Trust, Tech & Transparency:
What the Public Really Thinks About Data Protection

An Coimisiún um Chosaint Sonraí
Data Protection Commission

3 in 4 people
believe it to be very **important** that organisations designing, developing or using innovative new technologies, products and services **comply with data protection requirements, even if it causes delays.**
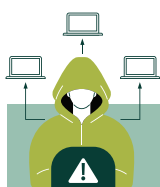
2 out of 3 people
would trust an organisation a lot less if they misused personal data. **Only 4%** claimed it would make no difference.

77%
concerned with **how children's personal data is being shared** and used online.

76%
concerned with how personal data is used to **create a digital profile** of themselves, which could be shared, sold or traded.

61%
concerned with the use of **AI (Artificial Intelligence).**

People aged **18-34** were less concerned with most aspects of technology and safety of personal data. **Those aged 55+ were significantly more concerned.**
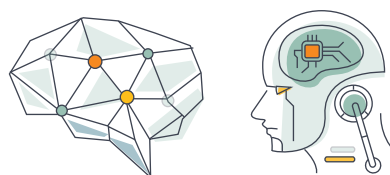
50% of those who had **interacted with the Data Protection Commission had a more positive opinion of the DPC** following that interaction, with only 3% having a more negative view.

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 effects them.

70%
trust **the Data Protection Commission to uphold their rights** to have their personal data protected.

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