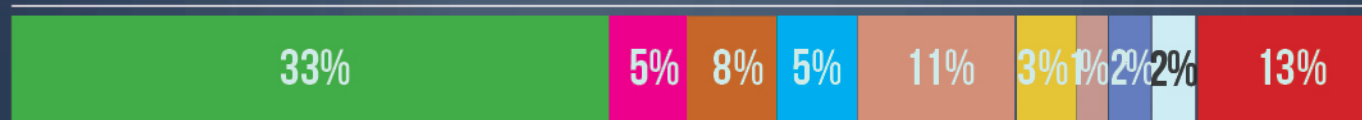


27 May, 2021

AWARENESS ABOUT DIGITAL RIGHTS/PRIVACY LOW AS NEARLY HALF PAKISTANIS (46%) SAY THAT THEY ARE UNAWARE OF WHAT HAPPENS TO THEIR PERSONAL DATA ONCE THEY SHARE IT WITH DATA COLLECTORS: WIN INTERNATIONAL AND GALLUP PAKISTAN

Please tell, to what extent do you agree or disagree with the following statement:
I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)



I am aware what happens with my personal information after I shared it with a data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)



Special Press Release
Privacy
Privacy of Digital Information

Awareness about digital rights/privacy low as nearly half Pakistanis (46 %) say that they are unaware of what happens to their personal data once they share it with data collectors: WIN International and Gallup Pakistan

(Islamabad), May 27, 2021

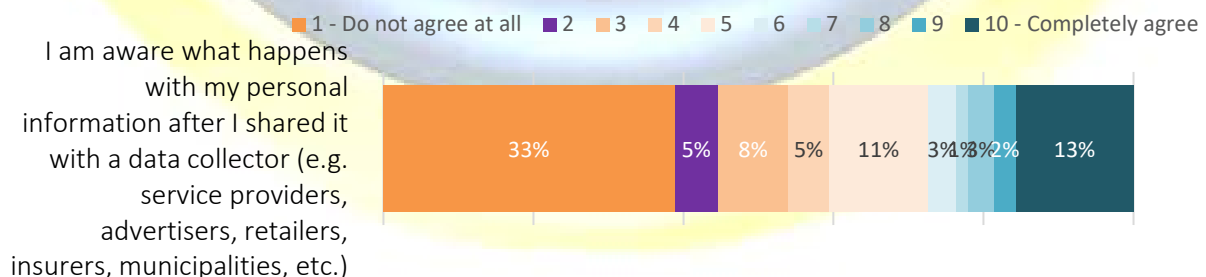
According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), Less than 1 in 5 (18%) Pakistanis claim that they are aware of what happens with their personal information after they have shared it with data collectors (e.g., service providers, advertisers, retailers, insurers, municipalities etc.)

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,433 individuals among citizens from 34 countries across the globe about the privacy of digital information. **The survey for Pakistan was conducted by Gallup Pakistan during 5th to 15th November 2020. The sample size was 1103 respondents and CATI methodology was used.**

To find out more about this global survey on sharing personal information digitally, access the complete global press release [here](#).

Question: “Please tell, to what extent do you agree or disagree with the following statement: I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)”

Globally, 27% are aware of what happens with their personal information. 46% Pakistanis are not aware of what happens with their personal information after they share it with a data collector. This shows that there is a serious lack of awareness regarding digital rights, privacy and data protection among Pakistanis. While India, Philippines and Indonesia are the top 3 countries with most awareness regarding what happens to personal data once it is shared with data collectors, the bottom three countries are Japan, Finland and South Korea.



*Agree point scale is (8,9,10) and disagree is (1,2,3)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,103 men and women in urban and rural areas of all four provinces of the country, during 5th November 2020 – 15th November 2020. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI. Respondents hailed from over 100 districts of Pakistan.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Thursday, May 27, 2021

(2 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)