

Citizens' Perception of Personal Data Protection

This research was developed through the financial support of the Swedish International Development Cooperation Agency (Sida), within the OSCE Mission to Serbia project *Consolidating the democratisation process in the security sector in Serbia*.

The views herein expressed do not necessarily reflect the official position of the OSCE Mission to Serbia and the Swedish International Development Cooperation Agency.

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1. Research Goals and Methodology

1.1 Research goals

The research exploring citizens' perceptions of personal data protection was commissioned by the OSCE Mission to Serbia¹, for the Commissioner for Information of Public Importance and Personal Data Protection. The research was carried out by TMG Insights with the aim of investigating:

- Understanding and perception of personal data
- Attitude towards personal data protection
- Awareness of personal data abuse risks
- Awareness of personal data protection rights
- Familiarity with the concept of personal data protection
- Attitudes towards the legislations
- Attitudes towards the Commissioner for Information of Public Importance and Personal Data Protection

1.2 Methodological description

The questionnaire was prepared in cooperation with the OSCE Mission to Serbia and the Commissioner for Information of Public Importance and Personal Data Protection. The questionnaire covered the following areas:

- General attitudes and behaviour in relation to personal data
- Attitudes and behaviour towards personal data
- Awareness of personal data protection and risks of personal data abuse
- Awareness of personal data protection rights and manner of protection

In accordance with the requirements and situation dictated by the COVID-19 pandemic, the research was carried out by phone, without physical contact with the respondents.

- Execution period: from November 26th to December 20th, 2020
- CATI (Computer-assisted telephone interviewing)
- The interviews lasted approximately 15 minutes

A combined stratified sampling method was applied, which represents the adult (18+) population of Serbia and reflects the main socio-demographic categories according to the official population statistics.

- N = 1217 respondents
- Coverage: Serbia, urban and rural areas
- Stratification according to regions and types of settlement
- The data were weighted by age, gender and education

¹ As part of the project *Consolidating the Democratization Process in the Security Sector in Serbia* which is financially supported by the Swedish Government.

Sample structure

		%
Gender	Male	48%
	Female	52%
Age	18-29	18%
	30-39	17%
	40-49	25%
	50-64	19%
	65+	21%
Region	Belgrade region	23%
	Vojvodina	27%
	Šumadija and Western Serbia	28%
	Southern and Eastern Serbia	22%
Type of settlement	Urban area	59%
	Rural area	41%
Education	Primary education	35%
	Secondary education	49%
	College and higher education	16%
TOTAL		100%

2. Summary of Main Findings

The results of our research show that the citizens of Serbia are not sufficiently familiar with the use and protection of personal data, but generally believe this issue to be important. There is an evident need to preserve privacy and also certain risk awareness. Even though the majority of respondents did not differentiate between privately-owned companies and state institutions, they are somewhat more cautious when dealing with privately-owned companies. The respondents placed the most trust in medical services and the police. Accordingly, the citizens were more ready to accept restrictions of their personal data protection rights for the sake of personal safety or health. Based on their responses, the police, followed by the Commissioner for Information of Public Importance and Personal Data Protection, would be the first points of contact in a hypothetical situation involving suspected personal data abuse. Only one in ten citizens say they would turn to no one, mostly because they do not know how and to whom, they don't believe in a positive outcome, expect the process to last or to be too complicated. This indicates the nature of potential barriers in citizens' behaviour and possible steps taken in case of privacy breach.

The terminology used for gathering, use and storage of personal data is relatively unknown. There is a prevailing opinion that the available information concerning personal data protection is not sufficiently clear and that the citizens are not familiar with their personal data protection rights. The citizens express their need to be provided with information on who can ask them to give their personal data, to whom to talk to in case of personal data abuse, what represents personal data endangerment and what are their rights concerning personal data protection. On the other hand, even though the existence of the Law is seen as very important, the majority has their doubts or do not believe in successful implementation of the law or in protection of their rights.

When it comes to the prior experience, every other citizen believes that his/her personal data have not been compromised so far; on the other side nearly 40% does not know and is not certain, while 10% believe their personal data have been compromised. More than 70% of respondents who believe their data have been compromised did not report it to anyone (which is very different from the responses about the hypothetical situation of suspected abuse). When it comes to the familiarity with the work of the Commissioner for Information of Public Importance and Personal Data Protection, more than one half have declared that they are not familiar with their work, while the other half is partially or very familiar. Those who are familiar have expressed a positive attitude and belief that this institution can ensure personal data protection, which shows that trust can grow with more information and raising of awareness.

The research has shown how important it is to inform the public about this topic, to provide examples of abuse, and to inform them about their rights, options for protection and institutions in charge of such protection. Having in mind that there is a certain degree of distrust in the process and outcome of the process, it is necessary to strengthen both the citizens and institutions in this domain. The results show that particularly sensitive socio-demographic groups include elderly people, people with lower level of education and people living in rural areas, who are also less interested in this topic, and thus the communication should be adjusted to these target groups.

General attitudes and behaviour in relation to data

- The majority of citizens use the Internet on a daily basis, either via their mobile phones (68.5%) and/or their computers (52.0%); Facebook is the most frequently used social network, visited by 52.9% of citizens every day.
- More than a half of smart phone users (57.9%) confirmed they know how to check the privacy settings in all phone apps, but also to turn off location tracking on their phones (87.6%).
- A vast majority of parents of children below the age of 15 (87.1%) believes that the privacy of their child may be jeopardized due to mobile phone use.

Attitudes and behaviour towards personal data

- The individual's address, name and surname, personal ID number and date of birth are the first things that come to mind to Serbian citizens when personal data are concerned.
- The majority (79.3%) said that the protection of their personal data is important to them, while 84.3% of internet users believe that the protection of their personal data on the Internet is also important.
- The citizens mostly believe that data breaches happen when photos or videos of other people are posted on social media without the consent of such people (75.9%).
- The majority (59.5%) says that they think about the gathering, processing, use and storage of their personal data when they provide such data to privately-owned companies or state institutions
- More than one third of citizens (34.9%) say that they are not familiar with the topic of gathering, processing, use and storage of personal data, while 31.5% are not certain whether they are familiar with this topic. Merely every third citizen (33.7%) says they are somewhat familiar with this topic.
- More than one half of the respondents (54.5%) say that they make no difference between privately-owned and state institutions when it comes to gathering, processing, use and storage of their personal data. On the other hand, 38.6% of citizens are more cautious when dealing with privately-owned companies, while 6.9% say they are more cautious when dealing with state institutions.
- Based on the previous data, the citizens are somewhat more ready to provide their personal data to state institutions than to privately-owned companies. For the services provided by a privately-owned company or state institutions, the citizens are mostly ready to provide their date of birth, citizenship information and home address.
- The citizens who use the Internet are mostly concerned that their personal data shared on the Internet could be used without their knowledge by criminals or con artists (71.6%) or by advertisers and advertising agencies (49.8%).

Awareness of data protection and risks of data abuse

- For the majority (77.7%), personal data protection is an important topic, while every other citizen believes it is very important.
- When it comes to the sources of information about this topic, the citizens mention primarily the television (51.0%), internet portals (48.2%) and personal sources (42.2%). The website of the Commissioner for Information of Public Importance and Personal Data Protection was used by 13.4% of citizens to find more information about the given topic.
- The majority (60.6%) believes that the public is not sufficiently informed about the topic of personal data protection, while every other (49.8%) respondent believes that the available information about personal data protection is not sufficiently clear.
- As the most important, the citizens mention the information on who can ask them to give their personal data (73.1%), as well as the information on to whom to talk to in case of personal data abuse (66.4%).

- The majority believes that the government and the legislative framework (73.8%) are primarily responsible for the personal data protection, followed by the responsibility of the individuals (65.3%). The responsibility of privately-owned companies or state institutions who seek personal data is recognized only by 44.5% of respondents, while 40.6% of citizens believe that the responsibility is on the Commissioner for Information of Public Importance and Personal Data Protection.
- The majority of citizens (43.1%) believes that the people like them are not aware of the personal data abuse risks, 29.3% is indecisive, while 27.6% of respondents believe that the people are aware of such risks.
- Most of the citizens believe that the risk of personal data endangerment (abuse) is high (76.5%), while more than a half (53.4%) sees this risk as very high.
- Every other citizen (51.8%) believes that there is no difference between privately-owned companies and state institutions when it comes to the risk of personal data endangerment (abuse). For every fourth citizen (24.3%), the risk of endangerment is higher when dealing with privately-owned companies, while 6.8% of respondents believe that the risk is higher with state institutions.
- The citizens mostly tend to believe that their personal data are being lawfully used by healthcare institutions (58.2%) and the police - Ministry of Interior (57.6%). They have the least trust in social networks (11.9%), employment brokerage agencies (23.7%) and mobile and internet service providers (26.6%).

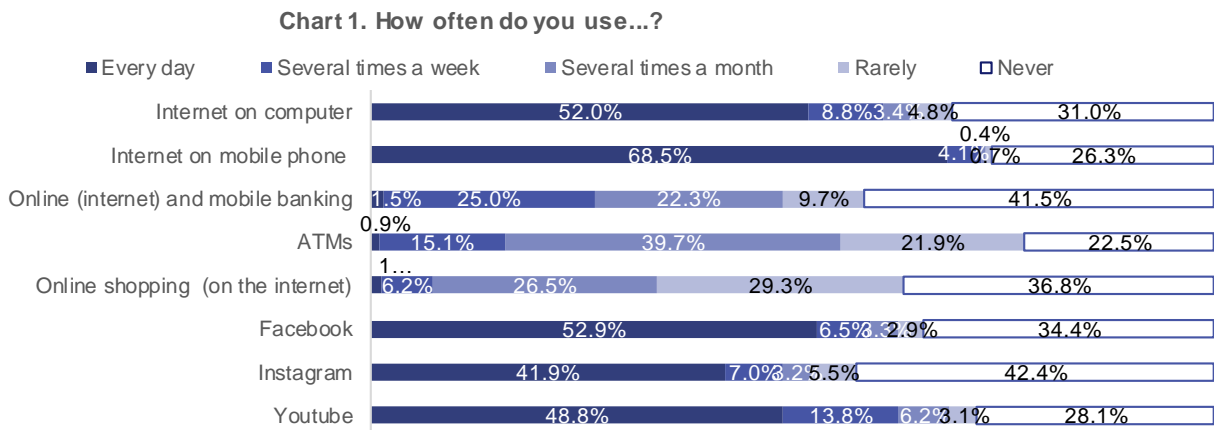
Awareness of personal data protection rights and manner of protection

- There is a prevailing opinion (63.5%) that the citizens are not familiar with their personal data protection rights.
- When it comes to the privately-owned companies, 43.6% of respondents are not certain whether the citizens can exercise their personal data protection rights, 35.7% believe they cannot, while 20.7% believe they can. When it comes to the state institutions, 38.3% are not certain whether the citizens can exercise their rights, 36.6% believe they can, while 25.1% have a negative opinion. Those who have a negative opinion and believe that the personal data protection rights cannot be exercised say that privately-owned companies or state institutions have great power, which makes it difficult to prove personal data abuse. Furthermore, there is a general distrust.
- More than a half of the respondents (67.5%) does not know, i.e. is not certain whether Serbia has a law that allows them to check which personal data a private company gathers, processes, uses and stores about them, while the majority of citizens (63.1%) say that they do not know whether such law exists when it comes to the state institutions.
- The results show that the citizens were more ready to accept restrictions of their personal data protection rights for the sake of personal safety (72.0%) or health (71.3%).
- Two thirds of citizens (66.4%) have declared that they are somewhat familiar with the term “personal data processing”, while 65.4% have declared they are partially or very familiar with the institution of “Commissioner for Information of Public Importance and Personal Data Protection”. More than a half of the citizens (65.5%) said that they are familiar with the term Personal Data Protection Law. The term GDPR - the EU General Data Protection Regulation is somewhat familiar to 26.4% of respondents.
- More than one half of the citizens (53.0%) have declared that they are not familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection, 44.2% of citizens declared that they are partially familiar, whereas 2.8% of citizens have declared that they are very familiar with the work of this institution. The majority of respondents who are familiar (78.6%) believe that this institution can ensure personal data protection, whereas 21.3% of the respondents believe it cannot.
- For the majority of citizens (86.8%), the existence of the Personal Data Protection Law is important, while 74.2% find it very important.

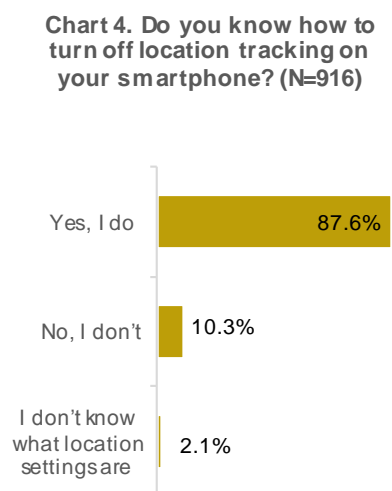
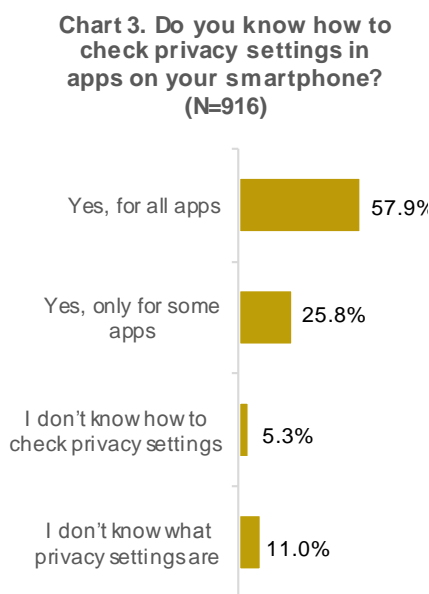
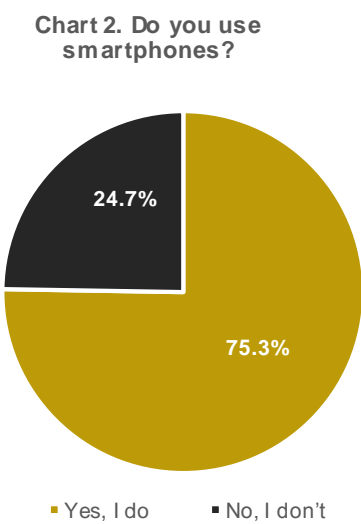
- When it comes to the implementation of this Law, 43.8% of citizens are uncertain whether the implementation was successful or not, 34.8% of citizens believe it was unsuccessful, while 21.4% see the implementation of this Law as successful.
- If they would suspect that someone is processing their personal data without their consent, the majority (54.6%) would first call the police, 28.8% would first call the Commissioner for Information of Public Importance and Personal Data Protection, while 6.9% would call the prosecutor's office. Nearly one in ten citizens (9.7%) say they would turn to no one, mostly because they do not know how and to whom (36.7%), they don't believe in a positive outcome (32.9%), expect the process to last (13.5%) or to be too complicated (11.1%).
- Every other citizen (50.6%) believes that his/her personal data have not been compromised so far; 37.9% does not know and is not certain, while 11.6% believe that their personal data have been compromised. Among those who believe that their personal data have been compromised, 28.7% have called someone, while 71.3% have done no such thing. Most of the respondents have called the company or institution that violated their rights (60.9%), 37.7% have called the police, while 33.4% have spoken to their family, friends or colleagues. The institution of the Commissioner for Information of Public Importance and Personal Data Protection was approached by 17.3% of citizens whose personal data have been compromised.

3. General Attitudes and Behaviour in Relation to Data

Around 75% of Serbian citizens use the Internet, as could be expected, they are mostly younger people, people with higher level of education and people living in urban areas. More than one third of respondents (68.5%) use the Internet on their mobile phones, while 52.0% also use the Internet on their computers. When it comes to the social networks, Facebook is visited by 52.9% of citizens on a daily basis, Youtube by 48.8%, while Instagram is visited by 41.9% of respondents every day (Chart 1).



75.3% of respondents use smartphones, of which 57.9% say that they know how to check the privacy settings in all the apps on their smartphone, while 25.8% knows how to do this only in certain apps. When it comes to turning off the location tracking on their phones, 87.6% of respondents who use smartphones say that they know how to turn off this option, 10.3% doesn't know how to do it, while 2.1% say they don't know what location tracking settings are.



Of 304 respondents with children below the age of 15, 74.5% have children who use mobile phones that allow them to access the Internet. Among the parents, the majority (87.1%) thinks that the privacy of their child could be jeopardized due to the use of mobile phones, 6.1% believes that their privacy is not jeopardized, while 6.8% say they don't know, i.e. are not sure whether the use of mobile phones could jeopardize the privacy of their child.

Chart 5. Do your children use mobile phones with internet access? (N=304)

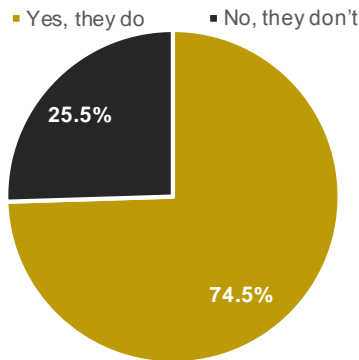
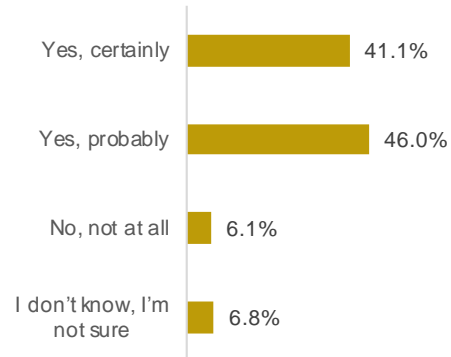


Chart 6. Do you think that your child's safety can be jeopardized due to the use of mobile phones? (N=304)



Most of the parents say they do not use the apps to supervise the child and/or set boundaries for child's movement in space and child's internet activities (74.3%), while one in four parents (25.7%) say they use the above mentioned applications. The most frequently mentioned reasons for using such apps are to control the time child spends on the Internet and the contents he/she views (47.0%), to monitor child's safety (34.2%), while one in ten parents (10.4%) who use these apps use them to monitor child's location. The parents who don't use these apps say they have no need to use such apps (36.9%), they physically control the child's internet activities (20.8%), but also that they trust their children (20.2%). Only 9.2% of parents say that they do not use these apps because they have never heard of such apps.

Chart 7. Who don't you use such apps? (N=226)

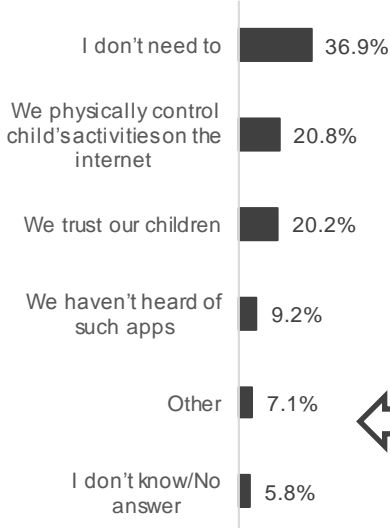


Chart 8. Do you use any app to supervise your child or to limit the child's movement and internet activities? (N=304)

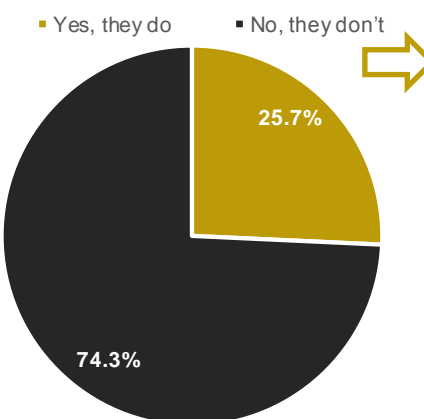
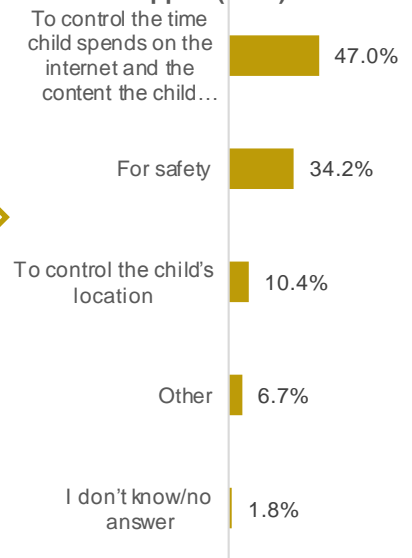


Chart 9. Why do you use such apps? (N=78)

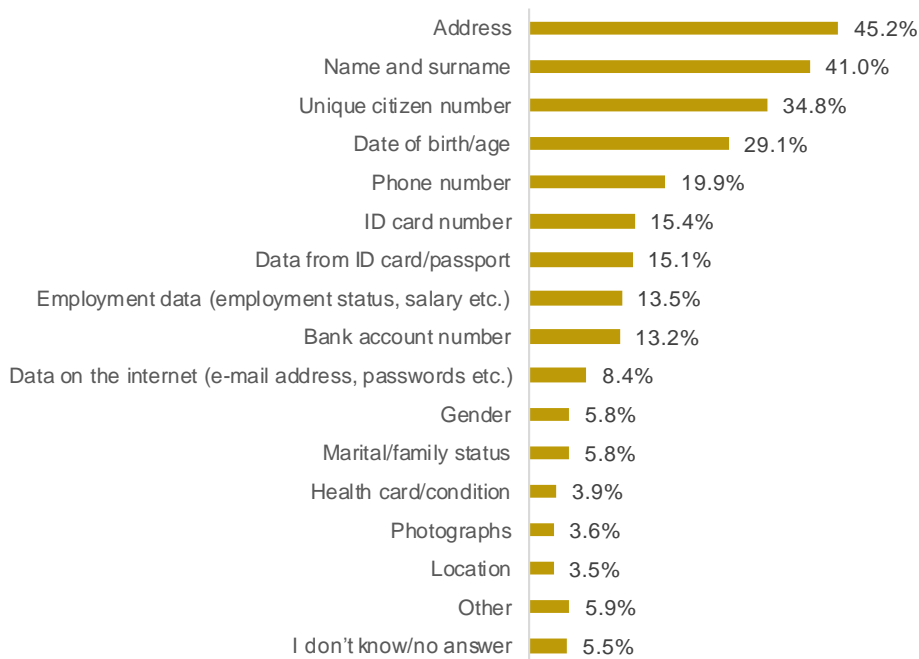


4. Attitudes and Behaviour towards Personal Data

We have examined the citizens' attitudes towards personal data through their first associations when the term "personal data" is mentioned, through the significance they give to personal data, their opinion about situations in which data breaches tend to occur, their readiness to restrict their personal data protection rights etc.

The individual's address, name and surname, personal ID number and date of birth are the first things that come to mind when personal data are concerned (Chart 10).

Chart 10. When you hear PERSONAL DATA, which data you think of? (coded based on spontaneous answers)



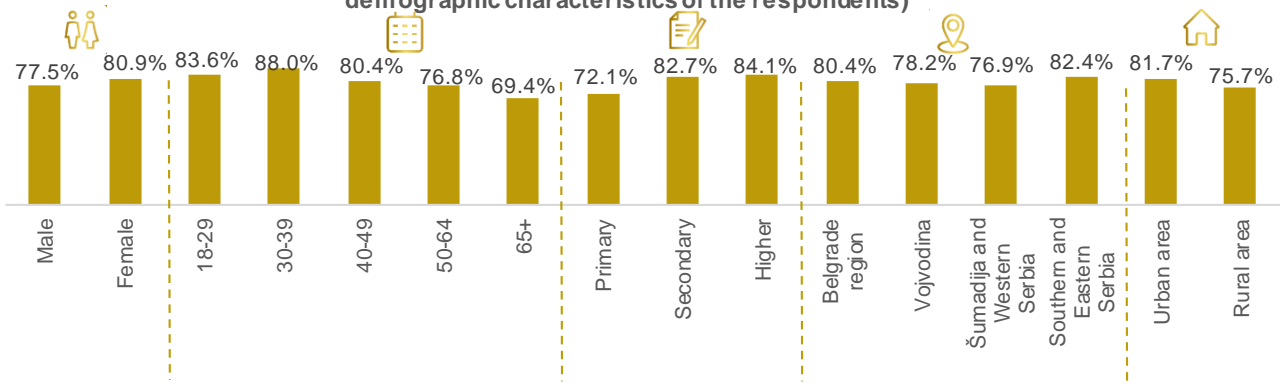
The results show that 79.3% of Serbian citizens believe that protection of their personal data is important in general, 14.0% thinks it is neither important nor irrelevant, while 6.8% believe that it is not important.

Chart 11. How important is personal data protection to you IN GENERAL ?



When the data is observed from the point of view of demographics, the results show that citizens between 18 and 49 years of age believe more than elderly citizens that the personal data protection is important, the respondents with secondary and higher education and people living in urban areas are also more prone to believing that personal data protection is important.

Chart 12. How important is personal data protection to you IN GENERAL?(sum % of answers 5-Very important and 4-Partially important, according to the socio-demographic characteristics of the respondents)



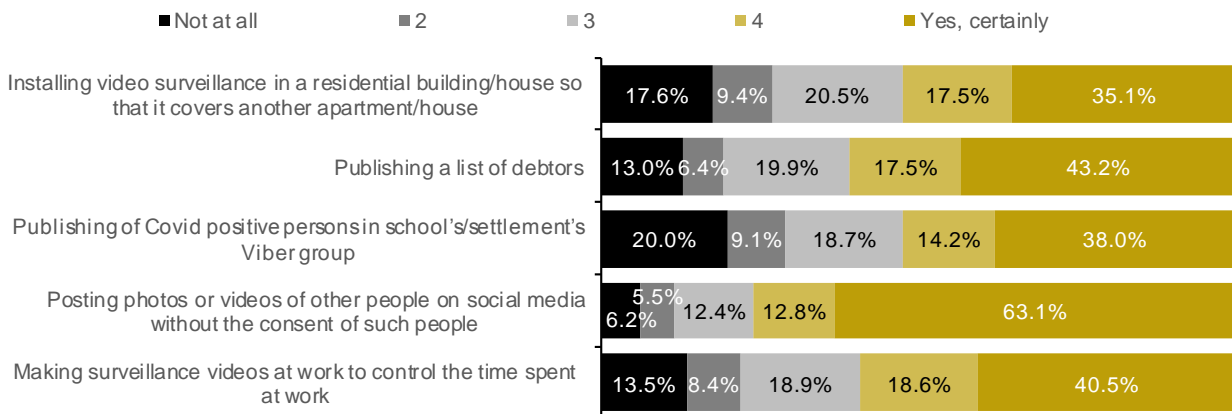
Most of the internet users (84.3%) say that protection of their personal data on the Internet, including the social networks, is important to them, 11.8% think that it is neither important nor irrelevant, while 3.8% of internet users believe it is irrelevant. The citizens between 30 and 39 years of age (89.6%) are more likely to believe that personal data protection on the Internet is important, compared to the respondents between 50 and 64 years of age (76.0%) and 65+ (72.7%). No statistically significant differences have been found among the respondents in terms of other socio-demographic characteristics.

Chart 13. How important to you is personal data protection on the INTERNET, including the social networks? (N=910)



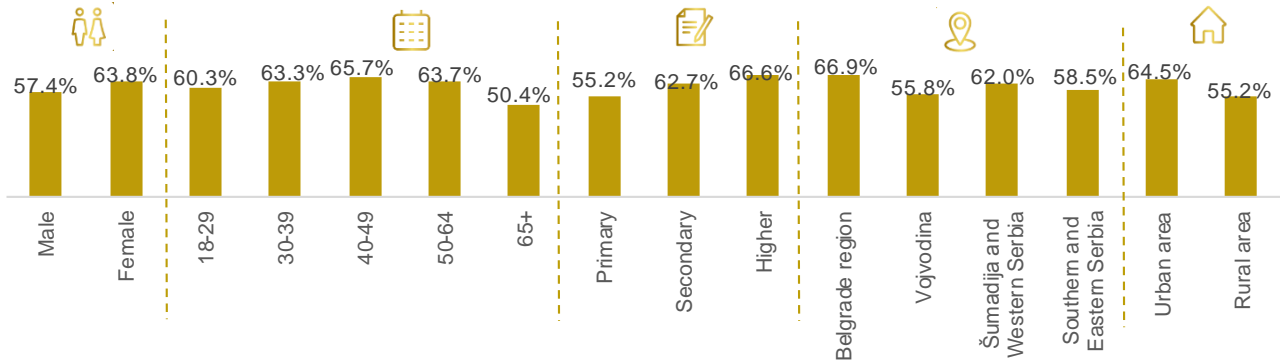
The majority of citizens of Serbia (75.9%) believe that data breaches happen when photos or videos of other people are posted on social media without the consent of such people, followed by publishing the names of debtors online (60.7%) and making videos of employees at work to control the time spent at work (59.1%). More than a half of the respondents (52.2%) believe that the personal data violations occur when names of Covid positive persons are published in school's or settlement's Viber groups, while the same percentage (52.5%) believes that installation of video surveillance in residential buildings/houses to cover the entrance to another apartment/house also represents a violation of personal data.

Chart 14. In your opinion, are the personal data being violated by...



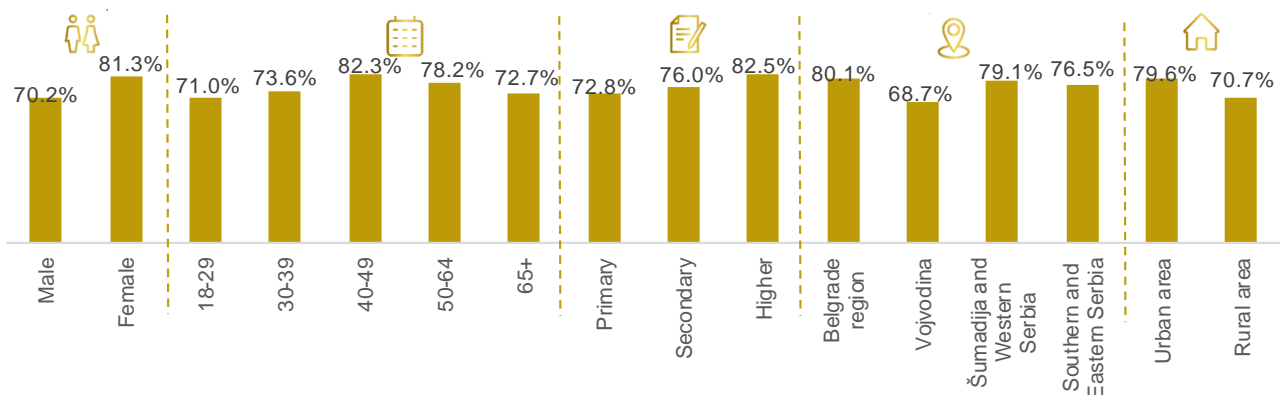
The results according to the socio-demographic characteristics of the respondents show that there are differences when it comes to their opinions that personal data breaches happen when names of debtors are being published online, when photos or videos of other people are posted on social media without the consent of such people and when videos are made of employees at work to control the time spent at work. The opinion that the publishing of debtors' names online is a personal data violation is shared more by women than by men, more by citizens between 40 and 64 years of age than by elderly citizens (65+), by people with secondary and higher education, by residents of the Belgrade region more than residents of Vojvodina, and by people living in urban areas.

Chart 15. In your opinion, are the personal data being violated by publishing the NAMES OF DEBTORS? (sum % of answers 5-Yes, certainly and 4 - Partially yes, according to the socio-demographic characteristics of the respondents)



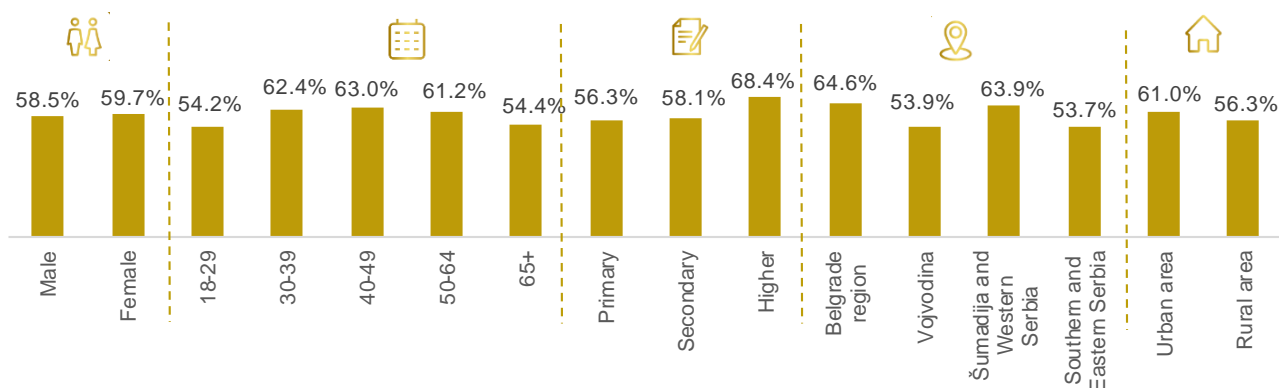
Women were more likely to believe that data violations happen when photos or videos of other people are posted on social media without the consent of such people. This opinion is also shared by people between 40 and 49 years of age compared to the youngest respondents, by people with higher education compared to people with primary education, by people living in urban areas, Belgrade region, Šumadija and Western Serbia compared to the inhabitants of Vojvodina.

Chart 16. In your opinion, are the personal data being violated by POSTING PHOTOS/VIDEOS OF OTHER PEOPLE ON SOCIAL NETWORKS WITHOUT THE CONSENT OF SUCH PEOPLE? (sum % of answers 5- Yes, certainly and 4-Partially yes, according to the socio-demographic characteristic of the respondents)



People with a higher level of education are more likely to believe that making surveillance videos at work to control the time spent at work represents a violation of personal data compared to people with a lower level of education; this opinion is also shared by the inhabitants of the Belgrade region more than the inhabitants of Vojvodina and Southern and Eastern Serbia.

Chart 17. In your opinion, are the personal data being violated by MAKING SURVEILLANCE VIDEOS OF EMPLOYEES AT WORK TO CONTROL THE TIME SPENT AT WORK? (sum % of answers 5 - Yes, certainly and 4-Partially yes, according to the socio-demographic characteristic of the respondents)



When it comes to how much the citizens of Serbia think about the gathering, processing, use and storage of their personal data when they provide such data to privately-owned companies or state institutions, the results show that 59.6% of citizens think about it, of which 43.4% say they think about it to a certain extent. Almost one fourth of the citizens (22.8%) say that they mostly don't think about the gathering, processing, use and storage of their personal data when they provide such data to privately-owned companies or state institutions, while 17.6% say that they don't think about this at all.

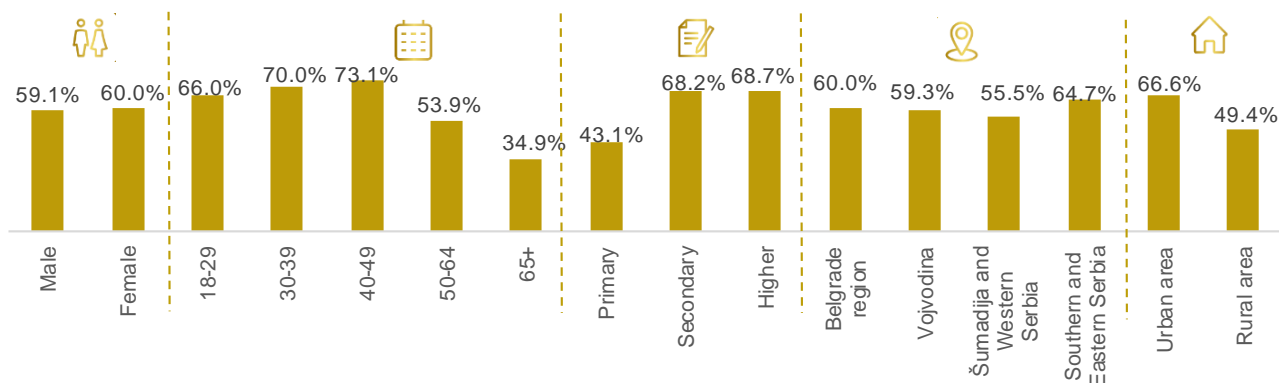
Chart 18. How much do you think about gathering, processing, use and storage of your personal data while dealing with privately-owned companies or state institutions?

■ I don't think about it at all ■ I mostly don't think about it ■ I moderately think about it ■ I think about it a lot



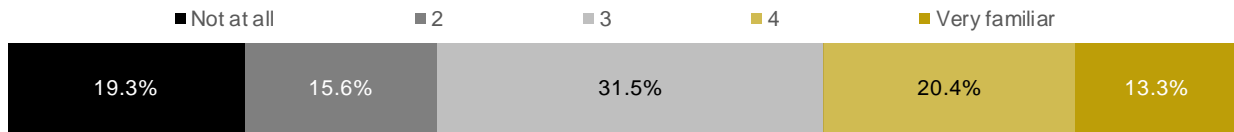
The citizens below the age of 50, more than elderly people, are more likely to think about the gathering, processing, use and storage of their personal data when they provide such data to privately-owned companies or state institutions. The people with secondary and higher education, as well as the people living in urban areas, are more likely to think about this.

Chart 19. How much do you think about gathering, processing, use and storage of your personal data when dealing with private companies or state institutions? (sum % of answers I think about it a lot and I moderately think about it according to the socio-demographic characteristic of the respondents)



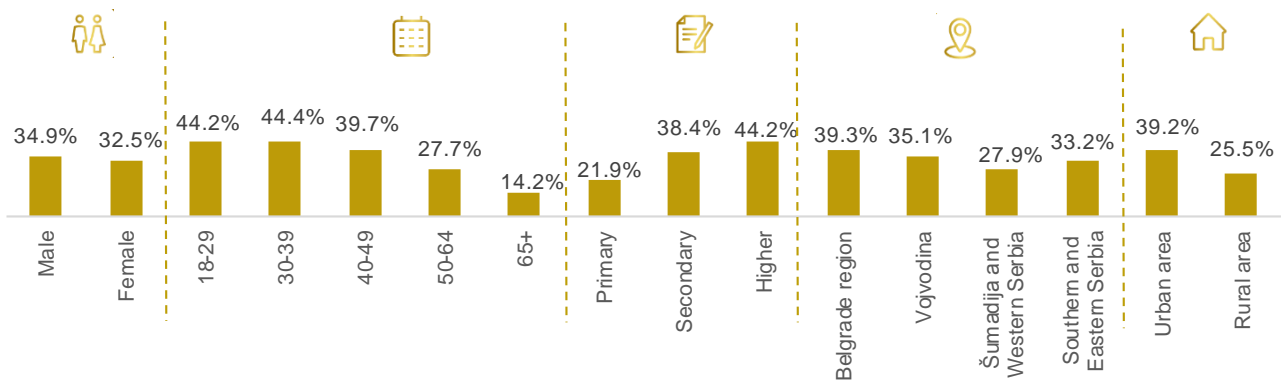
More than one third of citizens (34.9%) say that they are not familiar with the topic of gathering, processing, use and storage of personal data, 33.6% say they are (completely or partially) familiar with this topic, while 31.5% are not certain whether they are familiar with the topic of gathering, processing, use and storage of personal data.

Chart 20. To what extent are you familiar with the topic of gathering, processing, using and storing of personal data?



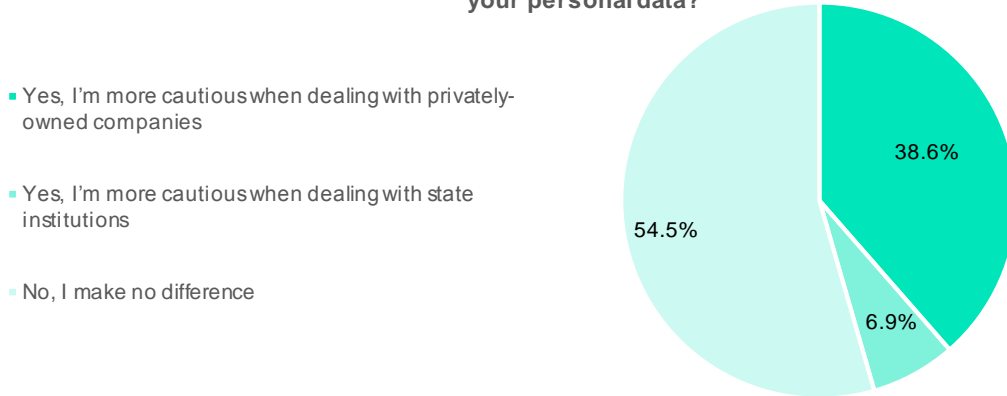
The citizens between 18 and 49 years of age, people with secondary and higher education and people living in urban areas are more familiar with the topic of gathering, processing, use and storing of personal data. The residents of the Belgrade region are more familiar with this topic than the residents of Šumadija and Western Serbia.

Chart 21. To what extent are you familiar with the topic of gathering, processing, using and storing of personal data? (sum % of answers 5-Very familiar and 4-Partially familiar according to the socio-demographic characteristics of the respondents)



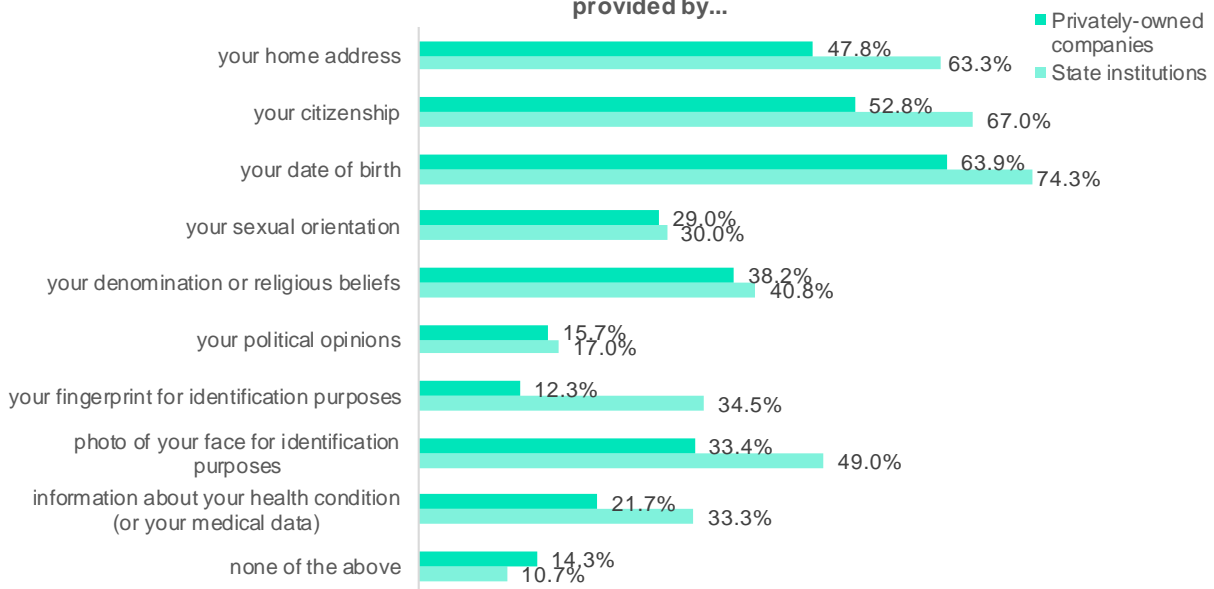
More than one half of the respondents (54.5%) say that they make no difference between privately-owned and state institutions when it comes to gathering, processing, use and storage of their personal data. On the other hand, 38.6% of citizens are more cautious when dealing with privately-owned companies, while 6.9% are more cautious when dealing with state institutions. The citizens between 18 and 29 (43.1%) and between 40 and 49 years of age (44.1%) are more likely to be more cautious when dealing with privately-owned companies, compared to the respondents between 50 and 64 years of age (30.2%).

Chart 22. In general, do you make distinction between privately-owned companies and state institutions when it comes to gathering, processing, use and storage of your personal data?



When it comes to the readiness of citizens to share their personal data with privately-owned companies or state institutions for the services they provide, the results show that the citizens are more willing to provide their personal data to state institutions. The citizens are more willing to give information about their date of birth, citizenship and home address, while they are less willing to provide privately-owned companies with their fingerprints for identification purposes (12.3%); the citizens are the least willing to provide state institutions with information about the political opinions (17.0%).

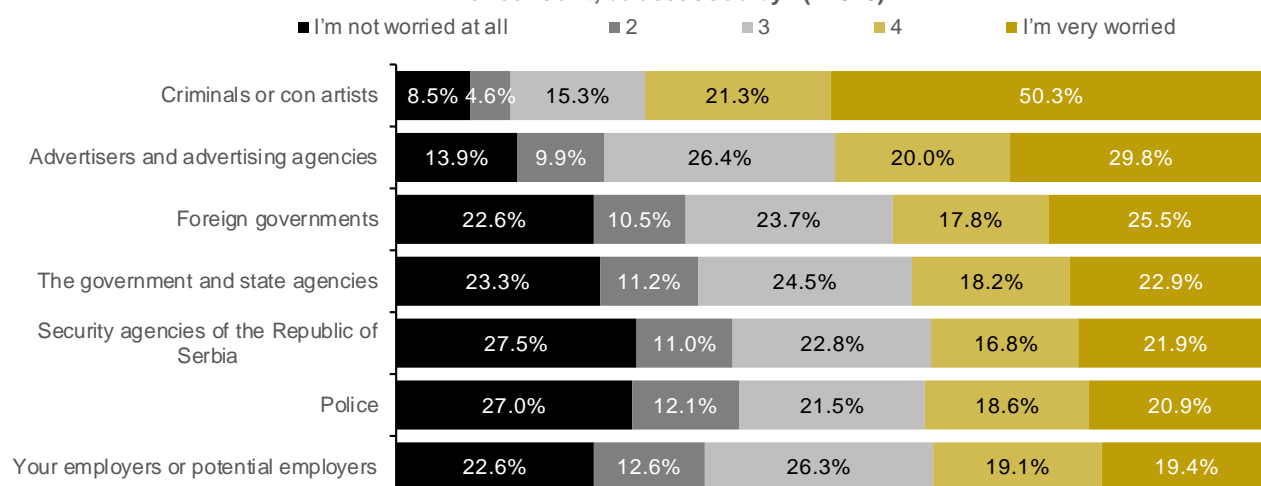
Chart 23. Which of the following data would you be willing to share for the services provided by...



The citizens below the age of 49, those with secondary and higher education and people living in urban areas are more likely to provide some of their personal data in order to be provided with a service offered by privately-owned companies and state institutions.

The citizens who use the Internet are mostly concerned that their personal data shared on the Internet could be used without their knowledge by criminals or con artists (71.6%) or by advertisers and advertising agencies (49.8%). On the other hand, they are the least worried that such actions could be taken by their current or potential employers (38.6%).

Chart 24: Do you worry and how much you worry that some of your personal data shared on the Internet, including the social networks, could be, without your knowledge or consent, be accessed by? (N=910)



Men were more likely to worry about their personal data shared on the Internet being accessed by the government and state institutions, as well as by foreign governments without their knowledge and consent. The residents of urban areas are more likely to be worried about what criminals or con artists, security agencies of the Republic of Serbia and foreign governments could do than the residents of rural areas (Table 1).

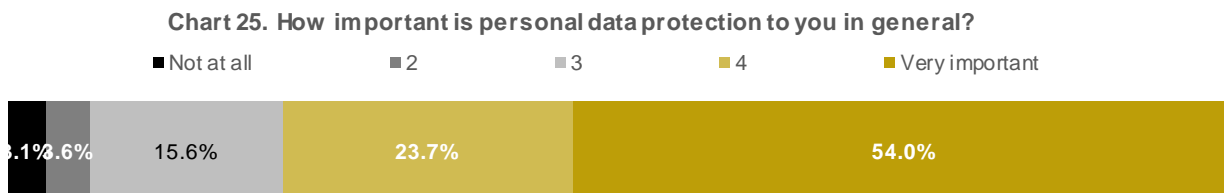
Table 1: Do you worry and how much you worry that some of your personal data shared on the Internet, including on the social networks, could be used without your knowledge or consent by... (sum % 5-I am very worried and 4 - Partially worried, according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Your employers or potential employers	39.7	37.5	43.4	42.1	37.1	34.0	21.5	37.8	39.2	37.1	41.9	33.1	36.6	44.2	39.8	35.3
Advertisers and advertising agencies	50.4	49.2	50.5	51.6	49.4	43.0	62.4	49.3	48.0	55.6	54.3	50.0	43.3	52.5	50.9	46.8
The government and state agencies	44.7	37.7	43.5	41.1	43.2	32.8	40.2	38.9	41.2	42.2	45.7	39.5	36.6	43.3	42.9	36.3
Police	41.6	37.5	42.0	39.7	38.3	36.7	42.4	36.3	40.7	37.9	44.3	34.6	35.8	44.7	41.4	34.5
Criminals or con artists	70.9	72.3	69.3	69.7	75.5	69.4	73.1	71.5	72.2	69.8	73.5	69.4	67.0	78.2	73.5	66.8
Security agencies of the Republic of Serbia	41.4	36.2	34.9	44.6	37.8	36.2	45.3	39.2	37.5	42.0	41.2	36.4	35.3	43.2	40.8	33.3
Foreign governments	39.7	37.5	43.4	42.1	37.1	34.0	21.5	37.8	39.2	37.1	41.9	33.1	36.6	44.2	39.8	35.3
N	436	474	223	203	301	141	42	143	578	189	221	248	246	195	657	253

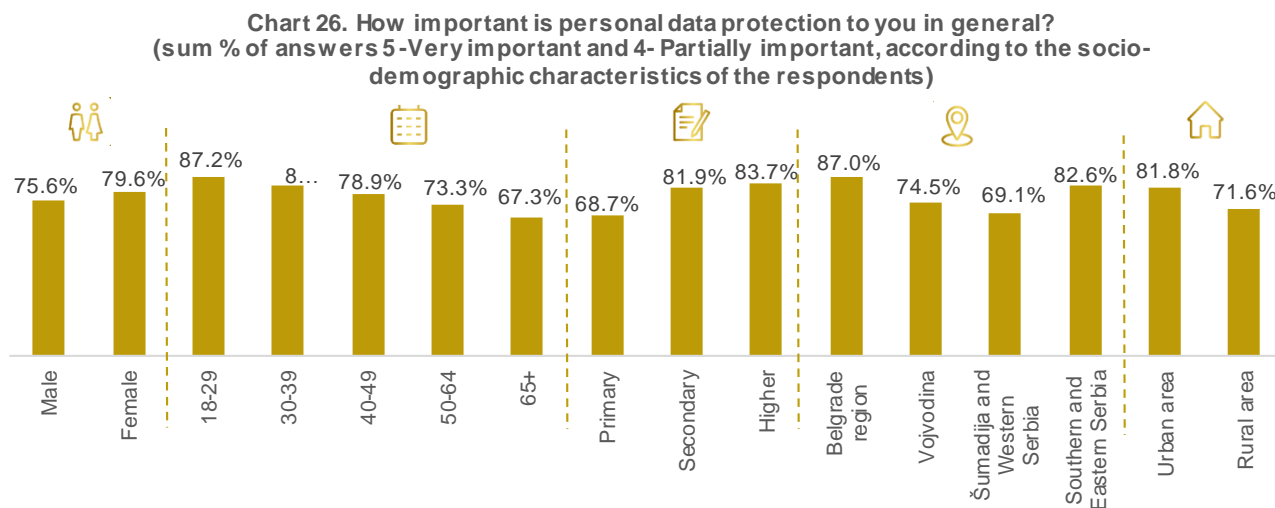
Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

5. Awareness of Personal Data Protection and Risks of Personal Data Abuse

For the majority of citizens (77.7%), personal data protection is important, 15.6% thinks it is neither important nor irrelevant, while 6.7% believe that it is not important (Chart 25).

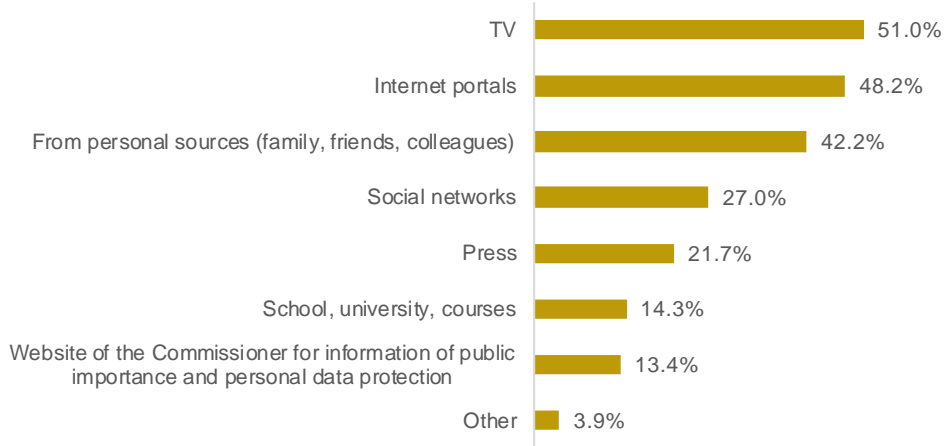


The importance of personal data protection is mostly recognized by people below the age of 50, with secondary and higher education, the inhabitants of the Belgrade region and the Southern and Eastern Serbia, as well as by the city-dwellers.



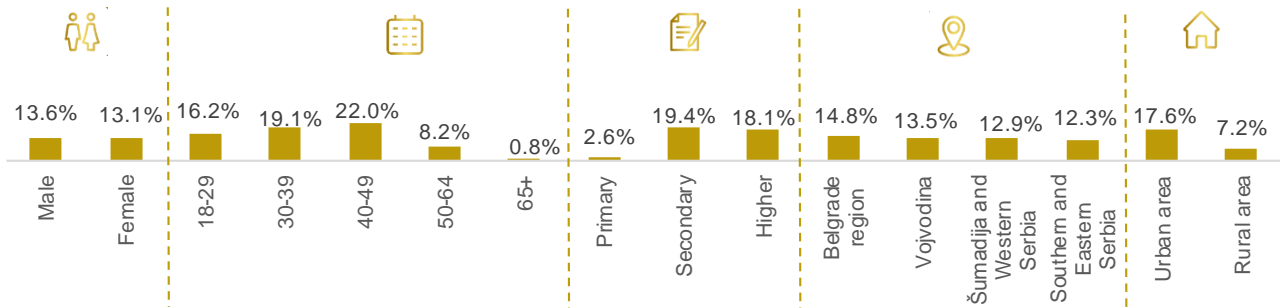
When it comes to the sources of information about personal data protection, the citizens mention primarily the television (51.0%), internet portals (48.2%) and personal sources (42.2%). Among the mentioned sources, the citizens have had the opportunity to learn about personal data protection via social networks (27.0%), the press (21.7%), as well as at schools, universities and courses (14.3%). The website of the Commissioner for Information of Public Importance and Personal Data Protection was used by 13.4% of citizens to find more information about the given topic.

Chart 27. Which sources have you used so far to learn more about personal data protection? (MULTIPLE ANSWERS POSSIBLE)



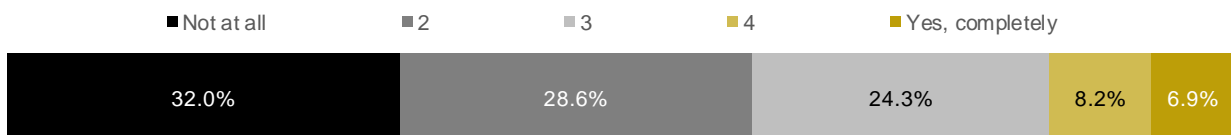
The results according to the socio-demographic characteristics of the respondents were as expected and show that people above the age of 49, those with only primary education and people living in rural areas mostly learn about the topic of personal data protection via television. On the other hand, the citizens between 18 and 49 years of age, the citizens with secondary and higher education and people living in urban areas have informed themselves about this topic via internet portals, as well as via the website of the Commissioner for Information of Public Importance and Personal Data Protection.

Chart 28. Website of the Commissioner for Information of Public Importance and Personal Data Protection (according to the socio-demographic characteristics of the respondents)



The majority (60.6%) believes that the public is not sufficiently informed about personal data protection, 24.3% is indecisive, while 15.1% of respondents believe that the public is sufficiently informed about such protection. No significant differences of opinions have been found among the respondents in terms of their socio-demographic characteristics.

Chart 29. In your opinion, is the public sufficiently informed about personal data protection?



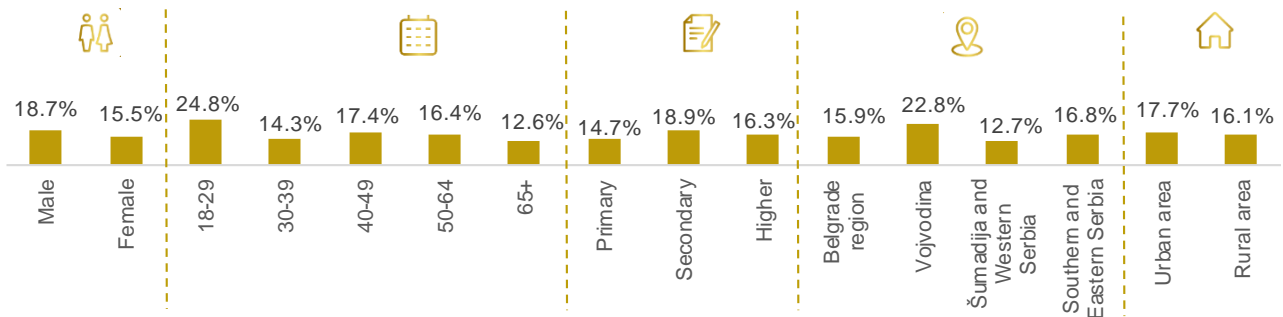
In the opinion of one in two respondents (49.8%), the available information about personal data protection is not clear, one third of respondents (33.1%) is indecisive, while 17.0% of citizens believe that such information is clear.

Chart 30. In your opinion, how clear are the available information on personal data protection?



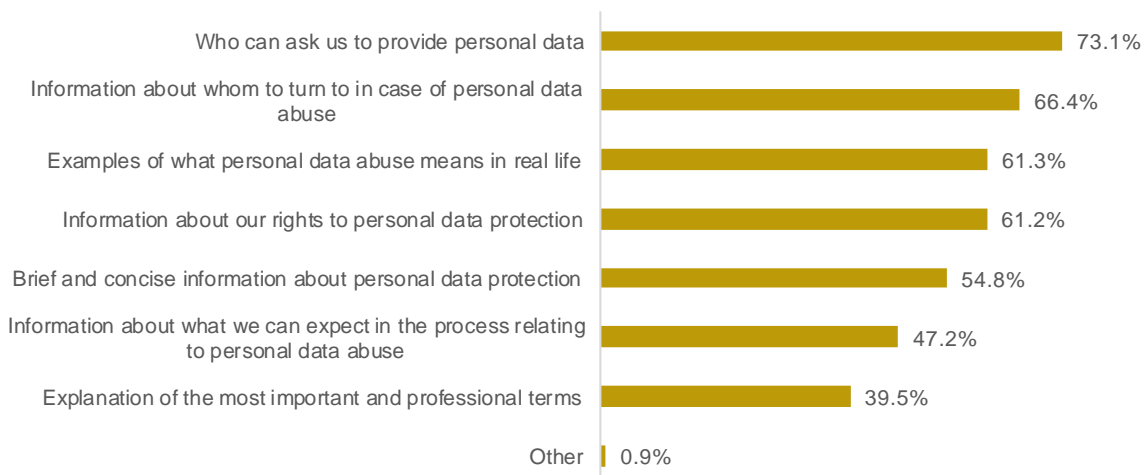
The results show that people between 18 and 29 years of age, compared to the population 65+, are more likely to believe that the available information on personal data protection is clear, which is the belief shared more by the inhabitants of Vojvodina than by the inhabitants of Šumadija and Western Serbia.

Chart 31. In your opinion, how clear are the available information on personal data protection? (sum % of answers 5 - Very clear and 4 - Partially clear, according to the socio-demographic characteristics of the respondents)



When it comes to the information about personal data protection the citizens need the most, the results show that these are the information on who can ask them to provide their personal data (73.1%), as well as the information on to whom to talk to in case of personal data abuse (66.4%). The citizens would also like to be provided with the examples of what personal data abuse is in real life (61.3%), as well as with the information about their personal data protection rights (61.2%). More than a half of the respondents (54.8%) would want to read brief and concise information about personal data protection, while 47% say that they need more information on what to expect in the process relating to personal data abuse. The explanations of the most significant and professional terms relating to personal data protection are deemed useful by 39.5% of citizens.

Chart 32. What kind of information you need the most when it comes to the personal data protection? (MULTIPLE ANSWERS POSSIBLE)



The results according to the socio-demographic characteristics of the respondents show that women are more likely than men to seek examples of what personal data abuse is and to seek information on whom to turn to in case of personal data abuse. In general, the results show that the inhabitants of the Belgrade region are more interested in learning more information on personal data protection than the inhabitants of Vojvodina, Šumadija and Western Serbia; also, people living in urban areas are more interested than those living in rural areas (Table 2).

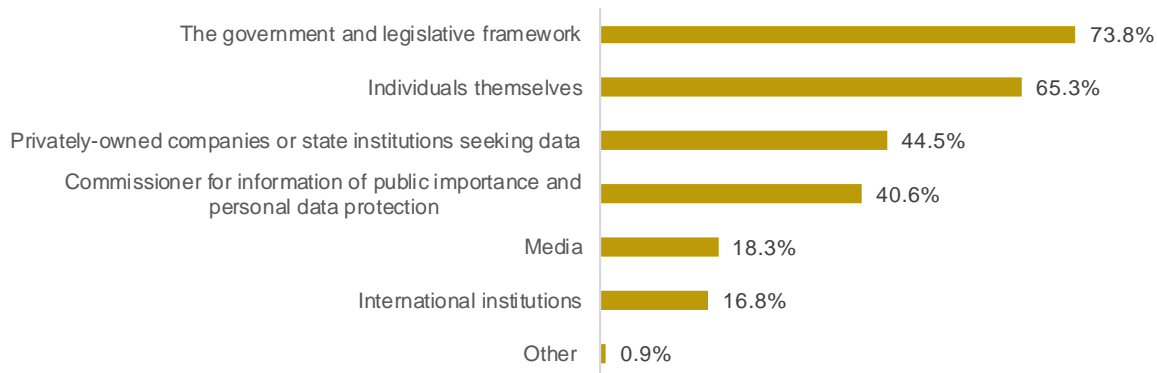
Table 2: Which information would you find the most useful when it comes to the personal data protection? (% according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Explanation of the most important and professional terms	40.3	38.9	37.9	43.5	43.1	33.1	39.5	35.3	42.2	40.5	50.5	31.5	37.7	40.2	42.3	35.6
Examples of what personal data abuse means in real life	58.1	64.2	59.5	58.3	63.2	58.2	65.6	62.8	59.4	63.6	66.5	53.8	65.1	60.0	63.6	57.9
Brief and concise information about personal data protection	53.4	56.2	56.2	56.0	54.1	56.6	51.9	53.8	56.1	53.1	62.0	47.7	51.3	60.5	57.6	50.8
Information about our rights to personal data protection	61.0	61.3	62.6	63.6	64.0	56.8	58.6	55.2	64.1	65.1	70.8	53.5	60.0	61.9	65.4	54.9
Who can ask us to provide personal data	74.3	72.0	68.2	75.7	75.6	74.2	71.4	70.7	72.9	79.0	78.9	67.1	71.7	76.1	75.2	70.1
Information about whom to turn to in case of personal data abuse	62.5	70.0	61.6	68.6	73.4	67.3	59.8	62.0	67.7	71.8	72.8	64.5	64.2	64.8	70.2	60.8
Information about what we can expect in the process relating to personal data abuse	46.5	47.9	46.0	55.9	52.4	45.0	37.3	40.1	50.3	52.8	52.4	39.5	49.9	47.6	51.9	40.4
Other	1.0	0.7	0.4	0.8	0.7	0.3	2.0	1.2	0.5	1.2	1.7	0.5	0.8	0.5	0.6	1.2
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

The majority of respondents believes that the government and the legislative framework (73.8%) are primarily responsible for the personal data protection, followed by the responsibility of the individuals (65.3%). The responsibility of privately-owned companies or state institutions who seek personal data is recognized only by 44.5% of respondents, while 40.6% of citizens believe that the Commissioner for Information of Public Importance and Personal Data Protection is responsible for the protection of such data. 18.3% of respondents believe that the media are responsible, while 16.8% believe that foreign governments are responsible for personal data protection.

**Chart 33. In your opinion, who is primarily responsible for personal data protection?
(MULTIPLE ANSWERS POSSIBLE)**



The residents of the Belgrade region compared to the residents of Šumadija and Western Serbia, and the citizens living in urban areas are more likely to believe that the privately-owned companies or state institutions seeking data are responsible for personal data protection. The citizens between 18 and 39 years of age compared to elderly citizens, the citizens with secondary and higher education and people living in urban areas are more likely to believe that the individuals themselves are responsible for the protection of their personal data. The citizens of Southern and Eastern Serbia are more likely to believe that the government and the legislative framework are responsible, compared to the citizens of Vojvodina. The respondents between 18 and 49 years of age, those with secondary and higher education, the inhabitants of the Belgrade region - more than the inhabitants of Vojvodina and people living in urban areas, are more likely to believe that the Commissioner for Information of Public Importance and Personal Data Protection is also responsible for personal data protection.

Table 3: In your opinion, who is primarily responsible for personal data protection? (according to the socio-demographic characteristics of the respondents)

	GENDER		AGE					EDUCATION			REGION				TYPE OF SETTLEMENT	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Privately-owned companies or state institutions seeking data	45.7	43.3	42.1	43.6	47.6	41.8	45.9	43.3	46.3	41.6	51.2	44.7	37.6	45.9	46.9	40.9
Individuals themselves	64.1	66.5	73.6	71.2	64.2	61.5	58.4	57.5	68.8	71.6	69.4	61.9	66.8	63.4	69.3	59.6
The government and legislative framework	76.0	71.7	69.5	76.6	74.9	75.4	72.4	73.2	72.2	79.7	75.4	67.5	75.0	78.1	75.7	70.9
Commissioner for Information of Public Importance and Personal Data Protection	39.1	41.9	49.5	49.4	43.1	35.8	27.0	31.2	45.9	44.2	47.6	35.5	41.6	37.8	46.5	31.9
International institutions	18.5	15.2	20.1	22.7	18.5	14.5	9.4	12.6	19.8	16.6	21.5	15.8	13.0	17.9	20.4	11.6
Media	21.7	15.1	16.2	17.3	18.8	19.7	18.9	18.5	18.1	18.3	26.4	14.0	15.4	18.5	20.7	14.7
Other	0.8	1.0	0.6	0.3	0.2	1.4	1.8	2.0	0.1	0.7	0.2	1.7	1.3	0.0	0.3	1.7
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

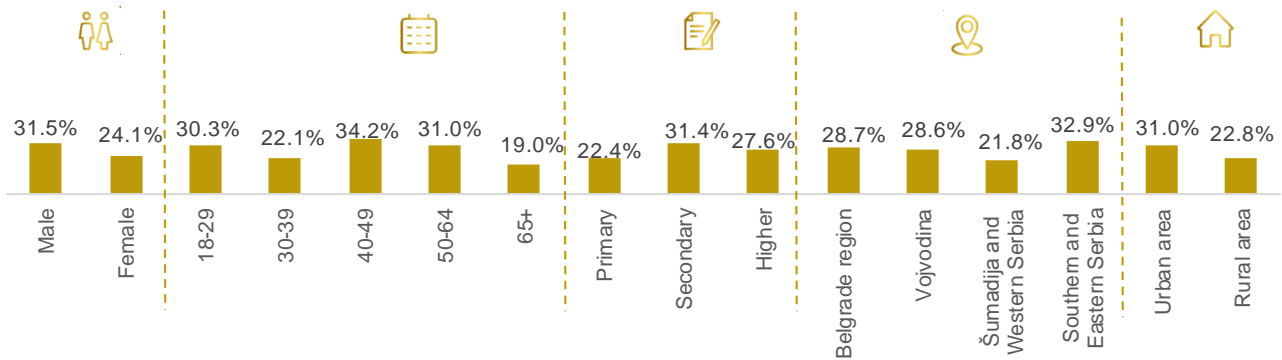
When it comes to citizens' opinion about the extent they are aware of the personal data abuse risk, 43.1% of citizens say they are not aware of the personal data abuse risks, 29.3% is indecisive, while 27.6% of respondents believe that the people are aware of such risks.

Chart 34. In your opinion, to what extent are people like you aware of the personal data abuse risk?



Compared to women, men are more likely to believe that people like them are aware of the personal data abuse risks; this opinion is also shared by respondents between 18 and 29, 40 and 49, 50 and 64 years of age compared to the oldest population. The citizens with secondary education are more likely than those with primary education to believe that people like them are aware of the personal data abuse risk; this opinion is also shared by inhabitants of Southern and Eastern Serbia compared to the inhabitants of Šumadija and Western Serbia, as well as by the people living in urban areas.

Chart 35. In your opinion, to what extent are the people like you aware of the personal data abuse risk? (sum % of answers 5 - Very aware and 4 - Partially aware, according to the socio-demographic characteristics of the respondents)



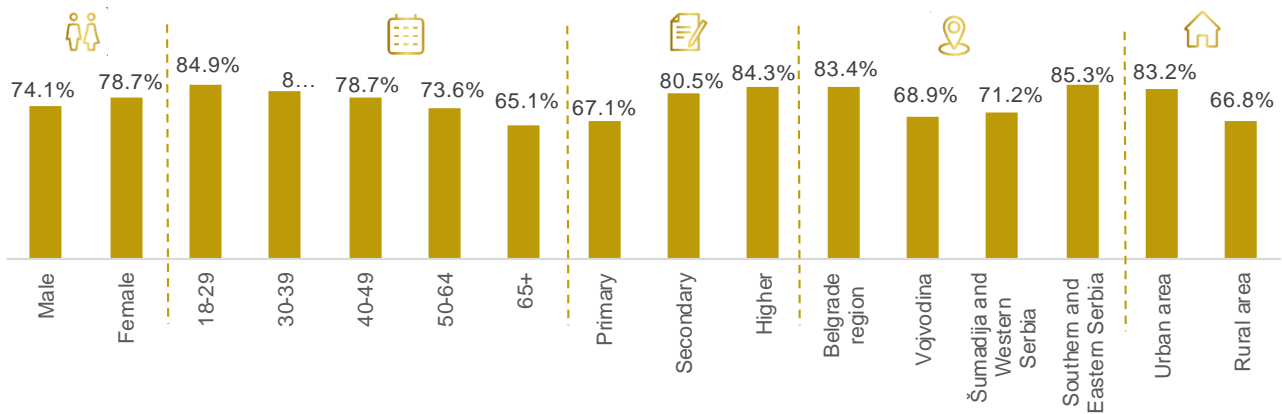
Most of the Serbian citizens believe that the risk of personal data endangerment (abuse) is high (76.5%), while more than half (53.4%) sees this risk as very high. Almost one in five respondents (19.0%) believe that this risk is moderate, while 4.5% believe that the risk of personal data abuse is low.

Chart 36. In your opinion, what is the risk of personal data abuse today?



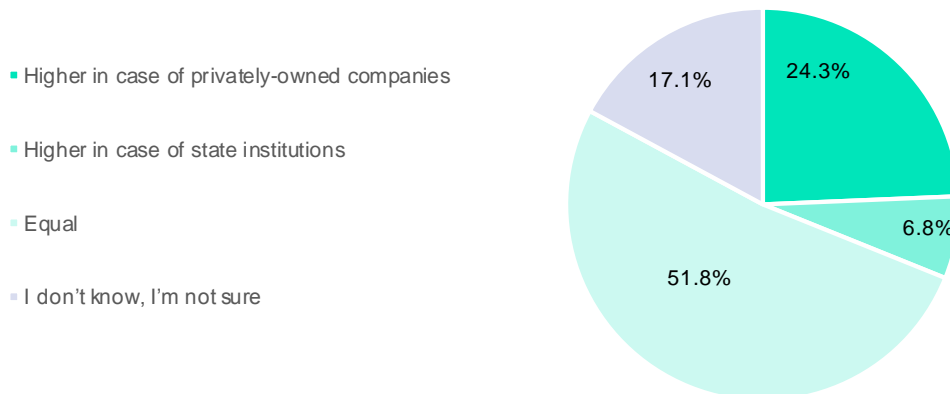
The citizens between 18 and 49 years of age, more than the 65+ citizens, believe that the risk of personal data abuse is high today. This is mostly recognized by people with secondary and higher education, the inhabitants of the Belgrade region and the Southern and Eastern Serbia, as well as by the people living in urban areas.

Chart 37. In your opinion, what is the risk of personal data abuse today? (sum % of answers 5 - Very high and 4 - Partially high, according to the socio-demographic characteristics of the respondents)



More than half of the citizens (51.8%) believe that there is no difference between privately-owned companies and state institutions when it comes to the risk of personal data endangerment (abuse). For every fourth citizen (24.3%), the risk of endangerment is higher when dealing with privately-owned companies, while 7% of respondents believe that the risk is higher with state institutions. The other respondents (17.1%) say that they don't know, i.e. are not sure whether the risk of personal data abuse is higher when dealing with privately-owned companies or with state institutions, or whether such risk is equal.

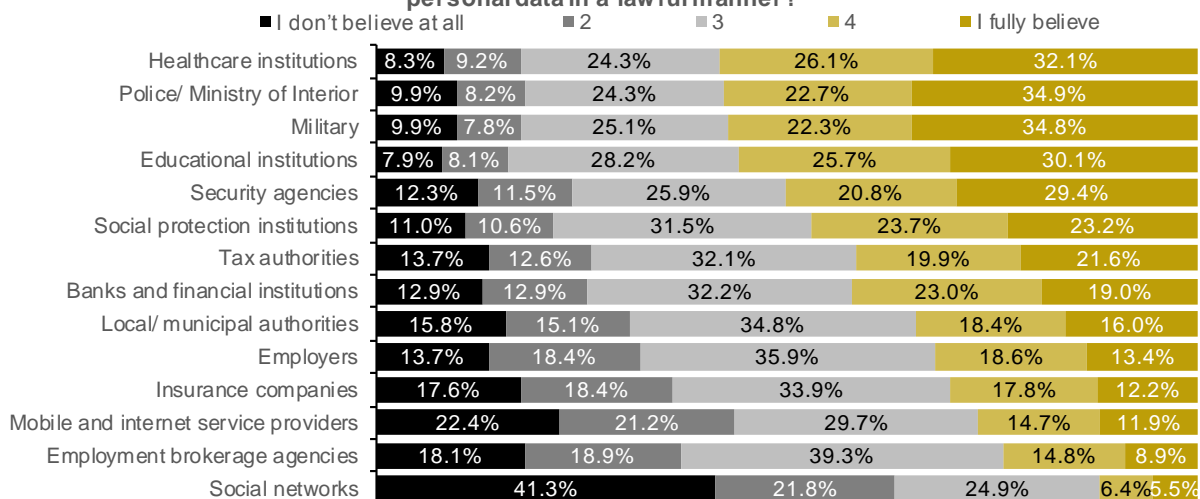
Chart 38. Would you say that the risk of personal data abuse is higher when dealing with privately-owned companies, with state institutions or there is no difference?



The elderly citizens (29.4%) compared to people between 30 and 39 years of age (16.5%) are more likely to believe that the risk of personal data breach is higher with privately-owned companies. The risk of personal data abuse when dealing with state institutions is recognized more by men (9.1%) than women (4.6%), as well as by people with higher education (10.1%) than by people with primary education (4.9%).

The citizens mostly tend to believe that their personal data are being lawfully used by healthcare institutions (58.2%), the police/Ministry of Interior (57.6%), the military (57.2%) and educational institutions (55.8%). On the other side, they have the least trust in social networks (11.9%), employment brokerage agencies (23.7%) and mobile and internet service providers (26.6%).

Chart 39. To what extent are the following institutions and organizations using your personal data in a lawful manner?



Women believe more than men that the police and the security agencies are using their personal data in a lawful manner. The citizens above the age of 49, those with only primary education and people living in rural areas are more likely to believe that certain privately-owned companies and state institutions are using their personal data in a lawful manner.

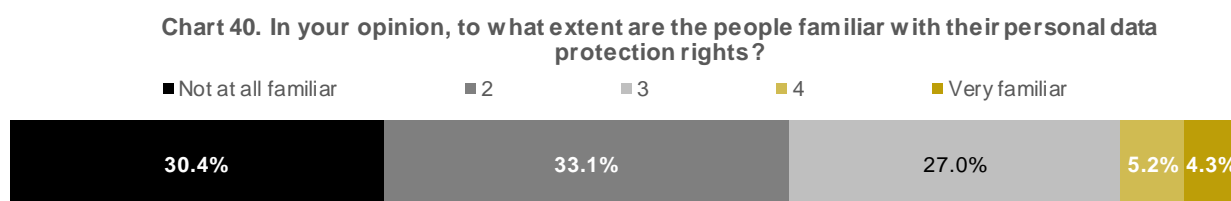
Table 4: To what extent you believe that the following institutions and organizations use your personal data in a lawful manner? (sum %5 - I am very worried and 4 - Partially worried, according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Healthcare institutions	57.5	58.9	53.2	50.4	56.8	59.1	69.6	65.7	54.7	52.8	55.4	63.0	55.4	59.0	54.1	64.2
Insurance companies	27.8	32.2	33.6	33.2	28.7	29.7	26.4	26.6	33.5	27.1	28.1	32.1	27.2	33.3	30.9	28.9
Banks and financial institutions	40.4	43.5	39.8	44.3	37.7	44.9	44.8	42.3	43.1	38.3	38.4	45.0	37.8	47.7	39.4	45.9
Employers	29.5	34.3	28.5	31.4	35.1	35.6	28.6	31.6	32.6	31.0	28.3	37.0	29.9	32.4	30.8	33.7
Police/ Ministry of Interior	51.4	63.3	53.5	52.2	56.6	56.5	67.5	64.0	55.6	49.9	58.6	62.6	53.7	55.5	55.3	61.0
Social protection institutions	44.6	49.1	38.8	44.3	47.3	51.1	51.9	50.0	47.3	39.3	45.1	47.0	50.1	44.9	43.6	51.8
Educational institutions	54.5	57.0	48.2	51.9	54.1	61.0	62.8	60.8	53.3	52.7	53.1	52.7	57.7	60.1	52.2	61.1
Tax authorities	40.5	42.5	27.6	40.4	36.2	49.5	53.7	49.5	37.2	37.9	38.1	44.6	41.7	41.4	35.8	50.0
Employment brokerage agencies	24.5	22.9	23.8	21.9	19.9	25.7	27.7	25.9	22.9	21.4	16.9	26.9	23.6	27.1	20.2	28.8
Local/ municipal authorities	32.4	36.2	29.4	29.4	27.6	40.6	44.9	42.6	30.5	28.5	30.2	38.6	34.2	33.7	28.9	42.4
Mobile and internet service providers	29.2	24.3	18.6	31.0	23.5	34.4	27.0	27.6	26.7	24.6	22.7	27.4	27.0	29.5	24.9	29.2
Social networks	12.3	11.6	17.7	11.1	13.0	9.5	8.4	8.9	13.9	12.4	10.4	11.7	10.9	15.2	13.4	9.7
Military	54.7	59.5	48.3	52.1	49.9	64.0	71.5	67.7	53.4	46.4	57.7	56.8	54.6	60.5	52.0	64.8
Security agencies	45.3	54.7	47.1	49.3	46.5	51.2	57.0	55.1	48.9	43.5	48.4	55.8	47.4	48.9	47.1	54.7
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

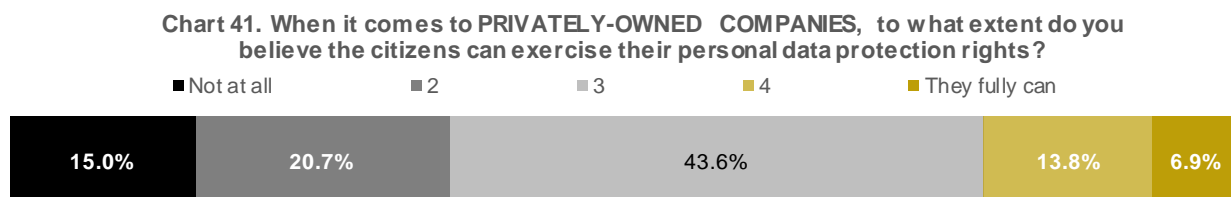
Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

6. Awareness of Personal Data Protection Rights and Manner of Protection

The majority of respondents (63.5%) believes that the citizens are not familiar with their personal data protection rights, 27.0% is not certain whether they are, while only 9.5% believe that the citizens are familiar with their rights to a certain extent (Chart 40). No statistically significant differences have been found among the respondents in terms of their socio-demographic characteristics.

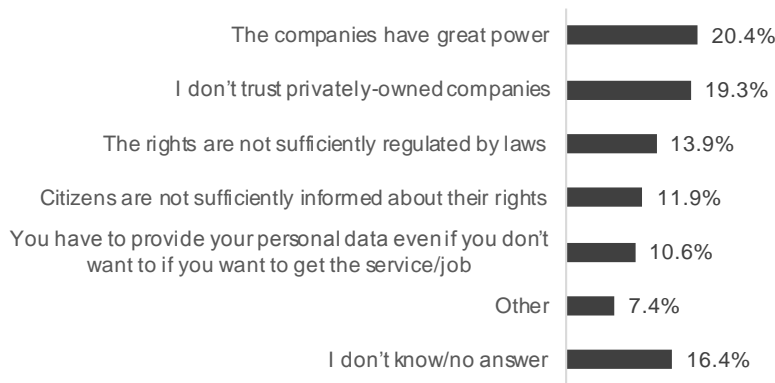


When it comes to the privately-owned companies, 43.6% of respondents are not certain whether the citizens can exercise their personal data protection rights, 35.7% believe they cannot, while 20.7% believe they can. The residents of Vojvodina (26.1%), more than the residents of Šumadija and Western Serbia (14.0%), believe that the citizens can exercise their personal data protection rights when it comes to privately-owned companies. The number of those who share this belief is also higher among the residents of rural areas (23.5%), compared to those living in urban areas (18.8%).



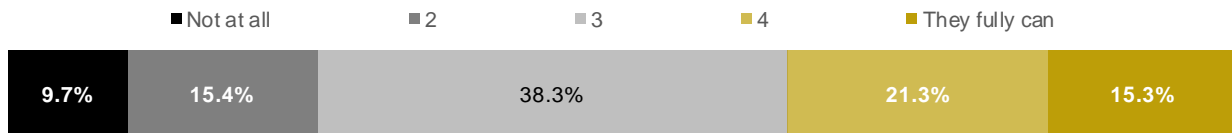
The citizens who believe that the personal data protection rights cannot be exercised when it comes to the privately-owned companies base their opinion on the belief that such companies have great power (20.4%), which makes it difficult to prove personal data abuse, while 19.3% state that they do not trust privately-owned companies. In addition to the above mentioned, the citizens have also stated that the rights are not sufficiently well regulated by law (13.9%) and that the citizens are not sufficiently informed about their rights (11.9%). One in ten respondents believe that the citizens cannot exercise their personal data protection rights when it comes to privately-owned companies; they believe that, if a person wants to be provided with a service, he/she must provide the personal data even if he/she doesn't want to provide such information (10.6%).

Chart 42. Why do you think the citizens cannot exercise their personal data protection rights when it comes to PRIVATELY-OWNED COMPANIES? (N=434) (coded based on spontaneous answers)



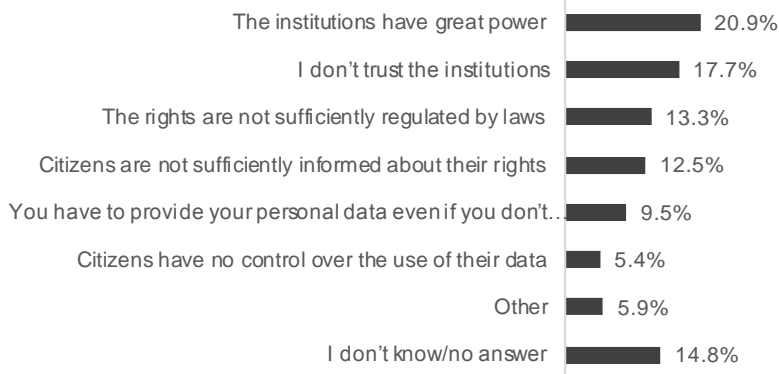
More than one third of the respondents (38.3%) say they are not sure whether the citizens can exercise their personal data protection rights when it comes to state institutions, 36.6% believe they can, while 25.1% believe that the citizens cannot exercise such rights. The results weighted according to the socio-demographic characteristics show that people with primary education (42.7%) are more likely to believe that the citizens can exercise their rights to personal data protection when it comes to state institutions, compared to the people with secondary (34.5%) and higher (29.8%) education. This is mostly the belief shared among the inhabitants of rural areas (42.3%) compared with people living in urban areas (32.7%), as well as by the respondents between 18 and 29 years of age (40.9%), between 50 and 64 years of age (40.9%) and people above the age of 64 (43.3%), compared to the citizens in their 40s (29.5%) and 50s (29.1%).

Chart 43. When it comes to STATE INSTITUTIONS, to what extent do you believe the citizens can exercise their personal data protection rights?



The situation is similar when it comes to the privately-owned companies; the citizens who believe that the personal data protection rights cannot be exercised when it comes to the state institutions base their opinion on the belief that such institutions have great power (20.9%), which makes it difficult to prove such personal data abuse, while 17.7% state that they do not trust the state institutions. In addition to the above mentioned, the citizens have also stated that the rights are not sufficiently well regulated by law (13.3%) and that the citizens are not sufficiently informed about their rights (12.5%). As a reason, the citizens mention that the personal data must be given even if they don't want to in exchange for a service or a job (9.5%), while 5.4% of respondents believe that the citizens cannot exercise their rights because they have no control over the use of the data they have given.

Chart 44. Why do you think the citizens cannot exercise their personal data protection rights when dealing with STATE INSTITUTIONS? (N=306)
(coded based on spontaneous answers)



More than a half of the respondents (67.5%) does not know, i.e. is not certain whether Serbia has a law that allows them to check which personal data a private company gathers, processes, uses and stores about them. 16.5% of respondents believe that there is such a law, while 15.9% believe there is no such law. The majority of respondents (63.1%) say that they do not know whether such law exists in case of state institutions, one in four citizens (25.6%) believe such law exists, while 11.3% believe that Serbia has no law that allows them to check which personal data a state institution gathers, processes, uses and stores about them.

Chart 45. Based on what you know and what you heard, is there a law in Serbia that allows you to check which personal data a PRIVATELY-OWNED company gathers, processes, uses and stores about you?

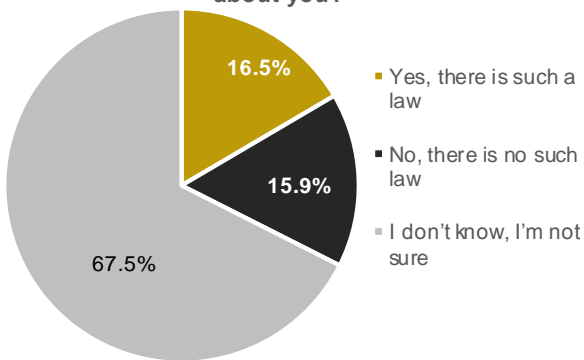
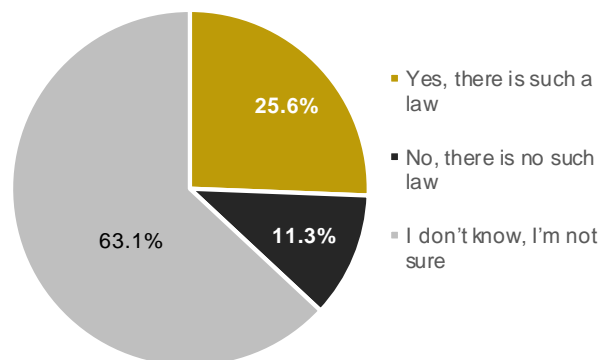


Chart 46. Based on what you know and what you heard, is there a law in Serbia that allows you to check which personal data a STATE INSTITUTION gathers, processes, uses and stores about you?

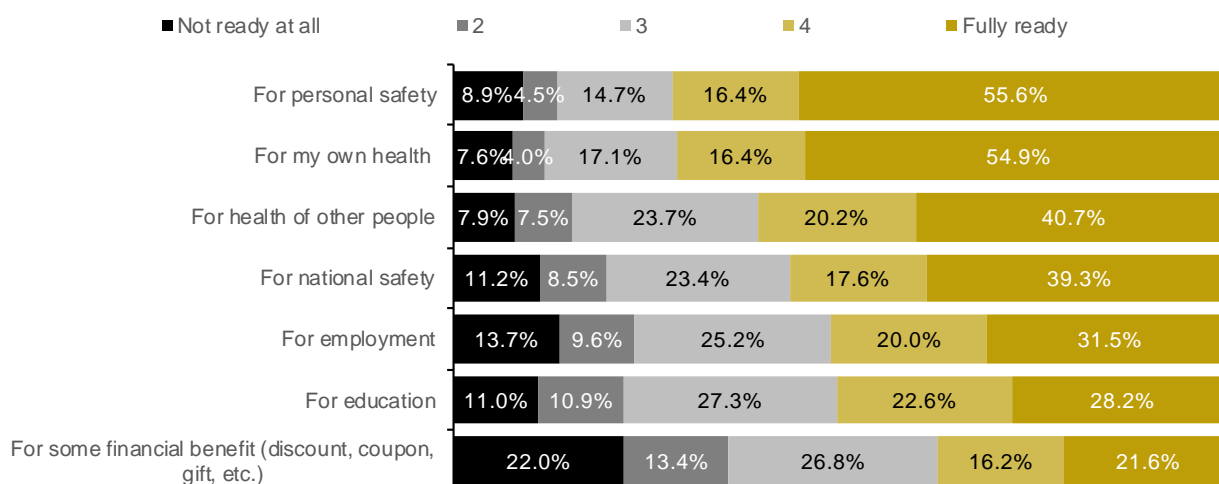


Younger people between 18 and 29 years of age (22.6%), compared to people above the age of 64 (9.2%), are more likely to believe that there is a law that allows them to check which personal data a private company gathers, processes, uses and stores about them. The same opinion is mostly shared by people with higher education (20.8%) compared to those with primary education (12.8%), as well as by the inhabitants of urban areas (18.5%) compared to those living in rural areas (13.7%). The inhabitants of Vojvodina (29.9%) and Southern and Eastern Serbia (29.9%), compared to inhabitants of Šumadija and Western Serbia (18.7%), are more likely to believe that there is a law that allows them to check which personal data a state institution gathers, processes, uses and stores about them.

We asked the citizens to what extent they would be ready to accept the restrictions of their personal data protection rights. The results show that the majority of Serbian citizens would be ready to accept such

restrictions for the sake of their personal safety (72.0%) and their own health (71.3%). On the other hand, the citizens are more willing to accept restrictions of their personal data protection rights if they have some financial benefit, such as discounts, coupons, gifts and alike (37.8%).

Chart 47: To what extent would you be ready to restrict your personal data protection rights due to the following reasons?



The results according to the socio-demographic characteristics of the respondents show that women are more likely than men to accept the restrictions of their personal data protection rights for the sake of their safety and health, but also for the sake of other people’s health, as well as for the sake of education and employment. When it comes to the restrictions of the personal data protection rights, the citizens above the age of 65, people who have only the primary education and the people living in rural areas are more likely to accept such restrictions (Table 5).

Table 5: To what extent are you willing to accept restrictions of your personal data protection rights for the following reasons? (sum %5-Completely willing, and 4 – Partially willing, according to socio-demographic characteristics of the respondents)

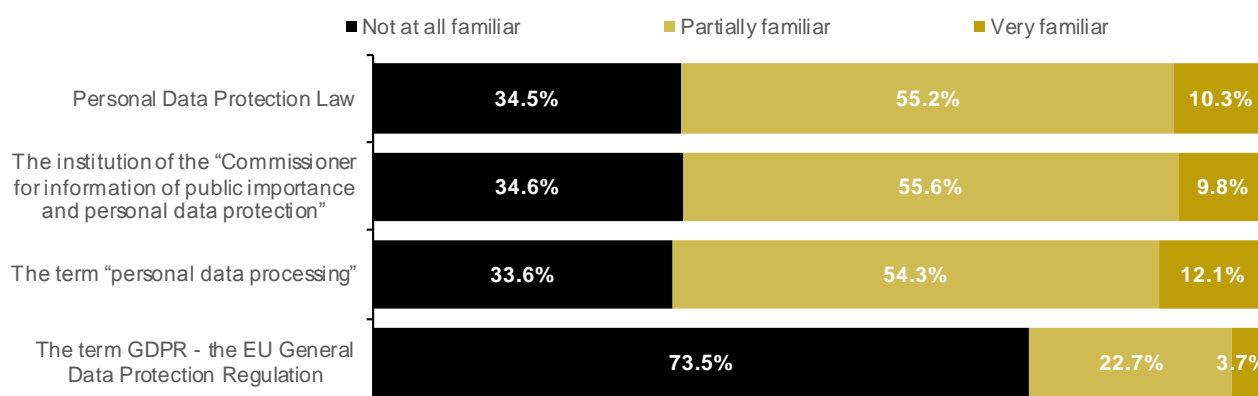
	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
For personal safety	67.4	76.2	73.5	67.6	65.3	75.5	78.8	79.0	69.1	65.6	72.1	73.0	73.8	68.0	67.7	78.2
For national safety	54.9	58.7	51.5	53.9	53.0	64.1	61.9	65.0	53.8	48.9	55.5	58.5	53.7	60.3	50.9	65.7
For my own health	67.5	74.8	73.5	64.7	65.9	72.7	79.6	77.9	68.1	66.5	71.0	69.0	72.2	73.1	66.3	78.5
For health of other people	58.0	63.7	60.0	63.9	54.0	62.2	66.2	63.6	60.2	57.4	65.1	61.6	61.0	55.4	58.0	65.1
For education	47.3	54.1	56.7	54.5	44.0	53.5	48.4	51.7	52.1	45.3	49.8	53.9	48.9	50.6	48.8	53.8
For employment	46.0	56.5	55.7	48.3	47.5	55.0	51.8	52.5	52.4	46.5	52.8	51.3	48.1	54.5	49.8	53.9
For some financial benefit	35.5	40.0	39.2	40.2	41.5	33.5	34.2	36.1	41.2	31.4	35.2	39.9	37.8	38.1	38.2	37.2
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

Two thirds of citizens (66.4%) have declared that they are somewhat familiar with the term “personal data processing”, 65.5% have declared they are partially or very familiar with the term “Personal data protection

law”, while 65.1% have declared that they are somewhat familiar with the institution of “Commissioner for Information of Public Importance and Personal Data Protection”. The term GDPR - the EU General Data Protection Regulation is somewhat familiar to 26.5% of respondents.

Chart 48: How familiar are you with the following terms...?



These terms are more familiar to the citizens between the ages of 18 and 49, to the citizens with secondary and higher education, the citizens living in urban areas, as well as to the citizens of Vojvodina and Southern and Eastern Serbia compared to the citizens of Šumadija and Western Serbia.

Table 6: How familiar are you with the following terms...? (sum % of answers Very familiar and Partially familiar, according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Personal Data Protection Law	64.9	65.9	76.7	81.5	79.4	57.8	33.5	43.3	76.6	79.1	63.3	69.7	59.7	69.9	73.2	54.2
The institution of the “Commissioner for Information of Public Importance and Personal Data Protection”	69.9	61.0	65.0	74.0	76.1	61.9	49.1	51.3	71.5	76.3	66.3	67.1	63.9	63.9	69.7	58.9
The term “personal data processing”	66.8	66.1	82.0	84.5	81.5	56.8	29.4	39.2	79.9	83.6	65.3	69.5	60.4	71.5	77.3	50.6
The term GDPR - the EU General Data Protection Regulation	28.5	24.6	37.4	30.9	34.4	20.8	9.2	11.7	32.7	39.2	27.7	32.7	20.0	25.7	31.3	19.5
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

More than one half of the citizens (53.0%) have declared that they are not familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection, 44.2% of citizens declared that they are partially familiar with the work of this institutions, whereas 2.8% of citizens have declared that they are very familiar with the work of this institution. The majority of respondents who are familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection (78.6%) believe that this institution can ensure personal data protection, whereas 21.3% of the respondents believe it cannot.

Chart 49. To what extent are you familiar with the work of the Commissioner for information of public importance?

- Yes, very familiar
- Yes, partially familiar
- Not at all familiar

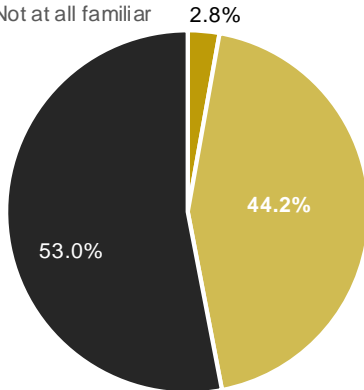
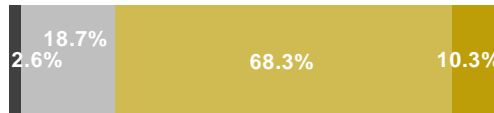


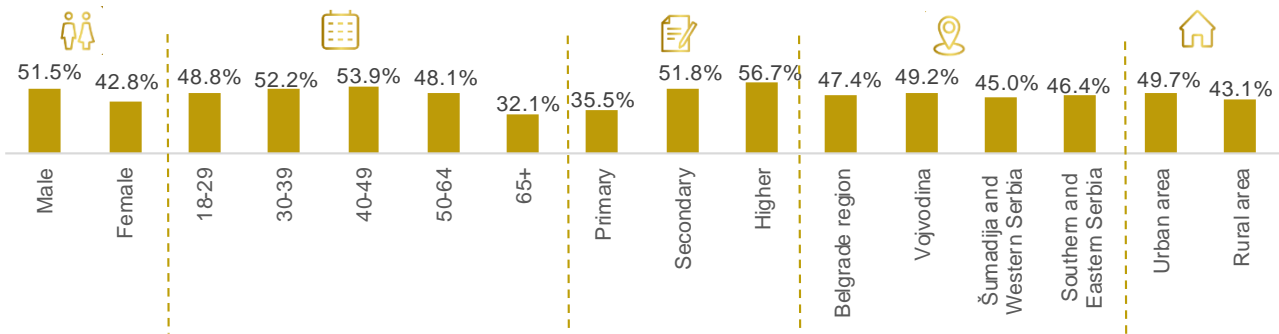
Chart 50. Do you think that this institution can ensure your personal data protection? (N=572)

- No, certainly not
- No, probably not
- Yes, probably
- Yes, certainly



The respondents who are familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection were predominantly male, citizens below the age of 65, city-dwellers and citizens with secondary and higher education.

Chart 51. To what extent are you familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection? (sum % of answers Yes, very familiar and Yes, partially familiar, according to the socio-demographic characterist



For the majority of citizens (86.8%), the existence of the Personal Data Protection Law is important, while 74.2% find it very important. One in ten citizens (10.1%) believes that the said Law is neither important nor irrelevant, while 3.1% see it as irrelevant.

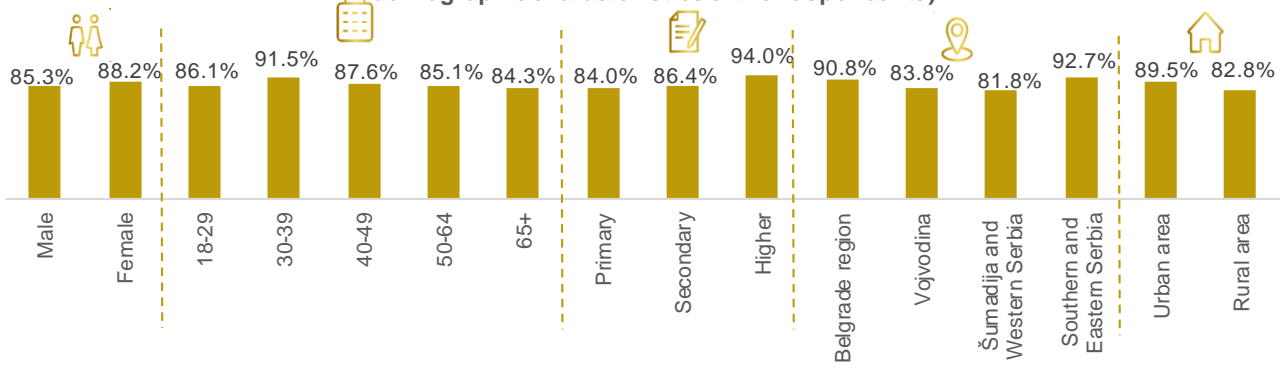
Chart 52. How important is the existence of the Personal Data Protection Law?

- Not at all important
- 2
- 3
- 4
- Very important



The importance of existence of the Personal Data Protection Law is mostly recognized by higher-educated, inhabitants of the Belgrade region and the Southern and Eastern Serbia, as well as by the city-dwellers.

Chart 53. How important is the existence of the Personal Data Protection Law ? (sum % of answers 5- Very important and 4 - Partially important, according to the socio-demographic characteristics of the respondents)



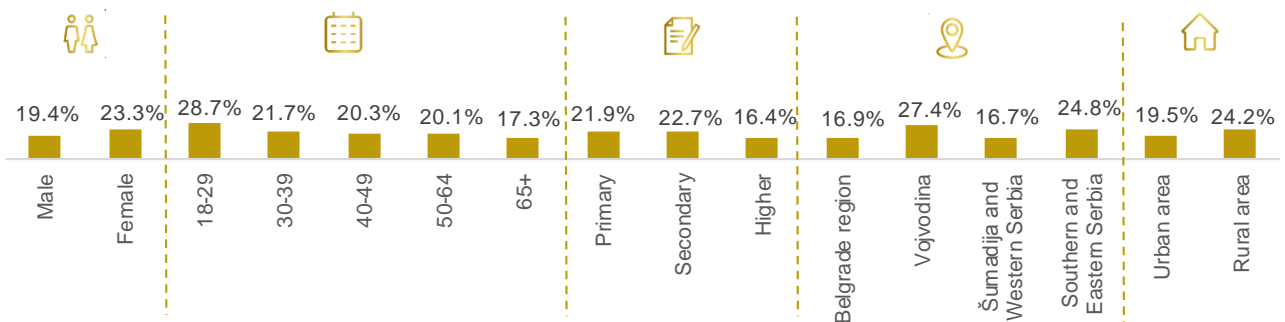
When it comes to the implementation of this Law, 43.8% of citizens are uncertain whether the implementation was successful or not, 34.8% of citizens believe it was unsuccessful, while 21.4% see the implementation of this Law as successful.

Chart 54. How do you assess the implementation of this law ?



The younger respondents, more than the older respondents, tend to believe that the implementation of the Personal Data Protection Law has been successful; this opinion is also shared by the inhabitants of Vojvodina more than by the inhabitants of the Belgrade region, Šumadija and Western Serbia.

Chart 55. How do you assess the implementation of this law ? (sum % of answers 5 - Completely successful and 4 - partially successful, according to the socio-demographic characteristics of the respondents)



According to the opinion of the majority of respondents (82.4%), those who gather, process, use and store their personal data are under the obligation to provide them with information about their identity, 11.1% do not know whether they are under such obligation, while 6.5% of respondents believe that they are under no such obligation. 87.7% of citizens believe that those who gather, process, use and store personal data are under the obligation to inform the data subjects about the reason for data gathering, 7.8% say they don't know, while 4.5% believe they are under no obligation to provide such information. The majority of citizens (87.6%) believe that those who gather, process, use and store their personal data are under the obligation to notify the data subjects about their intention to share such data with other institutions/organizations, 7.4% don't know whether they have such an obligation, while 5.0% believe that they are under no such obligation.

Chart 56. In your opinion, are those who gather, process, use and store your personal data obliged to PROVIDE YOU INFORMATION ABOUT THEIR IDENTITY?

■ Yes ■ No ■ I don't know, I'm not sure

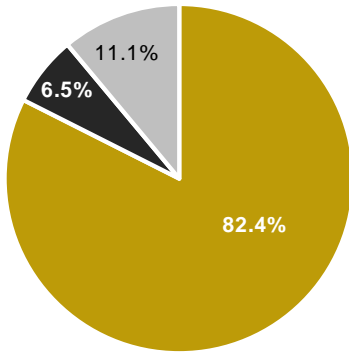


Chart 57. In your opinion, are those who gather, process, use and store your personal data obliged to INFORM YOU ABOUT THE REASON OF SUCH DATA GATHERING?

■ Yes ■ No ■ I don't know, I'm not sure

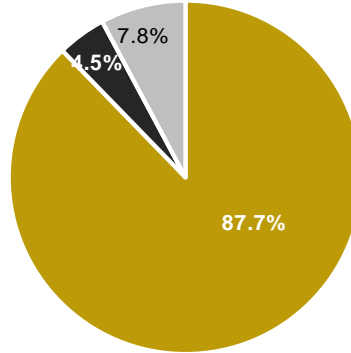
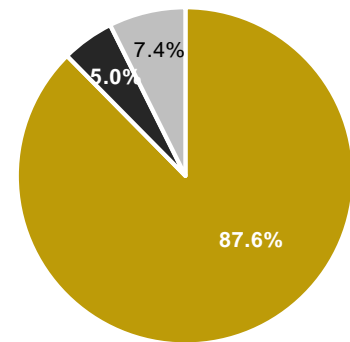


Chart 58. In your opinion, are those who gather, process, use and store your personal data obliged to INFORM YOU IF THEY INTEND TO SHARE YOUR DATA WITH OTHER INSTITUTIONS/ ORGANIZATIONS?

■ Yes ■ No ■ I don't know, I'm not sure



The citizens between 30 and 49 years of age, people with secondary and higher education, the inhabitants of the Belgrade region, compared to the inhabitants of Šumadija and Western Serbia, and people living in urban areas are more likely to believe that those who gather, process, use and store personal data are under the obligation to provide data subjects with such information. Women are more likely to believe that those who gather, process, use and store personal data are under the obligation to inform the data subjects about the reason for data gathering.

Table 7: In your opinion, are those who gather, process, use and store your personal data under the obligation to...? (% of positive answers, according to socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Provide you with information about their identity	81.4	83.4	77.3	88.5	83.3	81.0	82.3	77.4	84.2	87.7	86.8	84.5	77.3	81.8	85.7	77.7
Notify you about the reasons for data processing	84.9	90.3	84.9	92.8	93.5	82.9	83.8	82.0	90.1	92.9	91.4	89.5	84.2	86.1	91.2	82.6
Notify you about their intention to share your data with other institutions/organizations	85.8	89.2	89.2	92.6	91.3	81.2	83.7	80.7	90.7	93.0	91.4	88.4	83.8	87.5	91.7	81.6
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

More than half of the respondents (54.6%), if they would suspect that someone is processing their personal data without their consent, would first call the police, 28.8% would first call the Commissioner for Information of Public Importance and Personal Data Protection, while 6.9% would call the prosecutor's office. Nearly one in ten citizens (9.7%) say they would turn to no one in such a situation, mostly because they do not know how and to whom (36.7%), they don't believe in a positive outcome (32.9%), expect the process to last (13.5%) or to be too complicated (11.1%).

Chart 59. If you believe that someone is processing your personal data without your consent, would you complain to someone about it and to whom?

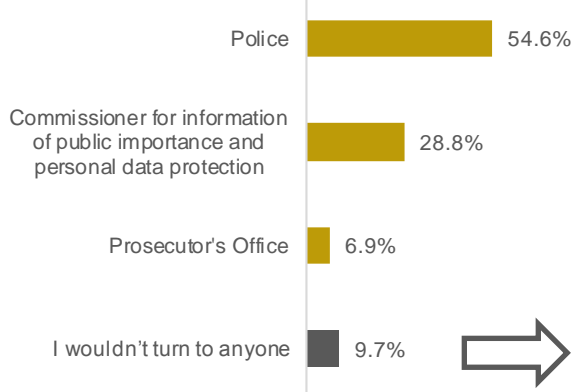
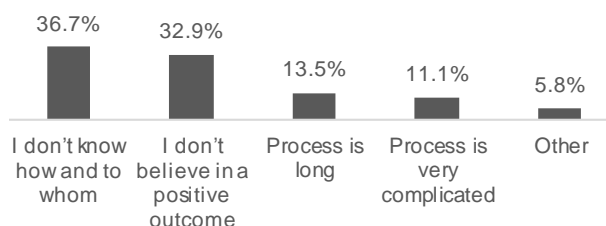


Chart 60. Why not? (N=117)



In case of unauthorised processing of their personal data, the differences in socio-demographic characteristics show that the police would be contacted mostly by elderly people, compared to those in their 40s and 50s, as well as by those with primary school, compared to those with higher education. The prosecutor's office was predominantly contacted by men, respondents between 18 and 29, 50 and 64 years of age (compared to respondents between 40 and 49 years of age), people with only primary education, inhabitants of rural areas and inhabitants of Šumadija and Western Serbia (compared to people living in the Belgrade region). The Commissioner for Information of Public Importance and Personal Data Protection was predominantly approached by citizens between 30 and 49 years of age, the citizens with secondary and higher education and people living in urban areas.

Table 8: If you believed that someone is processing your personal data without your consent, whom would you turn to? (% according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				TYPE OF SETTLEMENT (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	Higher	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Police	52.7	56.4	59.7	46.6	48.6	55.0	63.4	59.3	54.1	46.4	56.6	50.5	52.1	60.9	53.5	56.3
Prosecutor's Office	8.8	5.1	10.2	5.7	3.0	11.5	5.4	9.6	5.3	5.9	3.4	8.0	9.8	5.4	5.6	8.8
Commissioner for Information of Public Importance and Personal Data Protection	28.5	29.2	25.0	40.1	40.2	23.4	14.7	16.4	34.0	39.5	32.5	32.1	26.0	24.6	33.3	22.3
I wouldn't turn to anyone	10.0	9.3	5.1	7.6	8.2	10.1	16.5	14.8	6.5	8.2	7.5	9.4	12.1	9.1	7.6	12.6
N	585	632	223	203	303	231	257	421	598	198	283	327	342	266	722	495

Note: The shaded fields show statistically significant differences between respondents at the significance level of 0.05.

Every other citizen (50.6%) says that his/her personal data have not been compromised so far; 37.9% doesn't know and is not certain whether they have, while 11.6% believe that their personal data have been compromised. Among 141 respondents who believe that their personal data have been compromised, 28.7% have called someone, while 71.3% have done no such thing.

Chart 61. Have your personal data been compromised so far?

■ Yes ■ No ■ I don't know, I'm not sure

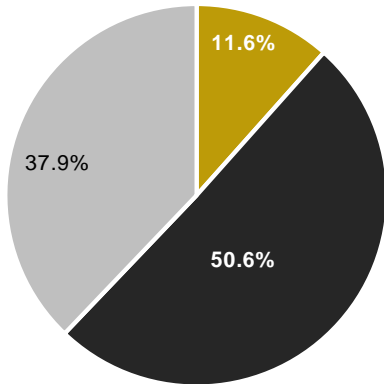
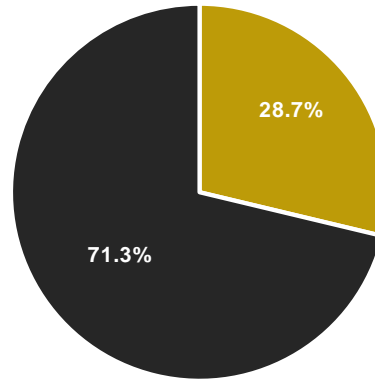


Chart 62. Have you complained to somebody about it? (N=141)

■ Yes, I have ■ No, I haven't



Among the 41 respondents who have called someone to complain about personal data abuse, most of the respondents have called the company or institution that has violated their rights (60.9%). In such a situation, 37.7% contacted the police, 33.9% spoke to their family, friends or colleagues, while 17.3% turned to the Commissioner for Information of Public Importance and Personal Data Protection. The majority of those who have turned to the institution of the Commissioner for Information of Public Importance and Personal Data Protection (90.8%) assess the experience with this institution as positive.

Chart 63. Whom did you complain to? (N=41) (MULTIPLE ANSWERS POSSIBLE)

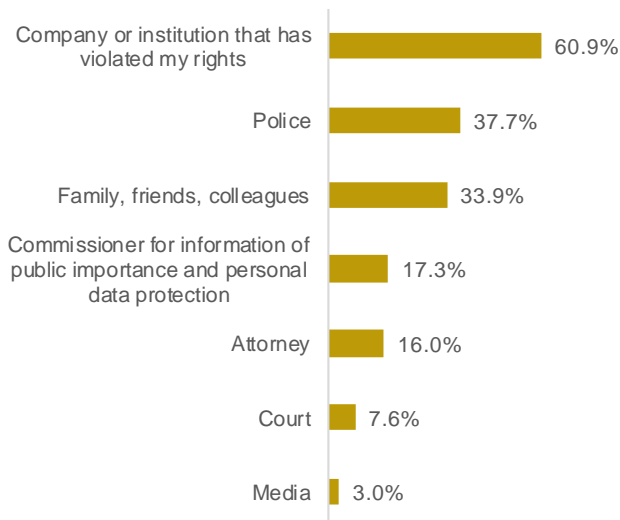


Chart 64. How would you assess your experience with the Commissioner for Information of Public Importance and Personal Data Protection? (N=7)

■ Very negative ■ Mostly negative
■ Mostly positive ■ Very positive

