else?

ABC segment are more accustomed to transactions where purpose of collecting information is disclosed; Females are more likely experiencing this in hospitals or when teleconsulting

Transactions where Purpose of Collecting Personal Information was Disclosed (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Applying for a government ID	63	70	65	55	65	64	60	64	62	65
Consulting with a doctor (face-to-face)	31	39	30	26	30	32	29	34	30	33
When confined in a hospital	25	30	24	23	21	28	27	28	21	29
Shopping online	19	25	21	10	28	23	15	5	17	21
For contact tracing	19	22	19	16	24	20	13	15	19	19
Applying for a health insurance	14	20	14	10	15	15	16	12	14	15
Applying for telecom line	13	25	12	4	14	16	12	9	11	15
Applying for a new bank account	12	24	9	6	13	13	10	9	10	14
Applying for a loan/credit card	10	15	9	8	14	12	8	5	9	12
Teleconsult/Telemedicine	9	16	9	4	10	10	9	7	7	12
Applying for loyalty cards	9	16	7	6	9	11	10	7	8	11
NONE	22	12	22	29	20	20	26	22	22	22

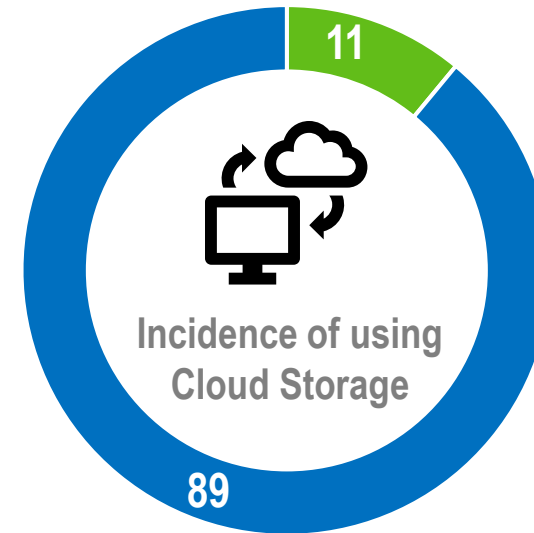
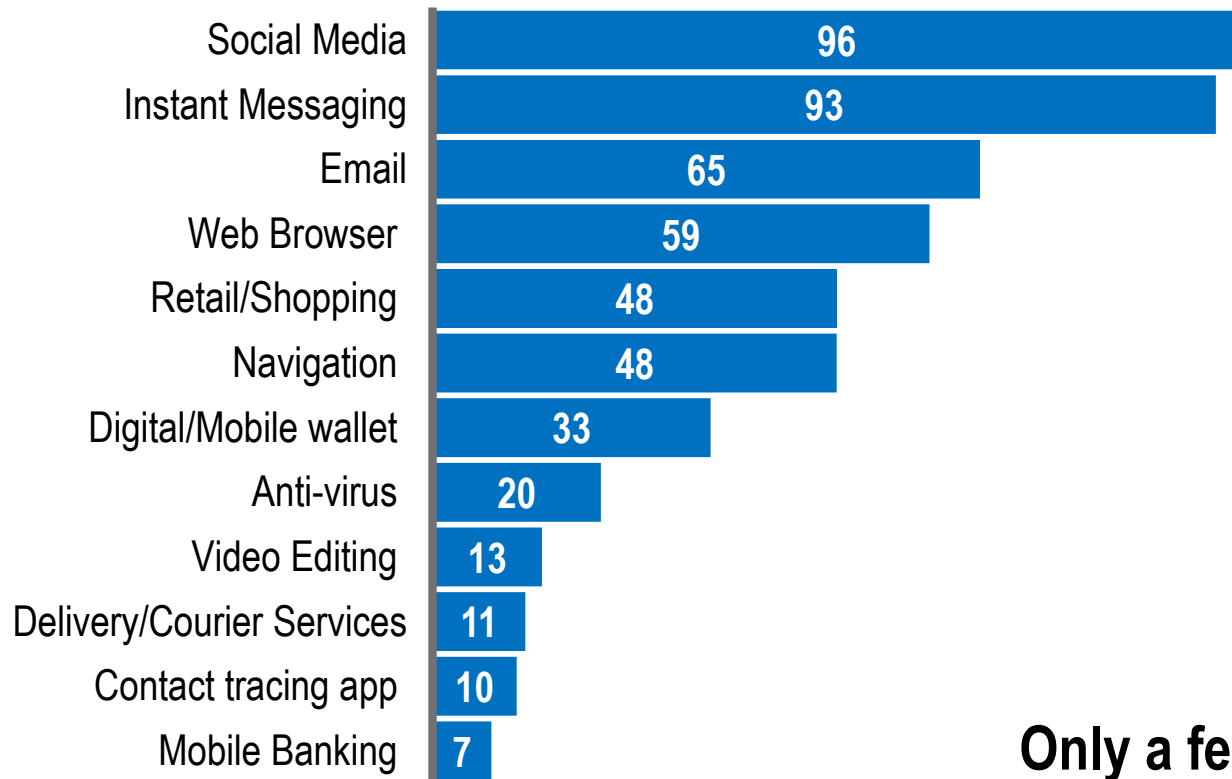
■ ■ – Significantly higher/lower than the total at 95% CL

Q39. In which of these transactions did the personnel of the institution inform you of where they will use the personal information they got from you? Which else?

3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

High rate of social media or instant messenger installation for those who have smartphones

Apps installed on smartphone



■ YES ■ NO

Only a few have adapted the use of cloud storage

NCR and urban segments tend to rely on more apps across different day-to-day tasks

Opposite tendencies observed in Mindanao and Rural areas

Types of Applications Installed on Smartphone (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total who own/have access to cellphone/smartphone</i>									
<i>% to Total:</i>	86	13	39	19	20	14	20	48	38
	%	%	%	%	%	%	%	%	%
Social Media	96	95	95	95	95	97	96	97	94
Instant Messaging	93	96	92	93	91	95	92	96	90
Email	65	82	68	74	63	69	46	70	59
Web Browser	59	80	57	59	55	72	43	63	54
Retail/Shopping	48	61	55	62	50	44	30	53	43
Navigation	48	63	52	55	50	55	26	53	42
Digital/Mobile wallet	33	51	38	41	36	21	19	42	21
Anti-virus	20	24	21	23	19	22	12	20	18
Video Editing	13	16	14	13	15	12	10	13	13
Delivery/Courier Services	11	22	9	6	12	9	10	16	5
Contact tracing app	10	16	9	13	6	16	4	9	11
Mobile Banking	7	10	7	7	7	2	10	9	5

■ ■ – Significantly higher/lower than the total at 95% CL

Q15. Which of the following types of apps do you have installed in your smartphone? Which else? Anything else?

A more extensive range of apps is installed by ABC and younger segments as opposed to E and older individuals

Types of Applications Installed on Smartphone (By Demographics)

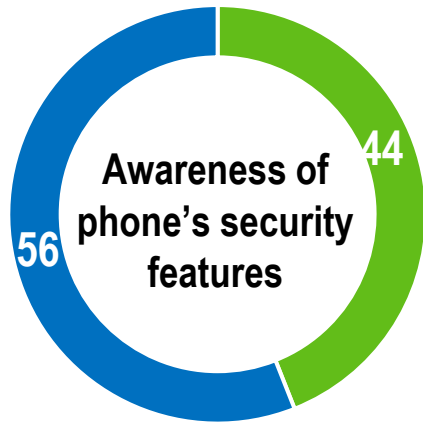
	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who own/have access to cellphone/smartphone</i>										
<i>% to Total:</i>	86	23	44	19	33	21	16	17	43	44
	%	%	%	%	%	%	%	%	%	%
Social Media	96	95	96	94	97	96	95	92	95	96
Instant Messaging	93	95	94	88	95	92	92	89	93	93
Email	65	77	66	50	73	69	59	50	68	63
Web Browser	59	70	59	50	65	57	58	53	61	58
Retail/Shopping	48	58	49	37	57	51	45	32	42	55
Navigation	48	59	48	37	51	50	45	42	50	46
Digital/Mobile wallet	33	53	30	16	40	42	26	14	34	32
Anti-virus	20	28	17	14	20	24	21	12	22	17
Video Editing	13	18	12	9	18	10	7	12	13	13
Delivery/Courier Services	11	24	9	3	14	8	12	10	12	11
Contact tracing app	10	17	9	5	12	10	6	11	9	12
Mobile Banking	7	17	4	4	8	6	8	7	8	7

■ ■ – Significantly higher/lower than the total at 95% CL

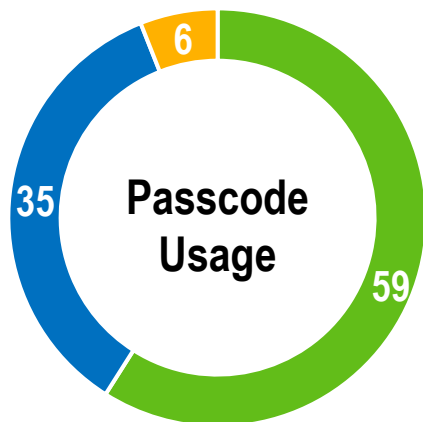
Q15. Which of the following types of apps do you have installed in your smartphone? Which else? Anything else?

3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

Awareness of phone's security features can be reinforced including more stringent passcodes and more frequent changing

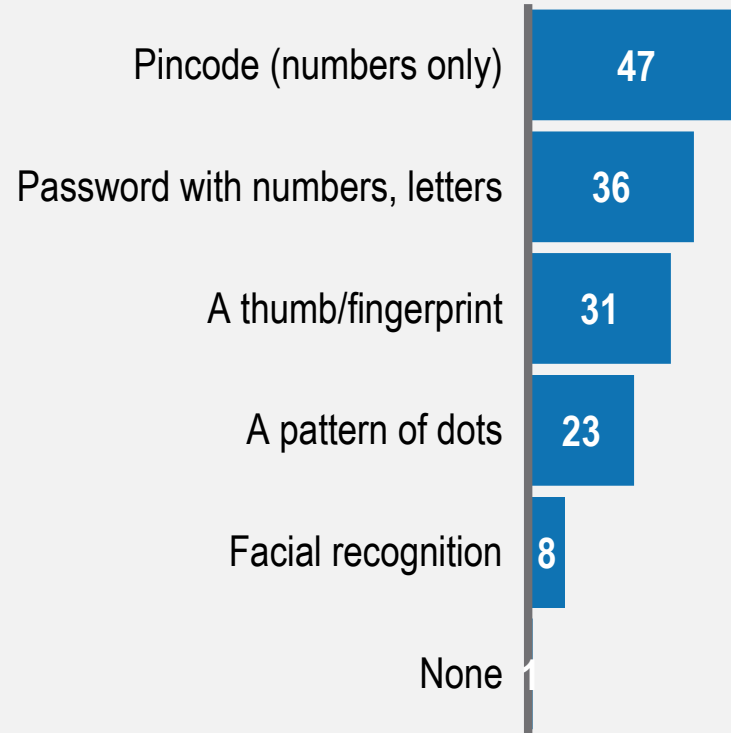


■ YES ■ NO



■ Yes, currently using
 ■ No, did not use ever
 ■ Used before

Type of passcode used



BASE – Total who use a passcode (590)

Frequency of changing passcode

IN WEEKS (NET)	1
Once a week	1
IN MONTHS (NET)	12
1x a month	8
2x a month	2
3x a month	1
5x a month	1
IN YEARS (NET)	15
Once a year	10
2x a year	3
Average in a year	11.38
SOMETIMES	22
NEVER	50

A more extensive use of internet and apps aligns with NCR and Urban population's higher awareness of phone's security features

Awareness of Security Features of Cellphone/Smartphone (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total who own cellphone/smartphone</i>									
<i>% to Total:</i>	98 %	13 %	43 %	21 %	23 %	18 %	24 %	52 %	46 %
Aware of security features of cellphone/ smartphone	44	63	45	39	51	39	37	51	36
Not aware of security features of cellphone/ smartphone	56	38	55	61	49	61	63	49	64

■ ■ – Significantly higher/lower than the total at 95% CL

Q41. First, are you aware of the security features of your cellphone/smartphone?

ABC and 18-29 y/o segments also register higher awareness of phone security features, a stark contrast compared to other segments

Awareness of Security Features of Cellphone/Smartphone (By Demographics)

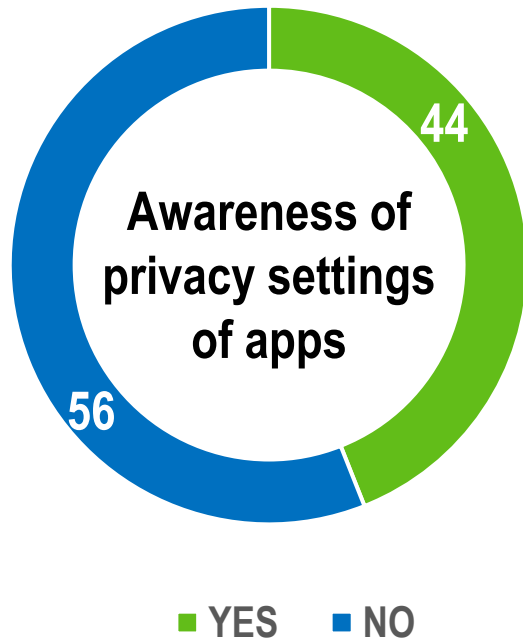
	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who own cellphone/smartphone</i>	98	24	49	26	35	23	18	22	50	49
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%	%
Aware of security features of cellphone/ smartphone	44	59	45	30	59	45	37	27	44	45
Not aware of security features of cellphone/ smartphone	56	41	55	70	41	55	64	73	56	55

BASE – Total who own cellphone/smartphone
■ ■ – Significantly higher/lower than the total at 95% CL

Q41. First, are you aware of the security features of your cellphone/smartphone?

3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

Consequently, reinforcing awareness of apps' privacy settings and frequent review may be needed going forward



Frequency of changing the privacy setting of the apps	
IN MONTHS (NET)	5
1x a month	4
2x a month	1
IN YEARS (NET)	45
Once a year	20
2x a year	14
3x a year	6
4x a year	5
5x a year	1
6x a year	1
Average in a year	12.42
SOMETIMES	13
NEVER	35

Lack of awareness of privacy settings in apps is evident in Central Luzon and the rural areas

Awareness of Privacy Settings of Apps in General (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total with smartphone % to Total:</i>	86 %	13 %	39 %	19 %	20 %	14 %	20 %	48 %	38 %
Aware of Privacy Settings of Apps	44	60	44	37	50	41	38	50	37
Not Aware of Privacy Settings of Apps	56	40	56	63	50	60	62	50	63

■ ■ – Significantly higher/lower than the total at 95% CL

Q46. In general, are you aware of the privacy settings of the apps that you are using?

While E eco class and older individuals lack familiarity with their apps' security features

Awareness of Privacy Settings of Apps in General (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total with smartphone</i>										
<i>% to Total:</i>	86	23	44	19	33	21	16	17	43	44
	%	%	%	%	%	%	%	%	%	%
Aware of Privacy Settings of Apps	44	54	43	36	57	45	34	29	44	45
Not Aware of Privacy Settings of Apps	56	46	57	64	43	55	67	71	56	55

■ ■ – Significantly higher/lower than the total at 95% CL

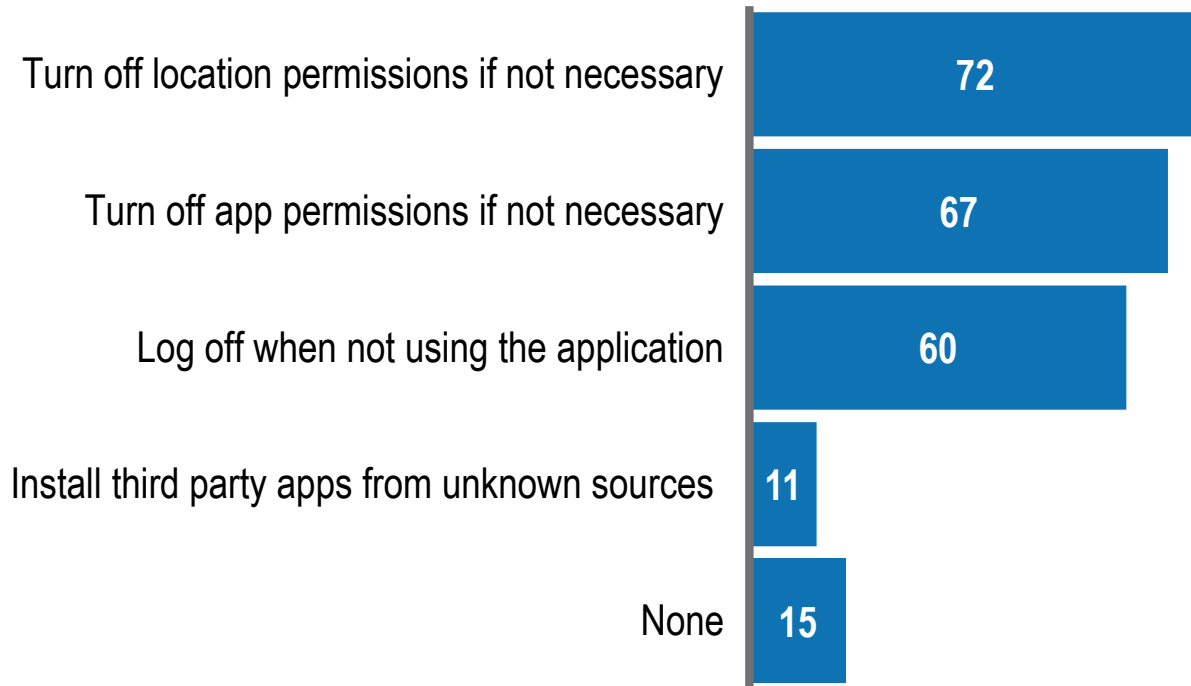
Q46. In general, are you aware of the privacy settings of the apps that you are using?

3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

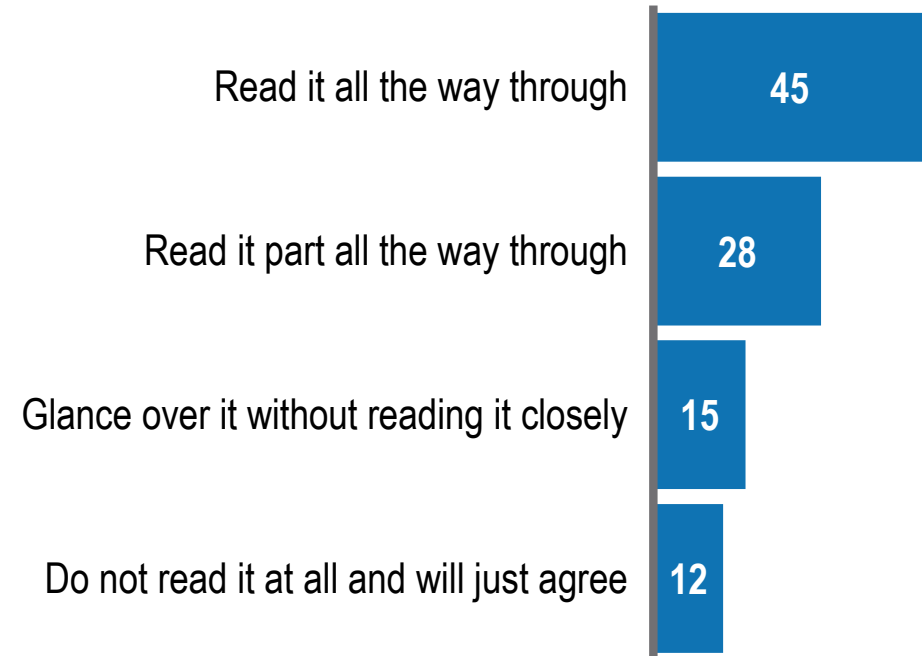
Smartphone security practices are done by the majority but with less who thoroughly browse through apps' terms and conditions



Smartphone practices

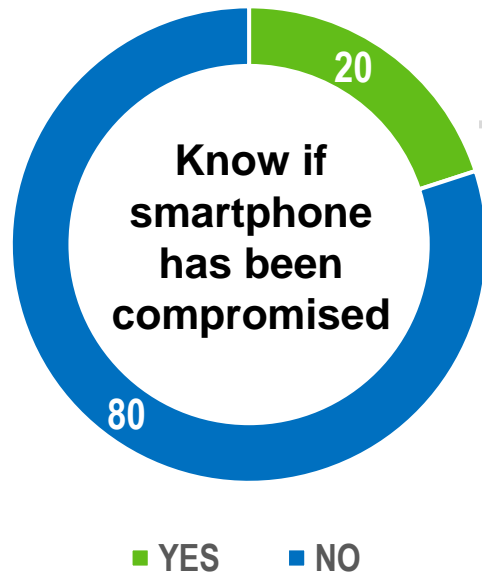


Practices on reading terms and conditions of app



3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

This, despite having only 1 in 5 who know if their smartphone's compromised, often when it's slow or unusable



Smartphone has been compromised if...	
Smartphone is running slow or unusable	11
Receive links or notifications	3
There is a virus scanner	1
Download files automatically	1
Apps are inaccessible	1
Receiving messages from unknown people	1

Mindanao smartphone users may be vulnerable to information misuse or hacking as almost all are unaware when their smartphone is compromised

Incidence of Knowing if Smartphone has been Compromised (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total with smartphone % to Total:</i>	86 %	13 %	39 %	19 %	20 %	14 %	20 %	48 %	38 %
Knows when smartphone is compromised	20	35	23	20	25	21	4	22	17
Doesn't know when smartphone is compromised	80	65	77	80	75	79	97	78	84

■ ■ – Significantly higher/lower than the total at 95% CL

Q51. Would you be able to tell if one's smartphone has already been compromised or infected with malware?

Not being able to tell if one's smartphone has been compromised is more commonly observed for both the lower income and female segments

Incidence of Knowing if Smartphone has been Compromised (By Demographics)

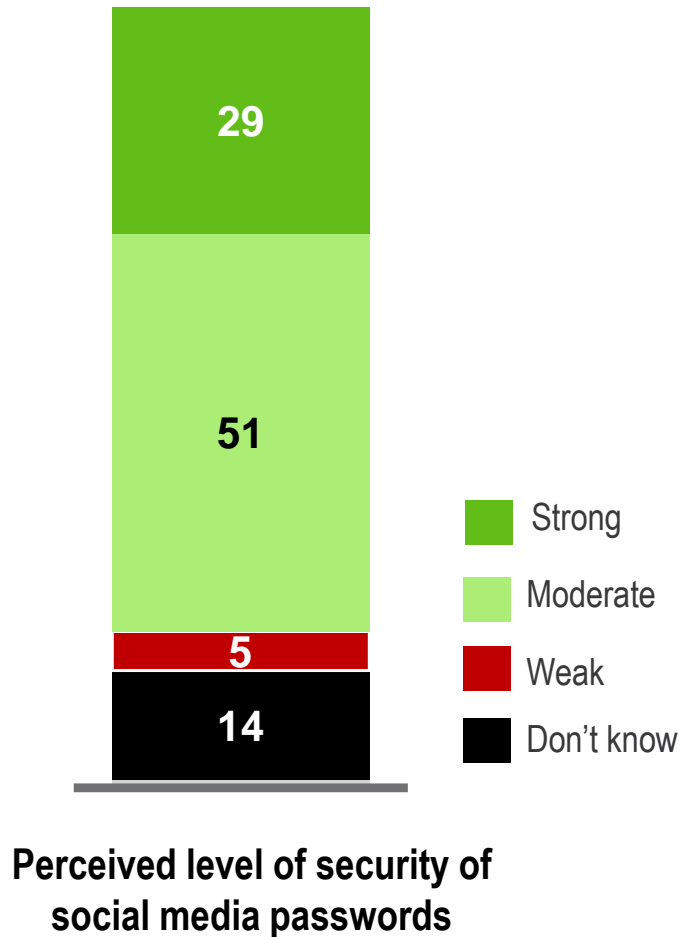
	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total who own smartphone % to Total:</i>	86 %	23 %	44 %	19 %	33 %	21 %	16 %	17 %	43 %	44 %
Knows when smartphone is compromised	20	28	20	11	25	18	15	17	23	16
Doesn't know when smartphone is compromised	80	72	81	89	75	82	85	83	77	84

■ ■ – Significantly higher/lower than the total at 95% CL

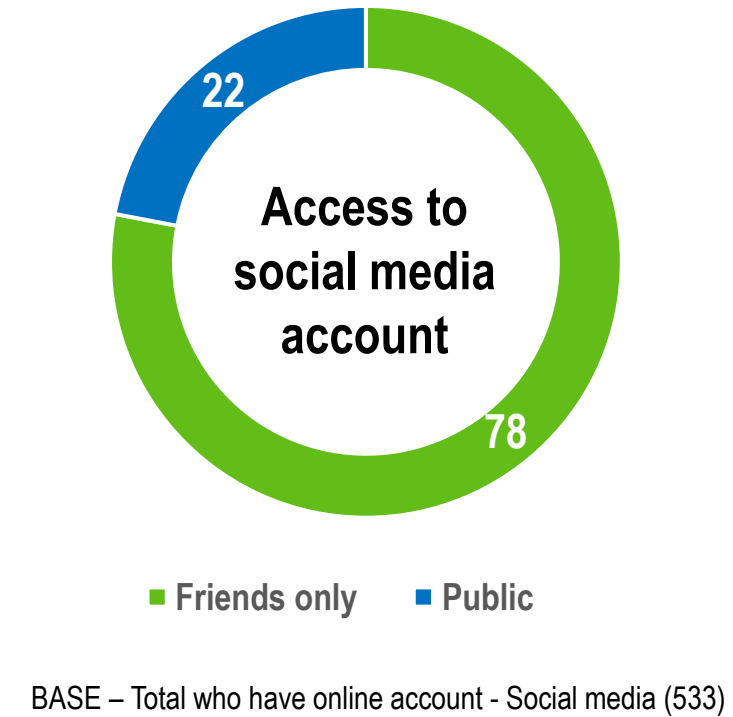
Q51. Would you be able to tell if one's smartphone has already been compromised or infected with malware?

3.3 PERSONAL PRACTICES DONE TO SECURE INFORMATION

Most social media users are confident with their password despite many who do not change it, with more who only have friends to visit their account



Frequency of social media password	
IN DAYS (NET)	1
IN MONTHS (NET)	8
1x a month	4
2x a month	3
3x a month	1
IN YEARS (NET)	12
Once a year	7
2x a year	3
3x a year	1
4x a year	1
Average in a year	24.33
SOMETIMES	19
NEVER	60



3

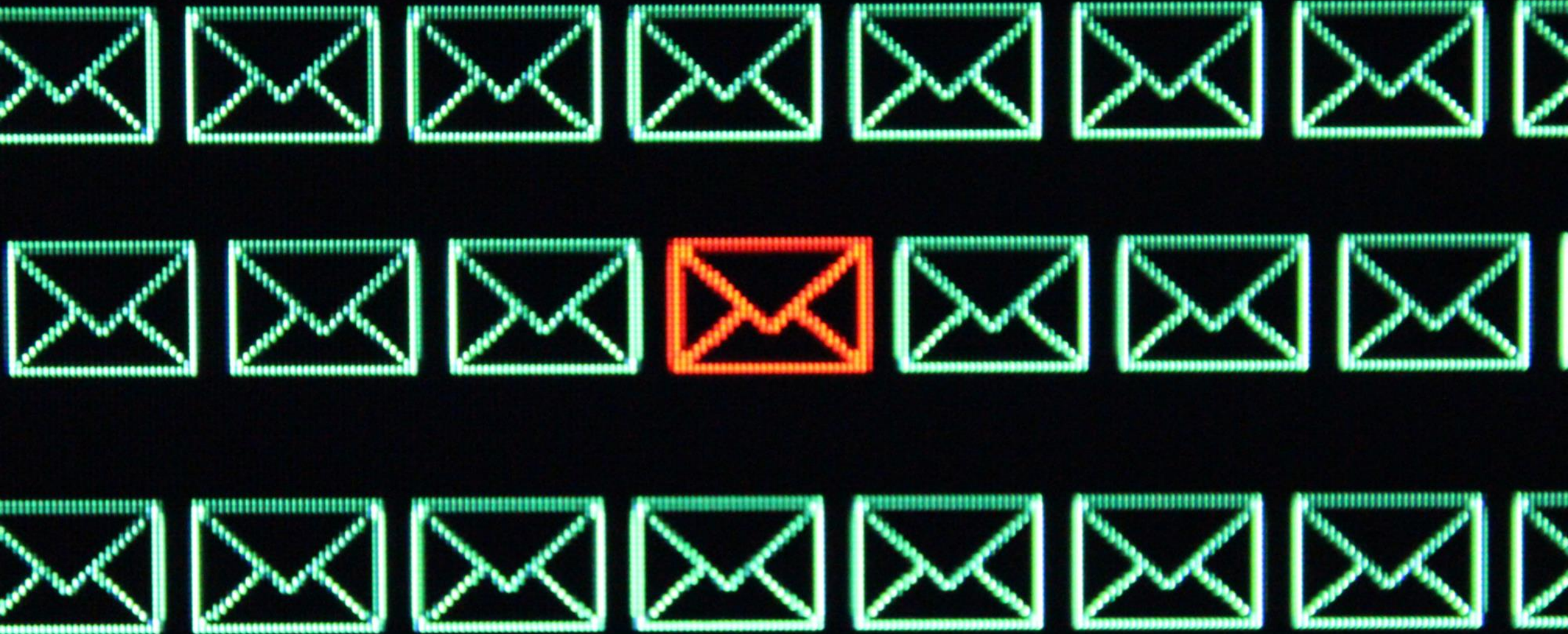
WILLINGNESS TO SHARE INFORMATION & PRACTICES ON PRIVACY POLICIES

A clear divide in practices done to protect information

- High willingness to share information (e.g. age, name, birthday, sex), more so for gov't agencies or transactions; NCR, NCL, and ABC most willing to share
- Encountering privacy policies *less frequently* (46%) and only reading it *sometimes* (40%) creates a need to better educate the public, more so in VIS, MIN, Rural, and among E eco class and older segments
- 44% are aware of the security features of one's phone or apps, less so in Mindanao, Rural areas as well as among E eco class and older segments

ON HEALTH INFORMATION

- High openness to share health information, regardless if identifiable or not especially among NCR and Urban segments
- Tangible policies and a warm approach to individuals help encourage sharing of health-related information

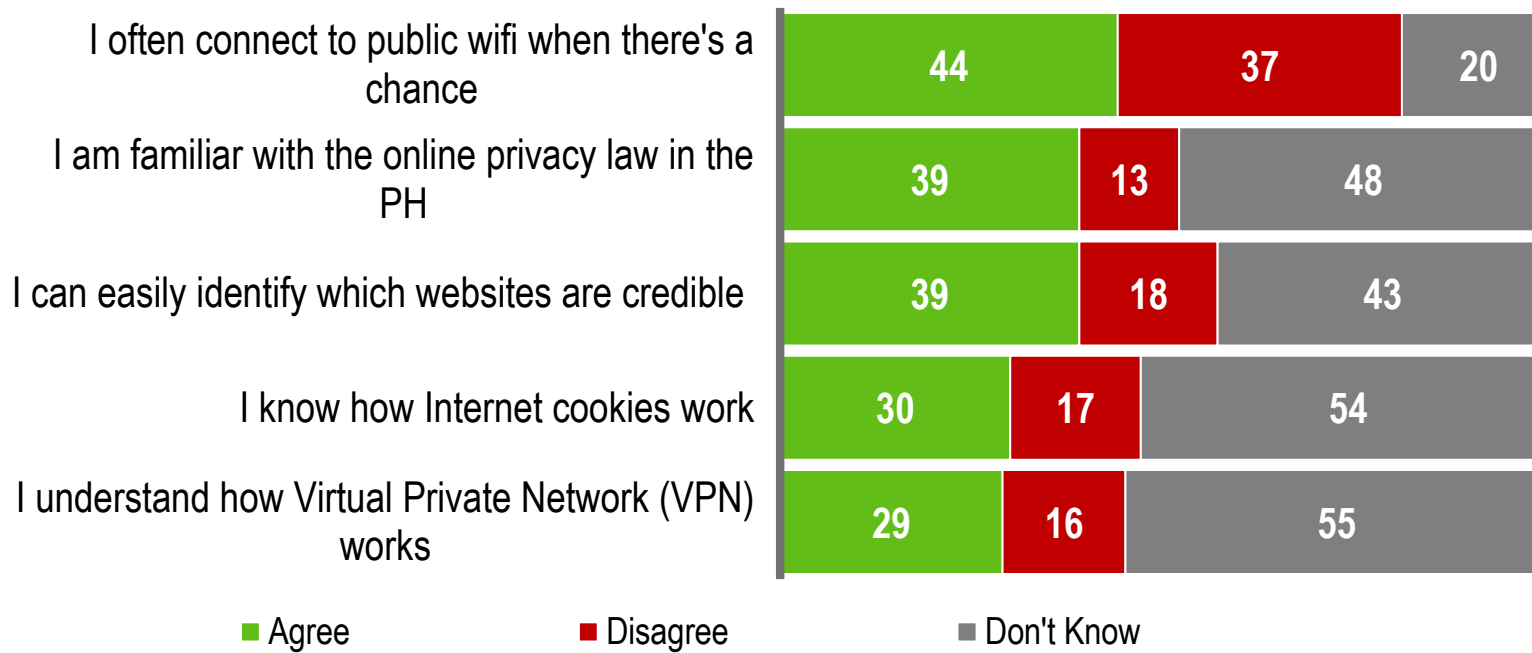


4 DATA PRIVACY THREATS, RISKS, AND RESOLUTION

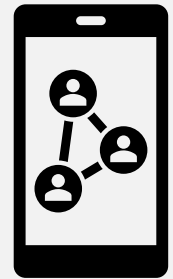
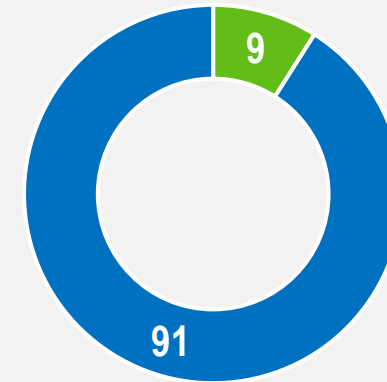
4.1 DATA PRIVACY THREATS AND RISKS

There's a need for better familiarity on internet security for the majority, more so on social media usage

Attitudinal Statements – Internet Security



Awareness of Business Models of Social Media



■ YES ■ NO

BASE – Total with social media account (533)

4.1 DATA PRIVACY THREATS AND RISKS

Spontaneous Privacy Risks (Top Answers)

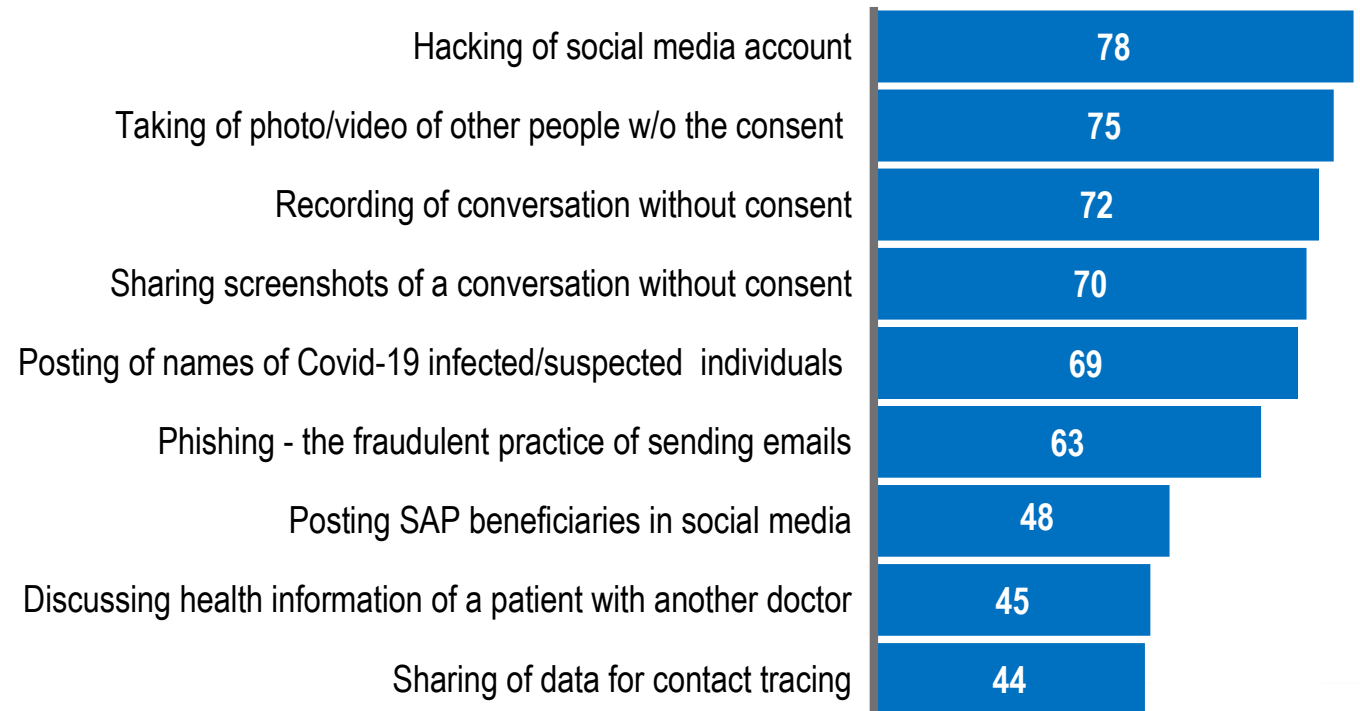
SOCIAL MEDIA	
	TOTAL PH
ON LACK OF SECURITY / PROTECTION (NET)	56
On Social Media Use (Subnet)	45
Hacked account	39

HEALTHCARE SETTING	
	TOTAL PH
ON HEALTHCARE (NET)	32
On Wrong Assessment & Effects (Subnet)	18
Failure to correctly diagnose/treat patients	9

ONLINE SHOPPING	
	TOTAL PH
ON CRIMES / ILLEGAL ACTIVITY (NET)	39
Scam / "Budol"	38
ON ONLINE SHOPPING (NET)	31
On Products Received / Bought (Subnet)	20
Wrong item received	10

Hacking and getting personal information without consent are the leading privacy risks in the digital space

Perceived Kinds of Misuse of Data

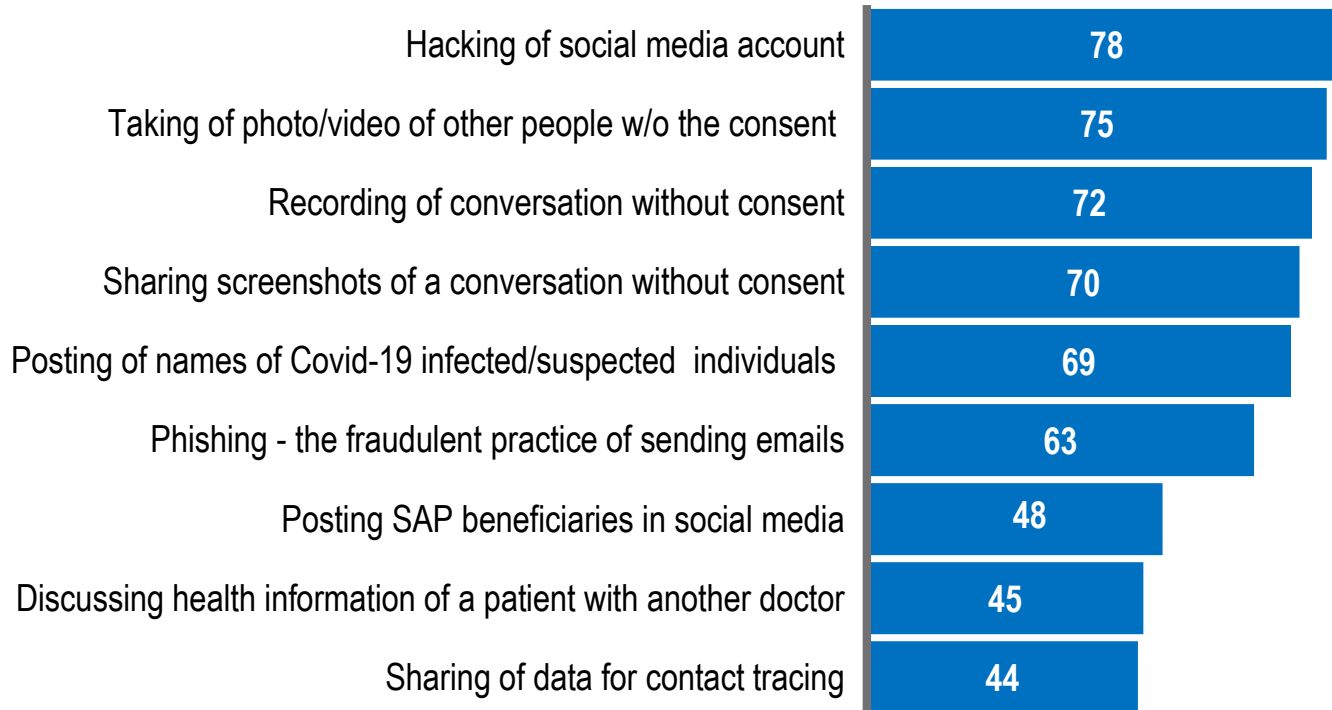


BASE – Total with total interviews (1000)

4.1 DATA PRIVACY THREATS AND RISKS

Hacking and getting personal information without consent are the leading privacy risks in the digital space

Perceived Kinds of Misuse of Data



Across regions, NCR, NCL, and Visayas are well-informed of the types of data misuse

Better familiarity with types of misuse would protect those in Mindanao

Perceived Kinds of Misuse of Data (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews % to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
Hacking of social media account	78	86	78	80	77	81	70	79	77
Taking of photo/video of other people without the consent of the subject	75	88	77	79	74	83	57	76	73
Recording of conversation without the knowledge of the other party	72	82	75	79	72	80	55	72	72
Sharing screenshots of a conversation without the consent of the other user	70	78	75	80	70	81	49	71	69
Posting of names of individuals who are either confirmed, probable, or suspected of COVID-19	69	75	71	77	65	74	57	70	67

■ ■ – Significantly higher/lower than the total at 95% CL

Q58. I have here a list of activities. Please tell me which of the following do you consider as misuse of personal data. Which else?

Across regions, NCR, NCL, and Visayas are well-informed of the types of data misuse

Better familiarity with types of misuse would protect those in Mindanao

Perceived Kinds of Misuse of Data (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Phishing	63	80	63	72	55	72	46	63	62
Posting SAP beneficiaries in social media, like Facebook.	48	64	54	60	48	47	30	48	48
Discussing health information of a patient with another doctor/colleague	45	52	48	55	40	43	38	45	45
Sharing of data for contact tracing	44	56	46	53	39	45	34	47	41

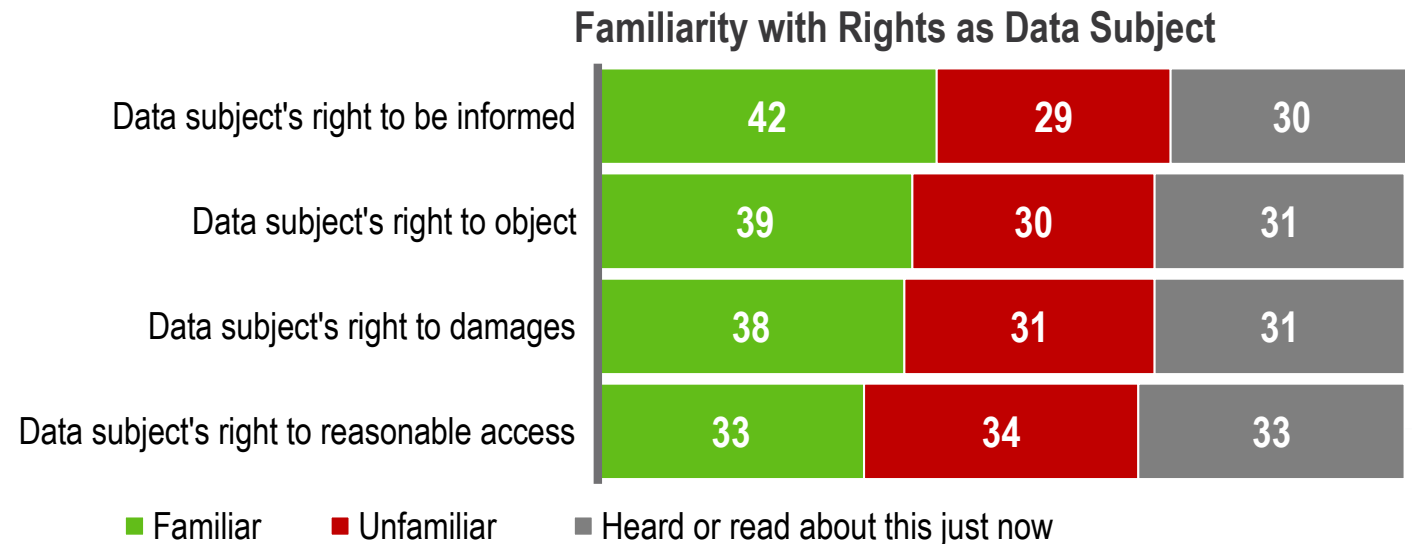
■ ■ – Significantly higher/lower than the total at 95% CL

Q58. I have here a list of activities. Please tell me which of the following do you consider as misuse of personal data. Which else?

4.1 DATA PRIVACY THREATS AND RISKS

And while the public does have a good grasp of possible misuse and risks, this comes with limited understanding of one's Data Subject Rights

BELIEFS	
	TOTAL PH
Internet usage is a personal information	43
It is safe to like/comment on a social media post	41
I'm confident that I can determine fake news	37
Social media habit is a factor in personal data misuse	35
I'm in favor of the bill requiring registration of IDs when using social media	31
It is safe to share photos on social media	30
Once information is on the Internet, Data Privacy Act no longer applies	23
It is safe to check-in/share location data in social media	18
None	22



Familiarity of data subject rights is more pronounced in NCR, less so in Visayas and Rural

Some familiarity noted in Mindanao on transmissibility of rights and right to be forgotten

Familiarity with Rights of Data Subject – FAMILIAR (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Right to erasure or blocking	45	65	44	50	39	38	40	52	36
Right to file a complaint	44	64	44	47	41	29	46	53	34
Right to rectify	42	61	41	44	39	29	43	52	31
Right to be informed	42	57	38	39	36	35	45	49	33
Right to object	39	57	37	41	34	33	39	48	29
Right to damages	38	53	37	38	37	30	39	48	28
Transmissibility of rights	38	48	35	38	31	28	45	44	31
Right to data portability	34	50	32	35	30	25	35	42	25
Right to reasonable access	33	47	34	41	28	18	36	41	24
Right to be forgotten	25	40	23	31	16	14	31	30	20
None	30	14	33	31	36	31	33	22	40

■ ■ – Significantly higher/lower than the total at 95% CL

Q67. I have here a list of rights of a data subject. Please tell me if you are familiar with it or not. If you have heard or read about it just now, please tell me so. Are you familiar with (READ OUT)?

Educating the E eco class and older individuals would help protect them by knowing their own rights

Familiarity with Rights of Data Subject – FAMILIAR (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>	11	24	49	27	35	23	18	23	50	50
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%	%
Right to erasure or blocking	45	57	45	33	53	43	42	36	44	46
Right to file a complaint	44	54	47	31	51	41	42	39	44	44
Right to rectify	42	53	44	28	48	41	42	34	39	45
Right to be informed	42	47	43	34	48	40	41	33	40	43
Right to object	39	48	40	31	45	34	37	37	35	43
Right to damages	38	46	39	30	43	35	36	37	36	41
Transmissibility of rights	38	41	41	28	42	38	34	34	38	37
Right to data portability	34	45	36	19	43	35	28	23	35	33
Right to reasonable access	33	43	33	25	40	31	33	27	33	33
Right to be forgotten	25	29	26	21	27	25	27	22	27	24
None	30	24	28	40	25	28	35	38	30	30

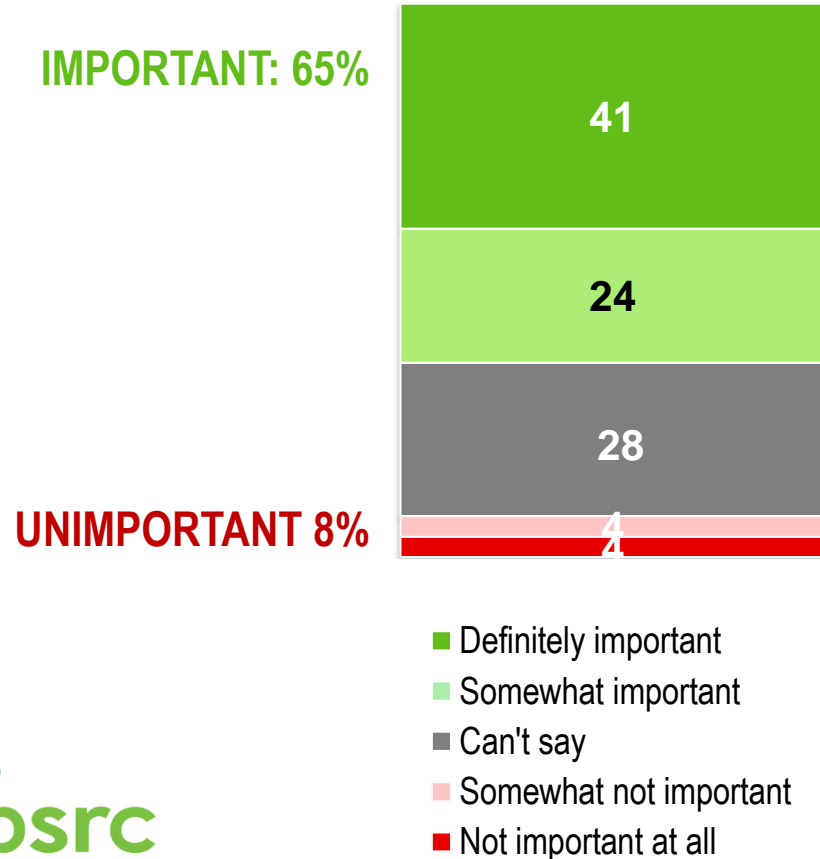
■ ■ – Significantly higher/lower than the total at 95% CL

Q67. I have here a list of rights of a data subject. Please tell me if you are familiar with it or not. If you have heard or read about it just now, please tell me so. Are you familiar with (READ OUT)?

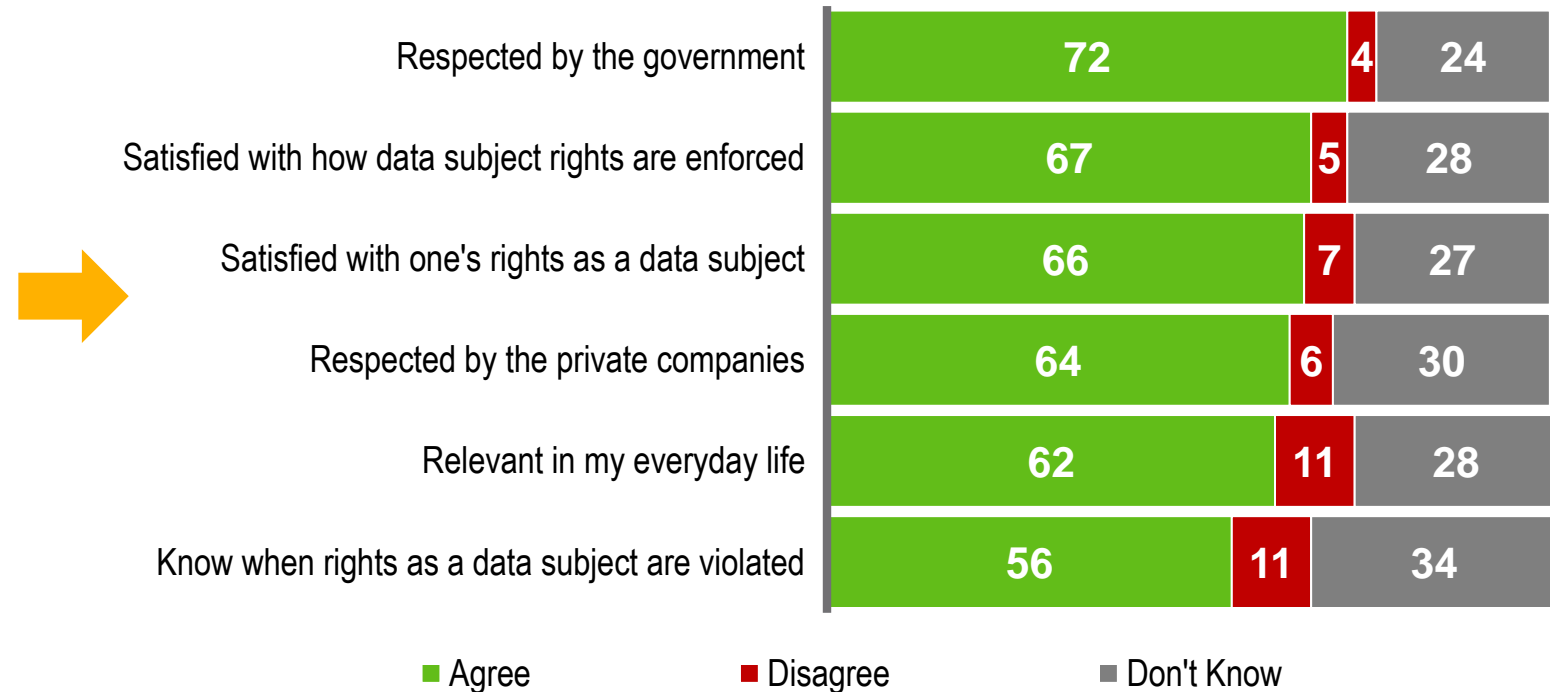
4.1 DATA PRIVACY THREATS AND RISKS

Perceived importance of Data Subject's Rights allow us to better reinforce awareness, even if the majority's satisfied with how rights are respected

Importance of Data Subject's Rights



Agreement Statements on Rights of a Data Subject



BASE – Total Interviews Nationwide (1000)

NCR registers highest regard for having data subject rights in everyday life

More Visayas and Rural individuals are unsure of its importance

Importance of Data Subject's Rights (By Area/Locale)

	AREA – BY REGION						LOCALE		
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
IMPORTANT	65	78	66	64	69	49	68	74	55
Definitely important	41	58	42	46	39	20	45	48	32
Somewhat important	24	20	24	18	30	30	23	26	23
CAN'T SAY	28	16	29	30	27	41	23	20	37
NOT IMPORTANT	7	7	5	7	4	10	10	7	8
Somewhat not important	4	4	3	3	2	6	4	3	4
Definitely not important	4	3	3	3	2	4	6	3	4

■ ■ – Significantly higher/lower than the total at 95% CL

Q68. Thinking about all the rights of data subjects that we discussed earlier, how important or unimportant are these rights in your day-to-day life?

Those who perceive data subject's rights as important are skewed to ABC and younger segments, E requires more education

Importance of Data Subject's Rights (By Area/Locale)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
IMPORTANT	65	76	65	56	73	62	60	61	64	66
Definitely important	41	53	40	31	47	38	39	36	40	41
Somewhat important	24	23	25	25	26	24	21	24	23	25
CAN'T SAY	28	20	27	36	20	31	34	31	29	27
NOT IMPORTANT	7	5	8	8	7	8	6	9	8	7
Somewhat not important	4	2	4	5	4	5	3	2	4	4
Definitely not important	4	2	4	4	3	3	3	7	4	3

■ ■ – Significantly higher/lower than the total at 95% CL

Q68. Thinking about all the rights of data subjects that we discussed earlier, how important or unimportant are these rights in your day-to-day life?

NCR and Urban individuals' more profound understanding or rights are echoed in how well they believe their rights are handled by the government or companies

Agreement Statements on Rights of a Data Subject – Agree (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>	100	13	44	21	23	19	24	53	47
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%
Data subject rights are respected by the government	72	85	67	67	68	67	76	80	63
I am satisfied with how my rights as a data subject are enforced	67	81	64	63	65	58	70	76	56
I am satisfied with the rights that I have as a data subject	66	82	61	61	61	57	74	76	55
Data subject rights are respected by the private companies	64	78	61	62	60	55	69	73	54
Data subject rights are relevant in my everyday life	62	81	63	63	63	47	62	72	50
I know when my right/ any of my rights as a data subject has been violated	56	72	57	56	58	41	57	66	44
None	17	8	19	18	20	19	14	10	24

■ ■ – Significantly higher/lower than the total at 95% CL

Q75. I have here some statements that other people say about the rights of a data subject. Please tell me if you agree or disagree with each one. Let us start with...(READ OUT STATEMENT)

Agreement on data subject's rights is more pronounced among ABC and younger segments

Agreement Statements on Rights of a Data Subject – Agree (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>	11	24	49	27	35	23	18	23	50	50
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%	%
Data subject rights are respected by the government	72	80	72	65	77	73	67	67	71	72
I am satisfied with how my rights as a data subject are enforced	67	78	66	57	71	67	63	62	65	69
I am satisfied with the rights that I have as a data subject	66	75	66	59	72	62	64	62	64	68
Data subject rights are respected by the private companies	64	72	67	52	71	65	63	52	63	65
Data subject rights are relevant in my everyday life	62	75	63	49	70	65	55	53	60	65
I know when my right/ any of my rights as a data subject has been violated	56	70	55	45	64	53	54	47	54	58
None	17	11	16	23	13	16	20	20	19	14

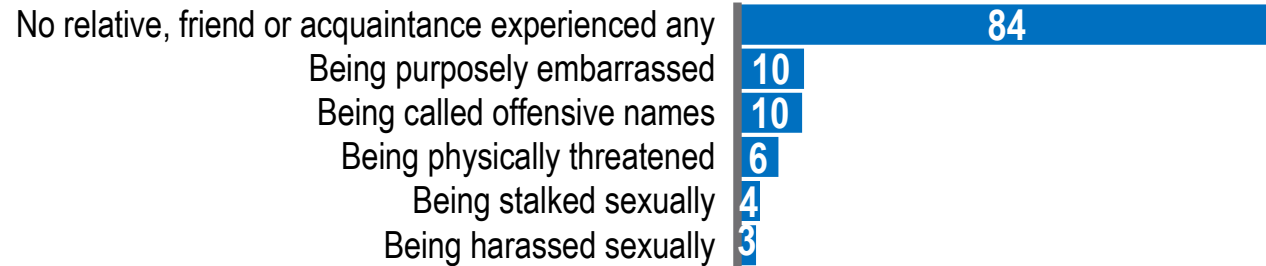
■ ■ – Significantly higher/lower than the total at 95% CL

Q75. I have here some statements that other people say about the rights of a data subject. Please tell me if you agree or disagree with each one. Let us start with...(READ OUT STATEMENT)

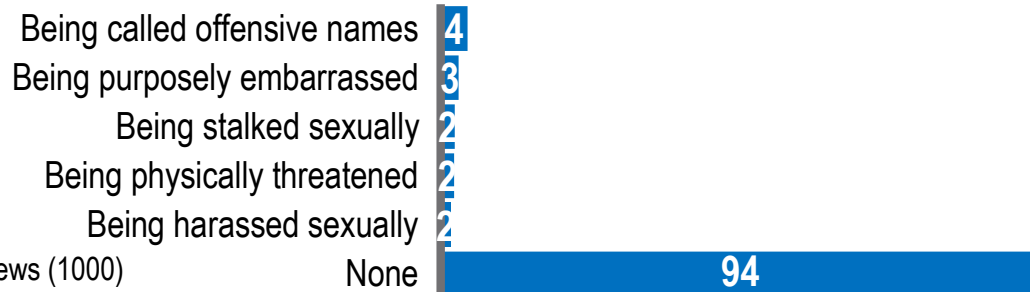
4.2 ACTUAL EXPERIENCE OF DATA MISUSE

Low incidence of data misuse, mostly occurring in FB for those who have experienced it

Incidence of Knowing Someone Who Experienced Untoward Acts Online



Incidence of Personally Experiencing Untoward Acts Online



BASE – Total with total interviews (1000)



BASE – Total who experienced untoward acts online personally (61)

TYPES OF DATA MISUSE IN P12M	
	TOTAL PH
Fake news	12
Hacked social media account	8
Incorrect spelling of name	6
Can't retrieve email/ social media account	5
Online scam	5
Hacked email	5
CAN'T RECALL/ DON'T KNOW	1
HAVE NOT EXPERIENCED ANY	75

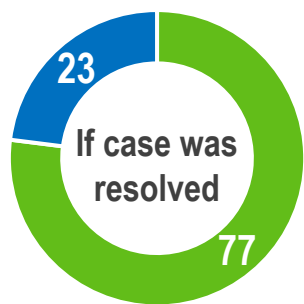
HARMS EXPERIENCED DUE TO MISUSE OF DATA	
	TOTAL PH
Anxiety	16
Embarrassed	15
Depression	11
Loss of confidentiality of my personal data	7
Damage to reputation	6
Discriminated	6
Loss of job/ livelihood	5
Loss of money	5
NONE	62

BASE – Total who experienced misuse of data (244)

4.2 ACTUAL EXPERIENCE OF DATA MISUSE

Unfriending or blocking are common practices in addressing untoward acts, more so than reporting

THINGS DONE TO ADDRESS UNTOWARD ACT/ MISUSE OF DATA	
	TOTAL PH
Unfriended or blocked the person	39
Blocked access to my personal data	14
Reported the person to the website or online service	12
Reported to proper authorities	10
NONE	39



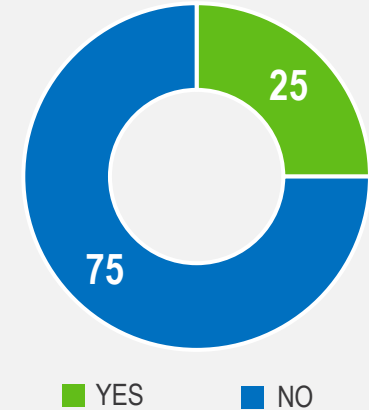
■ YES ■ NO

BASE – Total who experienced any untoward acts online or misuse of data (250)
 BASE – Total who experienced misuse of data in the P12M (244)

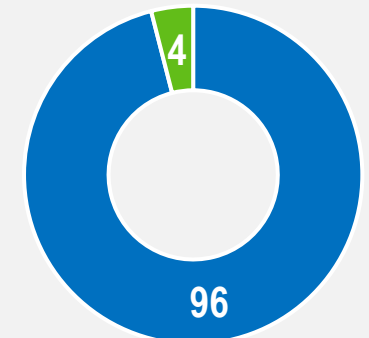
Filing of DPA complaints is a knowledge known only by 1 in 4, with few who have experienced filing

ON DPA VIOLATIONS

Incidence of knowing how to file a complaint regarding DPA violation

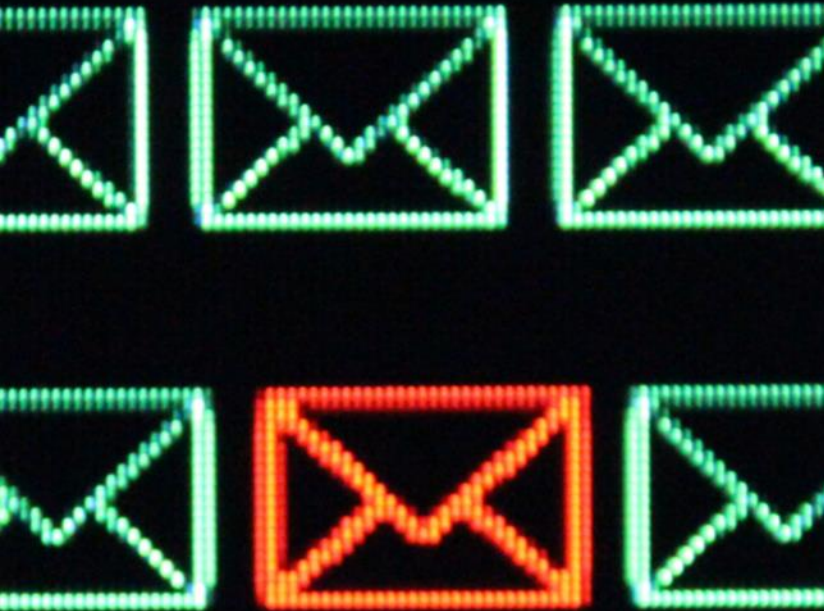


Whether or not experienced filing a complaint regarding DPA violation



BASE – Total Interviews (1000)

■ Did not file a complaint
 ■ Filed a complaint



4

**DATA PRIVACY
THREATS, RISKS,
AND RESOLUTION**

A deeper understanding of one's rights and how to file complaints are needed

- There's a need for better familiarity on internet security for the majority, more so on social media usage (only 9% aware of social media business model)
- 9% are also aware of Data Subject's Rights while 65% perceive that it's important; Both are more pronounced in NCR, Urban, among ABC and younger adults
- Only 6% experienced untoward acts online, most of which happened on Facebook
- 25% are aware of how to file complaint for DPA violations, with only 4% who experienced it



5 DATA PRIVACY INSTITUTIONS AND THE NPC

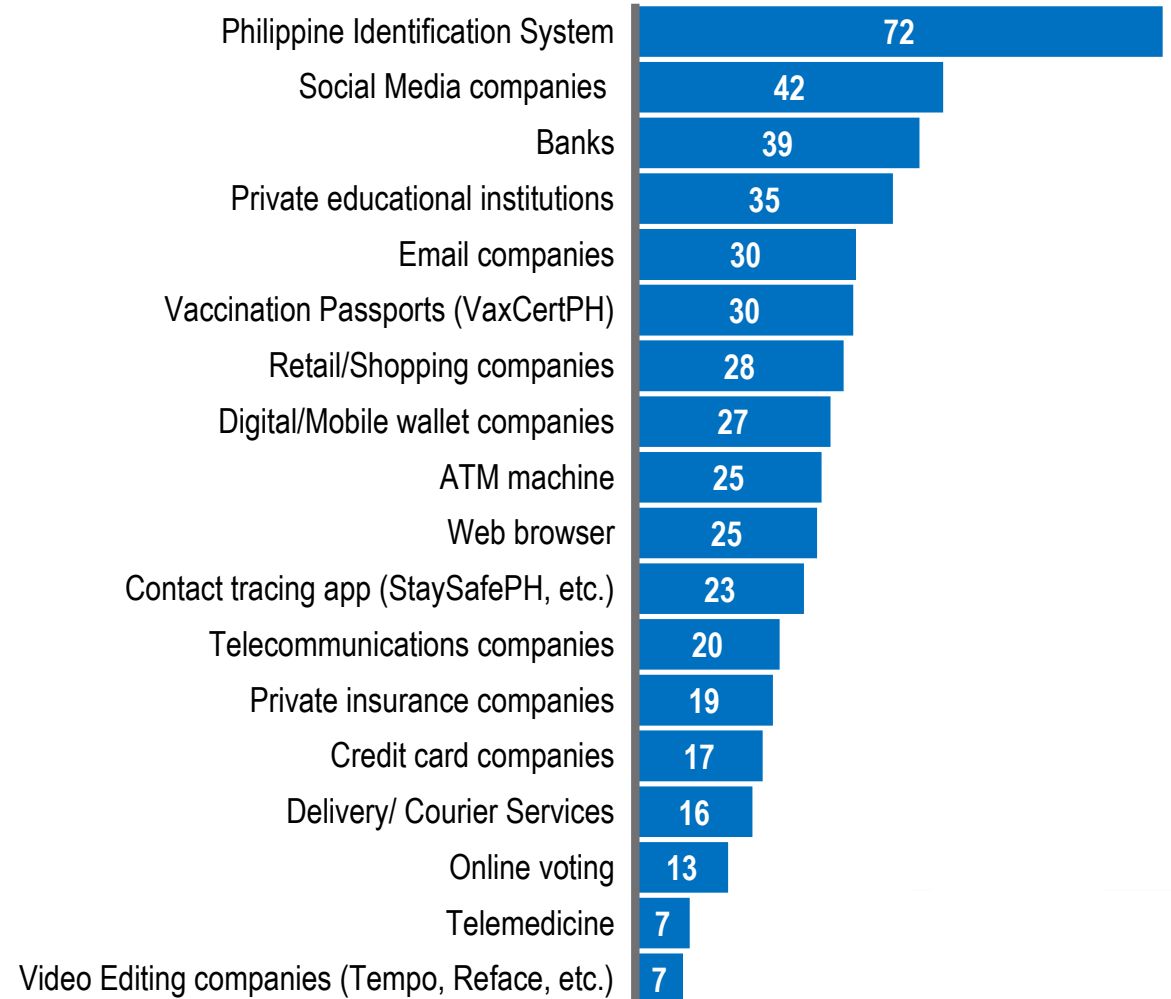
5.1 TRUST TOWARDS INSTITUTIONS

Only 1 in 20 individuals believe they can file complaints to the NPC
 Privacy policies, no negative news, and size of company all build trust

AGENCY / INSTITUTION WHERE ONE CAN FILE A COMPLAINT	
Police	43
NBI	19
Barangay	9
LGU	9
Lawyers	6
NPC	5
Trial courts	2
DON'T KNOW	32
FACTORS THAT INFLUENCE TRUST IN INSTITUTIONS	
Presence of privacy policy	58
Never heard negative news about the company's use of your data	38
The size of the company	20
Having a data protection officer or DPO	19
The advertisements of the company	13
DON'T KNOW	1
NONE	2

BASE – Total Interviews Nationwide (1000)

Trusted Institutions/Products/Services



Individuals in NCR and Urban areas tend to rely on the Police or NBI when filing a complaint

Not knowing where to file is more common in Visayas or in Rural areas

Perceived Agency or Institution Where One Can File a Complaint (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Police	43	56	38	33	42	44	43	49	36
NBI	19	34	20	22	18	15	11	24	12
Barangay	9	12	10	11	9	7	7	9	9
LGU	9	12	14	13	14	2	5	11	7
Lawyers	6	9	7	5	10	3	4	6	5
NPC	5	2	5	7	3	3	10	5	5
Trial Courts	2	3	3	3	3	2	*	2	3
Don't know	32	10	33	34	32	42	34	24	41

■ ■ – Significantly higher/lower than the total at 95% CL

Q74. If you feel that your personal information has been misused, maliciously disclosed, or improperly disposed, or that any of your rights as data subject have been violated, in which office, agency or institution will you file a complaint? Where else?

ABC and younger segments go to the Police or NBI to file a complaint; More lower income and female segments are unaware where to file

Perceived Agency or Institution Where One Can File a Complaint (By Demographics)

	TOTAL	SEC			AGE			GENDER	
		ABC	D	E	18- 29	30-39	40-49	M	F
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	24	49	27	35	23	18	50	50
	%	%	%	%	%	%	%	%	%
Police	43	53	42	36	46	40	45	39	40
NBI	19	26	18	13	24	17	14	15	18
Barangay	9	9	8	12	6	9	13	11	8
LGU	9	10	10	6	10	7	7	11	7
Lawyers	6	7	7	3	7	5	7	5	6
NPC	5	7	6	2	7	5	4	3	6
Trial Courts	2	2	2	2	2	2	2	2	2
Don't know	32	23	31	41	29	32	31	36	35

■ ■ – Significantly higher/lower than the total at 95% CL

Q74. If you feel that your personal information has been misused, maliciously disclosed, or improperly disposed, or that any of your rights as data subject have been violated, in which office, agency or institution will you file a complaint? Where else?

Trust across institutions is generally high in NCR, Balance Luzon, and in Urban areas

Trust in institutions/Products/Services (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Philippine Identification System	72	81	68	70	66	77	69	77	66
Social Media companies	42	58	46	40	52	43	24	45	38
Banks	39	41	49	55	44	27	27	36	41
Private educational institutions	35	40	40	41	39	33	25	33	37
Email companies	30	46	35	36	34	30	12	35	25
Vaccination Passports	30	59	33	29	36	17	18	34	25
Retail/Shopping companies	28	46	35	35	36	23	10	33	23
Digital/Mobile wallet companies	27	54	31	31	31	18	11	34	19
ATM machine	25	32	32	21	42	18	16	25	25
Web browser	25	45	27	28	26	24	11	29	20
Contact tracing apps	23	40	24	22	26	20	14	26	19
Telecommunications companies	20	27	26	25	28	15	7	21	18
Private insurance companies	19	18	21	24	19	19	16	20	18
Credit card companies	17	21	20	21	19	15	12	17	18
Delivery/Courier Services	16	39	17	12	21	11	7	22	10
Online voting	13	30	12	13	11	9	7	16	9
Telemedicine	7	13	9	7	11	3	4	8	7
Video Editing companies	7	10	7	8	7	3	6	7	6

■ ■ – Significantly higher/lower than the total at 95% CL

Q77. I have here a list of institutions, products, and services. Which of them do you trust in general?

Lower income and older segments are not as trusting in institutions, products, or services

Trust in institutions/Products/Services (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	11	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Philippine Identification System	72	77	70	71	70	68	77	73	73	70
Social Media companies	42	48	41	38	49	43	41	31	39	45
Banks	39	45	40	31	39	43	37	35	38	39
Private educational institutions	35	30	37	36	34	37	38	32	32	38
Email companies	30	41	31	19	39	31	27	17	30	30
Vaccination Passports	30	42	28	21	30	28	35	27	30	29
Retail/Shopping companies	28	39	29	17	32	34	30	15	26	30
Digital/Mobile wallet companies	27	39	26	17	31	28	30	16	25	29
ATM machine	25	35	25	18	24	30	22	25	25	26
Web browser	25	31	26	17	32	26	25	12	25	25
Contact tracing app	23	31	21	19	23	23	25	21	22	24
Telecommunications companies	20	25	21	13	19	24	21	15	22	17
Private insurance companies	19	19	20	16	21	22	17	14	18	20
Credit card companies	17	25	16	13	21	17	15	14	17	18
Delivery/Courier Services	16	25	16	9	17	20	17	9	15	17
Online voting	13	20	11	10	12	13	15	11	13	12
Telemedicine	7	14	6	5	5	6	11	9	6	9
Video Editing companies	7	12	6	3	7	11	4	4	6	7

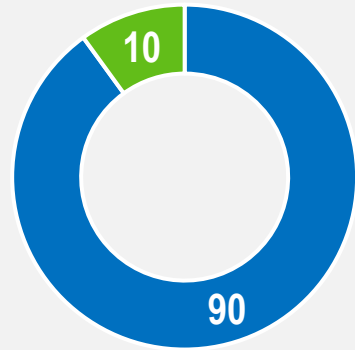
■ ■ – Significantly higher/lower than the total at 95% CL

Q77. I have here a list of institutions, products, and services. Which of them do you trust in general?

5.2 NPC AWARENESS AND PERFORMANCE

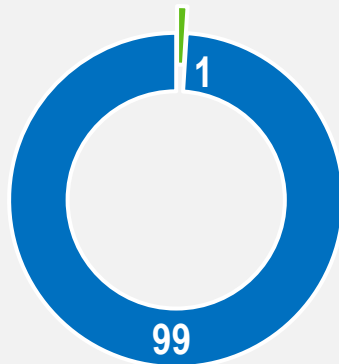
1 in 10 are aware of the NPC with TV and Social Media as effective awareness channels

Awareness of National Privacy Commission



■ Heard or read about this just now
■ Have heard or read about this

Incidence of filing a complaint at NPC



■ YES
■ NO

BASE – Total Interviews Nationwide (1000)

..mandate known highly revolves around safeguarding citizens' information

SOURCES OF AWARENESS OF NPC

Television	70
Facebook, Twitter, YouTube	44
Radio	29
Friends/Acquaintances	21
Family	12
Newspaper	9
Government personnel	6
Brochures, leaflets, pamphlets, etc.	5

THINGS KNOW ABOUT THE MANDATE OF NPC

Safeguard and protect the personal information of citizens	59
Administer and implement the Data Privacy Act of 2012	49
Monitor and ensure compliance of the country with intl. standards	27
DON'T KNOW	17

43% of those aware of NPC heard about issues related to the pandemic

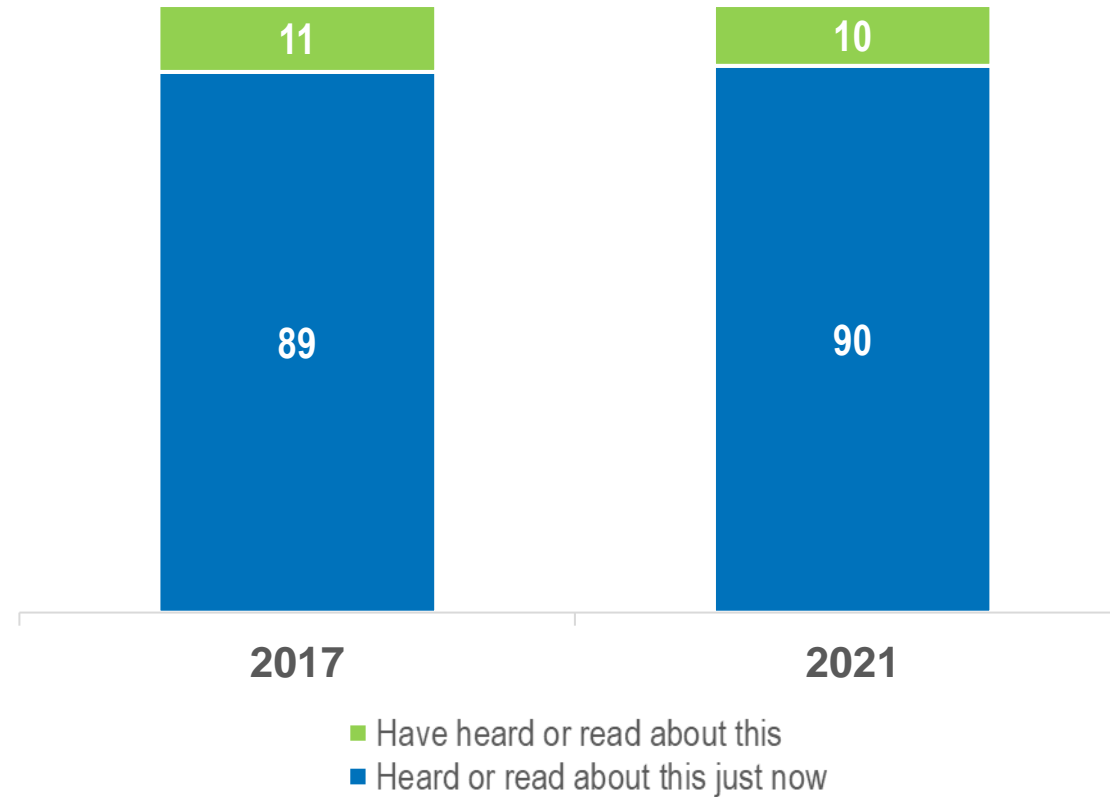


BASE - Total aware of National Privacy Commission (108)

5.2 NPC AWARENESS AND PERFORMANCE

1 in 10 are aware of the NPC

Awareness of the National Privacy Commission

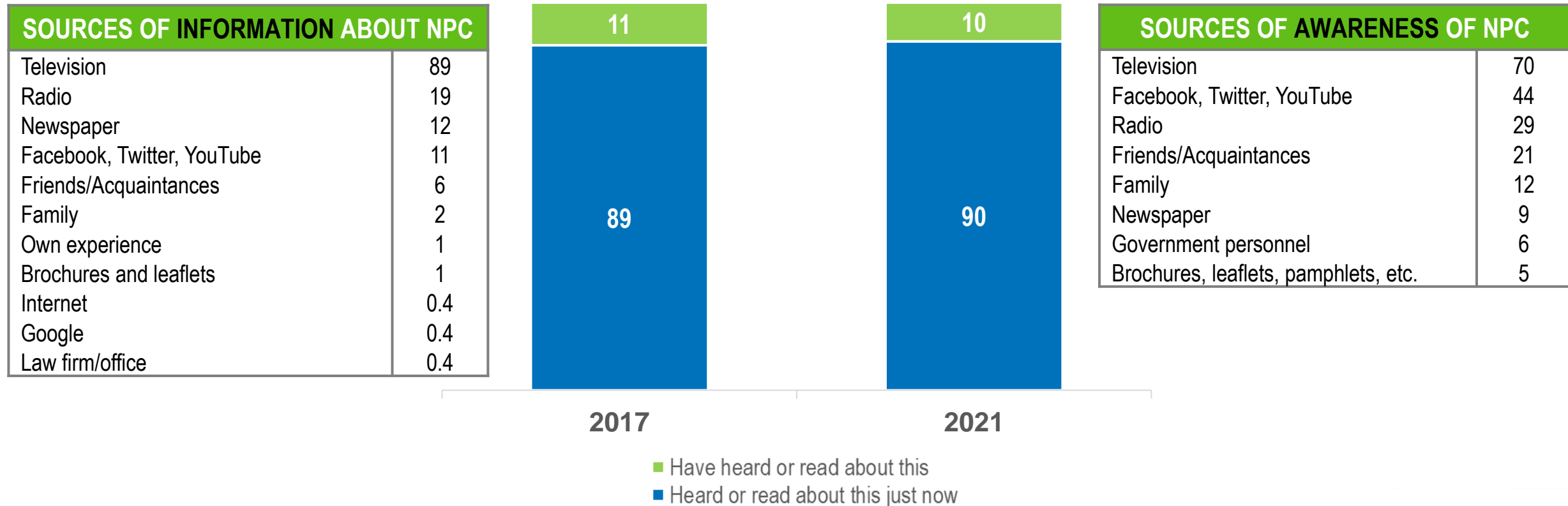


5.2 NPC AWARENESS AND PERFORMANCE

1 in 10 are aware of the NPC

TV remains to be the main source of awareness/information

Awareness of the National Privacy Commission



Only 1 in 10 are aware of the National Privacy Commission

Awareness is skewed to ABC segment

Awareness of National Privacy Commission

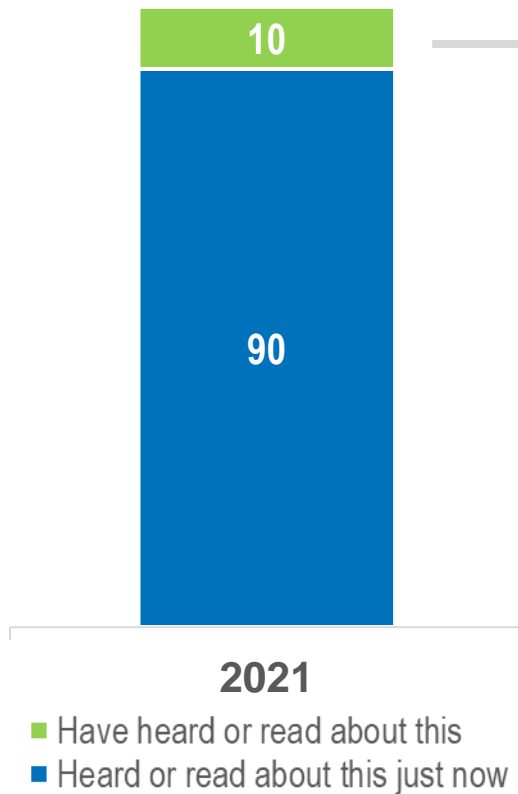
	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Have heard or read about this	10	14	11	13	8	5	12	12	8
Heard or read about this just now	90	86	89	87	92	96	88	88	92

	SEC				AGE				GENDER	
	TOTAL	ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	51	49
	%	%	%	%	%	%	%	%	%	%
Have heard or read about this	10	17	9	6	9	11	13	9	10	11
Heard or read about this just now	90	83	91	95	91	90	87	91	91	89

5.2 NPC AWARENESS AND PERFORMANCE

Among those who are aware of NPC, mandate known highly revolves around safeguarding citizens' information

Awareness of the NPC



THINGS KNOW ABOUT THE MANDATE OF NPC	
Safeguard and protect the personal information of citizens	59
Administer and implement the Data Privacy Act of 2012	49
Monitor and ensure compliance of the country with intl. standards	27
DON'T KNOW	17

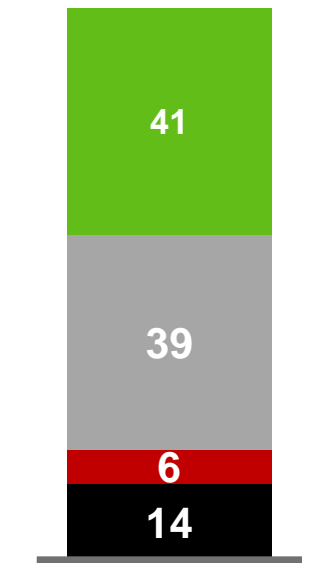
BASE - Total aware of National Privacy Commission (108)

Q80. What do you know about the mandate of the National Privacy Commission? What else?

5.2 NPC AWARENESS AND PERFORMANCE

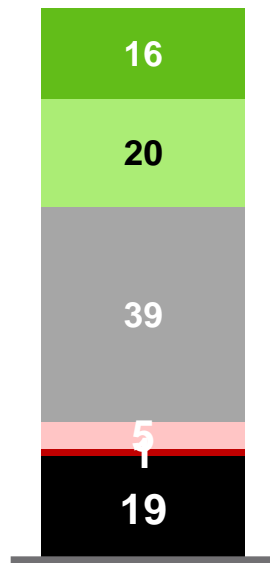
Growing awareness and familiarity would be key in improving satisfaction, trust, and engagement with the NPC

Overall Satisfaction Rating of the NPC



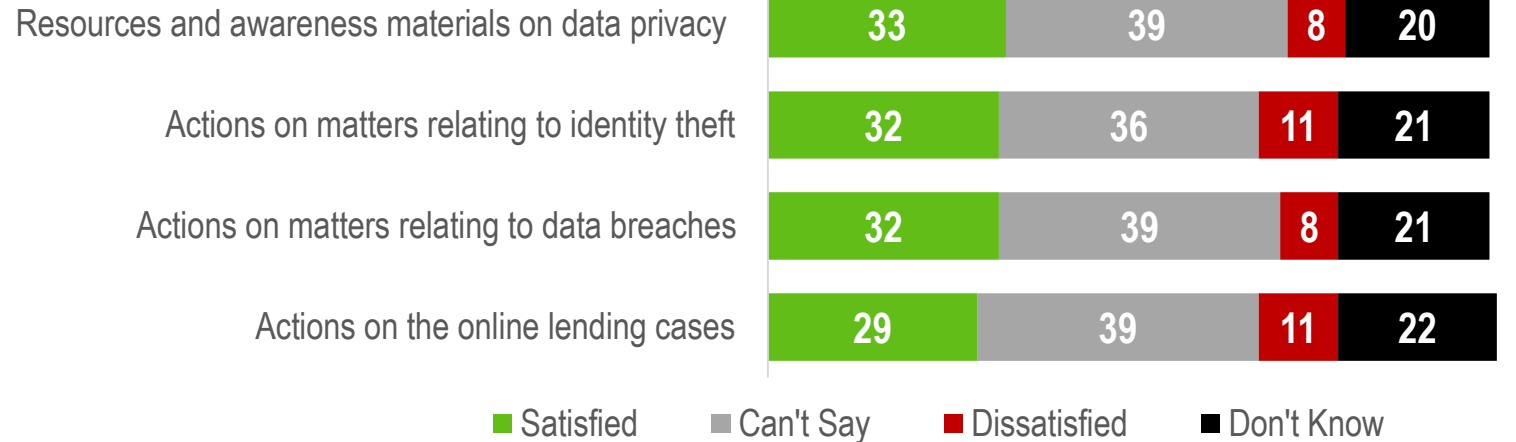
■ Satisfied
■ Can't Say
■ Dissatisfied
■ Never heard/Don't know

Trust rating on the NPC



■ Very much
■ Somewhat much
■ Undecided
■ Somewhat little
■ Very little
■ Never heard/Don't Know

Satisfaction Rating on the Actions/Materials of NPC



■ Satisfied
 ■ Can't Say
 ■ Dissatisfied
 ■ Don't Know

EVER ATTENDED/AVAILED PROGRAMS OF NPC

Privacy, Safety, Security, and Trust Online (PSST!)	2
Data Privacy Training and Orientation	2
The Kabataang Digital (KD)	1
Data Protection Officer Accountability, Compliance and Ethics Training Program (DPO ACE)	1
None	97

Despite varying levels of familiarity when it comes to data privacy, individuals in both NCR and Mindanao express higher satisfaction with the NPC; High satisfaction also in Urban

Overall Satisfaction Rating of NPC (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
SATISFIED	41	55	39	34	43	30	48	50	32
Very satisfied	22	31	18	20	17	10	33	27	16
Somewhat satisfied	20	24	20	14	26	20	16	23	16
CAN'T SAY	39	22	46	51	41	43	34	31	48
DISSATISFIED	6	6	7	8	6	3	6	6	6
Somewhat dissatisfied	3	3	5	6	4	1	3	4	3
Very dissatisfied	3	3	2	2	2	2	3	2	3
NEVER HEARD/ DON'T KNOW	14	17	9	7	11	24	11	13	14

Higher satisfaction towards the NPC is also noted among ABC and younger segments

Overall Satisfaction Rating of NPC (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
SATISFIED	41	51	41	34	47	42	40	34	39	44
Very satisfied	22	28	22	16	26	21	22	15	20	23
Somewhat satisfied	20	23	19	17	21	21	18	18	19	20
CAN'T SAY	39	33	40	45	36	41	39	44	40	39
DISSATISFIED	6	4	6	6	4	7	7	6	7	4
Somewhat dissatisfied	3	3	4	3	4	3	3	3	4	3
Very dissatisfied	3	1	3	3	*	4	4	3	4	1
NEVER HEARD/ DON'T KNOW	14	12	13	16	13	11	14	17	13	14

■ ■ – Significantly higher/lower than the total at 95% CL

Q87. How satisfied or dissatisfied are you with the performance of the National Privacy Commission on the overall? Are you...(SHOWCARD)?

Higher degree of trust towards the NPC is expressed in NCR, Mindanao, and Urban areas

There's a need to better build trust in Balance Luzon and Rural areas

Trust Rating of NPC (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
BIG TRUST	36	52	33	33	34	19	46	45	26
Very much	16	34	13	13	12	1	27	23	10
Somewhat much	20	19	21	20	21	18	19	22	17
UNDECIDED	39	27	52	52	51	42	19	34	45
SMALL TRUST	6	5	4	5	3	6	11	6	6
Somewhat little	5	4	3	4	3	4	9	5	5
Very little	1	1	1	1	1	1	2	2	1
NEVER HEARD/ DONT KNOW	19	16	11	10	12	34	24	15	23

■ ■ – Significantly higher/lower than the total at 95% CL

Q89. Please tell me if your trust for the National Privacy Commission is VERY MUCH, SOMEWHAT MUCH, SOMEWHAT LITTLE, VERY LITTLE or UNDECIDED. If you have never heard of or do not know much about the National Privacy Commission, that's fine. Just tell me so

There's room to better build NPC trust across demographic segments, more so among older and E eco class individuals

Trust Rating of NPC (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
BIG TRUST	36	45	37	27	40	32	41	30	35	37
Very much	16	23	17	10	18	12	23	14	17	16
Somewhat much	20	22	20	16	22	20	18	16	18	21
UNDECIDED	39	38	38	42	38	41	35	41	39	39
SMALL TRUST	6	5	7	6	6	7	5	7	6	6
Somewhat little	5	4	5	5	5	5	4	6	5	5
Very little	1	*	2	1	1	2	1	1	1	1
NEVER HEARD/ DONT KNOW	19	13	18	26	16	20	19	22	21	18

■ ■ – Significantly higher/lower than the total at 95% CL

Q89. Please tell me if your trust for the National Privacy Commission is VERY MUCH, SOMEWHAT MUCH, SOMEWHAT LITTLE, VERY LITTLE or UNDECIDED. If you have never heard of or do not know much about the National Privacy Commission, that's fine. Just tell me so

Many are still not familiar with NPC's actions and materials

Hence, satisfaction is still low

Satisfaction Rating on the Actions/Materials of NPC – Top Box (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>	100	13	44	21	23	19	24	53	47
<i>% to Total:</i>	%	%	%	%	%	%	%	%	%
Actions on matters relating to identity theft	20	32	14	16	13	7	33	26	13
Actions on matters relating to data breaches	17	25	12	14	9	7	30	22	12
Resources and awareness materials on data privacy	17	28	13	12	13	4	29	22	11
Actions on the online lending cases	16	24	10	12	9	4	31	21	10
None	74	58	80	79	82	89	58	65	83

■ ■ – Significantly higher/lower than the total at 95% CL

Q86. Thinking about the different actions/materials of NPC, please tell me how satisfied or dissatisfied you are with the following...

Many are still not familiar with NPC's actions and materials

Hence, satisfaction is still low

Satisfaction Rating on the Actions/Materials of NPC – Top Box (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Actions on matters relating to identity theft	20	28	19	13	24	16	22	15	21	18
Actions on matters relating to data breaches	17	23	17	12	20	14	19	13	16	18
Resources and awareness materials on data privacy	17	24	16	11	21	16	13	14	16	18
Actions on the online lending cases	16	17	18	10	18	14	16	14	16	16
None	74	63	74	83	68	75	75	79	73	74

■ ■ – Significantly higher/lower than the total at 95% CL

Q86. Thinking about the different actions/materials of NPC, please tell me how satisfied or dissatisfied you are with the following...

5.2 NPC AWARENESS AND PERFORMANCE

Growing awareness and familiarity would be key in improving satisfaction, trust, and engagement with the NPC

Reasons for Overall Satisfaction Rating of NPC

Total who are satisfied with NPC	
	TOTAL PH
GAVE FAVORABLE COMMENTS	<u>92</u>
ON SECURITY AND PROTECTION (NET)	<u>53</u>
To protect data privacy	20
To protect personal information	9
For safety / security / protection	7
To protect and secure one's data	5
For people's protection	4
A law passed to protect one's rights	4
FUNCTION OR MANDATE (NET)	<u>14</u>
They uphold their responsibilities	6
They uphold their obligation to the people re	2
To help in data privacy	2

BASE – Total Interviews who are satisfied with the NPC (421)

Total who are dissatisfied with NPC	
	TOTAL PH
GAVE UNFAVORABLE COMMENTS	<u>26</u>
ON UNFAMILIARITY (NET)	<u>8</u>
I do not know much on how to secure my information	6
It is not well-known	2
ON LACK OF TRUST / CREDIBILITY (NET)	<u>7</u>
Not being followed	3
Not sure if effective	3
ROLE OF THE NPC (To know the truth)	<u>5</u>
No idea / Don't know	<u>47</u>

BASE – Total Interviews who are dissatisfied with the NPC (49)

5 DATA PRIVACY INSTITUTIONS AND THE NPC

While few (10%) are aware of the NPC, those who are have a good grasp of how protected they are because of it

- Police and NBI are the institutions where most people believe they can file data privacy complaints (43% and 19% in 2021 vs 36% and 7% in 2017, respectively)
- 10% are aware of the National Privacy Commission mainly through TV, Facebook, Twitter, or YouTube
- 41% satisfaction and 36% trust rating towards the NPC, with NCR, Mindanao, Urban, ABC, and younger segments registering higher scores
- Satisfied individuals are able to articulate how the NPC protects them (e.g. to protect personal information, protect data privacy, for security)



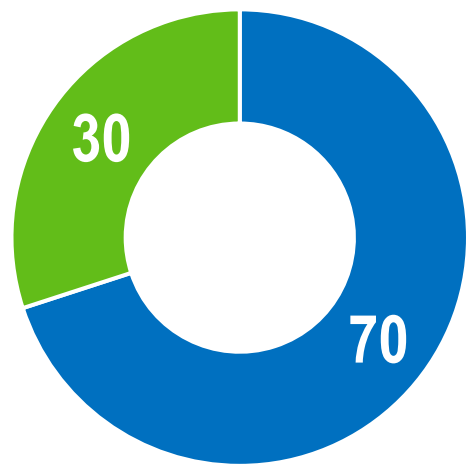
6

SIM CARD REGISTRATION & CHILD PROTECTION

6.1 THE PROPOSED SIM CARD REGISTRATION ACT

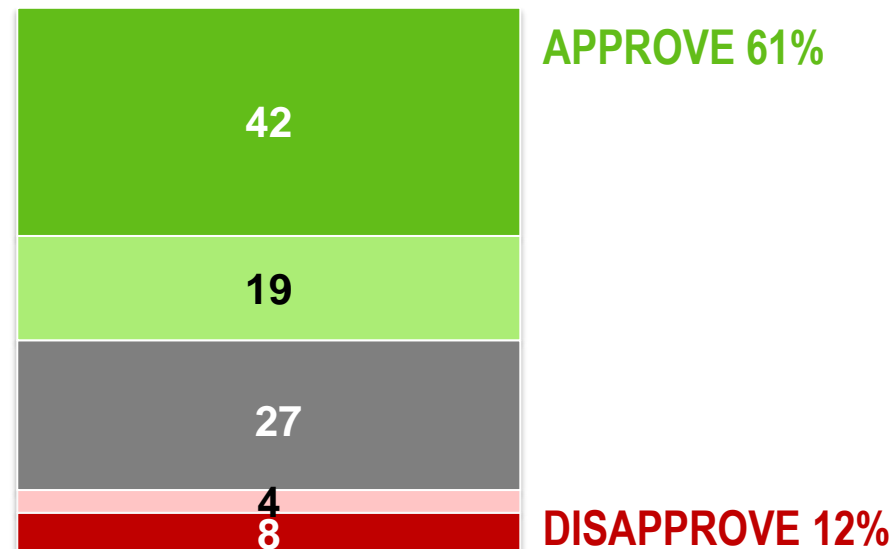
Better reach and familiarity are needed in order to maximize the public's openness to SIM Card Registration

Awareness on the SIM Card Registration Act



- Heard or read about this just now
- Have heard or read about this

Approval of the SIM Card Registration Act

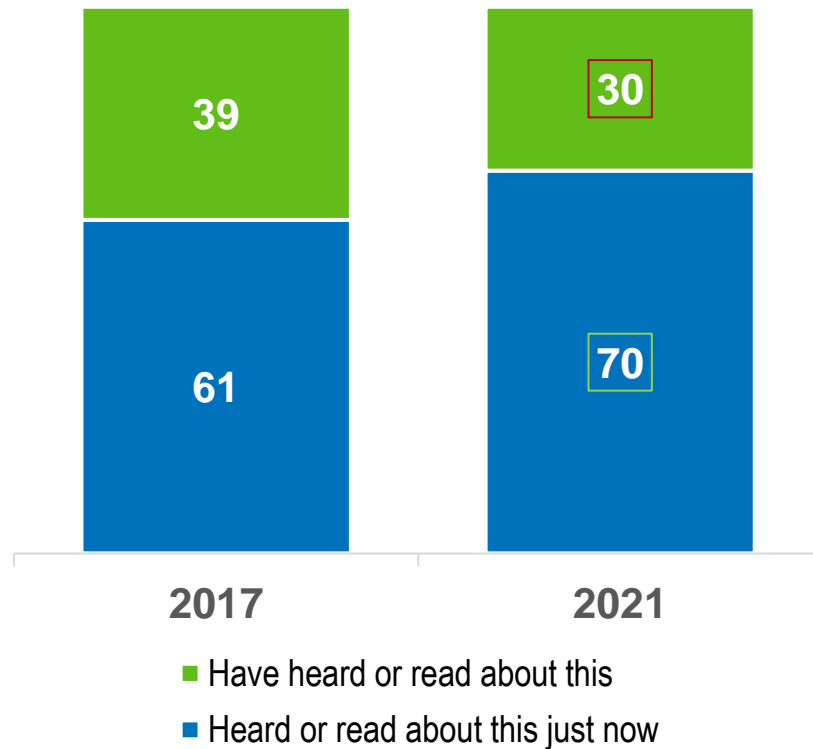


- Strongly approve
- Somewhat approve
- Undecided
- Somewhat disapprove
- Strongly disapprove

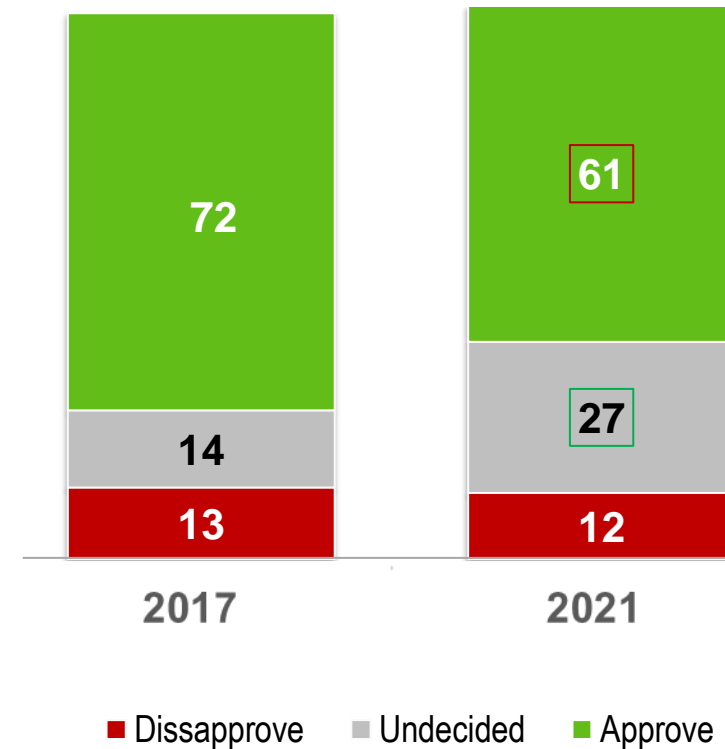
6.1 THE PROPOSED SIM CARD REGISTRATION ACT

Better reach and familiarity are needed in order to maximize the public's openness to SIM Card Registration

Awareness on the SIM Card Registration Act



Approval of the SIM Card Registration Act



■ ■ – Significantly higher/lower than 2017 at 95% CL

BASE – Total Interviews Nationwide (1000)

A big majority are unaware of the proposed SIM Card Registration act

Lack of awareness is higher in VisMin and rural areas

Aided Awareness on the Proposed SIM Card Registration Act (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100	13	44	21	23	19	24	53	47
	%	%	%	%	%	%	%	%	%
Have heard or read about this	30	48	32	28	35	21	24	37	22
Heard or read about this just now	70	52	68	72	65	79	76	63	78

■ ■ – Significantly higher/lower than the total at 95% CL

Q90. The proposed SIM Card Registration Act is a senate bill that aims to register all pre-paid sim cards of cell phones to prevent threats of terrorism and crime such as the use of cell phone in bombing and text scams. Have you heard or read anything regarding this proposed law, or you only heard or read about this now?

Unawareness of the SIM Card Registration Act is also evident among the E income class

Aided Awareness on the Proposed SIM Card Registration Act (By Demographics)

	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
Have heard or read about this	30	38	32	19	32	26	31	29	28	32
Heard or read about this just now	70	62	68	81	68	74	69	71	72	68

■ ■ – Significantly higher/lower than the total at 95% CL

Q90. The proposed SIM Card Registration Act is a senate bill that aims to register all pre-paid sim cards of cell phones to prevent threats of terrorism and crime such as the use of cell phone in bombing and text scams. Have you heard or read anything regarding this proposed law, or you only heard or read about this now?

Upon aiding, high approval can be expected from those in NCR, Mindanao, and Urban

Approval of the Proposed SIM Card Registration Act (By Area/Locale)

	AREA – BY REGION							LOCALE	
	TOTAL	NCR	Balance Luzon	North / Central Luzon	South Luzon and Bicol	Visayas	Mindanao	Urban	Rural
<i>BASE – Total Interviews</i>									
<i>% to Total:</i>	100 %	13 %	44 %	21 %	23 %	19 %	24 %	53 %	47 %
APPROVE	61	77	55	52	57	50	72	69	52
Strongly approve	42	56	38	39	38	29	51	50	33
Somewhat approve	19	21	16	14	19	22	22	19	19
UNDECIDED	27	18	33	33	33	33	18	22	34
DISAPPROVE	12	5	13	15	11	17	9	9	15
Somewhat disapprove	4	1	6	5	6	5	3	4	5
Strongly disapprove	8	4	7	10	5	12	7	6	10

■ ■ – Significantly higher/lower than the total at 95% CL

Q91. Do you approve or disapprove of the proposed SIM Card Registration Act that aims to register all pre-paid SIM card of cell phones to suppress the threats of terrorism and crime?

The upper to middle income classes are open to accepting the proposed act while uncertainty is expressed by many E individuals

Approval of the Proposed SIM Card Registration Act (Demographics)

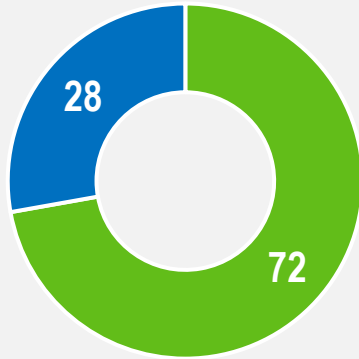
	TOTAL	SEC			AGE				GENDER	
		ABC	D	E	18- 29	30-39	40-49	50 up	M	F
<i>BASE – Total Interviews</i>										
<i>% to Total:</i>	100	24	49	27	35	23	18	23	50	50
	%	%	%	%	%	%	%	%	%	%
APPROVE	61	71	62	49	64	61	59	57	62	60
Strongly approve	42	48	44	31	45	42	43	36	43	41
Somewhat approve	19	23	18	18	20	20	16	20	19	19
UNDECIDED	27	22	25	37	23	29	28	32	25	30
DISAPPROVE	12	7	13	14	13	10	13	12	13	11
Somewhat disapprove	4	4	4	5	5	3	5	3	5	4
Strongly disapprove	8	4	9	9	8	7	7	9	8	7

■ ■ – Significantly higher/lower than the total at 95% CL

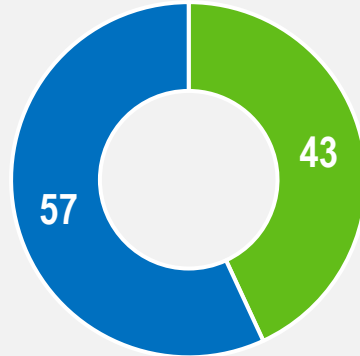
Q91. Do you approve or disapprove of the proposed SIM Card Registration Act that aims to register all pre-paid SIM card of cell phones to suppress the threats of terrorism and crime?

6.2 ONLINE CHILD PROTECTION

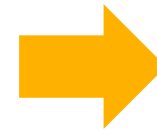
Incidence of Having Children



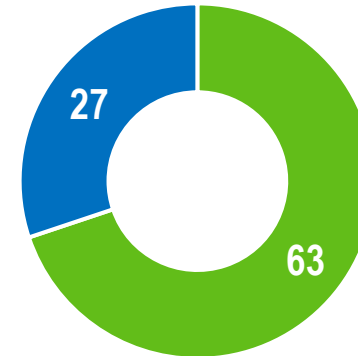
Incidence of Being Parent / Guardian of Children Aged 8-17



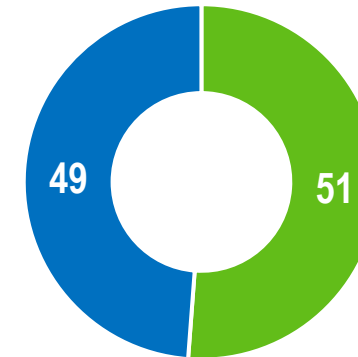
BASE – Total Interviews Nationwide (1000)



Incidence of Internet Access Among Children



Have Internet / Cellphone Control Mechanisms for Children



12%
of those with kids
have access to
internet but
without control
mechanisms

There's a need for better adaptation of control mechanisms for children as internet penetration is only expected to grow

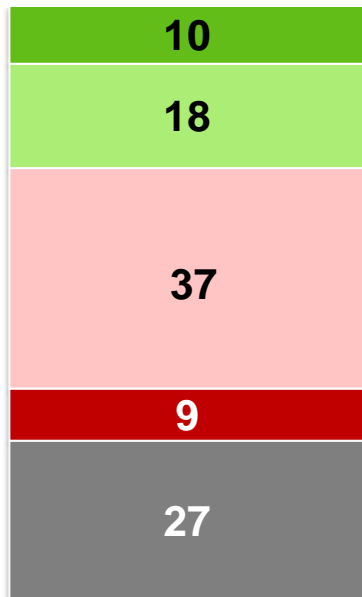
BASE – Total Parents / Guardians (476)

YES NO

6.2 ONLINE CHILD PROTECTION

Exposure or even uncertainty towards internet abuse merit more sophisticated control mechanisms

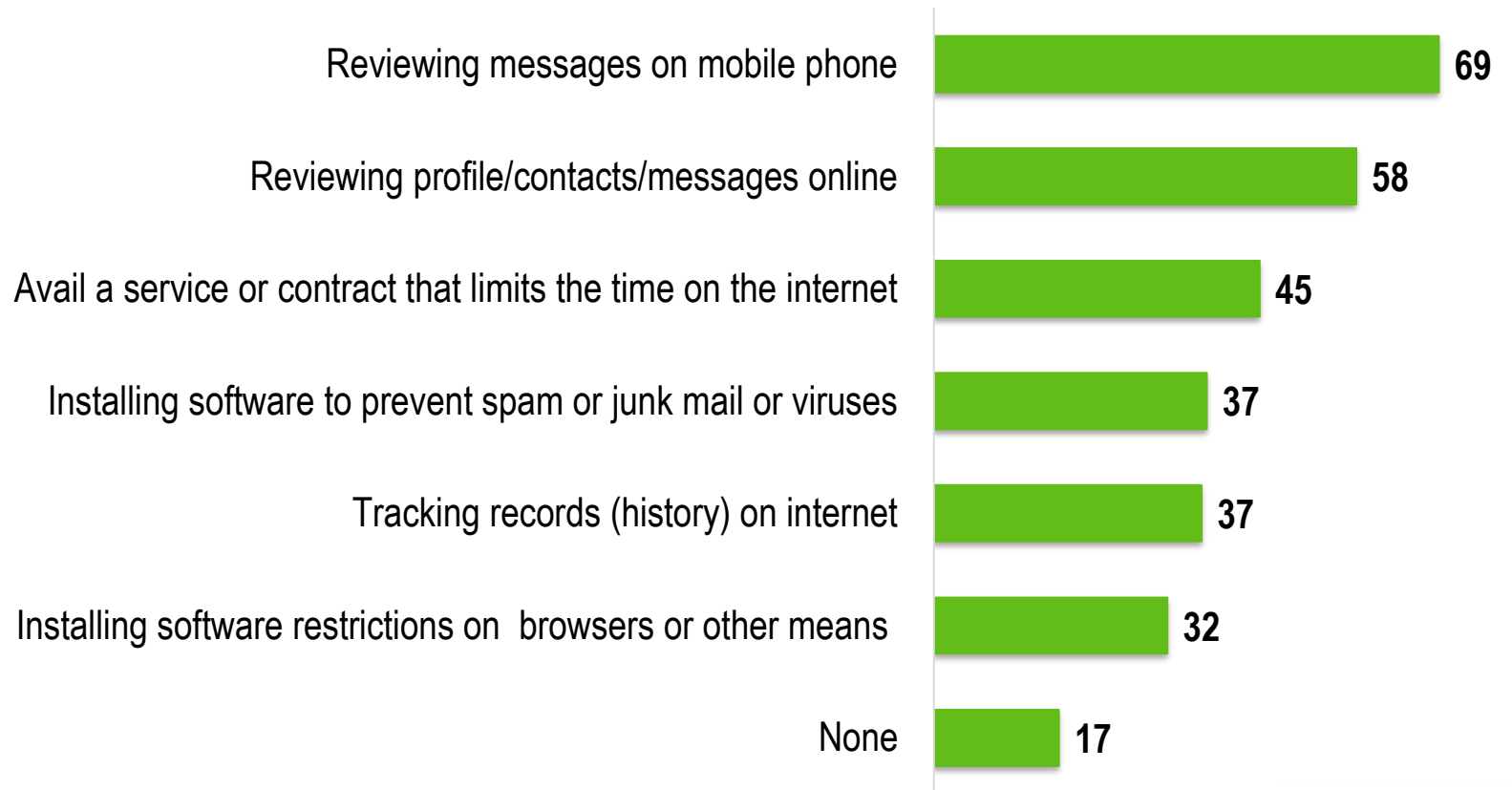
Assessment of Children's Exposure to Internet Abuse



- Not at all
- Not very much
- A fair amount
- A lot
- Dont know

BASE – Total Parents / Guardians (476)

Internet Control Mechanisms for Children



BASE – Total Parents / Guardians with control mechanisms (252)

The public knows the importance of the two acts/programs but interventions are still necessary

- 30% are aware of the SIM Card Registration Act; Upon aiding, 61% approve of the act with higher approval in NCR, Mindanao, Urban, and among ABC
- While the majority of parents/guardians have kids that can access the internet, only one in two have safety mechanisms in place for their kids
- About 1 in 2 parents/guardians also feel that their children are exposed to internet abuse. The few who employ control mechanisms only review their child's phone or posts manually.

6

**SIM CARD
REGISTRATION &
CHILD PROTECTION**

our point of view ang sa amin lang

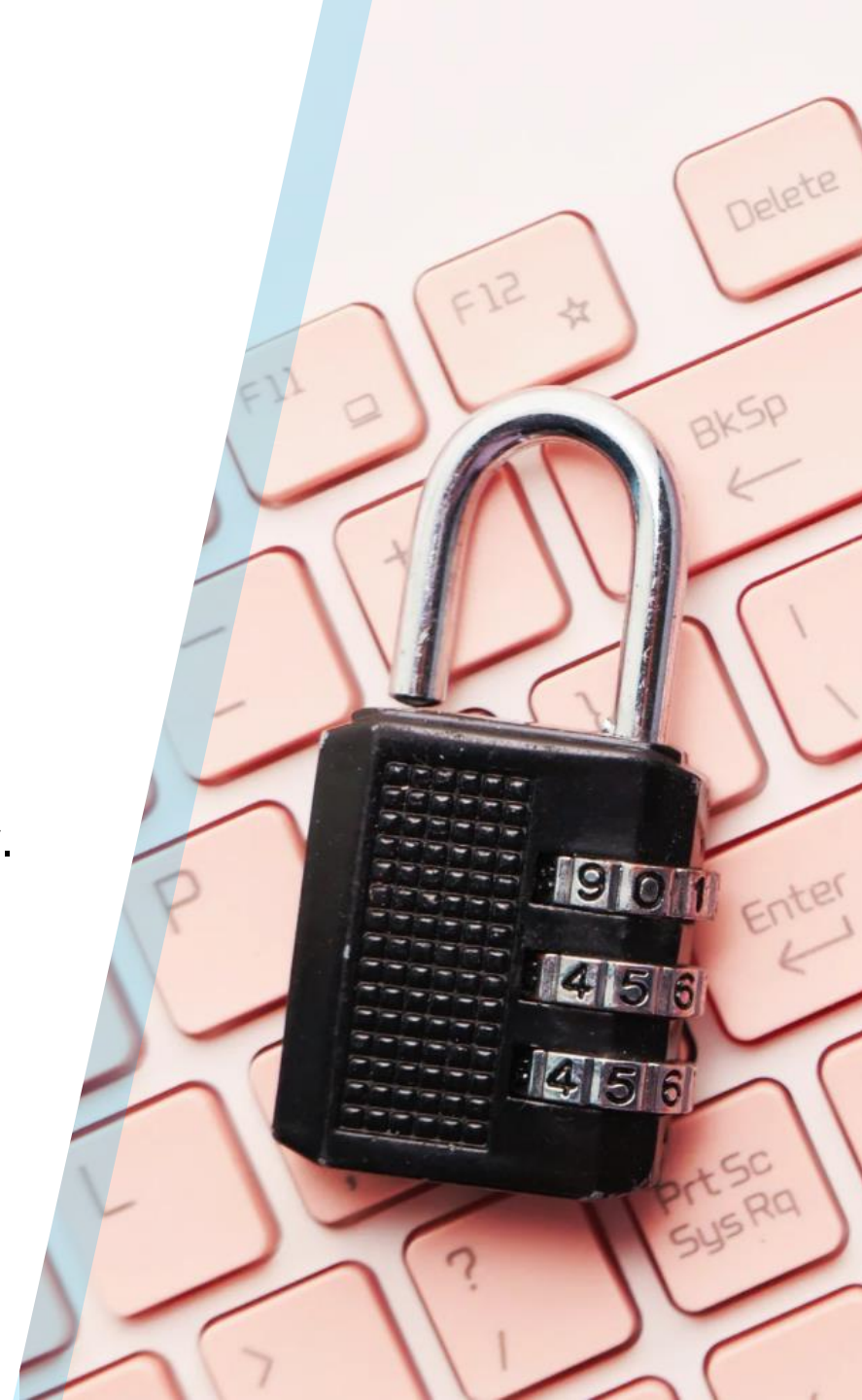


Relevance of Data Privacy in today's context

With half of the public accessing the internet for 28 hours a week, **the internet has grown beyond social media and into our day-to-day tasks.** Reliance on online solutions was further heightened by the pandemic.

Awareness and knowledge on data privacy becomes more significant in 2021 as **more information are willingly shared online.** Level of awareness of data privacy as well as of the NPC need continuous improvement for us to **ensure public safety.**

This, as we **leverage on the interest and perceived importance given** to data privacy and security. Knowing that they find this relevant gives us an opportunity to communicate more effectively – **reinforce the repercussions of sharing information and what they can do about it.**



NCR & URBAN AREAS

Accessibility and functionality of the internet are maximized by individuals in NCR and Urban areas, generating more ways to share and expose information.

Utilize online platforms as our own means of communicating information about data privacy and best practices across apps they are using.

VISAYAS, MINDANAO, & RURAL AREAS

While these areas are behind in adapting the internet, they're more vulnerable to information misuse as they immerse themselves in the digital space.

Now is an opportune time to intervene and educate these segments on the relevance of data privacy and what simple steps they can do to protect themselves.



ECO CLASS & AGE DIFFERENCES

Online platforms may also be utilized to further communicate, educate, and protect **ABC and younger individuals** – segments that have adapted the internet and are sharing more information online

OLDER INDIVIDUALS & E ECO CLASS

Lower income segment and older individuals 50 years old and up may have a difficult time adapting and would need more interventions to protect their information. **We need to generate interest - focus on making it easy for these segments to identify security risks and understand best practices.**





psrc
Insight to Incite