



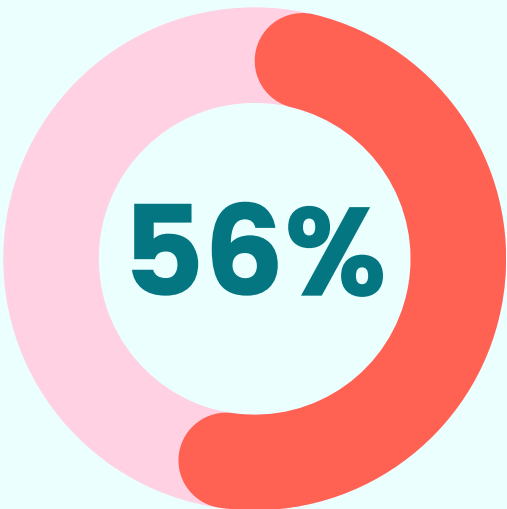
“creating a level playing field”

DATA PROTECTION CONFIDENCE & TRUST BY DATA SUBJECTS IN ZIMBABWE

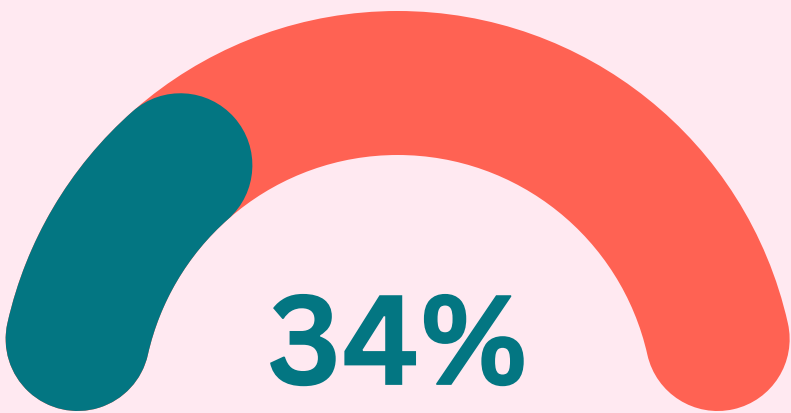
Based on a Baseline Survey conducted by POTRAZ

Data Protection Confidence Score

- Inspiring trust and confidence in the public on how their personal data is used is of paramount importance.
- The Data Protection Confidence Score based on responses from data subjects was 2.8/5 or 56% which is a low to average rating.

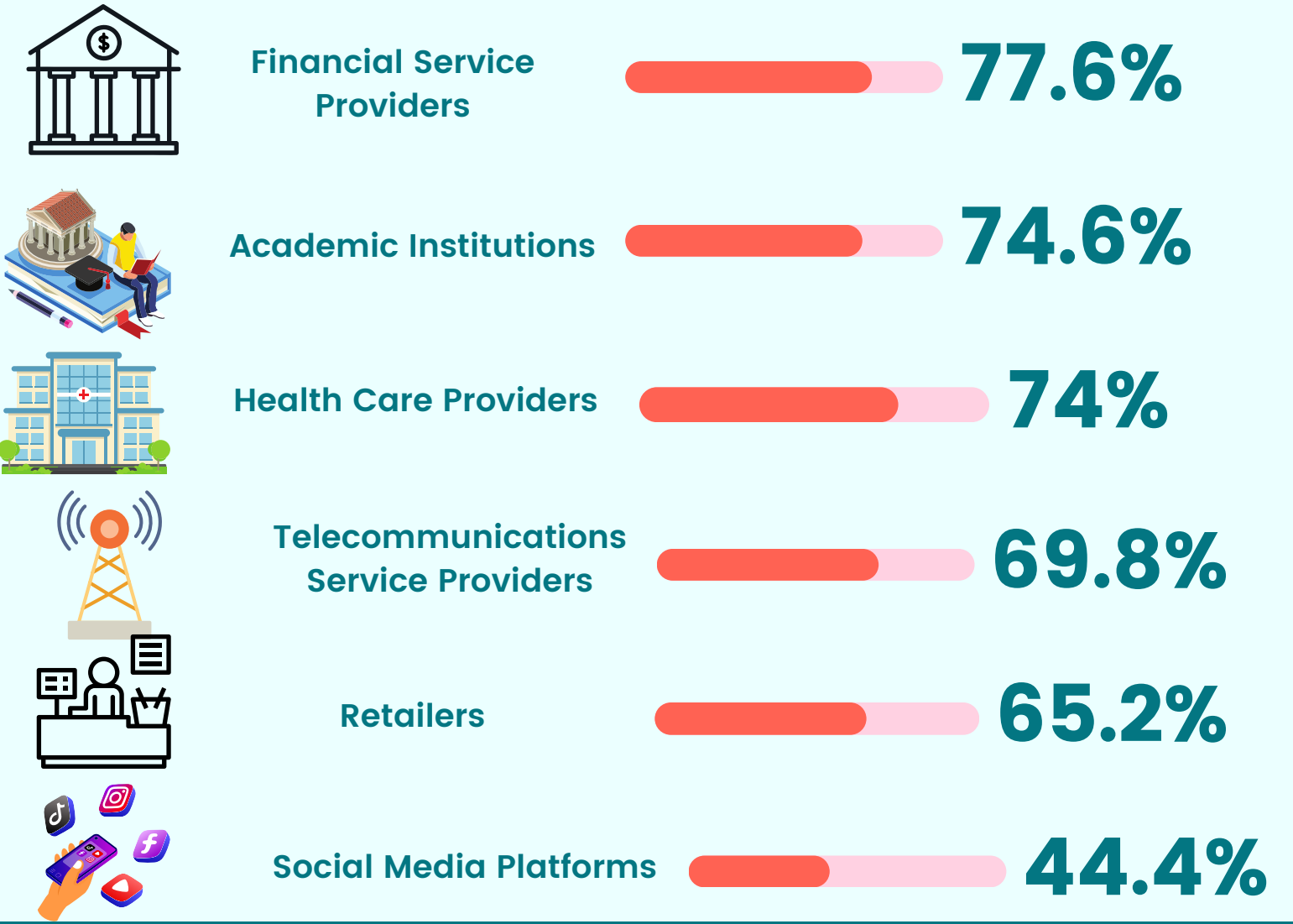


Confidence Score: Kids Online

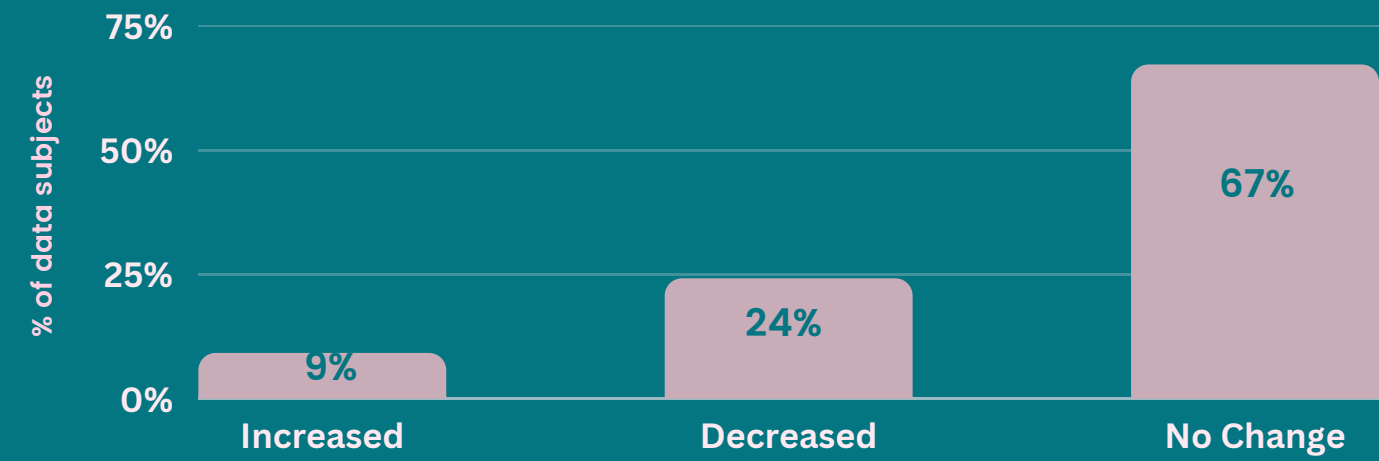


The confidence score of data subjects declined when asked about the protection of children’s data from their online activities. The Confidence Score was 1.7 or 34% implying that data subjects had very little to no confidence at all.

Who do Zimbabweans trust with their personal data? Confidence Scores



Annual Variance in Confidence & Trust



The study was carried out by POTRAZ, from 26 June to 12 August 2023. Face to face interviews were administered on a representative sample of Zimbabweans, aged 18 years and above, across all the ten provinces of Zimbabwe. Further insights are in the full report.