

# Public Attitudes Survey

May 2025



# Methodology

This report is the first public attitudes survey conducted by the Data Protection Commission.

It was compiled by FleishmanHillard and Empathy Research following a consultative process with the DPC.

The research was conducted via an online survey, using a nationally representative sample of 1,034 adults aged 18 and over. Fieldwork was carried out between 2nd and 9th May 2025.

To ensure representativeness, quotas were applied across key demographic variables including gender, age, socio-economic class, and region. Following data collection, weighting was applied to align the final sample with national population proportions based on these quotas.

Participants were sourced from Empathy Research's proprietary online panel, comprising pre-profiled individuals who have opted in to take part in research studies.

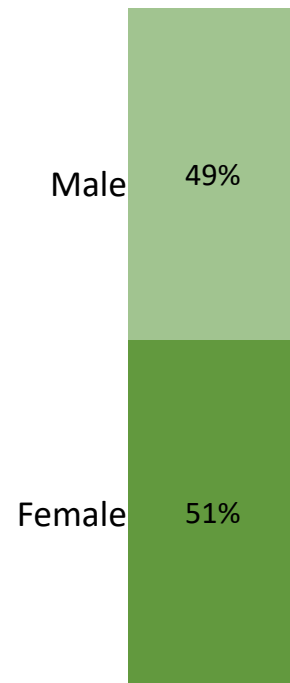
The final sample consisted of 49% male and 51% female respondents. In terms of age, 10% were aged 18–24, 19% were 25–34, 21% were 35–44, 18% were 45–54, 14% were 55–64, and 18% were aged 65 and over.

The results carry a margin of error of  $\pm 3.2\%$  at a 95% confidence level, ensuring the findings are statistically robust and reflective of the adult population.

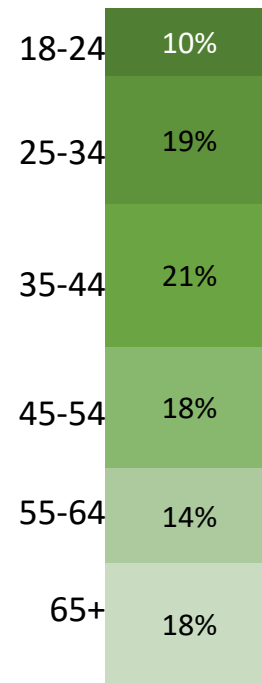
# Methodology

## Sample Profile

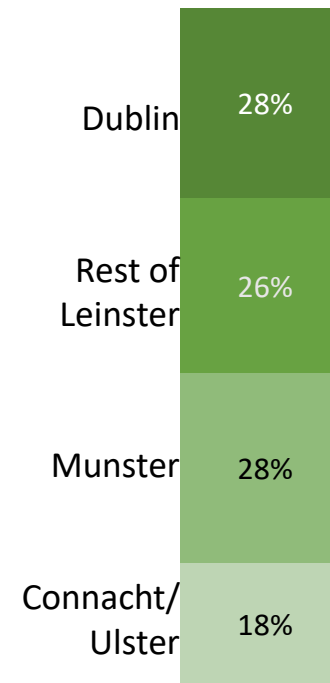
Gender



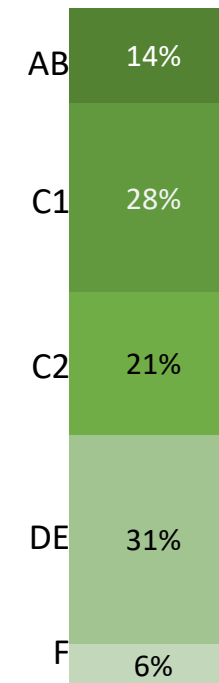
Age



Region



Social Class



# Executive Summary

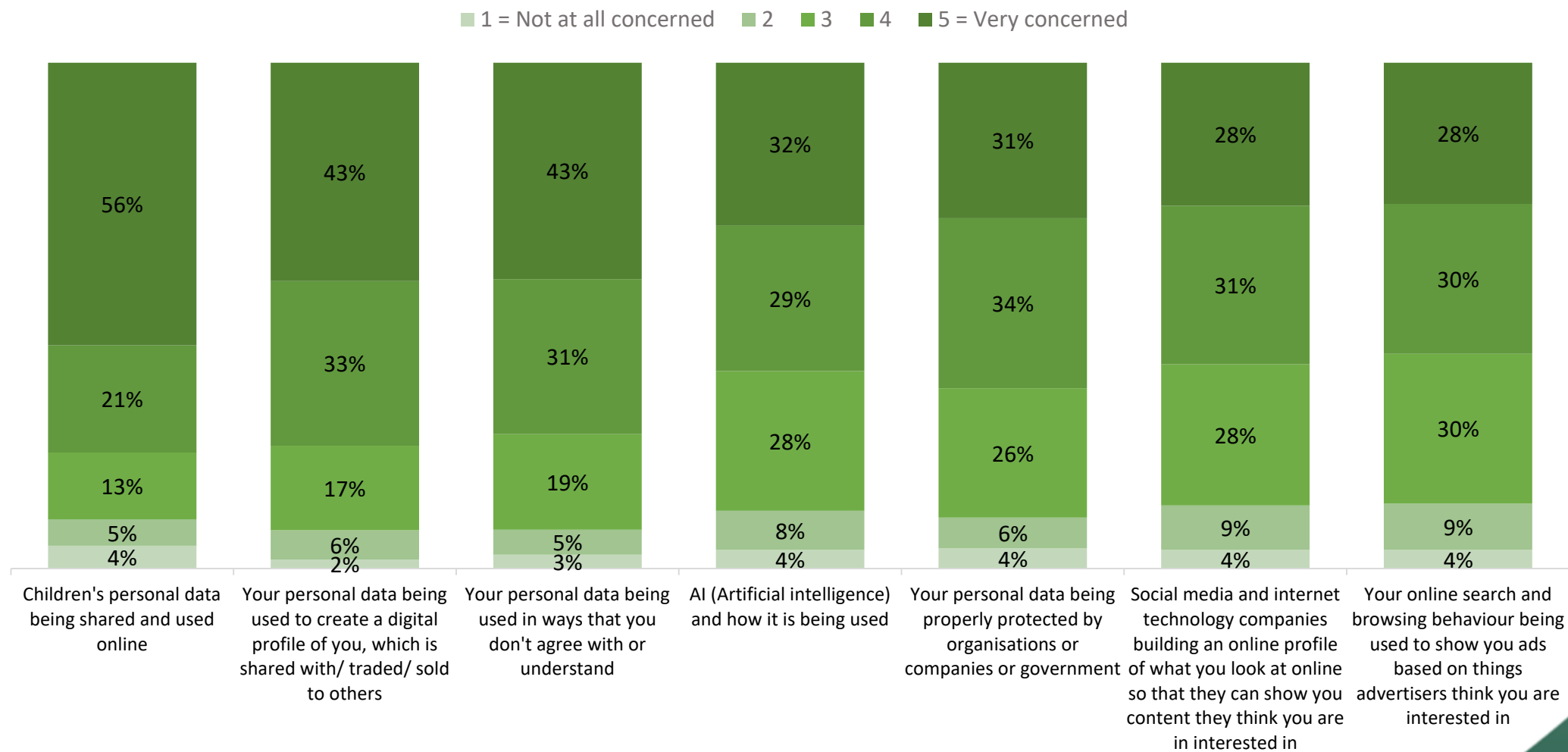
- Highest levels of concern evident in relation to children's personal data being shared and used online, personal data being used to create a profile and personal data being used in ways not consented to or understood. Just over 6 in 10 concerned with AI and how it is being used, with a similar proportion concerned about social media companies building profiles designed to serve content.
- 18-34's generally less concerned in relation to most aspects, with those aged 55+ significantly more concerned when it comes digital profiles being developed and traded/sold. Given the size of the population of adults aged 55+ (32% of the adult population) this is an important group. Similarly, the 18-34's appear to be more at ease/familiar, which may leave them open in the future.
- Less than 1 in 5 claim to be paying a lot of attention to how their personal data is used by organisations, with 1 in 4 claiming to pay hardly any or no attention at all. Those aged 18-34 tend to be paying less attention, again further endorsing their comfort & familiarity in this space.
- Less than 1 in 10 claim to be very knowledgeable when it their rights in relation to data protection, with half claiming to be very/quite knowledgeable. Highest claimed knowledge evident with those aged 25-44 and Dublin residents. However, there is less divergence across age groups than may be expected, suggesting that while comfort levels may vary, there is a consistent low level of comprehension on rights.
- Just over half believe that data protection laws ensure companies using information do so responsibly, with 1 in 5 not aware of how the law impacts them. This increases to almost 3 in 10 amongst those aged 55+.
- Just over 4 in 10 claim to be aware that organisations designing, developing or using innovative new technologies, products and services must comply with data protection requirements, but only 13% are very aware of this.
- Almost 2 in 3 claim they would trust organisation which was found to have misused personal data a lot less, with only 4% claiming it would make no difference to them

# Executive Summary

- Almost 7 in 10 claim to be aware of the Data Protection Commission in Ireland, with awareness levels quite different across different age groups. Awareness increases with age and is lowest with 18-24's (49%) and highest with those aged 55+ (75%). On TV (through the news) is the most cited channel of awareness with 1 in 4 claiming to be aware through social media. Social Media playing a key role with those aged 18-34 (49%).
- High levels of trust evident for the Data Protection Commission, with effectiveness and fairness also endorsed. While levels of agreement are generally positive towards the Data Protection Commission, there is a sizeable cohort of the population in the middle ground in terms of agreement, suggesting there is work to be done to drive overall comprehension (this is endorsed previously with relatively low levels of comprehension around regulations).
- When it comes to specific functions, highest levels of awareness evident in relation to compliance with data protection laws, issuing fines and sanctions for violation of rules.
- Just over 6 in 10 believe the Data Protection Commission's role in ensuring organisations comply with data protection laws are important, with handling complaints, issuing fines and dealing with data breaches also deemed to be important. Those aged 55+ more likely to place importance on ensuring compliance and issuing fines and sanctions.
- 13% claim they have raised an issue with the way their personal data was processed, with the incidence of such higher amongst those aged 18-34. Amongst those who had to raise an issue regarding how their personal data was being processed, just over half claim they engaged with The Data Protection Commission.
- Amongst those engaging with the Data Protection Commission, just over half did so regarding a complaint. Satisfaction levels are generally positive with over half claiming it has made them feel more positive towards the Data Protection Commission. Responses from those who engaged the Data Protection Commission with a complaint, point to strong and consistent experience for all.

# Data Protection

# Question 1: "Thinking about technology and data protection, how concerned are you about the following?"



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## Key Insights

### **Children's personal data being shared and used online**

- 77% of respondents reported being quite/very concerned, indicating the highest level of concern among all categories.

### **Personal data being used to create a digital profile (shared/traded/sold to others)**

- 76% reported be quite/very concerned regarding the commodification of their personal information.

### **Use of personal data in ways that are not agreed to or clearly understood**

- 74% reported be quite/very concerned.

### **Use of Artificial Intelligence (AI) and how it is applied**

- 61% reported be quite/very concerned.

### **Adequacy of data protection by companies or government**

- 65% reported be quite/very concerned.

### **Social media and tech companies creating behavioural profiles to personalise content**

- 59% reported be quite/very concerned.

### **Use of online search and browsing data for targeted advertising**

- 58% reported be quite/very concerned.



# Question 1: "Thinking about technology and data protection, how concerned are you about the following?"

## Summary

The findings demonstrate a significant level of public concern regarding the use and protection of personal data in the digital space. The most acute concerns relate to:

- The online use of children's personal data (56% very concerned)
- The creation and sharing of digital profiles without explicit consent (43%)
- The use of personal data in unclear or unconsented ways (43%)

There is also substantial concern about artificial intelligence, data protection responsibilities of organisations and government, and the use of online behaviour for content and advertising personalisation.

These insights highlight a need for stronger safeguards, transparency, and public education around data use practices, especially in relation to vulnerable populations and commercial profiling.

## Question 2: "How knowledgeable would you say that you are when it comes to your rights in relation to Data Protection?"

### Low Overall Confidence in Knowledge:

- Only 9% of adults claim to be very knowledgeable about their rights in relation to data protection.
- Just under half (49%) of respondents consider themselves either very or quite knowledgeable.

### Strongest Knowledge Among 25–44 Year Olds:

- The 25–34 age group (15%) and 35–44 (12%) are the most likely to describe themselves as very knowledgeable.
- Combined, 62% of 25–34 year olds and 61% of 35–44 year-olds consider themselves very or quite knowledgeable.

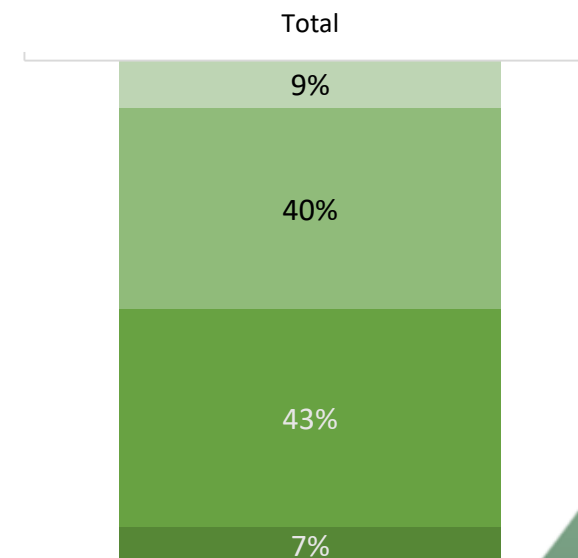
### Confidence Highest Dublin Residents:

- Respondents from Dublin report the highest levels of confidence, with 14% very knowledgeable and 46% quite knowledgeable – 60% in total.
- Other regions, such as Connacht/Ulster (46%) and Munster (44%) reported lower levels of confidence in their knowledge.

### Older Adults and Lower Socio-economic groups Least Confident:

- Adults aged 55+ are the least confident, with 52% saying they are not that or not at all knowledgeable.
- Those in the lower social class groups also show low confidence: 48% are not that knowledgeable and 10% not at all.

- Not at all knowledgeable
- Not that knowledgeable
- Quite knowledgeable
- Very knowledgeable



(Base: All adults 18+  
n=1,034)

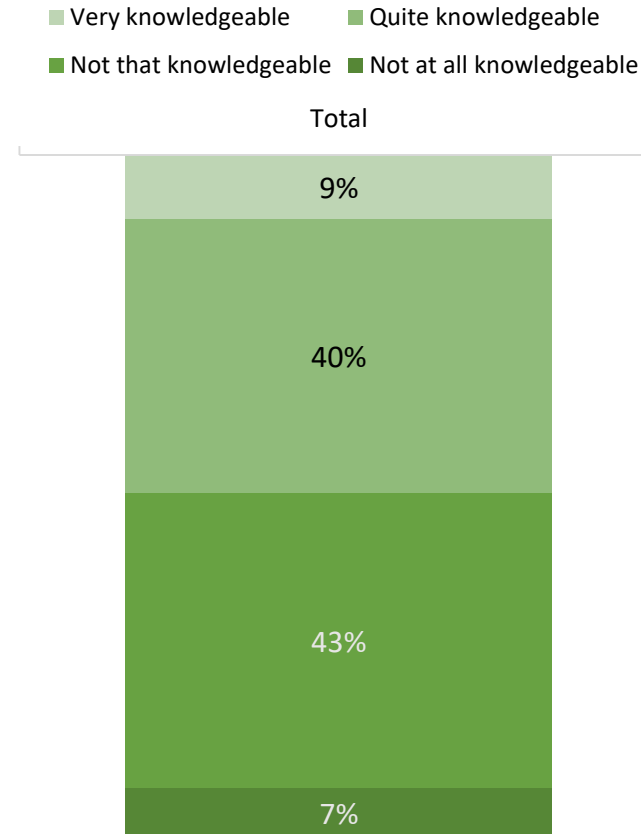
## Question 2: "How knowledgeable would you say that you are when it comes to your rights in relation to Data Protection?"

### Summary

Fewer than 1 in 10 adults in Ireland consider themselves very knowledgeable about their data protection rights, though nearly half claim to be very or quite knowledgeable.

Confidence is highest among 25–44-year-olds and Dublin residents, while those aged 55 and over and in lower socio-economic classes report significantly lower levels of understanding.

These results suggest a need for enhanced awareness and educational outreach, particularly for older individuals and those outside major urban centres.



(Base: All adults 18+ n=1,034)

# Question 3: "How, if at all, do you think data protection law impacts you?"

## Majority See Responsible Use of Data:

- 53% believe data protection laws ensure that companies use their personal information responsibly.

## Nearly Half Say It Improves Security:

- 47% feel these laws help make their data more secure.

## 1 in 5 Unsure of the Impact:

- 20% say they don't really know how data protection laws impact them.

## Some Frustration with Online Experience:

- 19% find that such laws make being online more of a nuisance, such as constantly having to accept cookies.

## Uncertainty Highest Among Older Adults:

- 29% of those aged 55+ say they don't really know how data protection laws impact them — significantly higher than any other age group.

## Lower Awareness Among Lower Socio-economic class:

- 26% of those in the Lower Social Class also express uncertainty.

## Higher Socio-economic class More Positive:

- Respondents in the Higher Social Class group are the most positive, with 61% saying the laws ensure responsible use of their data, and only 13% unsure of the impact.



(Base: All adults 18+ n=1,034)

# Question 3: "How, if at all, do you think data protection law impacts you?"

## Summary

Awareness of how data protection laws impact individuals varies significantly by age and social grade.

While the majority believe the laws promote responsible data handling and improve safety, older adults and those in lower social classes are more likely to feel uncertain.

There is also a clear difference in perception between socio-economic groups, with the higher socio-economic group far more likely to be aware of the benefits.

These insights highlight the importance of targeted awareness efforts for specific demographic groups.

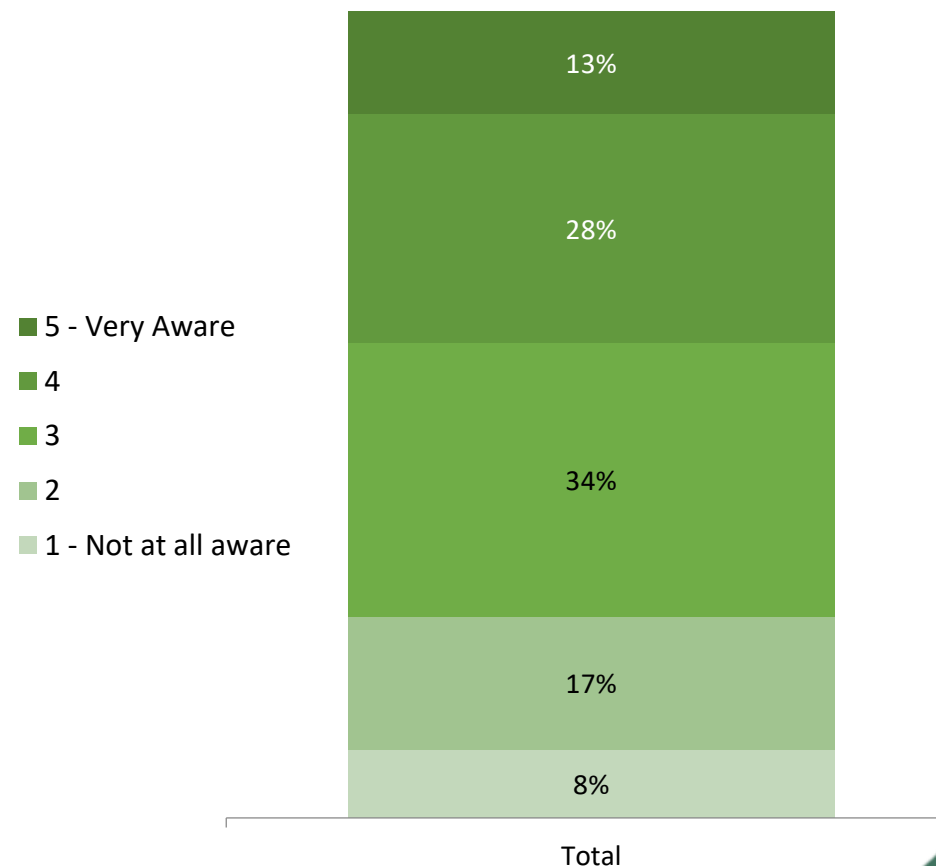


(Base: All adults 18+ n=1,034)

# Question 4: “How aware or not would you say you are that organisations designing, developing or using innovative new technologies, products and services have to comply with data protection requirements?”

## Key Insights

- Only 13% of respondents are very aware that organisations must comply with data protection requirements when designing or using innovative technologies.
- A combined 41% (8% not at all aware and 17% low awareness) demonstrate limited awareness of these requirements.
- The largest proportion (34%) fall in the middle, indicating moderate awareness.
- These results highlight a significant awareness gap, suggesting a need for improved public understanding of data protection obligations.



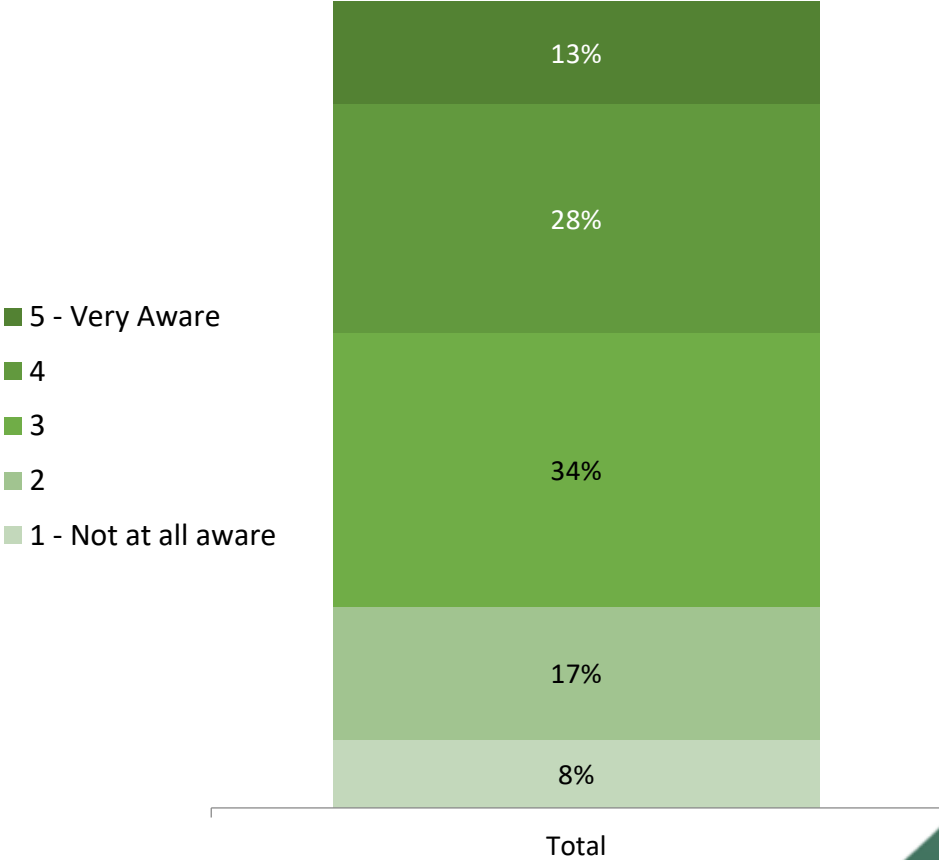
(Base: All adults 18+ n=1,034)

# Question 4: “How aware or not would you say you are that organisations designing, developing or using innovative new technologies, products and services have to comply with data protection requirements?”

## Summary

Awareness of data protection requirements in the context of innovation remains limited among the public. While just 13% report being very aware, a substantial 41% show low awareness.

The largest group (34%) express moderate awareness, suggesting many are unsure or lack clarity on the issue. These findings point to a need for greater public engagement and education to ensure people understand that organisations developing or using innovative technologies must comply with data protection standards.



(Base: All adults 18+ n=1,034)

# Question 5: “How important do you think this is, even if this means a slight delay in bringing the product/service to market?”

## Key Insights

### Widespread Agreement:

- Almost 3 in 4 adults (73%) believe it is either quite or very important that organisations comply with data protection requirements, even if this causes a slight delay in releasing the product or service.

### Importance Increases with Age:

- Only 16% of those aged 18–24 rate it as very important,
- Climbing to 38% among those aged 55+
- At the same time, disregard for importance declines with age - 11% of 18–24s consider it unimportant vs just 3% of 55+

### Gender Differences Are Minimal:

- Men and women are nearly identical in views, though women are slightly more likely to say it’s “very important” (30% vs 27%).

### Neutrality More Common Among Younger People:

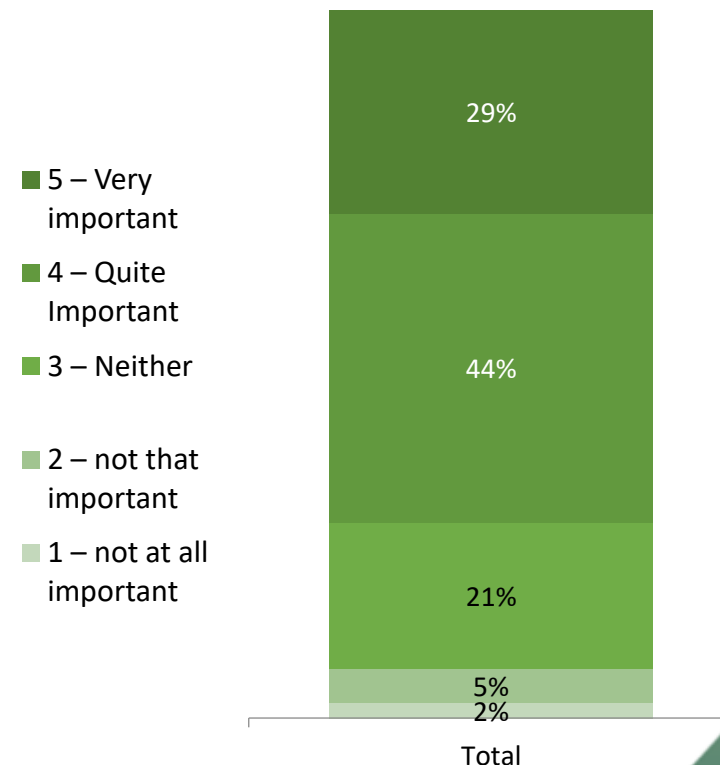
- Younger age groups (especially 18–24) are less committed, with 33% saying “neither important nor unimportant”.

### Regional Variation:

- The Rest of Leinster stands out for high support: 52% rate it “quite important” – the highest among all regions.

### Higher Socio-economic class Values Compliance More:

- Among the higher social class group, 74% consider compliance important (28% very + 46% quite important), with only 2% seeing it as unimportant.



(Base: All adults 18+ n=1,034)



# Question 5: “How important do you think this is, even if this means a slight delay in bringing the product/service to market?”

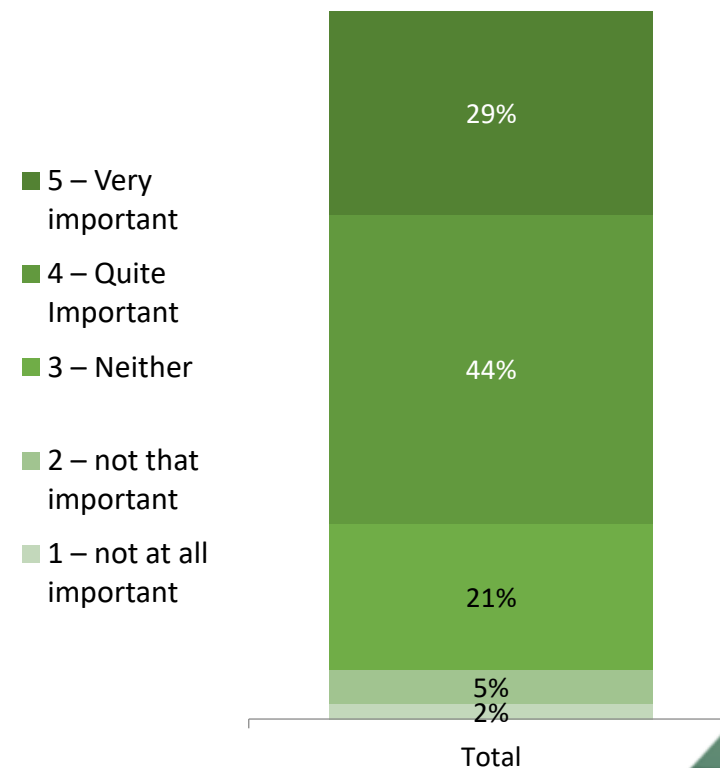
## Summary

Less than 1 in 5 people report paying close attention to how their personal data is used by organisations, with around a quarter admitting to hardly any or no attention at all.

Engagement is particularly low among younger adults, with just 7% of 18–24s indicating they pay serious attention to the use of their data.

While there is some increase in attentiveness with age, overall awareness and scrutiny remain limited. Most people occupy a middle ground of passive awareness, and levels of engagement vary by region and social class.

This suggests that, despite growing concerns over data privacy, public attention to data use by organisations remains shallow, highlighting the need for greater education and engagement efforts.



(Base: All adults 18+ n=1,034)

# Question 6: “How much attention, if any, do you pay to how your personal data is used by organisations?”

## Key Insights

**Almost 2 in 3 claim** they would trust an organisation which was found to have misused personal data a lot less, with only 4% claiming it would make no difference to them.

### Only 4% indifferent:

- Just a small minority (4%) say it would make no difference to their trust levels.

### Impact increases with age:

- Trust loss rises from 55% among 18–34s to a significant 75% among those aged 55+.
- Only 2% of over-55s say it would make no difference, compared to 6–7% of younger adults.

### Women and older adults more affected:

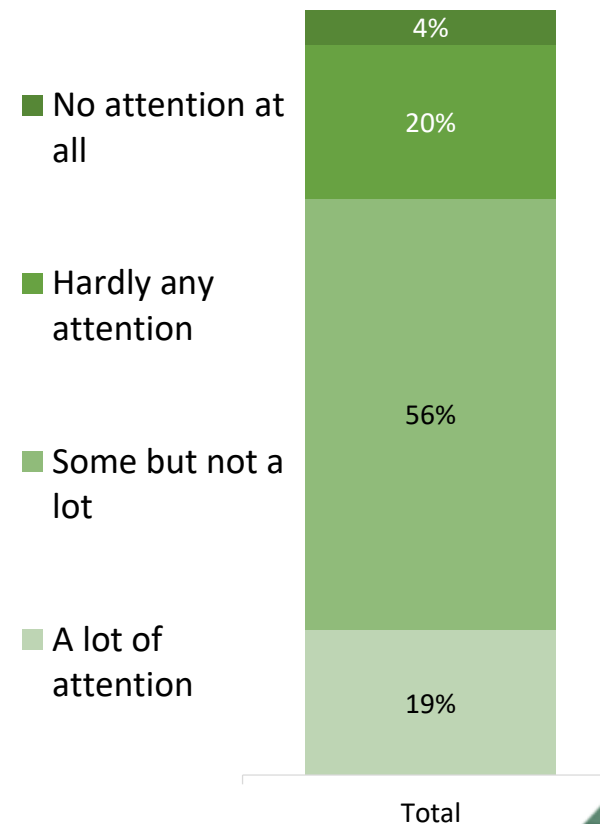
- Women (66%) are more likely than men (62%) to say they would lose a lot of trust.
- 33–39% of younger adults (18–44) say they would trust “a little less”, suggesting a more moderate response than older age groups.

### Regional variations:

- Trust impact is highest in Munster (73%) and Dublin (69%).
- Conn/Ulster residents were less likely to say “a lot less” (57%), but more likely to say “a little less” (40%).

### Socio economic class influence:

- Both higher and lower socio-economic groups show comparable levels of trust loss (63% and 65%, respectively), suggesting a universal concern.



(Base: All adults 18+ n=1,034)

# Question 6: “How much attention, if any, do you pay to how your personal data is used by organisations?”

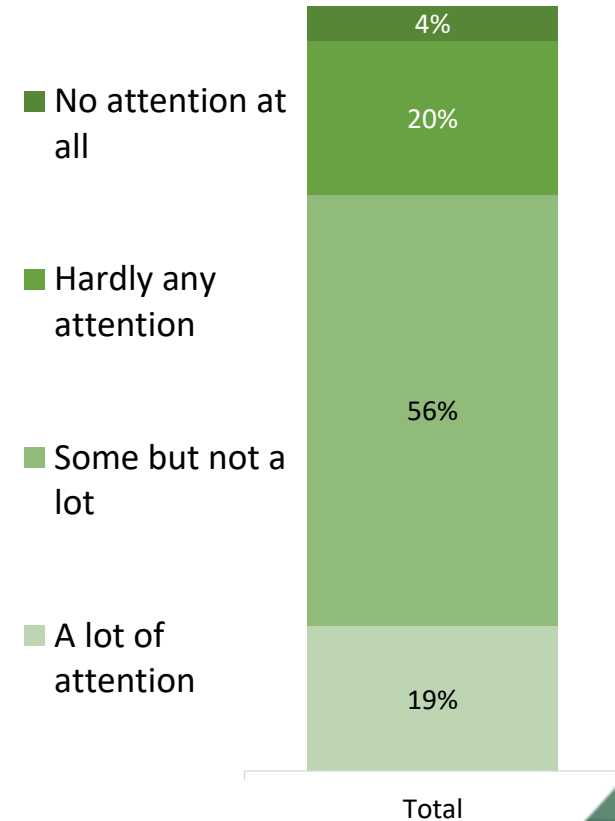
## Summary

Nearly two-thirds of adults say they would trust an organisation a lot less if it misused personal data, indicating a clear public demand for data responsibility.

This sentiment is strongest among older adults, where three in four over-55s say their trust would be severely diminished, compared to just over half of younger groups.

While only 4% overall claim that such misuse would make no difference to their trust, younger adults and some regions such as Conn/Ulster show slightly more tempered reactions. However, even in these groups, the majority would experience at least some erosion of trust.

The findings reinforce the high value people place on proper data handling, and how quickly trust can deteriorate if organisations fail to uphold this.

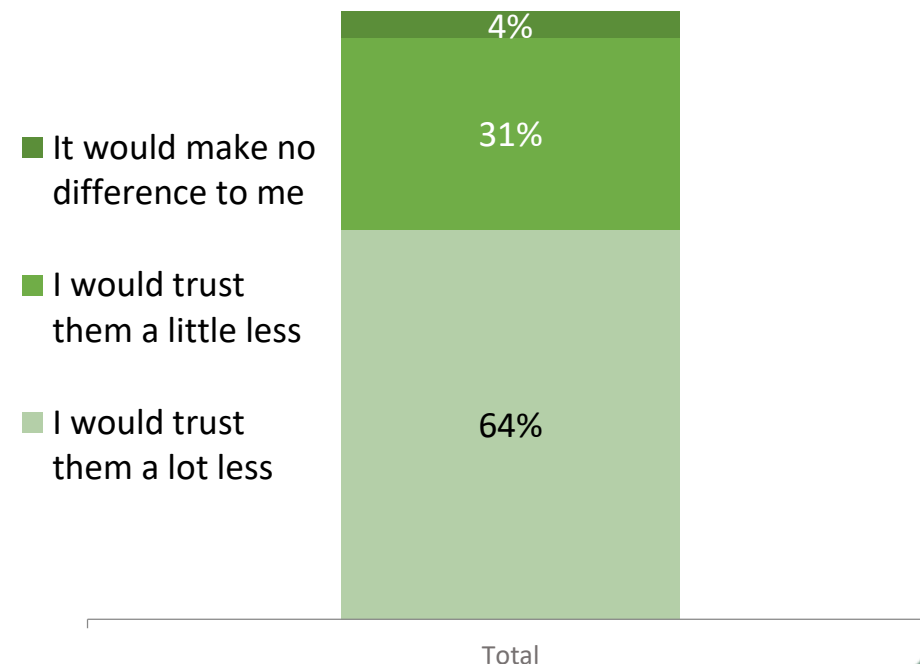


(Base: All adults 18+ n=1,034)

# Question 7: “If an organisation was found to have misused personal data, how might this impact your levels of trust in that organisation?”

## Key Insights

- A significant 64% of respondents said they would trust the organisation a lot less if it misused personal data.
- An additional 31% would trust the organisation a little less, indicating a broad sensitivity to data misuse.
- Only 4% said it would make no difference, showing that nearly all respondents view misuse of personal data as damaging to trust.
- These findings underscore the critical importance of data protection in maintaining public trust.



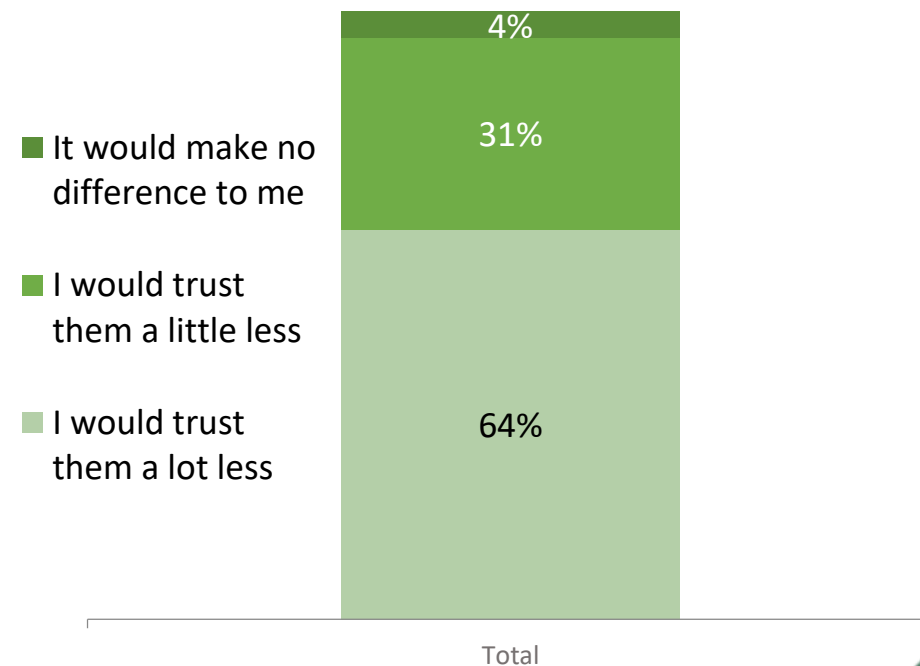
(Base: All adults 18+ n=1,034)

# Question 7: “If an organisation was found to have misused personal data, how might this impact your levels of trust in that organisation?”

## Summary

Misuse of personal data has a major impact on public trust. Nearly all respondents (95%) reported that their trust would be negatively affected, with 64% saying they would trust the organisation a lot less.

Only a small minority (4%) said it would make no difference. This highlights how essential responsible data handling is for organisations seeking to maintain credibility and confidence among the public.



(Base: All adults 18+ n=1,034)

# Data Protection Commission

# Question 8: “Before today’s survey, were you aware of the Data Protection Commission in Ireland?”

## Key Insights

**Almost 7 in 10 claim** to be aware of the Data Protection Commission in Ireland, with awareness levels quite different across different age groups.

**Overall awareness stands at 68%**, with 32% saying they were unaware of the Data Protection Commission (DPC) prior to the survey.

### Age is the biggest differentiator:

- Awareness is lowest among 18–24s, with a significant 51% unaware—the only group where a majority had no prior awareness.
- Awareness rises steadily with age, peaking at 75% among those aged 55+.

### Gender gap minimal:

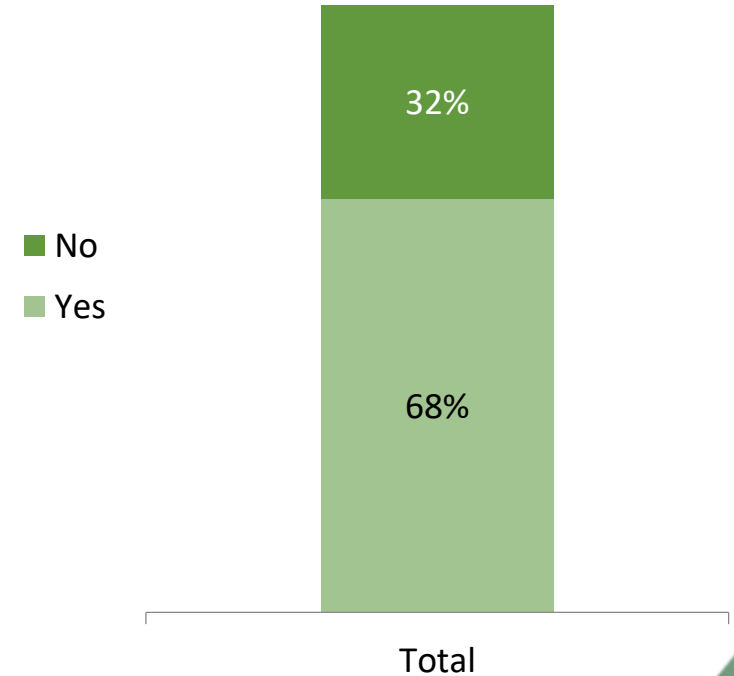
- Awareness levels between males (67%) and females (69%) are largely similar.

### Regional variation modest:

- Awareness is slightly lower in Dublin (64%) and lower socio-economic groups (65%).
- Highest awareness found in Munster (72%), Conn/Ulster (69%), and Higher Socio-economic groups (72%).

### Social grade gap present:

- A 7-point difference exists between higher (72%) and lower (65%) socio-economic classes, highlighting a potential disparity in public information reach.



(Base: All adults 18+ n=1,034)

# Question 8: “Before today’s survey, were you aware of the Data Protection Commission in Ireland?”

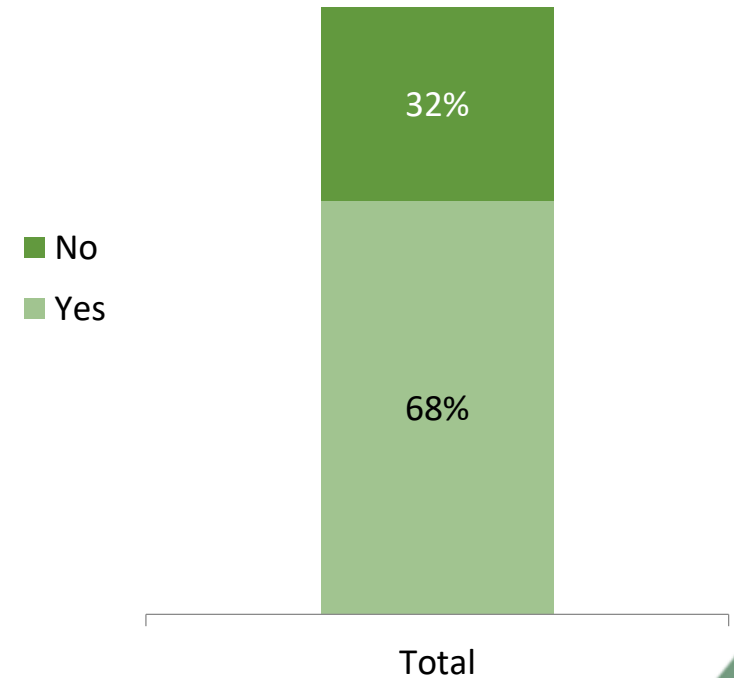
## Summary

Awareness of the Data Protection Commission in Ireland is reasonably high at 68%, but significant gaps remain—particularly among younger adults.

Over half of 18–24 year olds were unaware of the DPC prior to the survey, a stark contrast to the three-quarters awareness level among over-55s.

Although gender differences are negligible, regional and socio-economic disparities suggest the need for more inclusive public awareness strategies. Those in Dublin and from lower socio-economic groups show notably lower levels of awareness.

The findings reinforce the importance of targeted education campaigns—especially for younger demographics and lower-income groups, to ensure consistent awareness of the body responsible for overseeing personal data protection.



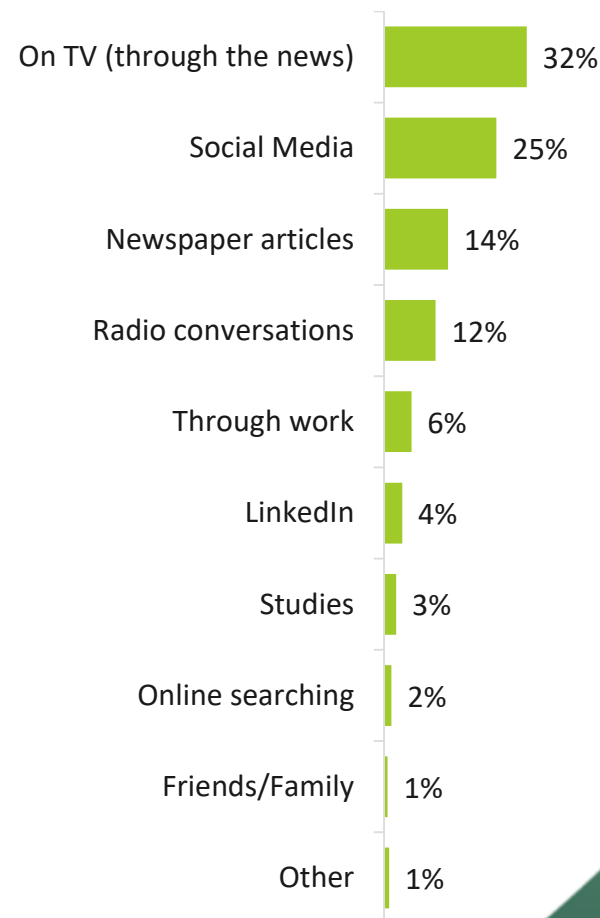
(Base: All adults 18+ n=1,034)



# Question 9: “How did you hear about the Data Protection Commission?”

## Key Insights

- **TV news is the top source of awareness**, mentioned by 32% of adults aware of the DPC.
- **Social media is the second most common source** overall (25%), but plays an outsized role for younger people. In contrast, just 11% of over-55s heard about the DPC via social media.
- **TV’s influence rises steeply with age**: Just 11% of 18–34s mention TV news as their source.
- Compared to **54% of over-55s**, a **five-fold increase** and a statistically significant difference.
- **Other traditional channels show minor variation**: Newspaper articles (14%), radio (12%) and work-based exposure (6%) are modest but relevant
- With workplace exposure more common among 35–44s (11%). LinkedIn (4%) and studies (3%) play a niche but more prominent role among younger cohorts.



(Base: All adults 18+ n=1,034)

# Question 9: “How did you hear about the Data Protection Commission?”

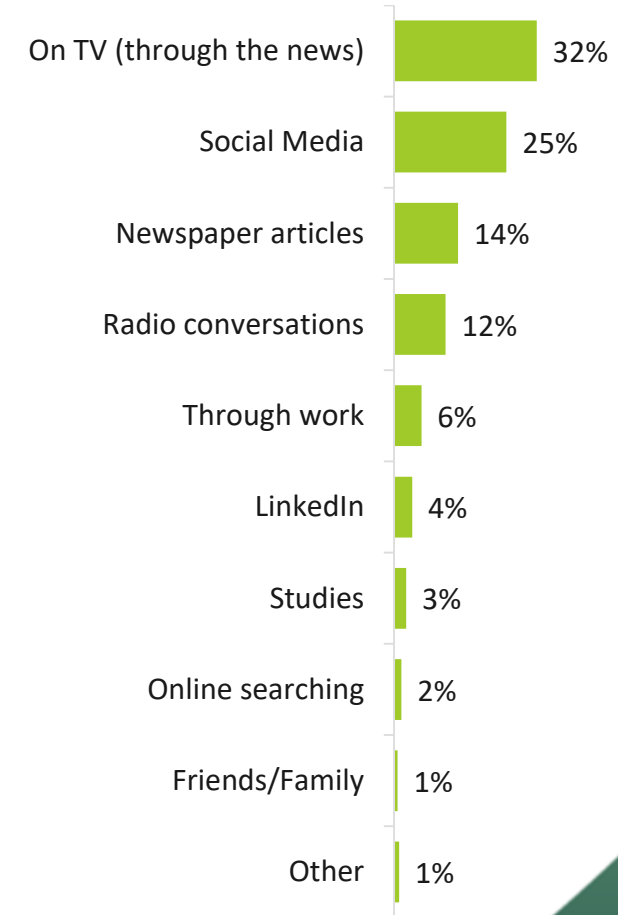
## Summary

While TV news remains the primary channel of awareness for the Data Protection Commission among the general adult population, this dominance is highly age-dependent.

Among those aged 55+, TV is cited by more than half—five times the rate seen in 18–34s.

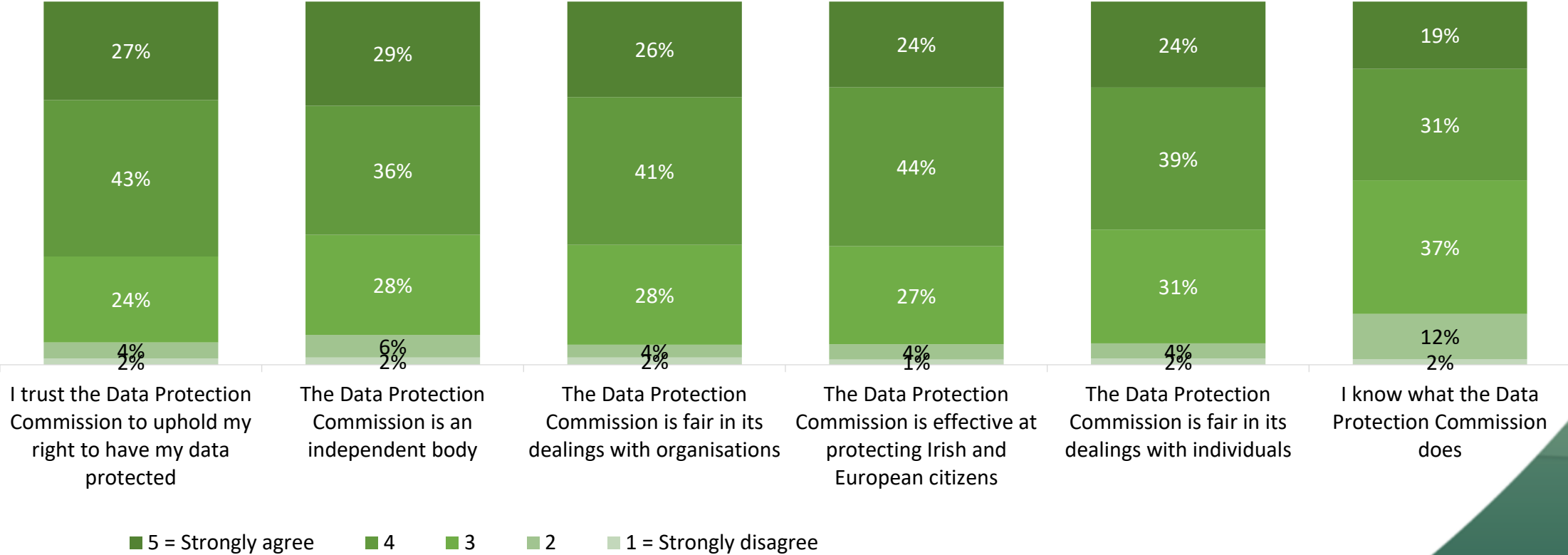
Conversely, social media emerges as the dominant awareness channel among younger adults, with 49% of 18–34s discovering the DPC through these platforms—more than four times the rate for those aged 55+.

The data underscores the critical importance of age-appropriate communications. To effectively reach younger demographics, the DPC must continue to leverage digital and social media channels, while maintaining traditional media for older age groups.



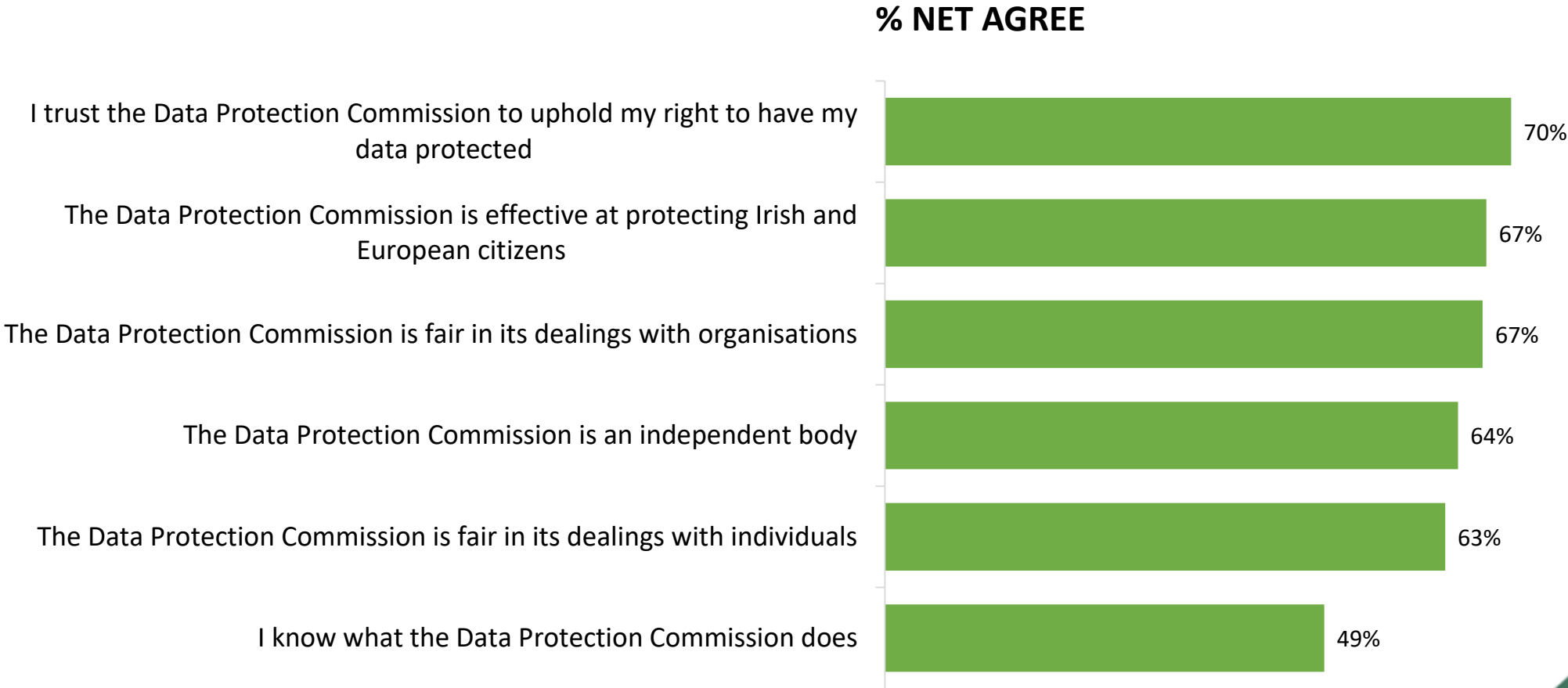
(Base: All adults 18+ n=1,034)

# Question 10: “Thinking about the Data Protection Commission, how much would you agree with each of the following statements?”



(Base: All adults 18+ aware of the DPC n=678)

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(Base: All adults 18+ aware of the DPC n=678)

# Question 10: “Thinking about the Data Protection Commission, how much would you agree with each of the following statements?”

## Key Insights

- 70% of respondents trust the Data Protection Commission (DPC) to uphold their right to have their data protected – the highest level of agreement.
- 67% agree that the DPC is fair in its dealings with organisations and is effective at protecting Irish and European citizens.
- 64% believe the DPC operates as an independent body.
- 63% say the DPC is fair in its dealings with individuals.
- However, only 49% of respondents state that they know what the DPC actually does, pointing to a significant lack of public awareness.

# Question 10: “Thinking about the Data Protection Commission, how much would you agree with each of the following statements?”

## Summary

Overall public sentiment towards the Data Protection Commission is broadly positive, with high levels of trust and perceived fairness.

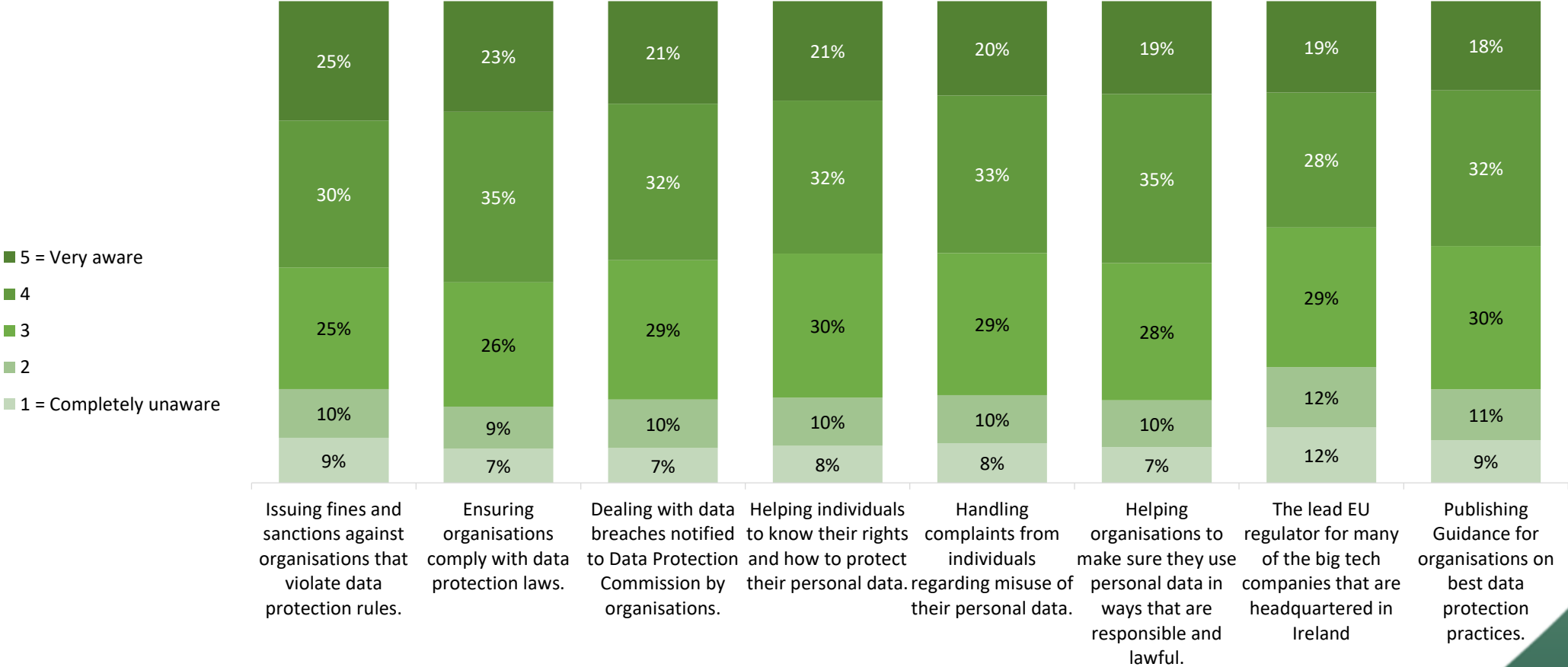
The majority (70%) of respondents trust the DPC to uphold their right to data protection, and nearly two-thirds or more agree that the organisation is fair, effective, and independent.

However, the second slide highlights a key concern: less than half (49%) of respondents know what the DPC actually does. This marks a notable gap in public understanding, despite otherwise strong levels of trust.

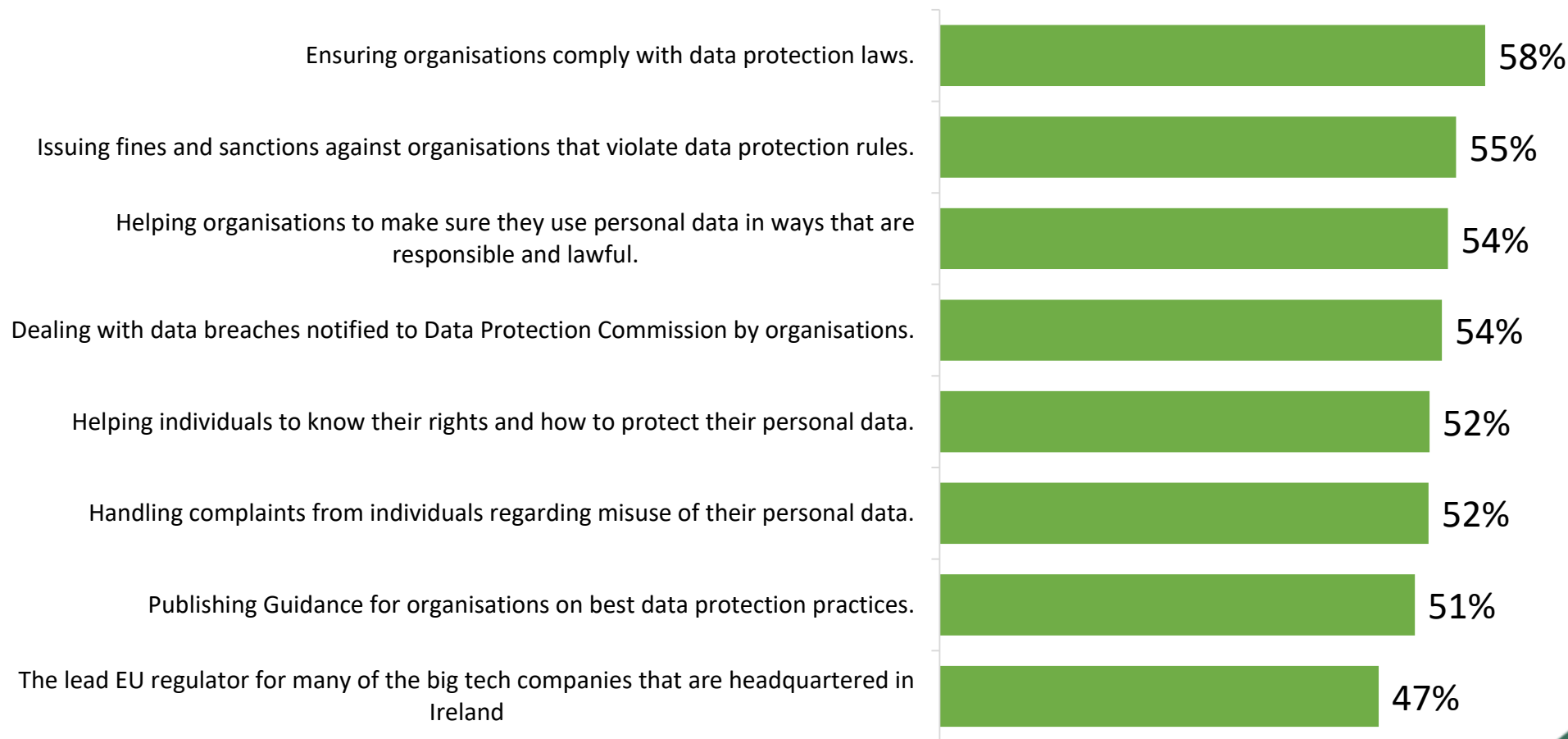
The findings suggest that while the DPC is seen as competent and trustworthy, there is an urgent need to raise awareness and improve communication about its role and functions.

Increasing visibility and clarity around the DPC’s work could help reinforce public confidence and ensure its mandate is fully understood and supported.

# Question 11: “Before today, how aware were you of the following functions of the Data Protection Commission?”



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(Base: All adults 18+ n=1,034)



# Question 11: “Before today, how aware were you of the following functions of the Data Protection Commission?”

**Awareness of the DPC’s functions is modest overall**, with no more than one in four adults saying they are very aware of any specific function. Most awareness sits in the mid-range (scores of 3–4 out of 5).

**Highest awareness is evident around compliance and enforcement:**

- 58% are aware that the DPC ensures organisations comply with data protection laws.
- 55% are aware it issues fines and sanctions for violations.
- 54% know it supports organisations in using personal data lawfully and in handling data breaches.

**Functions involving individuals receive slightly lower awareness**, including:

- Helping people understand their data rights (52%)
- Handling complaints about personal data misuse (52%)

**The DPC’s broader EU regulatory role is less well recognised**, with only 47% aware it leads on regulation for many major tech firms based in Ireland.

**Understanding is significantly lower among younger age groups** (18–24s), who consistently score well below the average across nearly all functions — as much as 20 points lower in some cases.

**Regional and socio-economic differences are less pronounced**, though awareness tends to be slightly higher in older cohorts and among those in higher social classes.

**Public knowledge of what the DPC actually does is limited**, with only 49% agreeing they know what it does, and just 19% strongly agreeing — highlighting a gap between general awareness and in-depth understanding.

# Question 11: “Before today, how aware were you of the following functions of the Data Protection Commission?”

## Summary

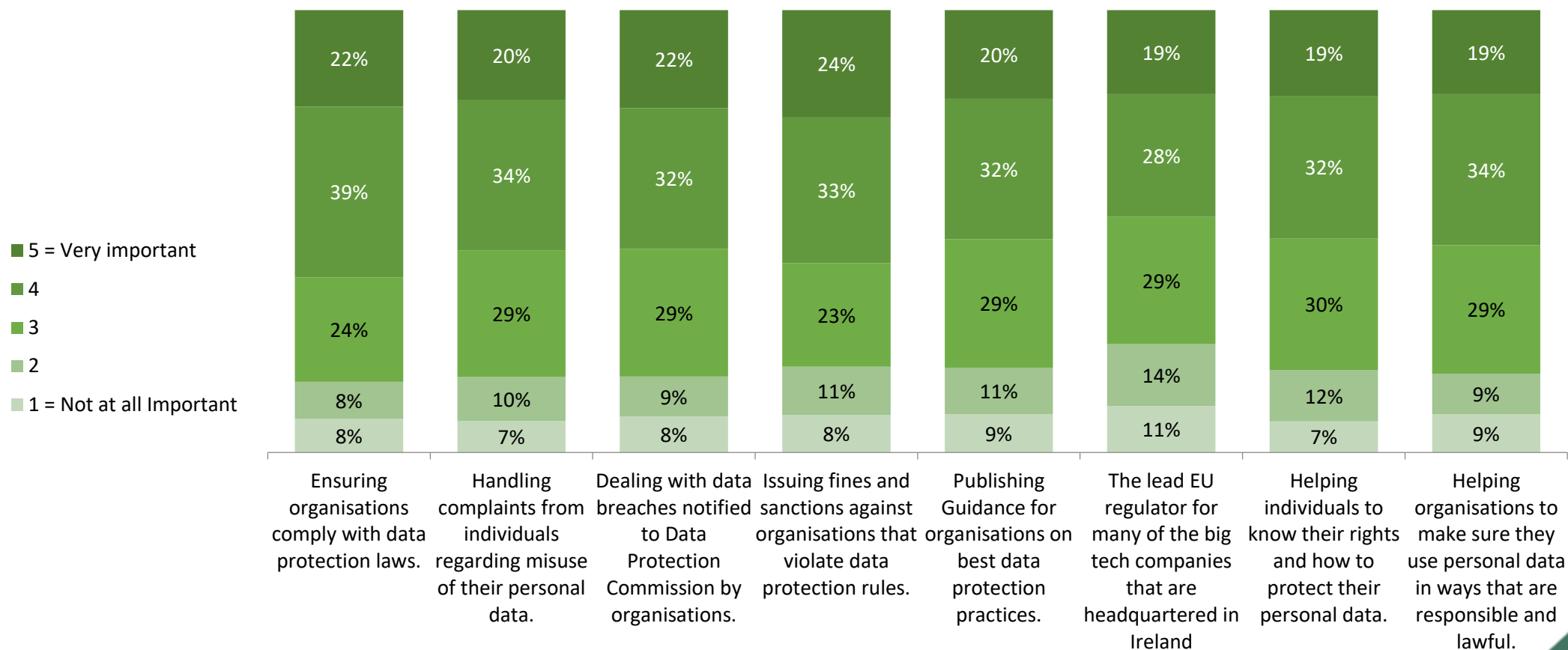
Public awareness of the Data Protection Commission’s core functions — including enforcement, compliance, complaint handling and guidance — is generally modest, with only a minority very familiar with what it does.

Most people recognise the DPC’s role in ensuring data protection compliance and issuing fines, but fewer are aware of its responsibilities around individual complaints, data rights education, and broader EU-level regulation.

Younger adults (18–24s) stand out for their significantly lower levels of awareness across the board, suggesting that communication and education efforts may need to be more targeted toward this group.

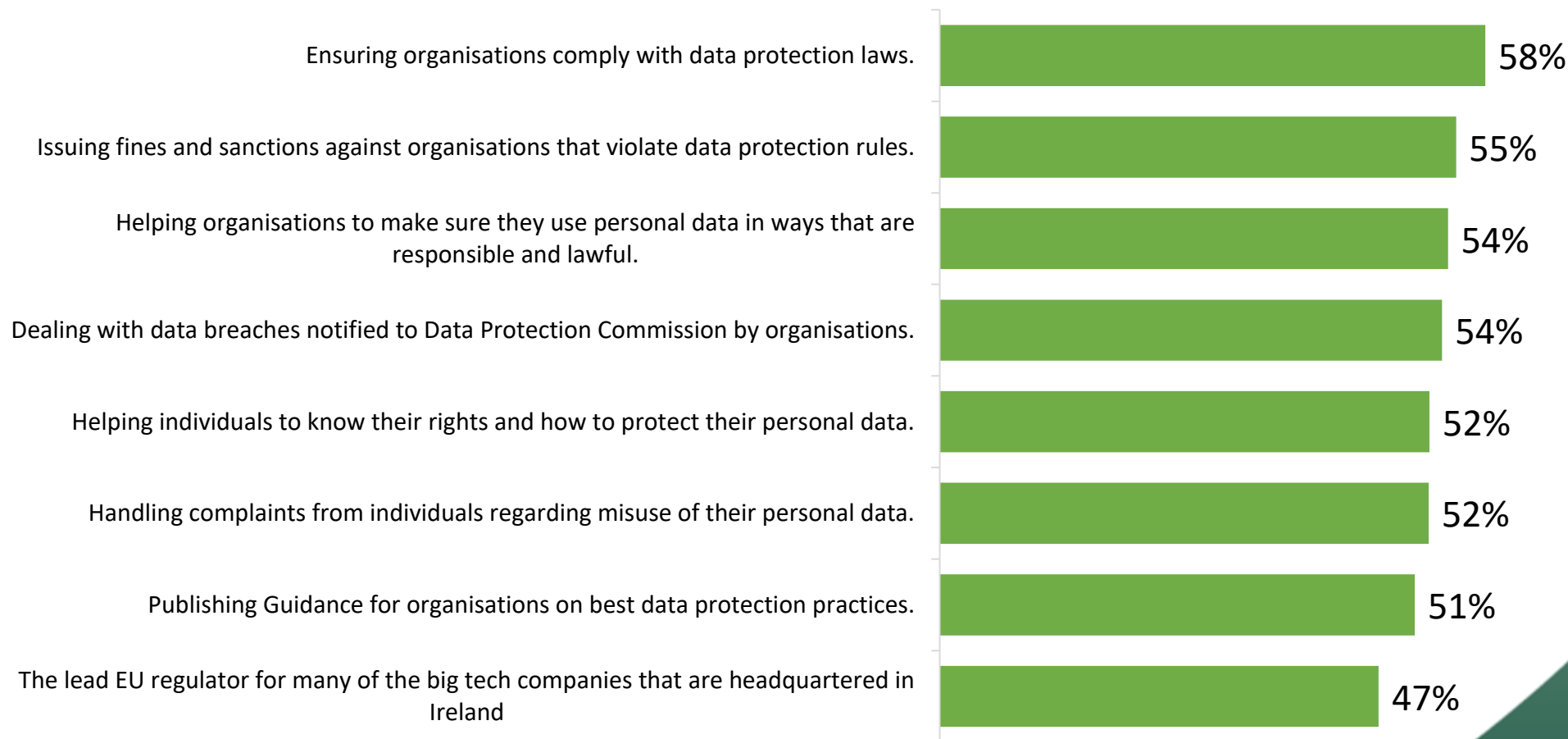
While overall awareness at a general level is decent (with most scoring 3 or 4 out of 5), deep familiarity is limited — pointing to an opportunity to improve understanding of the DPC’s specific responsibilities and impact.

## Question 12: “Thinking about the role of the Data Protection Commission, how important are each of the roles in your opinion?”



(Base: All adults 18+ n=1,034)

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## Key Insights

### Older people place significantly more emphasis on enforcement and compliance:

- 70% of those aged 55+ rate issuing fines and sanctions as important, a full 30 percentage points higher than the 18–24 group (40%).
- Similarly, 69% of over-55s rate ensuring compliance with data protection laws as important (vs. 53% of 18–24s).
- This age group also places heightened importance on complaints, breach management, and guidance — significantly more than younger cohorts.

### Clear public priority for enforcement-focused functions:

- Across all adults, ensuring organisational compliance is seen as the top DPC function (60% rate it 4 or 5 out of 5).
- Issuing fines and sanctions is next (57%), reinforcing the strong appetite for accountability mechanisms.
- Complaint handling and breach response are also highly valued (both 54%).

### Guidance and support roles are important, but slightly lower in priority:

- Functions like helping organisations act responsibly (53%) and publishing best-practice guidance (52%) are still seen as key, but less urgent than enforcement.

### EU regulatory role rated lowest overall:

- Just 47% rate the DPC’s role as lead EU regulator for large tech firms based in Ireland as important — making it the lowest-priority function tested.
- Younger people (18–24s) are particularly less likely to value this role (32%).

# Question 12: “Thinking about the role of the Data Protection Commission, how important are each of the roles in your opinion?”

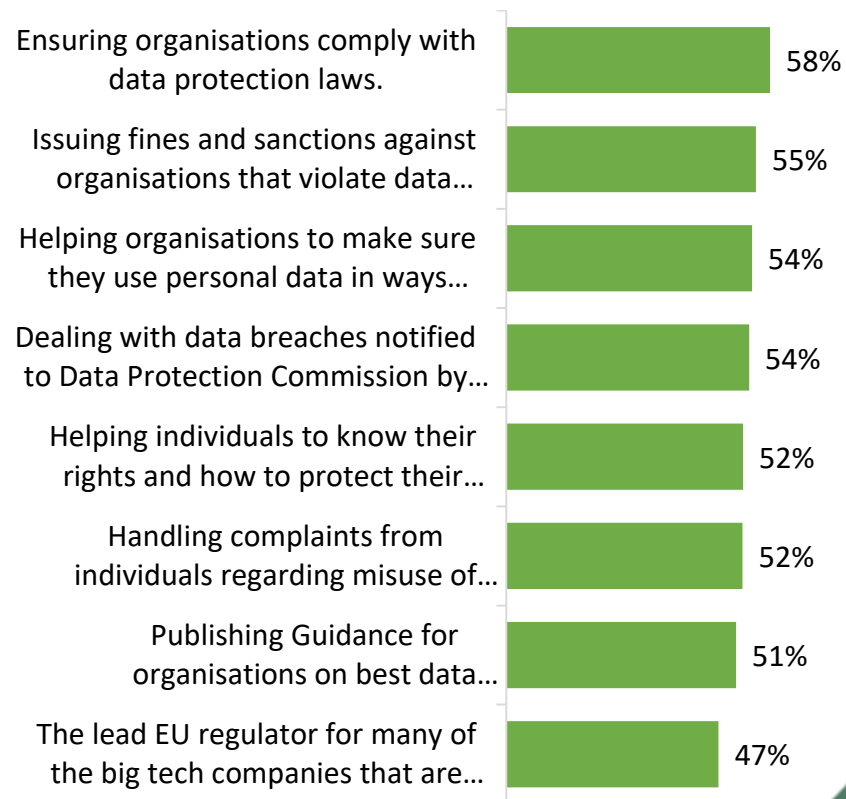
## Summary

Older people (55+) show a markedly stronger preference for enforcement and compliance, placing the highest importance on the DPC’s roles in issuing fines, ensuring legal adherence, and managing complaints and breaches.

This contrasts sharply with younger people (18–24s), who are significantly less likely to prioritise these functions — particularly fines and sanctions.

Across the public, enforcement-focused roles are clearly seen as the DPC’s most critical functions, while support and education are valued but sit slightly lower in priority.

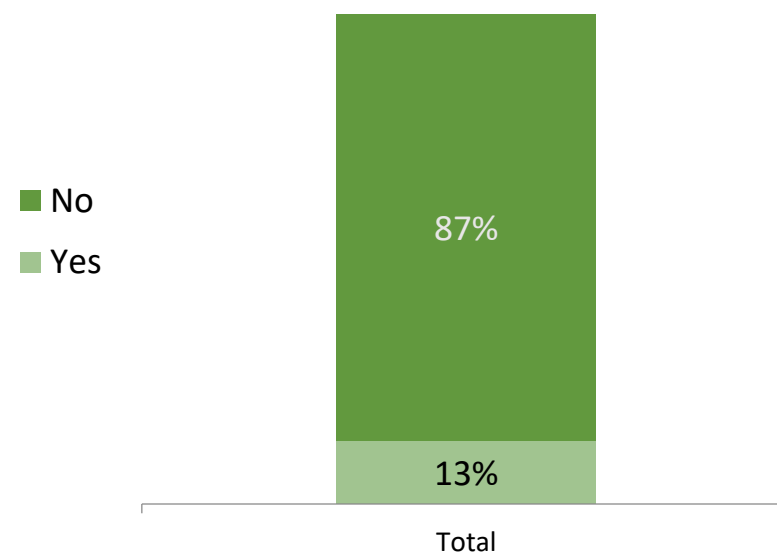
The DPC’s international regulatory role over major tech firms ranks lowest in perceived importance, particularly among younger age groups, indicating a public preference for domestic, citizen-focused oversight.



# Question 13: “Have you ever had to raise an issue with the way your personal data was processed?”

## Key Insights

- Only 13% of respondents say they have ever had to raise an issue about the way their personal data was handled.
- A large majority (87%) have never taken action or raised concerns.
- This low level of reported issues suggests that most individuals either haven't encountered serious problems with their data use or may be unaware of their rights and options for raising concerns.
- This insight underlines the importance of public awareness and education around data rights and how to exercise them.



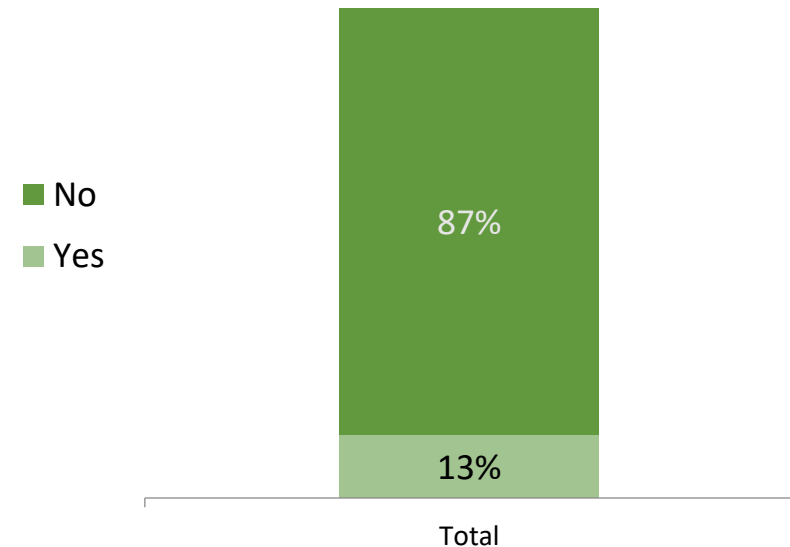
# Question 13: “Have you ever had to raise an issue with the way your personal data was processed?”

## Summary

Despite increasing focus on data privacy, only a small minority (13%) of adults say they've ever raised an issue about how their personal data was processed.

This suggests a relatively low level of direct engagement with complaints processes — either due to a lack of need, a lack of awareness, or perceived barriers to action.

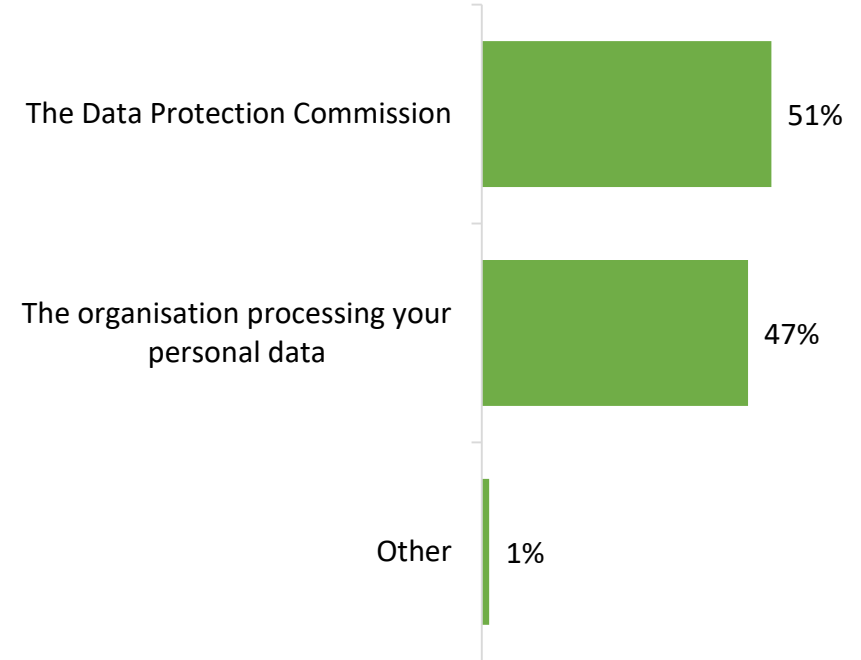
The finding highlights the critical role of public education and accessible complaint mechanisms as part of the DPC's mission.





## Question 14: “Who did you engage with in relation to your issue?”

- **51% of individuals who raised an issue regarding personal data processing contacted the Data Protection Commission (DPC)**  
This indicates that just over half of those affected opted to go through the formal regulatory channel.
- **47% chose to engage directly with the organisation processing their personal data**  
Nearly as many individuals preferred resolving the issue directly with the organisation involved.
- **Only 1% contacted a different entity**  
This shows that almost all issues were raised either with the DPC or the organisation itself.



(Base: All adults 18+ who had to raise an issue n=134)

# Question 14: “Who did you engage with in relation to your issue?”

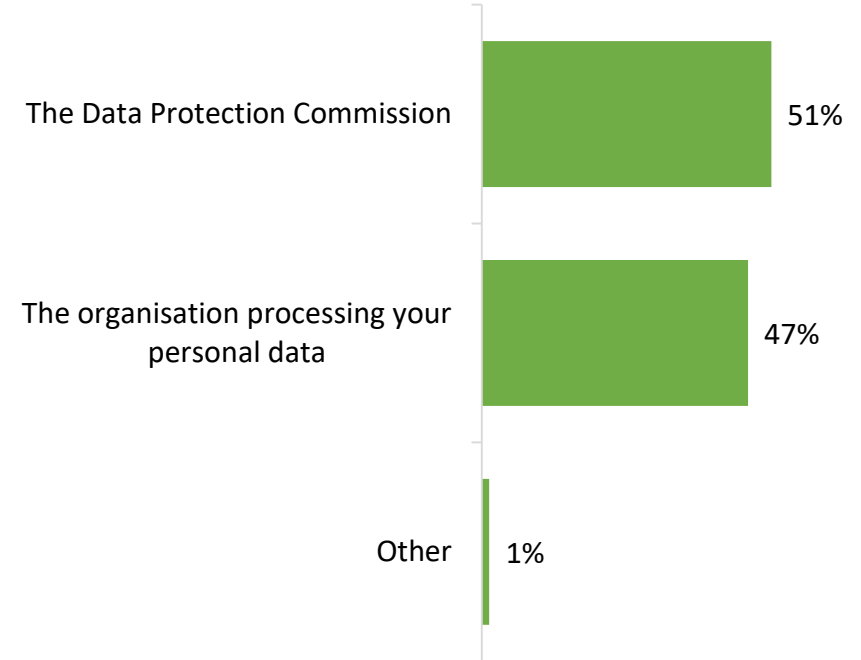
## Summary

Among adults who encountered issues with the processing of their personal data, most split nearly evenly between two main routes:

- 51% contacted the DPC,
- 47% went to the organisation involved.

This suggests a balanced trust or strategy split between formal regulatory bodies and direct resolution.

The extremely low percentage engaging with any third parties shows a strong preference for formal or direct communication paths when resolving data concerns.



(Base: All adults 18+ who had to raise an issue n=134)

# Question 15: “Have you ever had to engage with the Data Protection Commission?”

## 14% of adults have ever engaged with the Data Protection Commission (DPC)

A small but notable portion of the population has interacted with the DPC.

### Engagement is highest among 25–34 year olds (25%)

- This age group is significantly more likely to have contacted the DPC, perhaps reflecting higher digital engagement or awareness of data rights.

### Engagement is lowest among those aged 55+ (7%)

- This may indicate lower awareness or fewer digital interactions among older individuals.

### Dublin residents (20%) are more likely to have engaged with the DPC compared to other regions

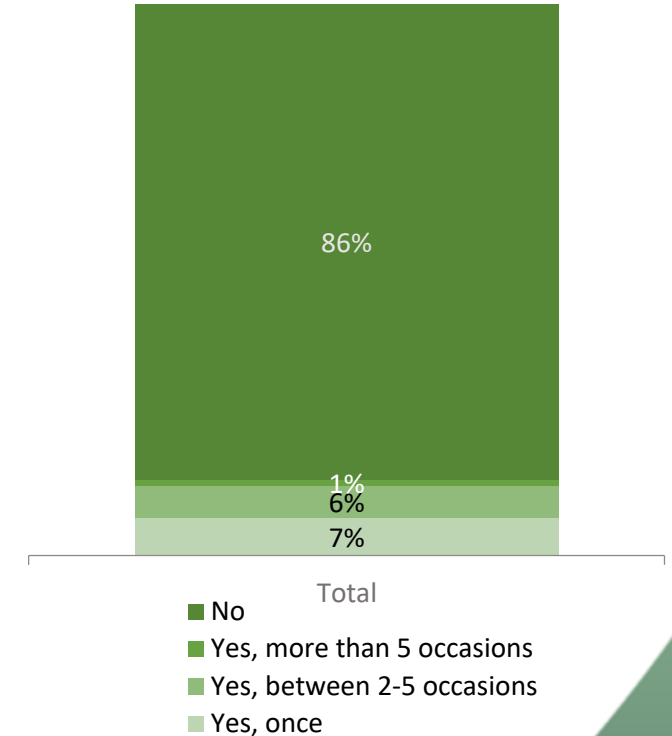
- This is significantly above the national average, potentially due to proximity to institutions or higher data literacy.

### By socio-economic class there was higher engagement from higher socio-economic groups

- People from higher socio-economic classes (17%) are more likely to have engaged with the DPC than lower socio-economic classes (10%), possibly due to greater awareness or confidence in addressing data concerns.

### Most engagements were one-off events

- Across all groups, the majority who engaged with the DPC did so only once, with smaller percentages doing so 2–5 or more than 5 times.



(Base: All adults 18+ n=1,034)

# Question 15: “Have you ever had to engage with the Data Protection Commission?”

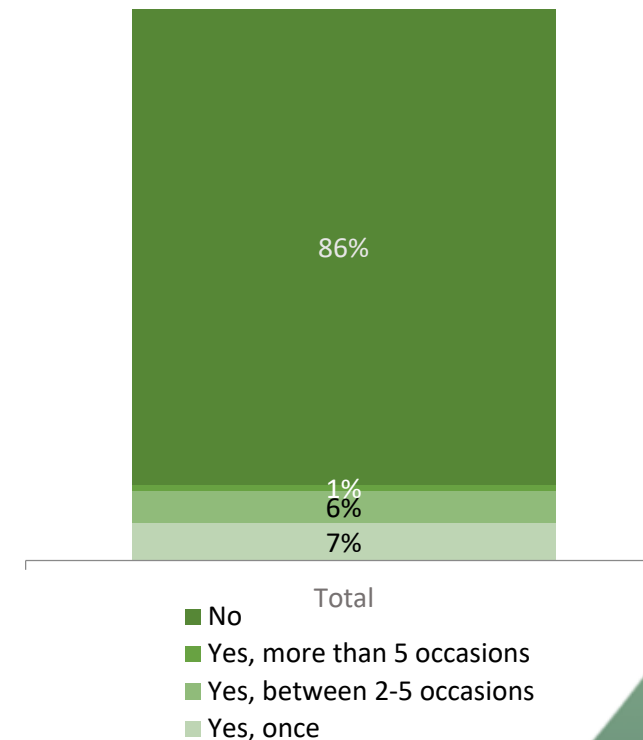
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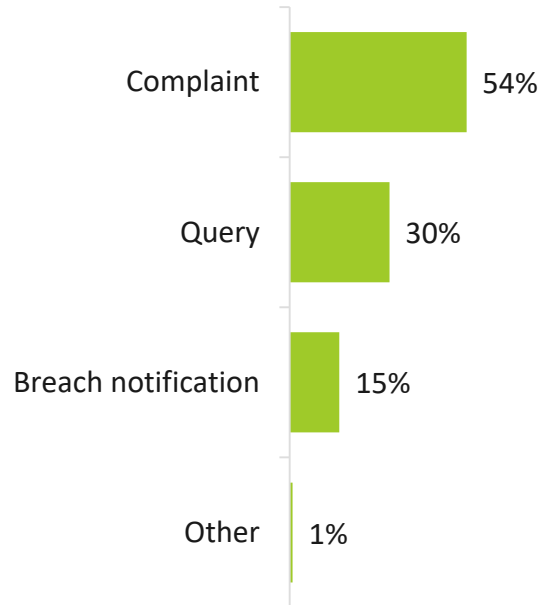
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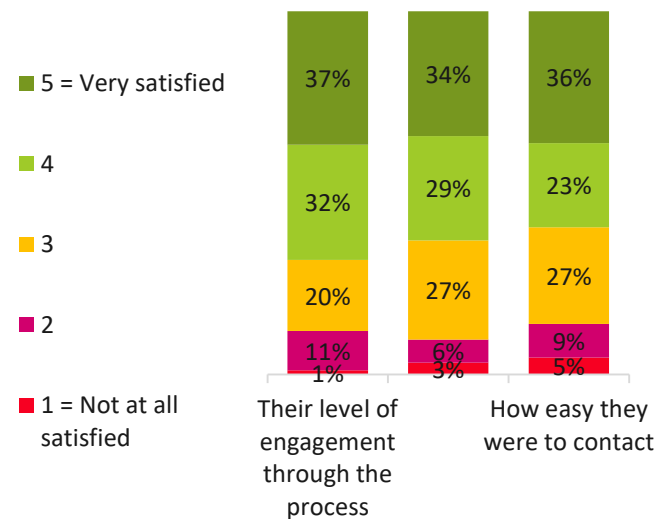
(Base: All adults 18+ n=1,034)

# Question 16, 16a & 16b: Interaction with the Data Protection Commission in relation to?"

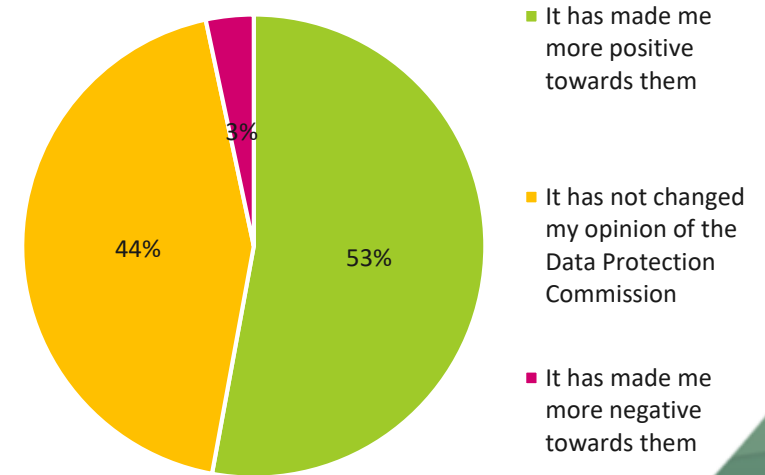
**Q16: What was the most recent interaction with the Data Protection Commission in relation to?**



**Q16a: In relation to your most recent interaction with the Data Protection Commission, how satisfied were you with each of the following aspects?**



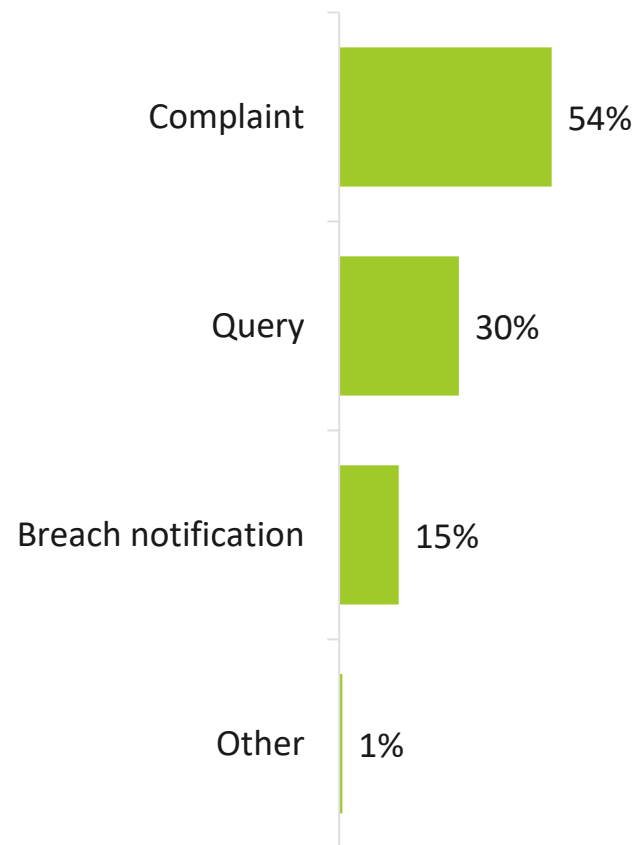
**Q16b: How has your most recent interaction with the Data Protection Commission impacted your view of the work they do overall?**



# Question 16: “What was the most recent interaction with the Data Protection Commission in relation to?”

## Key Insights

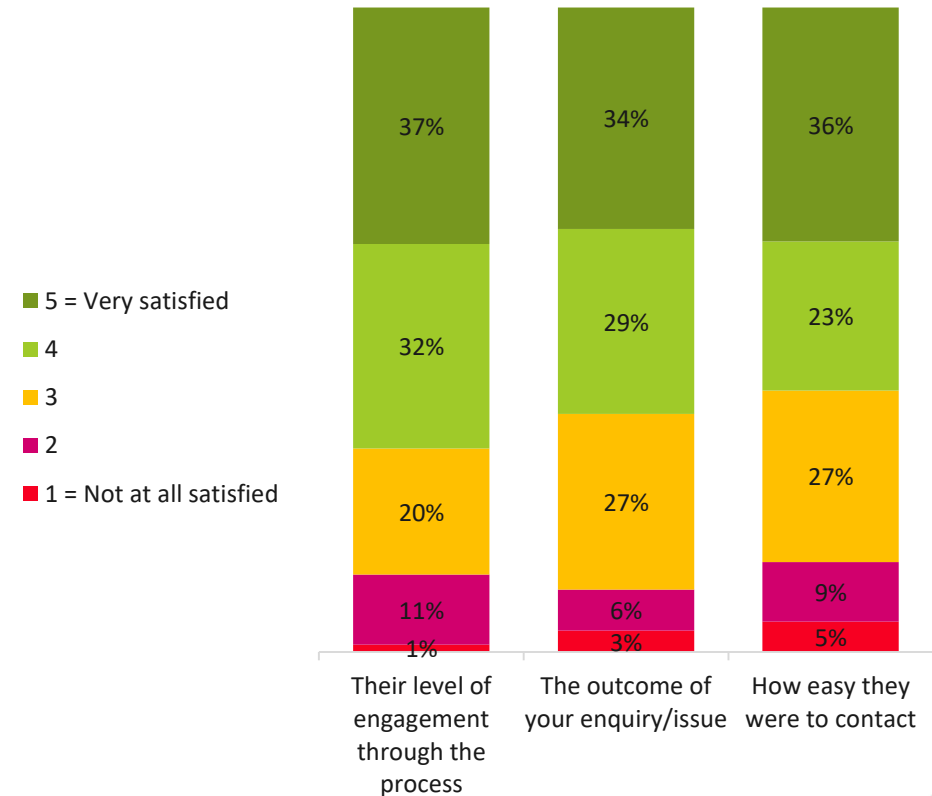
- **Complaints dominate recent interactions** with the DPC, accounting for over half (54%) of all engagements.
- **Queries make up a significant portion at 30%**, suggesting that many individuals still turn to the DPC for clarification and information.
- **Only 15% of interactions were related to data breach notifications**, indicating either a lower frequency of such incidents or a less common use of the DPC as a reporting channel for breaches.
- **‘Other’ interactions are minimal (1%)**, reinforcing that most contact relates directly to complaints or information needs.



# Question 16a: In relation to your most recent interaction with the Data Protection Commission, how satisfied were you with each of the following aspects?

## Key Insights

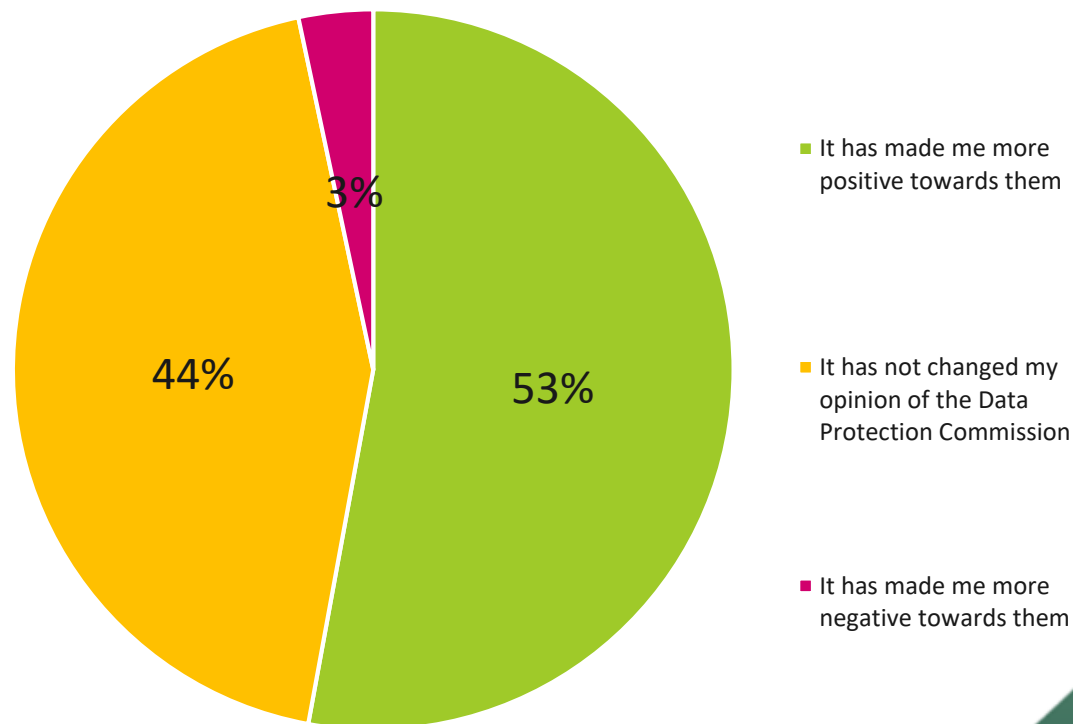
- **Satisfaction is generally high across all measures**, with around one-third of respondents giving a top score of 5 (Very satisfied)
  - 37% for overall engagement through the process.
  - 34% for satisfaction with how the DPC handled their issue.
  - 36% for how easy the DPC was to contact.
- When combining scores of 4 and 5, a **majority (66–69%) express positive satisfaction across all areas.**
- **Notably low dissatisfaction:** Only 6% or less rated their experience as 1 (Not at all satisfied) in any category, suggesting limited frustration.
- **A significant portion gave mid-range scores (3),** especially for ease of contact and satisfaction, suggesting opportunities for improvement in user experience and communication clarity.



# Question 16b: “How has your most recent interaction with the Data Protection Commission impacted your view of the work they do overall?”

## Key Insights

- Engagement has resulted in increased positivity towards the Data Protection Commission (53%)
- For 44% opinion towards the Data Protection Commission has remained unchanged.
- Only 3% had more negative sentiment towards the Data Protection Commission as a result of recent interaction.







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