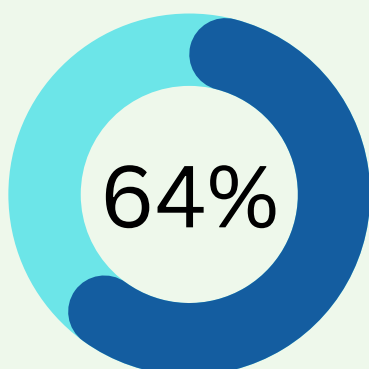




'creating a level playing field'

DATA PRIVACY: OPINIONS & EXPERIENCES OF ZIMBABWEANS

Based on a Baseline Survey conducted by POTRAZ



COVID 19 & THE DIGITAL SURGE

64% confirmed that Covid-19 made them more digitally active.

This inevitably raises privacy concerns, signifying the need for more enhanced cyber and data protection regulation.



PRIVACY IS VALUED!

99% of respondents highlighted that the protection of personal information is valuable to them.

In fact, **93%** supported the custodial sentencing of those found in violation of data privacy.



VIOLATIONS



22% experienced misuse of their personal data at least once.

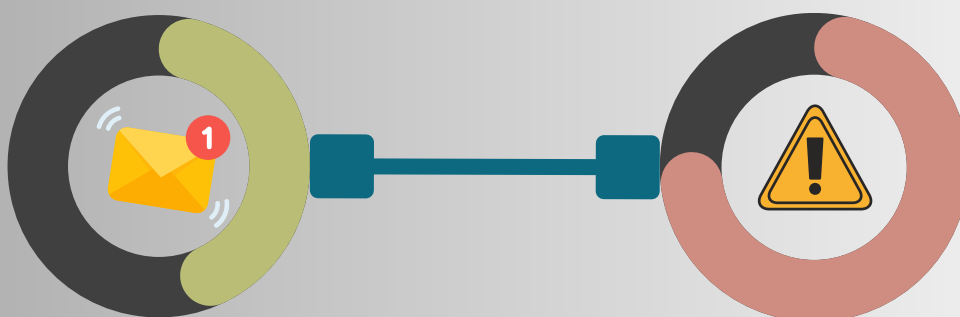
REDRESS



77% reported that they did not know who to seek help from in case of data violations.

UNSOLICITED COMMUNICATIONS

47% reported experiencing a rise in unsolicited marketing communications over the past year. **72%** highlighted that they did not know how to opt out of receiving such communications.



OTHER INSIGHTS



48%

confirmed that they always take time to review cookie policies, when prompted, before accepting or rejecting.



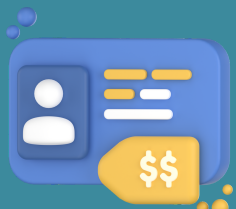
80%

did not understand what companies do/can do with their personal information. This tests the collection of 'informed consent' by data controllers, as the principle presupposes that people understand what will happen to their data.



25%

Only 25% were aware of the risks posed by 'free' online services to personal data privacy and security.



47%

were willing to share their personal information if they felt they could obtain clear benefits from doing so.



82%

reported that they did not understand laws around the use of personal information, making education and awareness pertinent.

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