



Special Press Release
Privacy
Privacy of Digital Information

3 in 10 Pakistanis concerned about digitally sharing their personal 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 17, 2021

According to a Gallup Pakistan Survey in Pakistan (and similar surveys done by WIN International across the world), 30% Pakistanis agreed that they are concerned about sharing their personal information. When asked about the necessity of sharing personal information, 24% Pakistanis think that sharing personal information is necessary nowadays. 43% Pakistanis (27% globally) are not fine with the privacy practices of most data collectors asking for their personal information. As far as awareness about digital rights and personal data privacy is concerned, 46% Pakistanis are not aware of what happens with their personal information after they share it with a data collector.

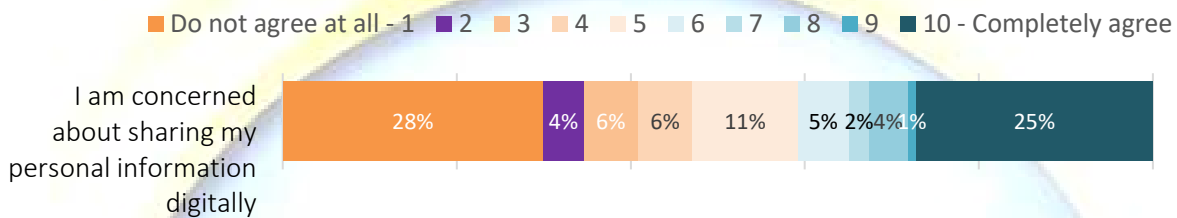
WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,433 individuals among citizens from 34 countries across the globe about the privacy of digital information. **The survey for 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](#).



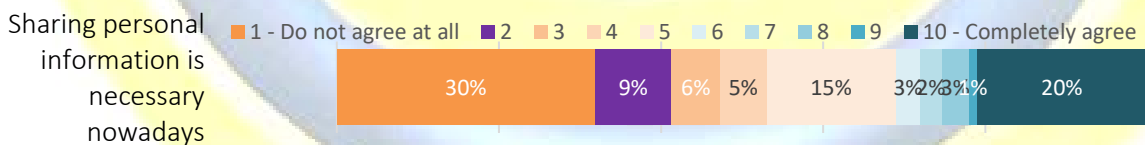
3 in 10 Pakistanis (15% below the global figure) are concerned about sharing their personal information digitally

30% Pakistanis agreed (8, 9, 10-point scale) that they are concerned about sharing their personal information. This is less than the global figure of 45%. 38% Pakistanis do not seem to be concerned about sharing their personal information digitally. This is in stark contrast with global figure where only 15% are not concerned about sharing their information digitally. In fact, Pakistan is in the bottom 3 countries along with Nigeria and Palestine. Brazil, India and Chile are the top three countries where most people are concerned about sharing their personal information digitally.



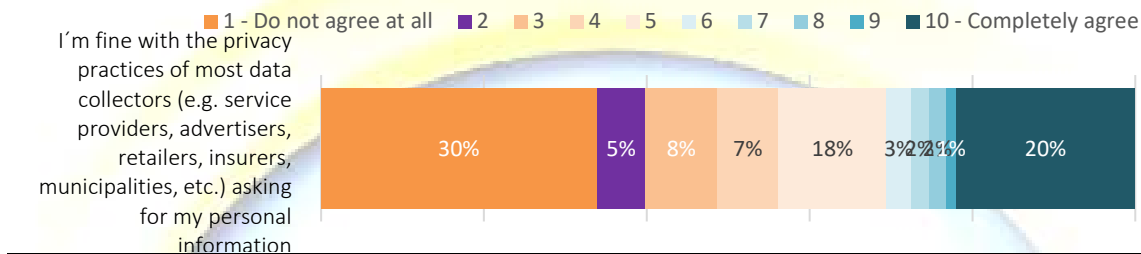
24% Pakistanis think that sharing personal information is necessary nowadays

Similar to the 22% global population who think that sharing personal information is necessary nowadays, 24%* Pakistanis hold this belief. 45% Pakistanis do not agree* that sharing personal information is necessary nowadays. This is 15% more than the global figure. India, Vietnam and China are the top three countries where most people think that sharing personal information is necessary nowadays while South Korea, Peru and France are the bottom 3 countries. (*Agree point scale is 8, 9, 10 and disagree is 1, 2, 3)



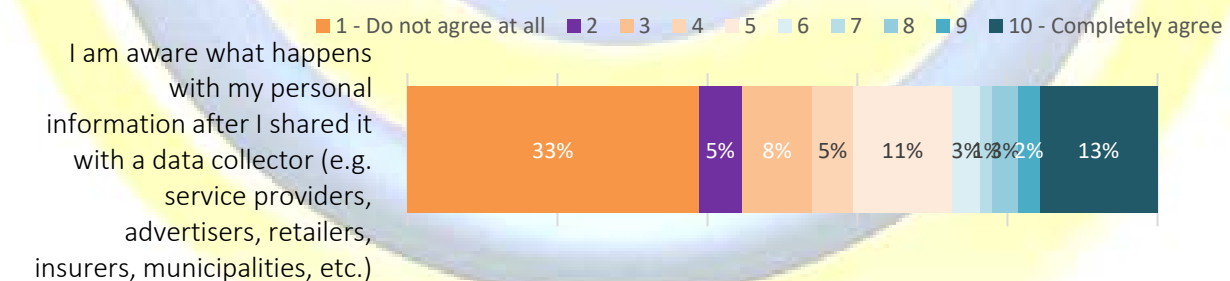
43 % Pakistanis (27 % globally) are not fine with the privacy practices of most data collectors asking for their personal information

Like the 1 in 4 of the global population that does not have an issue with data collectors asking for their personal information, 23% Pakistanis think the same way. Alternatively, 43% Pakistanis are not fine with this practice. This figure is much higher than the global average of 27%. India, Indonesia and Spain are the top three countries where many people are okay with the privacy practices of most data collectors.



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.)

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.





Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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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*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)