



Public Opinion Research

Citizens' Perception of Personal Data Protection

The second wave of research

This research was conducted within the OSCE Mission to Serbia project: Consolidating the Democratization Process in the Security Sector in Serbia, through the financial support of the Swedish International Development Cooperation Agency (Sida). 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 of citizens' perception of personal data protection was commissioned by the OSCE Mission in Serbia¹, for the needs of the Commissioner for Information of Public Importance and Personal Data Protection. The research was carried out by the agency TMG Insights, with the aim to research:

- Knowledge and perception of personal data
- Attitude towards personal data protection
- Awareness of personal data abuse risks
- Awareness of rights related to personal data protection
- Knowledge of the concept of personal data protection
- Attitudes about the role of the Commissioner for Information of Public Importance and Personal Data Protection
- Awareness of the "Keep it Personal." campaign

As one of the objectives of the research was to examine the awareness of the "Keep it Personal." campaign and its indirect impact on citizens, in addition to comparing the results of two waves of socio-demographic differences between the respondents, the report also shows some differences between the respondents who are familiar with the campaign and those who are not. It should be borne in mind that the campaign was carried out in the period from May to June 2022, while the research was carried out in the period from April to May 2023 and it was done by telephone.²

1.2 Methodological description

The questionnaire was modified in cooperation with the representatives of the OSCE Mission in Serbia and the institution of the Commissioner for Information of Public Importance and Protection of Personal Data, bearing in mind the previous wave of research, with the aim of monitoring trends and recording changes. Questions added in this wave are those concerning information on the protection of personal data during the last year and familiarity with the "Keep it Personal." campaign.

- General attitudes and behaviour in relation to personal data
- Getting informed about personal data protection in the last year
- 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 previous wave of research, this wave was carried out by telephone.

- Execution period: from April 28th to May 25th 2023.
- CATI (Computer-assisted telephone interviewing)
- The interviews lasted approximately 15 minutes

¹As part of the project Consolidating the Democratization Process in the Security Sector in the Republic of Serbia, financially supported by the Swedish government.

²Awareness of the campaign was examined through the question "Have you seen or heard about the campaign on the protection of personal data, which was carried out from May to July last year, called "Keep it Personal.?"

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 = 1211 respondents
- Coverage: Serbia, urban and rural areas
- Stratification according to regions and types of settlement
- Data are weighted according to age, gender and education

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%
Settlement type	Urban area	59%
	Rural area	41%
Education	Primary education	35%
	Secondary education	49%
	College and University education / High	16%
TOTAL		100%

2. Summary of Key Findings

The results of the second wave of research show that **the majority of Serbian citizens notice that in the last year there has been more talk about the protection of personal data.** However, in this wave as well, the results show that **citizens are not sufficiently familiar with the topic of personal data use and protection, but that they still consider it generally important.**

The terminology of collecting, processing, use and storage of personal data is relatively unknown. Despite the increase in the number of those believing that citizens are sufficiently informed about this topic, as well as that the available information is clear, the prevailing opinion in this wave is that **the public is not sufficiently informed** and that **available information** on personal data protection **is not clear enough.**

The majority state that **they are not familiar with their rights to personal data protection** and express the need for information about that who can ask for their personal data, who they can contact in case of data abuse, what their rights to data protection are and what represents personal data endangerment.

Citizens, to the greatest extent, had the opportunity to learn about the topic of personal data protection through television and internet portals. **18.8%** were informed about the mentioned topic through the **webpage of the Commissioner for Information of Public Importance and Protection of Personal Data.** The number of citizens who got information through the Commissioner's website has grown significantly compared to the previous wave (13.4% in 2020).

Although most do not make difference between private companies and state institutions, when it comes to the collection, processing, use and storage of their personal data, **citizens are somewhat more willing to give their personal data to state institutions** than to private companies. Some **more caution is being expressed towards private companies**, and the number of citizens who are not ready to give some of their data to private companies has increased in this wave.

Citizens believe that **they protect their personal data to a certain extent** (39.8% moderately and 28.9% to a great extent or completely). However, even in this wave, **the prevailing opinion is that the risk of compromising (abusing) personal data is high** (80% of citizens), and **concern** about how their personal data is used by certain institutions/companies has increased. In this wave, there is **a noticeable decline in trust for a large number of institutions regarding the lawful use of personal data.** Also, **there is a growing concern** that **advertisers and advertising agencies** could access their data on the **internet and social media** without their knowledge or permission.

Like in the previous wave, **the police, followed by the Commissioner for Information of Public Importance and Personal Data Protection, would be the first points of contact in case of suspicion of personal data abuse.** Every tenth citizens states that they would not turn to anyone, citing reasons such as lack of belief in a positive outcome, uncertainty about how and to whom to report, and the perception that the process takes a long time or is too complicated.

When it comes to their **previous experience**, every second citizen believes that their personal data has not been compromised so far. On the other hand, nearly 38.7% are unsure or do not know, while slightly less than 10% believe that their data has been compromised. The number of citizens who report having contacted someone regarding the compromise of their personal data has significantly increased compared to the previous wave (47.6% compared to 28.7% in 2020).

Almost half of the citizens (47.6%) are familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection, and the majority of those who are familiar with it (78.4%) express a positive attitude and **consider this institution to be able to provide them with personal data protection.**

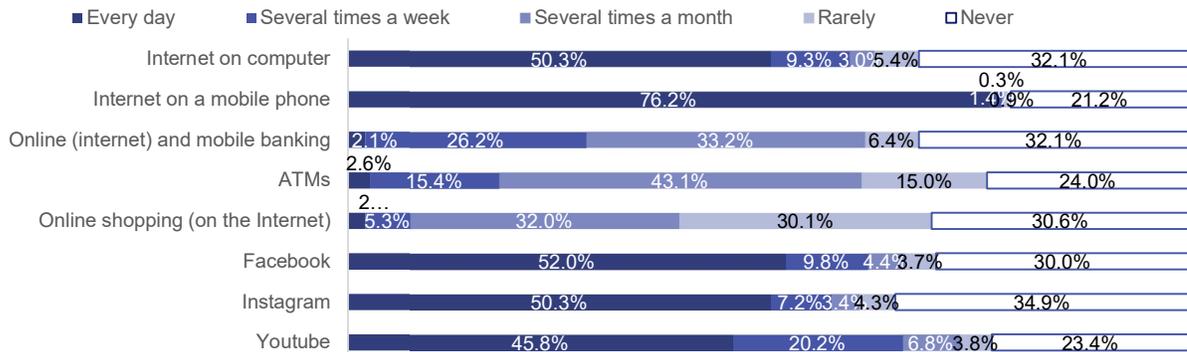
Just under 10% of the respondents state that they have seen or heard about the campaign on personal data protection, which was conducted from May to July last year, under the name "**Keep It Personal.**". Every second respondent who has seen or heard about the campaign indicates that it was initiated by the Commissioner for Information of Public Importance and Personal Data Protection. Although the number of those who report seeing or hearing about the campaign is relatively low (which may be attributed to the timing and research methodology), **there are significant differences between respondents who are familiar with the campaign and those who are not.** Citizens who have seen or heard about the campaign more often state that they are familiar with the topic of personal data protection, believe that the public is sufficiently informed about this issue, and find the available information clear. They are also more familiar with the Commissioner's institution and are more likely to believe that this institution can assist them in protecting their personal data.

Results according to the socio-demographic characteristics of the respondents show that **particularly vulnerable groups** are the elderly, those with lower education levels, and citizens from rural areas, who are also less interested in this topic. Therefore, further communication should be tailored to these target groups.

3. General attitudes and behaviors regarding data

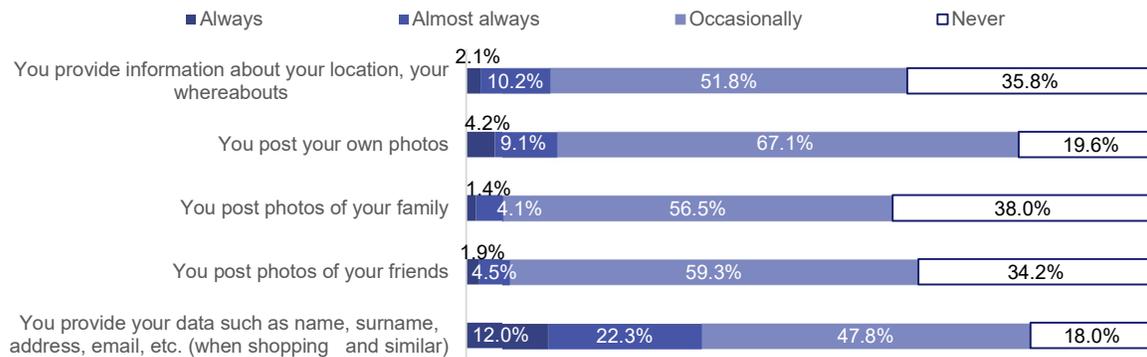
About 79.5% of Serbian citizens use the internet, with younger, more educated individuals, and urban residents expected to have higher usage rates. Mobile internet usage stands at 78.8% of citizens, of which 76.2% use it daily, whereas every second respondent (50.3%) uses the internet and/or on computer daily. In terms of social media usage, Facebook is visited daily by 52.0% of citizens, Instagram by 50.3%, and YouTube by 45.8% of respondents (Graph 1).

Graph 1. Could you tell us if you use and how often you use...?



The majority of internet users (82.0%) state that they provide their personal information such as name, address, email, etc. when they are online and on social media platforms, while 64.2% share information about their whereabouts. Most individuals also upload photos on the internet and social media, with 80.4% posting their own pictures, 65.8% posting pictures of their friends, and 62.0% posting pictures of their family.³

Graph 2. How often do you do the following things when you are on the Internet and social media...? (RESPONDENTS USING THE INTERNET, N=963)



³The question "How often do you do the following things when you are on the Internet and on social media?" was added in 2023 and was not present in the previous wave.

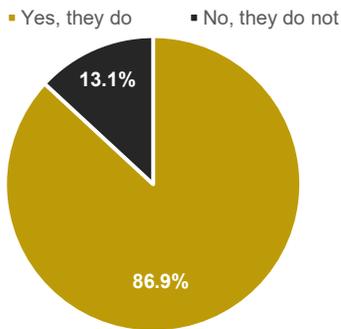
When it comes to "cookie policies," 53.7% of internet users state that they read them, out of which 36.7% read them occasionally, 10.9% read them almost always, and 6.1% always read them. On the other hand, the remaining half, 46.3%, never read "cookie policies".⁴

Graph 3. How often do you read "cookie policy"?) (RESPONDENTS USING THE INTERNET, N=963)

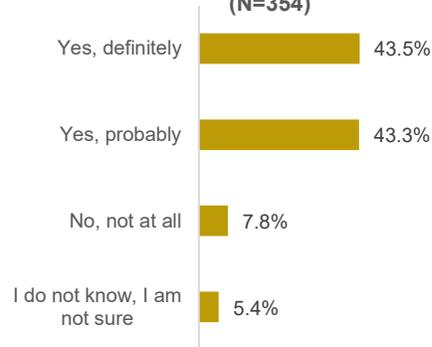


Out of 354 respondents with children under the age of 15, 85.3% of them have children who use a mobile phone with internet access. The majority of parents (86.8%) believe that their child's privacy could be compromised due to the use of a mobile phone, while 7.8% believe that privacy would not be compromised, whereas 5.4% state that they do not know or they are not sure whether the use of a mobile phone would jeopardize their child's privacy.

Graph 4. Do your children use a mobile phone with internet access? (N=354)



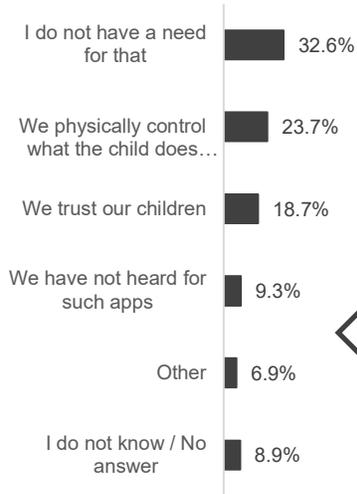
Graph 5. Do you believe that your child's privacy could be compromised due to mobile phone use? (N=354)



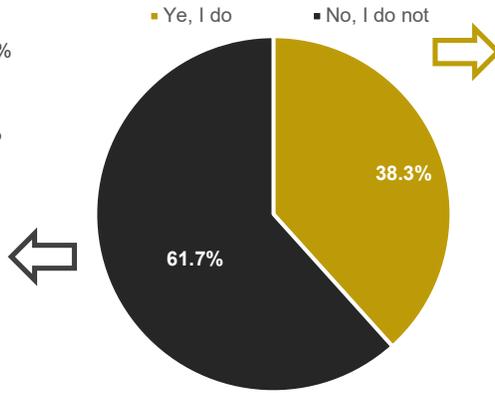
The majority of parents, whose children use a mobile phone with internet access, state that they do not use applications for monitoring their child and/or setting boundaries for their child's movement in physical space and visiting internet websites (61.7%). The most common reason for this is that they do not feel the need for it (32.6%), followed by physically monitoring what their child does on the internet (23.7%). On the other hand, 38.3% of parents report using such applications, primarily for controlling the amount of time their child spends on the internet and the content they view (62.1%), and also for the safety of their child (31.0%).

⁴The question "How often do you read the *cookie policy*?" was added in 2023 and was not present in the previous wave.

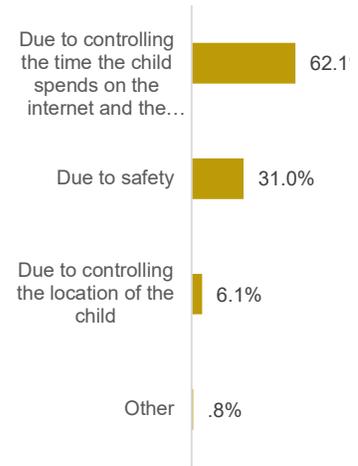
Graph 7. Why don't you use such apps? (N=190), encoded based on spontaneous responses



Graph 6. Do you use any apps for monitoring your child and/or setting boundaries for their movement in space and visiting websites? (N=308)

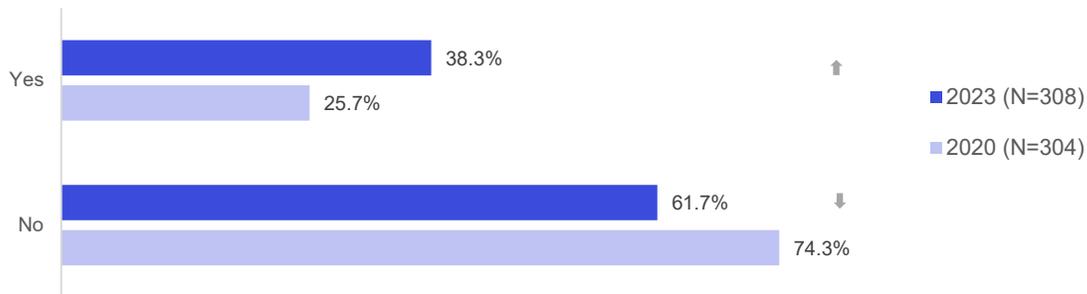


Graph 8. Why do you use such apps? (N=118), encoded based on spontaneous responses



In comparison to the previous wave, the number of parents who indicate using the mentioned applications has significantly increased (38.3% compared to 25.7% in 2020), while the number of those who do not use these applications has significantly decreased (61.7% compared to 74.3% in 2020).

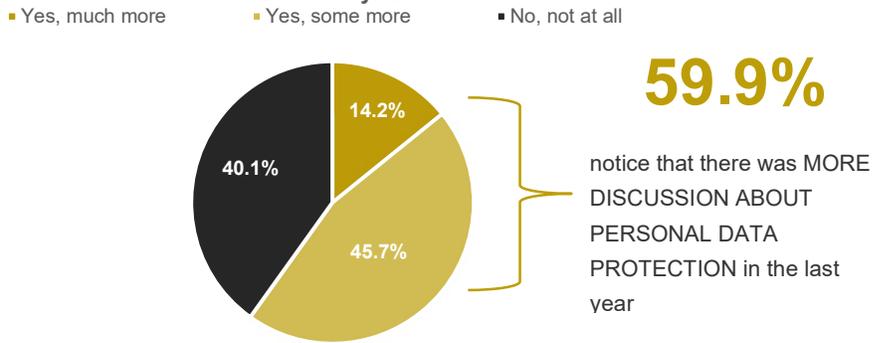
Graph 9. Do you use any apps for monitoring your child and/or setting boundaries for their movement in space and visiting websites?



4. Being Informed about Personal Data Protection in the Last Year⁵

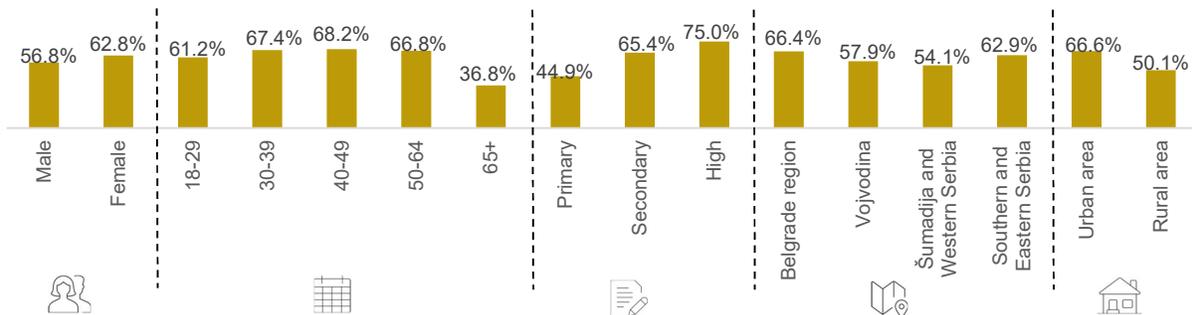
We have asked citizens to what extent they notice that there has been more discussion about personal data protection in the past year. The results show that the majority of citizens (59.9%) notice that there is more talk about personal data protection, with 14.2% noticing that there is much more talk, while 45.7% believe that there is somewhat more talk than before. On the other hand, 40.1% of the respondents state that they do not notice that there has been more discussion about the mentioned topic in the past year (Graph 10).

Graph 10. Do you and to what extent do you notice that there was more discussion about personal data protection in the last year?



Women, citizens younger than 65 years, highly educated respondents, residents of urban areas, as well as residents of Belgrade, in comparison to residents of Šumadija and Western Serbia, notice in significantly larger numbers that there was more discussion about personal data protection in the last year.

Graph 11. Do you notice and to what extent do you notice that there was more discussion about personal data protection in the last year? (sum of % responses Yes, much more and Yes, some more, according to respondents' socio-demographic characteristics)

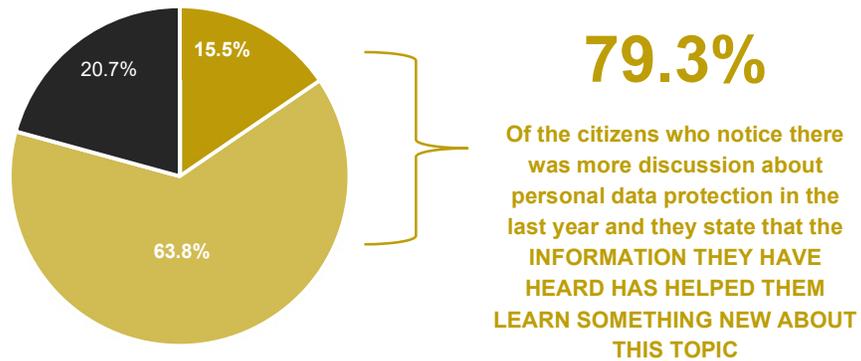


⁵The questions in this section were added in 2023 and were not present in the first wave.

Out of 725 respondents who notice that there has been more discussion about personal data protection in the past year, the majority (79.3%) state that the information they have heard has helped them learn something new about personal data protection. Among them, 63.8% mention that it has helped them to a small extent, while 15.5% say it has helped them to a large extent. On the other hand, 20.7% of respondents who notice that there has been more discussion about the mentioned topic in the past year state that the information they have heard did not help them learn anything new about personal data protection.

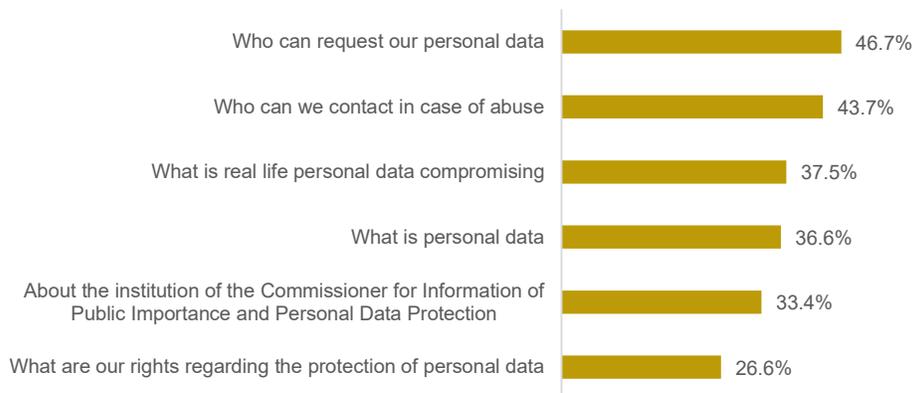
Graph 12. Did the information help you learn something new about personal data protection? (RESPONDENTS WHO NOTICED MORE DISCUSSION, N=725)

■ Yes, to a large extent ■ Yes, to a small extent ■ No



Respondents who have stated that the information they have heard helped them learn something new most commonly mention that they have learned who can request their personal data (46.7%), followed by whom they can contact in case of personal data abuse (43.7%). In addition, 37.5% mentioned that they learned about real-life data breaches, 36.6% learned what personal data is, one-third (33.4%) became aware of the institution of the Commissioner for Information of Public Importance and Personal Data Protection, while 26.6% mentioned learning some information about citizens' rights regarding the protection of personal data.

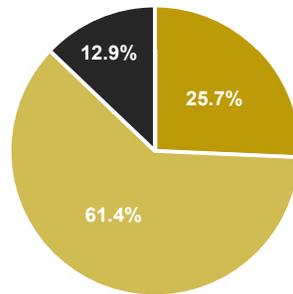
Graph 13. What new have you learned about personal data protection? (RESPONDENTS WHO HAVE LEARNED SOMETHING NEW, N=575) (MULTIPLE ANSWERS POSSIBLE)



Out of 575 respondents who have stated that the information about personal data protection helped them learn something new, more than half (61.4%) mention that it had a small impact on changing their behavior regarding personal data protection, while 25.7% of the respondents reported a significant impact. For 12.9% of them, the mentioned information did not have an impact on changing their behavior regarding personal data protection. There are no significant differences among respondents based on their socio-demographic characteristics.

Graph14. Did this information influence you to change your behaviour regarding personal data protection? (RESPONDENTS WHO HAVE LEARNED SOMETHING NEW, N=575)

■ Yes, to a large extent ■ Yes, to a small extent ■ No

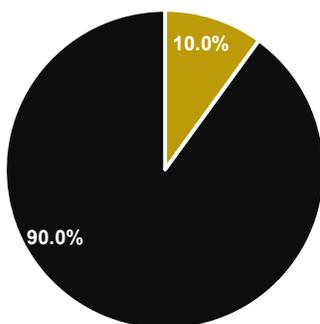


Awareness of campaigns about personal data protection

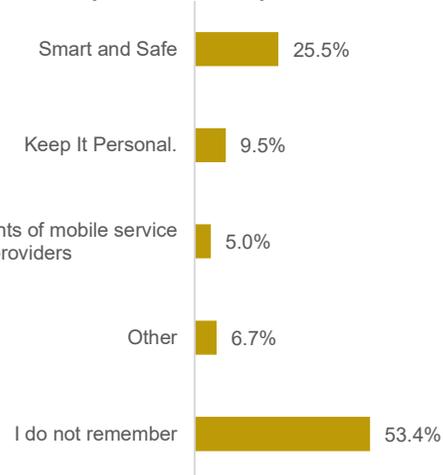
Every tenth respondent (10.0%) states that they have seen a campaign (advertisement) about personal data protection in the last year, of which the majority (53.4%) do not remember which campaign/advertisement they saw. Among those who remember, the most commonly mentioned campaign is "Smart and Safe" (25.5%), followed by "Keep It Personal." (9.5%).

Graph 15. Have you seen any campaign (advertisements) about personal data protection in the past year?

■ Yes ■ No

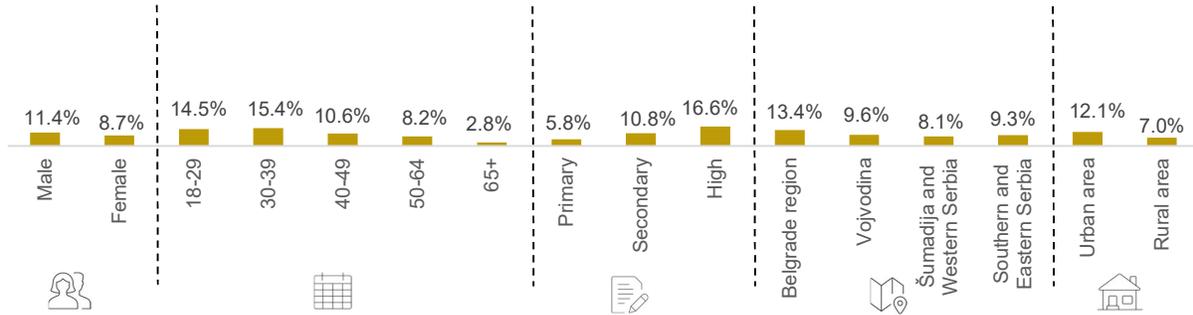


Graph 16. Which campaign (advertisement) did you see? (RESPONDENTS WHO HAVE SEEN SOME CAMPAIGN, N=121), encoded based on spontaneous responses



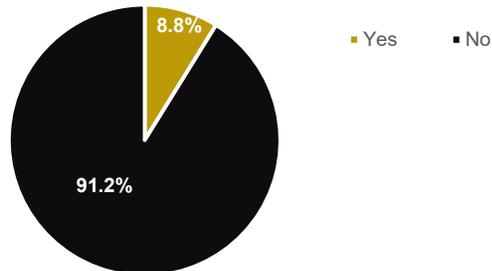
Respondents aged up to 49 years, those with a secondary to high level of education, as well as urban residents, significantly more often mention that they have seen a campaign (advertisement) about personal data protection in the past year (Graph 17).

Graph 17. Have you seen any campaign (advertisement) about personal data protection in the past year? (% of YES response, according to socio-demographic characteristics of the respondents)



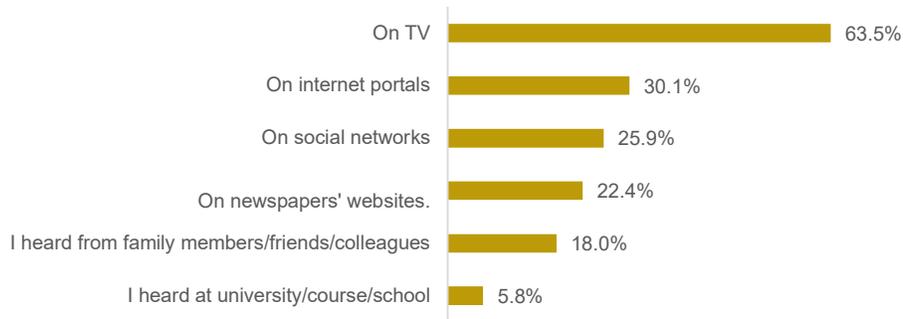
We have also asked respondents whether they have seen or heard about a campaign on personal data protection called **"Keep It Personal."**, which was conducted from May to July last year. The majority of respondents (91.2%) state that they have not seen or heard about the campaign, while 8.8% mention that they have seen or heard about it. There are no significant socio-demographic differences among respondents.

Graph 18. Have you seen or heard for the campaign on personal data protection, carried out from May to July last year and called "Keep It Personal."?



The majority of respondents (63.5%) have seen the campaign on TV, while slightly less than a third of those who have seen or heard about the campaign learned about it through internet portals (30.1%), and 25.9% through social media.

**Graph 19. Where did you see or hear about the campaign?
(RESPONDENTS WHO HAVE SEEN THE CAMPAIGN, N=107)**



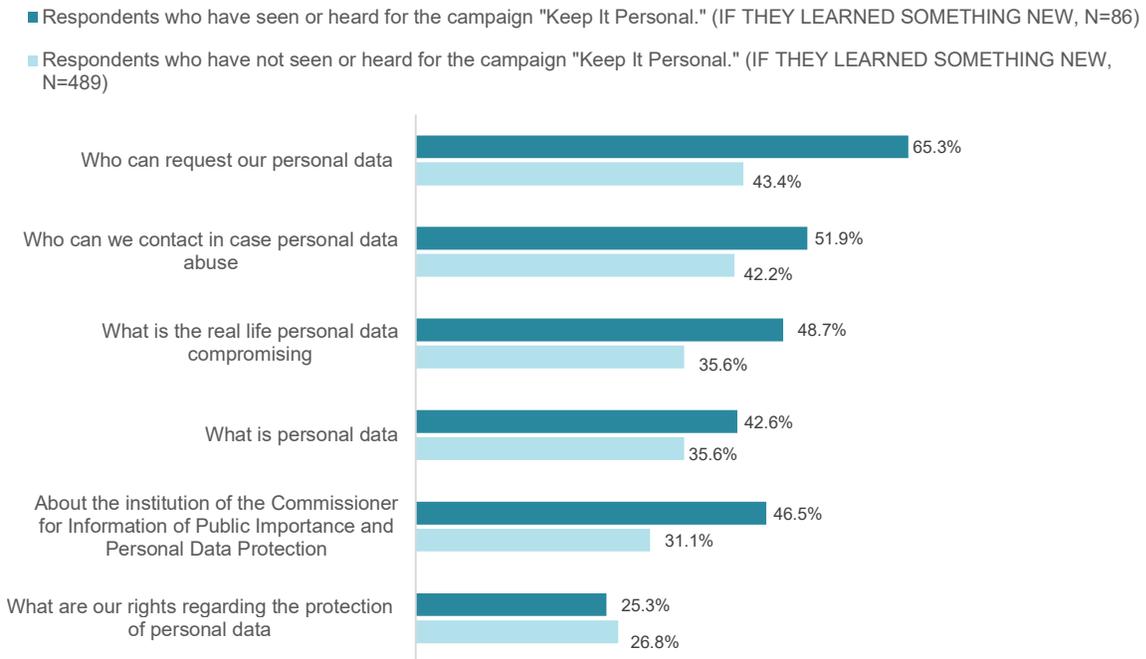
Every second respondent who has seen or heard about the campaign (50.1%) is aware that it was launched by the Commissioner for Information of Public Importance and Personal Data Protection. 38.9% believe that the campaign was launched by and/or the Government of the Republic of Serbia, 12.7% think it was initiated by and/or a non-governmental organization, while 10.9% believe that it was initiated by and/or the OSCE Mission to Serbia.

**Graph 20. Who do you think launched the campaign? MULTIPLE ANSWERS
POSSIBLE
(RESPONDENTS WHO HAVE SEEN OR HEARD FOR THE CAMPAIGN, N=107)**



Regarding the question of what new information they have learned about personal data protection, of the citizens who have heard information about this topic in the past year and learned something new, we compared the views of citizens who have seen or heard about the "Keep It Personal." campaign with those who haven't. The results show that citizens who are familiar with the campaign, in larger numbers than those who aren't, state that the information helped them learn more about who can request their personal data, what constitutes real-life personal data breaches, as well as about the institution of the Commissioner for Information of Public Importance and Personal Data Protection.

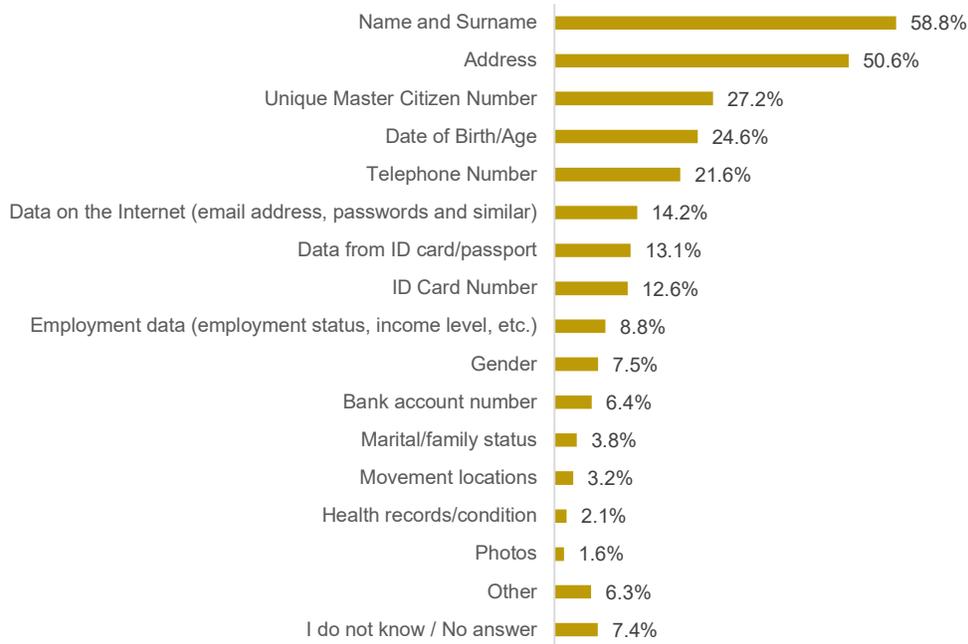
Graph 21. What new have you learned about personal data protection? (based on the familiarity with the campaign "Keep It Personal.")



5. Attitudes and behavior towards personal data

The first associations of citizens with the term "personal data" are name and surname, address information, identification number, date of birth/year of an individual, and phone number (Graph 22).

Graph 22. When we say "PERSONAL DATA", what are all the data that come to your mind? (encoded based on spontaneous responses)



When it comes to the importance that citizens attach to preserving their personal data, the results are similar to the previous wave. For the majority of Serbian citizens (80.3%), preserving their personal data is generally important, for 13.8% it is neither important nor unimportant, while for 5.9% it is not important.

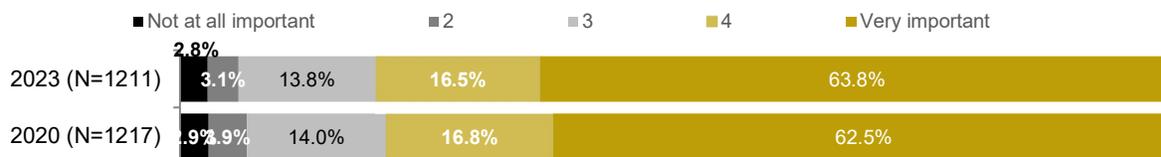
5.9%

of citizens (5.9%) states that the preservation of their personal data is generally NOT IMPORTANT to them.

80.3%

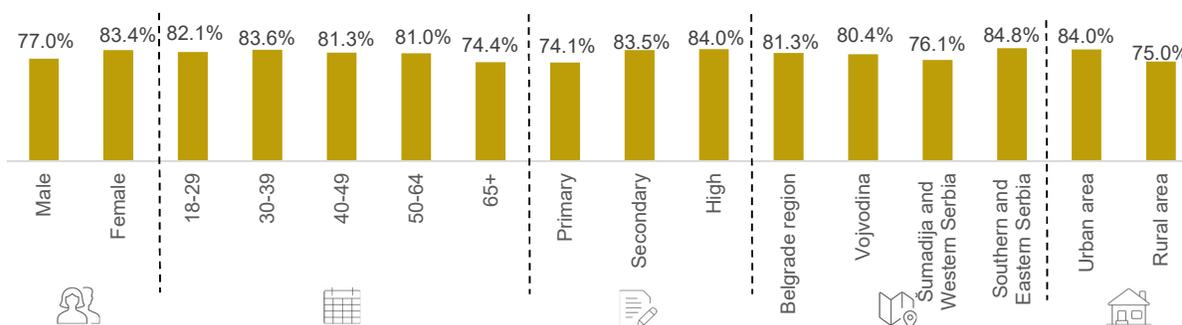
of citizens (80.3%) states that the preservation of their personal data is generally IMPORTANT to them.

Graph 23. GENERALLY, how important is your personal data preservation to you?



When examining the data by demographics, the results show that women, citizens aged 18 to 49, compared to older individuals, those with secondary and higher education, as well as residents of urban areas, attribute greater importance to the preservation of their personal data.

Graph 24. GENERALLY, how important is your personal data preservation to you ? (the sum of % of the answers 5-Very important and 4-Important to a certain extent, based on socio-demographic characteristics of the respondents)



Similar to the previous wave, the majority of internet users (85.6%) emphasize the importance of preserving their personal data online, including social media platforms, for 11.1% of them it is neither important nor unimportant, while 3.3% of internet users consider it unimportant. Women (89.3%) attach greater importance to preserving their personal data online compared to men (81.6%). No statistically significant differences were found based on other socio-demographic characteristics of the respondents.

Graph 25. How important to you is your personal data preservation on the INTERNET, including social media as well? (RESPONDENTS USING INTERNET)



The biggest number of Serbian citizens (75.5%) in this wave also believe that personal data breaches occur through the posting of photos/videos of other individuals on social media without their consent, then they perceive recording employees in the workplace to monitor their working hours (62.0%), as well as disclosing the names of debtors (61.3%), as potential breaches of personal data. Slightly over half of the respondents (52.7%) consider the installation of video surveillance in residential buildings/houses, specifically capturing the entrance to other apartments/houses, as a potential personal data breach. There are no significant differences compared to the previous wave (Graph 26).

75.5%

believe that the violation of personal data occurs through the **posting of photos/videos of other individuals on social media without their consent.**

62.0%

believe that the violation of personal data occurs through **recording employees at the workplace to monitor their working hours.**

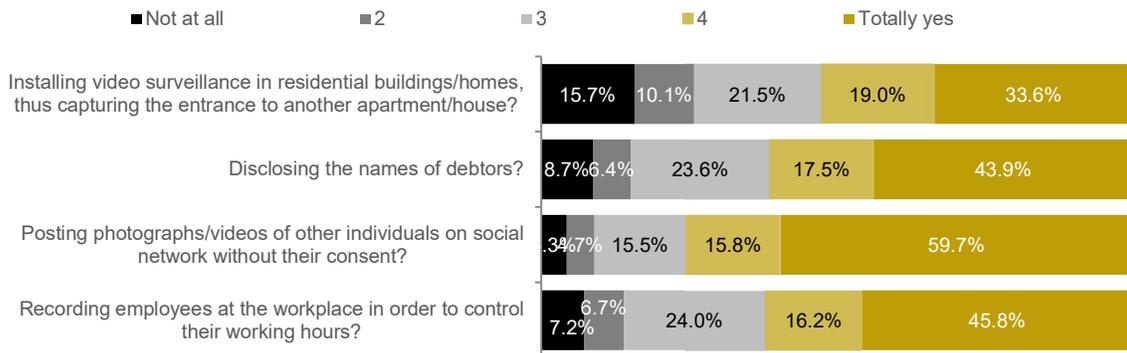
61.3%

believe that the violation of personal data occurs through **disclosing of debtors' names.**

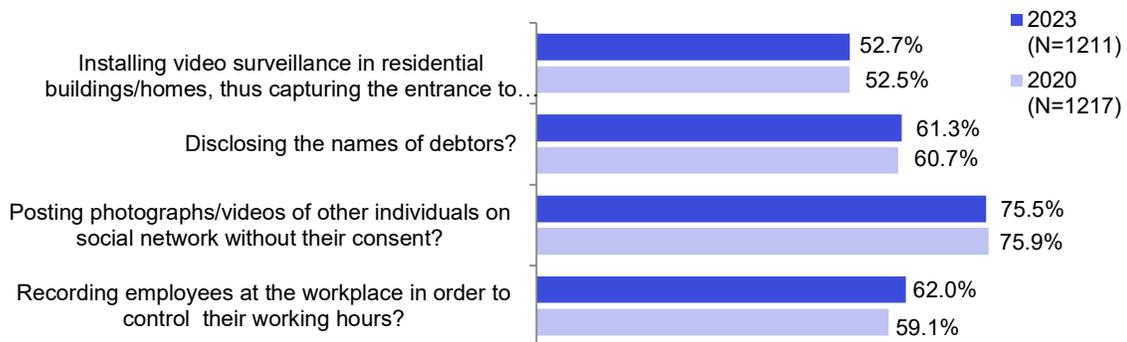
52.7%

believe that the violation of personal data occurs through **the installation of video surveillance in residential buildings/homes that records the entrance to another apartment/house.**

Graph 26. In your opinion, does violation of personal data occur by...

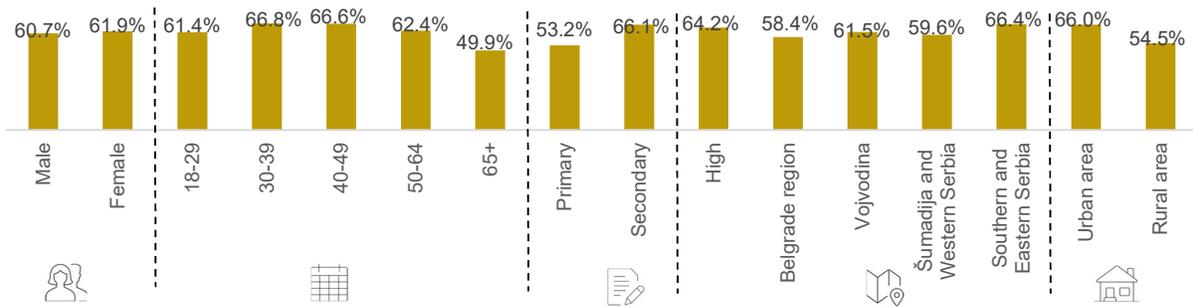


Graph 27. In your opinion, does violation of personal data occur by... (sum % of the responses 5 - Totally yes+ 4 - Yes, to a certain extent), trend



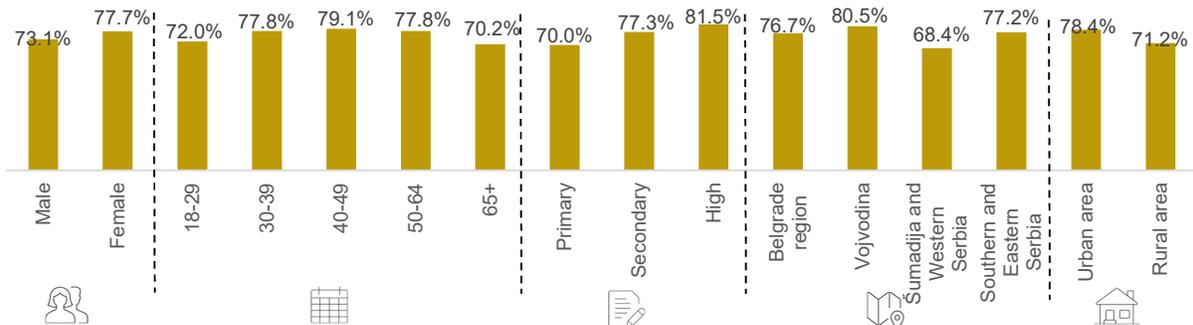
The results according to the socio-demographic characteristics of the respondents show that there are differences in their opinions regarding the personal data breach through disclosing debtors' names, posting of photographs/videos of other individuals on social media without their consent, and recording of employees in the workplace for the purpose of monitoring their working hours. Citizens between the ages of 30 and 49, compared to the oldest age group (65+), middle and highly educated participants, as well as residents of urban areas, consider that disclosing of debtors' names leads to a greater violation of personal data.

Graph 28. In your opinion, does violation of personal data occur by DISCLOSING DEBTORS' NAMES? (sum % of the responses 5-Totally yes and 4 - Yes, to a certain extent, according to socio-demographic characteristics of the respondents)



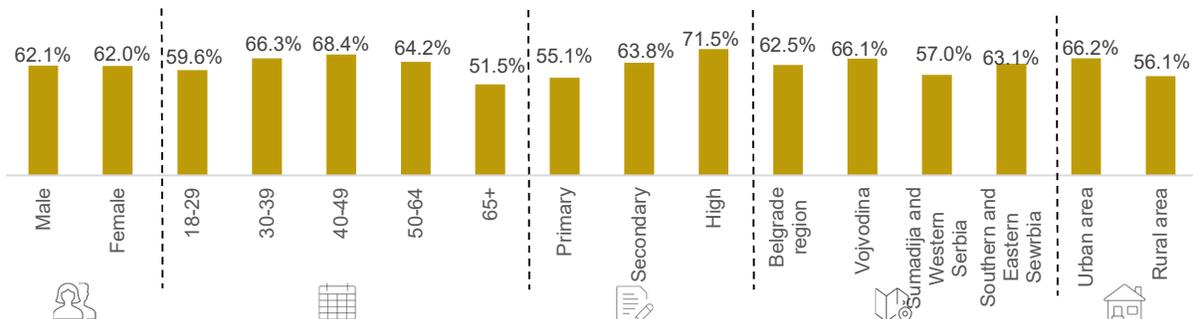
Citizens with a secondary and higher level of education, to a significantly greater extent than those with only elementary school education, believe that the posting of photographs/videos of other individuals on social media without their consent leads to a violation of personal data. This viewpoint is also more widely shared by residents of Vojvodina compared to those living in Šumadija and Western Serbia, as well as residents of urban areas.

Graph 29. In your opinion, does violation of personal data occur by POSTING PHOTOS/VIDEOS OF OTHER INDIVIDUALS ON SOCIAL MEDIA WITHOUT THEIR CONSENT? (sum % of the responses 5 – Totally yes and 4- Yes, to a certain extent, according to socio-demographic characteristics of the respondents)



Citizens between the ages of 30 and 64, compared to the oldest age group (65+), secondary and high educated individuals, as well as residents of urban areas, believe that the recording employees at the workplace in order to control their working hours leads to a greater personal data breach.

Graph 30. In your opinion, does violation of personal data occur by RECORDING EMPLOYEES AT THE WORKPLACE IN ORDER TO CONTROL THEIR WORKING HOURS? (sum % of the responses 5 - Totally yes and 4-Yes, to a certain extent, according to socio-demographic characteristics of the respondents)



When it comes to how much Serbian citizens think about the collection, processing, use, and storage of their personal data when providing it to private companies or government institutions, the results in this wave also show that the majority of citizens (58.9%) think about it, with 44.1% of them stating that they do so to a moderate extent. Just over one-fifth of citizens (22.2%) indicate that they mostly do not think about the collection, processing, use, and storage of their personal data when providing it to private companies or government institutions, while 18.8% state that they do not think about it at all.

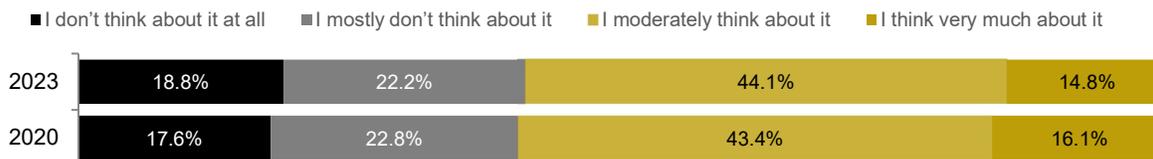
41.1%

of citizens state that they **GENERALLY** or **MOSTLY** do not think about the collection, processing, use, and storage of their personal data when providing it to private companies or

58.9%

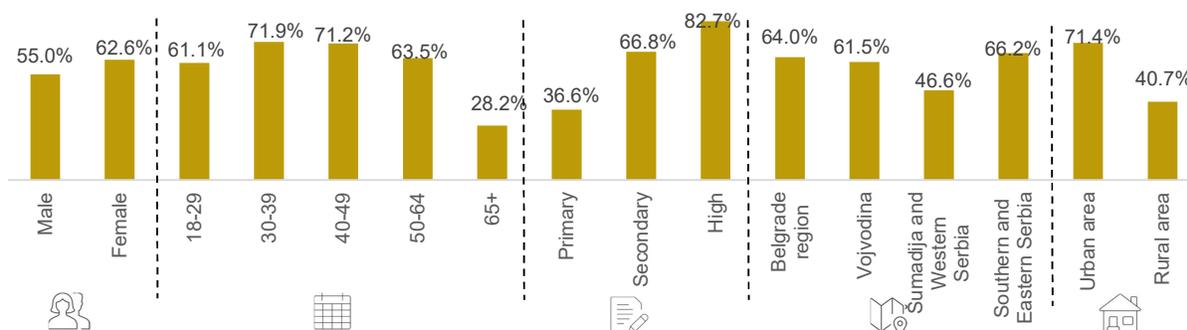
of citizens state that they think to a **MODERATE** or **HIGH EXTENT** about the collection, processing, use, and storage of their personal data when providing it to private companies or government institutions.

Grafik 31. We are interested in how much you think about the collection, processing, use, and storage of your personal data when providing it to either private companies or government institutions.



Women, more than men, think to a greater extent about the collection, processing, use, and storage of their personal data when providing it to private companies or government institutions. Additionally, this is a topic that is more frequently considered by citizens up to the age of 64, highly educated participants, residents of urban areas, as well as residents of Belgrade, Vojvodina, and southeastern Serbia compared to those living in Šumadija and Western Serbia.

Graph 32. We are interested in how much you think about the collection, processing, use, and storage of your personal data when providing it to either private companies or government institutions. (Sum of % of responses Very much think about it and Moderately think about it, according to socio-demographic characteristics)



Similar to the previous wave, citizens' opinions on their familiarity with the topic of personal data protection are divided. One-third (33.0%) states that they are not familiar with the topic of collecting, processing, using,

and storing personal data. 34.9% indicate that they are somewhat (completely or partially) familiar with the mentioned topic, while 32.1% are unsure whether they are familiar with the topic of collecting, processing, using, and storing personal data or not. There are no significant differences compared to the previous wave.

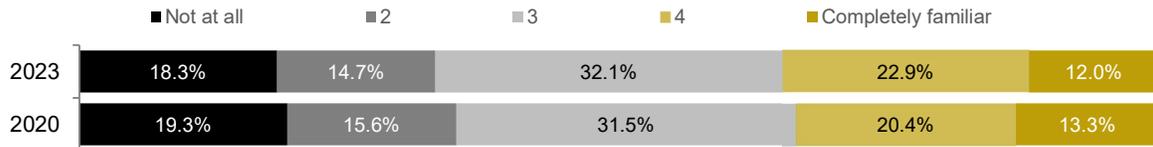
33.0%

of citizens state that they are NOT FAMILIAR with the topic of collecting, processing, using, and storing personal

34.9%

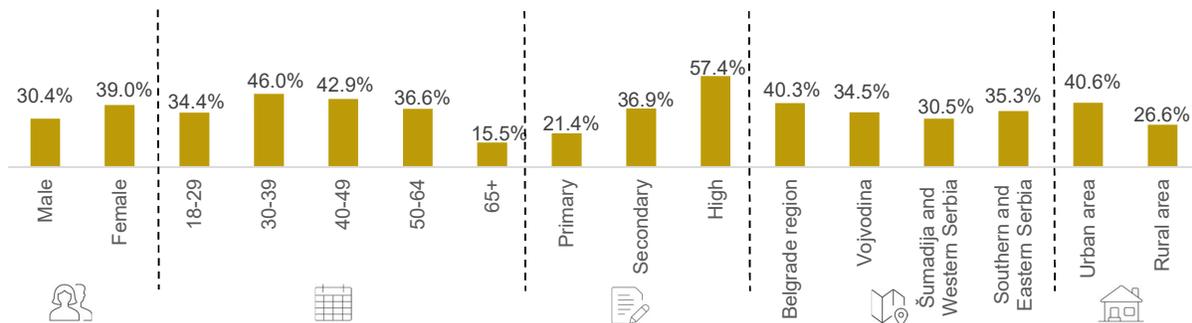
of citizens state that they are TO SOME EXTENT familiar with the topic of collecting, processing, using, and storing personal data.

Graph 33. To what extent are you familiar with the topic of collecting, processing, using, and storing personal data?



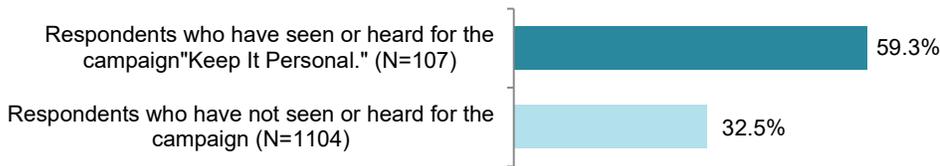
Women, citizens between the ages of 18 and 64, highly educated individuals, as well as residents of urban areas, are more familiar with the topic of collecting, processing, using, and storing personal data.

Graph 34. To what extent are you familiar with the topic of collecting, processing, using, and storing personal data? (sum % of the responses 5-Completely familiar and Familiar to a certain extent according to socio-demographic characteristics of the respondents)



Regarding familiarity with this topic, there is also a difference between citizens who have seen or heard about the "Keep It Personal." campaign and those who have not. Just over half of the respondents (59.3%) who are familiar with the campaign state that they are to some extent familiar with the topic of collecting, processing, using, and storing personal data, while less than one-third of the respondents (32.5%) who have not seen or heard about the campaign state the same.

Graph 35. To what extent are you familiar with the topic of collecting, processing, using and storing personal data? (sum of % of the responses 5-Completely familiar and 4-Familiar to a certain extent, based on the familiarity with the campaign "Keep It Personal.")



In this wave as well, over half of the respondents (56.2%) state that they do not differentiate between private companies and state institutions when it comes to the collection, processing, use, and storage of their personal data. On the other hand, 36.5% of citizens are more cautious towards private companies, while 7.2% of them are more cautious towards state institutions. Highly educated participants (46.2%) show greater caution towards private companies compared to those with elementary education (30.8%), as well as residents of urban areas (39.2%) compared to those in rural areas (32.6%). More caution towards state institutions is expressed by respondents between the ages of 18 and 29 (10.8%) and 30 and 39 (10.6%) compared to the oldest citizens (65+) who express the least caution (2.1%).

36.5%

are more cautious towards **PRIVATE COMPANIES**

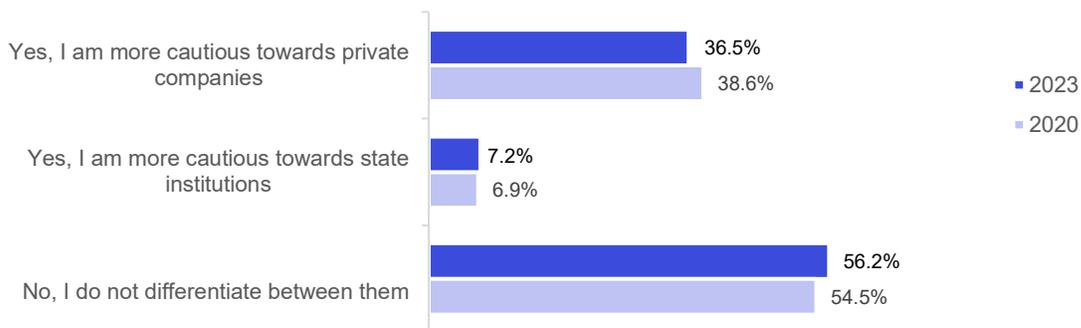
7.2%

are more cautious towards **STATE INSTITUTIONS**

56.2%

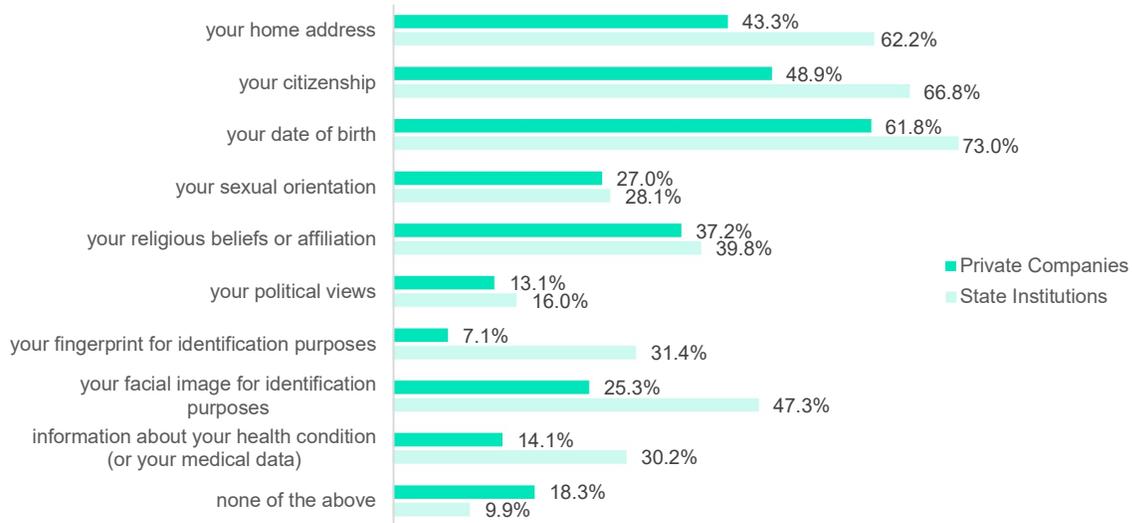
do not differentiate between private companies and state institutions

Graph 36. In general, do you differentiate between private companies and state institutions when it comes to the collection, processing, use, and storage of your personal data? (trend)



When it comes to citizens' willingness to provide their data to private companies or state institutions for the services they provide, the results show that citizens are significantly more willing to share their personal data with state institutions. Citizens are most willing to provide information about their date of birth, citizenship, and residential address. On the other hand, citizens are least willing to provide their fingerprint for identification purposes to private companies (7.1%), while they are least willing to share information about their political views with state institutions (16.0%).

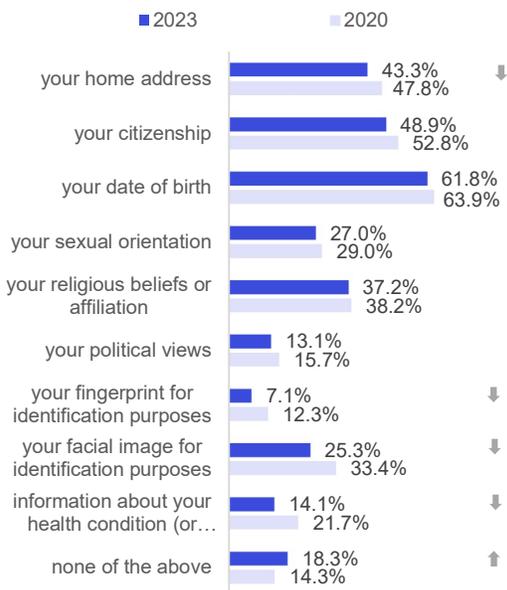
Graph 37. We are interested in which of the following data you would be willing to provide for the services they offer to you...



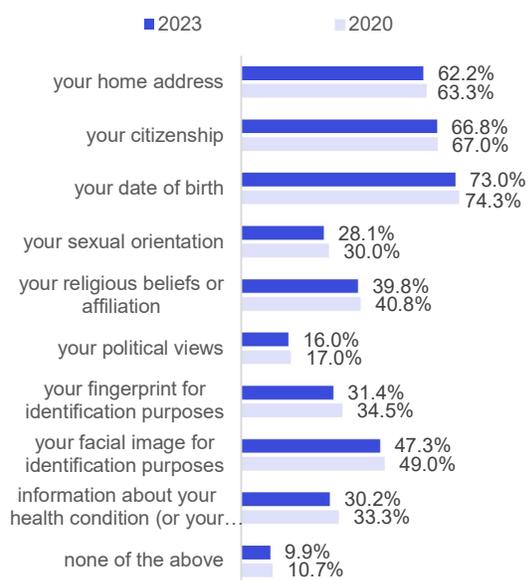
Citizens up to 49 years of age, those with secondary and high education, and residents of urban areas are more willing to provide some of their personal data for the services offered by private companies and state institutions.

Compared to the previous wave, there has been a significant increase in the number of citizens who are unwilling to provide some of their data to private companies for the services they offer (18.3% compared to 14.3% in 2020). Citizens are less willing to provide private companies with their home address, fingerprint and/or facial image for identification purposes, as well as information about their health condition. When it comes to state institutions, there are no significant differences compared to the previous wave.

Graph 38. We are interested in which of the following data you would be willing to provide for the services offered by PRIVATE COMPANIES (trend):

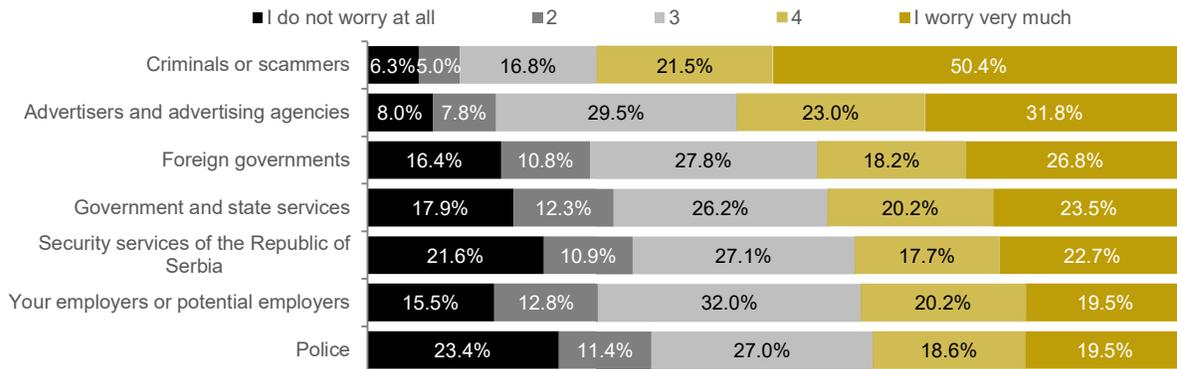


Graph 39. We are interested in which of the following data you would be willing to provide for the services offered by STATE INSTITUTIONS (trend):



Similar to the previous wave, internet users are primarily concerned that their personal data shared online could be accessed by criminals or scammers without their knowledge or consent (71.9%). They are also concerned about advertisers and advertising agencies (54.8%). On the other hand, they are least worried about the police (38.2%) and their current or potential employers (39.7%) having access to their data without their knowledge or consent.

Graph 40: Do you worry and to what extent that some of your personal data, including social media, shared on the Internet could be accessed without your knowledge or permission...? (INTERNET USERS RESPONDENTS N=963)



Compared to the previous wave, the number of citizens who express concern that advertisers and advertising agencies could access their data on the internet and social media without their knowledge or permission has increased (54.8% compared to 49.8% in 2020).

Graph 41: Do you worry and to what extent that some of your personal data you shared on the Internet, including social media, could be accessed without your knowledge or permission...? (RESPONDENTS WHO USE THE INTERNET, sum of % responses 5-Very worried and 4-Worried to a certain extent), trend



Men are more concerned than women that advertisers and advertising agencies, government and public services, the Security Services of the Republic of Serbia, and the police could access some of their personal data shared on the Internet without their knowledge or permission. Urban residents are more concerned than rural residents that criminals or scammers, advertisers and advertising agencies, as well as their current or potential employers, could do the same. Citizens under the age of 49 are more concerned than older individuals that their employers or potential employers could access their personal data. (Table 1).

Table 1: Do you worry and to what extent that some of your personal data shared on the Internet, including social media, could be accessed without your knowledge or permission...? (aggregate % of 5-Very worried and 4-Worried to a certain extent, according to the socio-demographic characteristics of respondents)

	Gender (%)		Age (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Criminals or scammers	71.5	72.4	73.9	73.1	72.6	70.4	61.8	66.3	72.3	76.7	73.7	73.9	66.7	73.2	74.3	65.8
Advertisers and advertising agencies	58.6	51.2	52.4	58.8	58.1	51.4	43.9	50.9	55.0	58.0	56.2	58.6	48.2	55.7	57.5	47.8
Foreign governments	44.3	45.6	48.4	44.5	48.6	38.4	35.4	47.5	44.9	42.5	44.3	48.8	41.6	44.8	46.3	41.5
Government and state services	47.2	40.4	41.3	47.3	46.7	39.0	39.3	44.0	44.8	40.1	41.3	47.5	42.2	43.4	45.1	39.9
Security services of the Republic of Serbia	44.5	36.7	41.1	42.2	41.6	37.0	36.1	40.5	41.7	36.5	36.0	45.3	38.7	41.3	41.6	37.4
Your employers or potential employers	40.5	38.9	40.3	43.3	45.5	33.4	14.9	38.2	39.8	40.9	41.8	40.2	36.2	40.4	42.4	32.5
Police	41.9	34.8	36.6	39.6	39.3	37.8	35.0	37.4	40.2	33.1	34.7	40.2	38.9	39.0	39.6	34.5
N	461	502	222	202	301	176	61	198	570	194	242	262	234	225	695	268

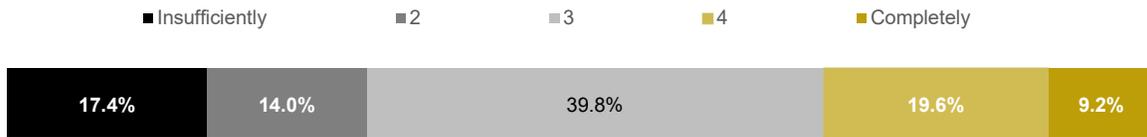
Note: Highlighted fields indicate statistically significant differences among respondents at a significance level of 0.05.

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

When it comes to citizens' opinion on whether their personal data is adequately protected, the results show that 39.8% of them believe it is moderately protected, 31.3% think it is inadequately protected, while 28.9% believe it is highly or completely protected (Graph 42)⁶.

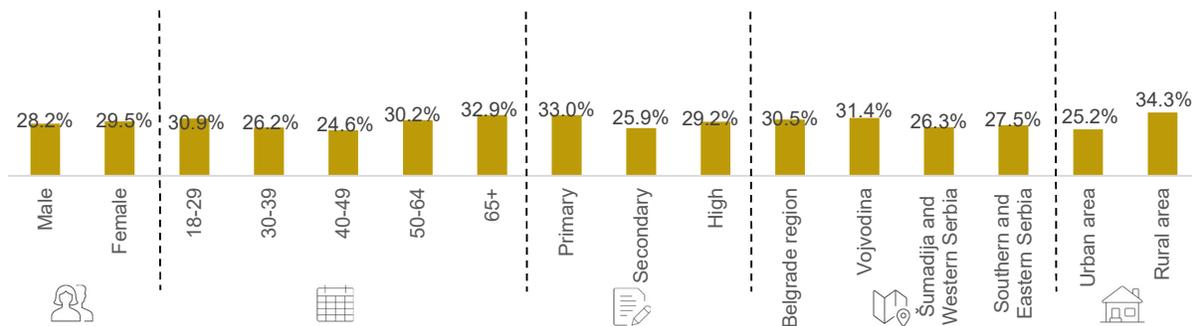


Graph 42. Do you think you protect your personal data sufficiently?



Citizens with primary education and residents of rural areas are more likely to believe that their personal data is sufficiently protected.

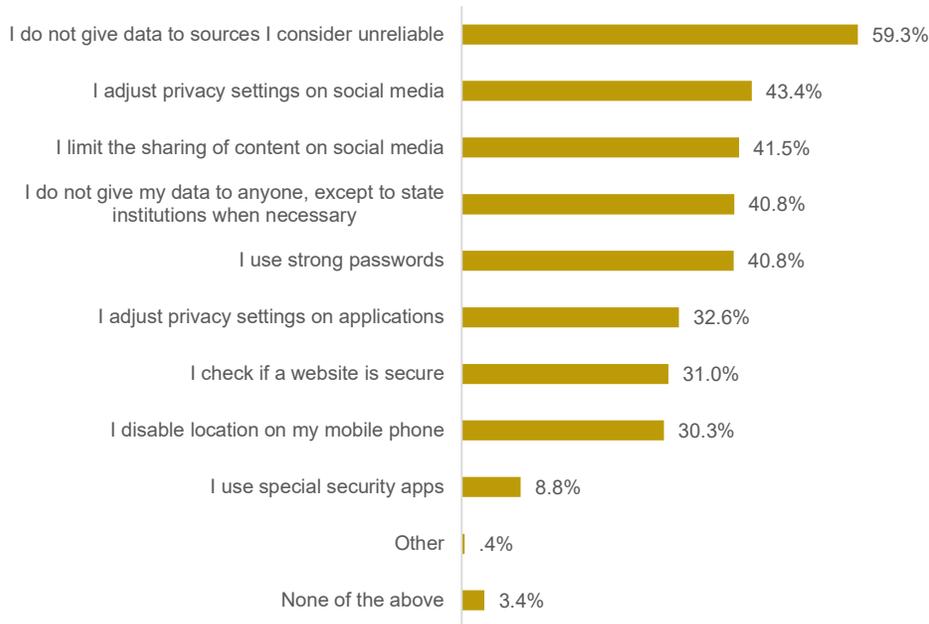
Graph 43. Do you think you protect your personal data sufficiently? (sum of % of responses 5 - Completely and 4 - To a great extent, according to the socio-demographic characteristics of the respondents)



⁶The question "Do you think you protect your personal data sufficiently?" was added in 2023.

When it comes to how citizens protect their personal data, the results show that more than half of the respondents (59.3%) do so by not providing their data to sources they do not consider reliable. 43.4% adjust their privacy settings on social media, while 41.5% limit the sharing of content on social media. 40.8% of the respondents protect their data by not providing it to anyone except state institutions when required. The same percentage states that they use strong passwords. 32.6% adjust privacy settings on apps, 31.0% check if a website is secure, 30.3% disable location on their mobile phones, while 8.8% use special security applications.

**Graph 44. How do you protect your personal data?
(MULTIPLE ANSWERS POSSIBLE)**



Results according to the socio-demographic characteristics of the respondents show that women more frequently than men protect their personal data by disabling location on their phones, adjusting privacy settings on social media and apps and limiting the sharing of content on social media. The older population (65+), respondents with only primary education, and residents of rural areas more often mention that they protect their data by only providing it to government institutions when necessary. On the other hand, respondents up to 65 years of age, those with secondary and higher education, and residents of urban areas more frequently than the older population state that they do not provide data to sources they do not consider reliable (Table 2).

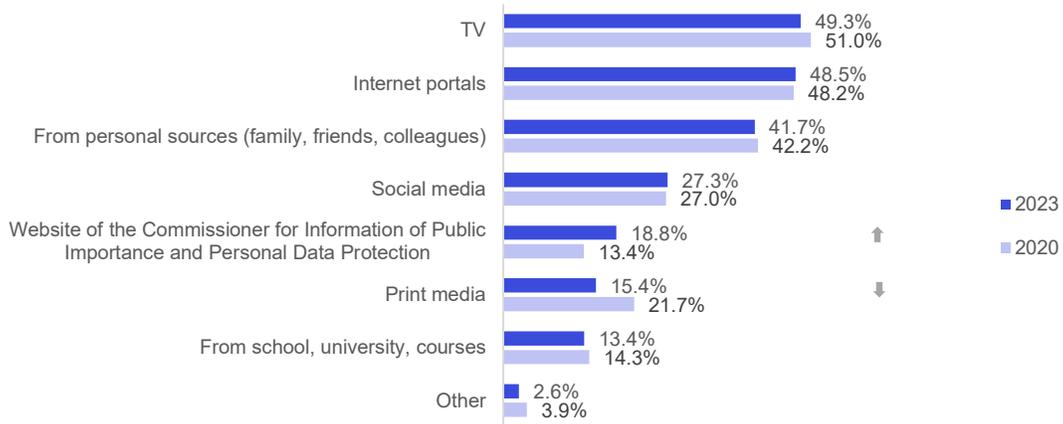
Table 2: How do you protect your personal data? (% according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
I do not give my data to anyone, except to state institutions when necessary	43.6	38.3	30.9	20.9	28.7	48.8	72.5	61.3	29.4	32.0	33.9	40.8	45.9	41.7	27.9	59.7
I do not give data to sources I consider unreliable	59.2	59.5	69.6	61.3	61.9	60.4	44.6	49.8	63.8	66.0	63.6	57.8	55.1	62.0	64.5	51.7
I disable location on my mobile phone	24.1	36.0	37.3	35.6	36.0	27.0	16.1	19.8	36.4	34.2	32.2	32.0	27.1	30.2	35.9	22.0
I adjust privacy settings on social media	37.3	49.1	57.6	59.6	59.9	36.3	5.2	19.9	54.6	59.6	55.1	42.5	32.6	46.1	56.6	24.2
I adjust privacy settings on apps	28.9	35.9	40.6	47.4	48.8	23.1	3.0	16.2	41.0	41.9	43.2	31.4	24.8	32.7	43.8	16.2
I limit the sharing of content on social media	37.7	45.1	48.2	60.5	55.0	36.7	9.1	21.5	52.0	52.4	48.8	43.8	33.9	40.9	54.0	23.3
I check if a website is secure	33.1	29.0	39.7	43.3	40.6	26.3	6.2	11.9	42.0	38.2	36.1	30.7	24.4	34.1	39.5	18.4
I use special security apps	8.5	9.2	12.8	15.1	10.0	5.8	1.8	3.2	11.0	14.3	10.9	8.7	7.0	9.1	11.8	4.5
I use strong passwords	40.8	40.7	52.0	58.0	51.9	35.4	9.0	17.6	53.6	50.9	49.5	42.5	31.4	41.5	52.9	23.0
Other	.4	.4	0.0	.4	.6	.4	.6	.5	.3	.7	1.1	.3	.3	0.0	.4	.4
None of the above	3.7	3.1	2.0	1.2	.7	3.7	9.1	8.1	.7	1.4	1.6	2.8	6.3	2.3	1.6	5.9
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

Note: Highlighted fields indicate statistically significant differences among respondents at a significance level of 0.05.

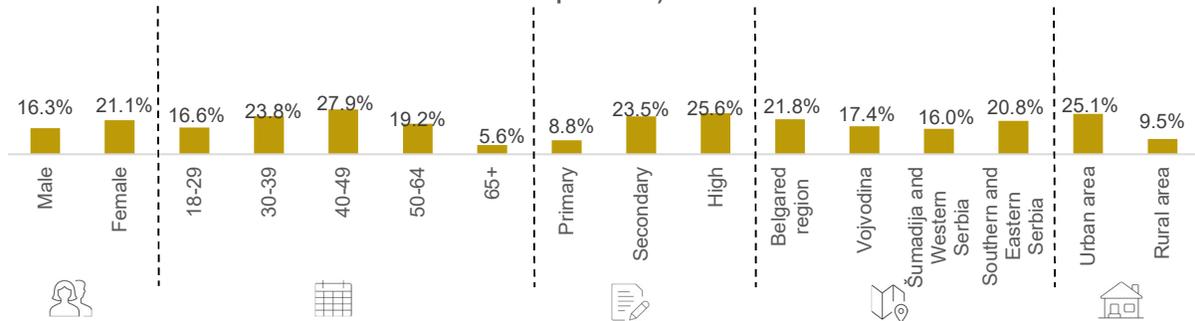
In this wave as well, citizens mostly had the opportunity to learn about the topic of personal data protection through television (49.3%), followed by internet portals (48.5%) and personal sources (41.7%). In addition to these sources, citizens had the opportunity to learn about the topic of data protection through social media (27.3%), as well as through the website of the Commissioner for Information of Public Importance and Personal Data Protection (18.8%). The number of those who had the opportunity to learn something about the mentioned topic through the Commissioner's webpage significantly increased compared to the previous wave (13.4% in 2020). Print media was a source of information for 15.4% of citizens, which is significantly less than in the previous wave (21.7% in 2020), while 13.4% of respondents obtained information through schools, colleges, and courses (Graph 45).

Graph 45. From which sources have you had the opportunity to learn about the topic of personal data protection so far? (MULTIPLE ANSWERS POSSIBLE), trend



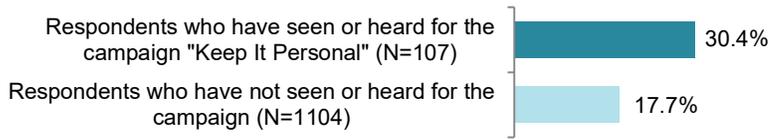
The results according to the socio-demographic characteristics of the respondents are as expected and show that the older population (over 49 years old), those with only primary education, and residents of rural areas are primarily informed about the topic of personal data protection through television. On the other hand, individuals aged 18 to 49, those with secondary and higher education, and residents of urban areas are more likely to obtain information about this topic through internet portals. Women, individuals up to 64 years old, those with secondary and higher education, and residents of urban areas are more likely to be informed through the webpage of the Commissioner for Information of Public Importance and Personal Data Protection.

Graph 46. Website of the Commissioner for Information of Public Importance and Personal Data Protection (according to the socio-demographic characteristics of the respondents)



When it comes to being informed through the website of the Commissioner, there is a difference between citizens who have seen or heard about the "Keep It Personal." campaign and those who haven't. The webpage of the Commissioner was significantly more often a source of information on the topic of personal data protection among respondents who are familiar with the campaign (30.4%), compared to those who are not (17.7%).

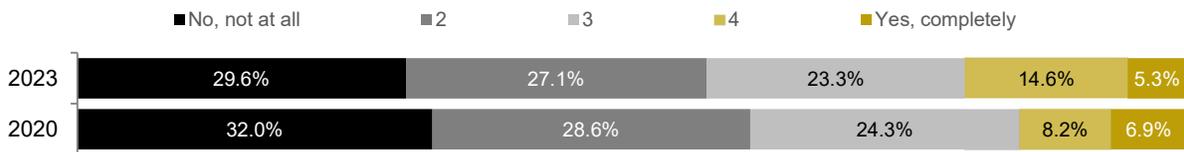
Graph 47. Webpage of the Commissioner for Information of Public Importance and Personal Data Protection (according to familiarity with the "Keep It Personal." campaign)



More than half of the citizens (56.7%) believe that the public is not sufficiently informed about the protection of personal data, while 23.3% are undecided. On the other hand, 19.9% of respondents believe that the public is sufficiently informed about the protection of personal data, and the number of citizens who think so has significantly increased compared to the previous wave (15.1% in 2020).

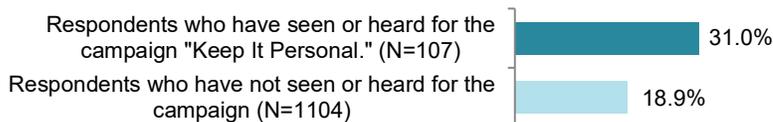


Graph 48. In your opinion, is the public sufficiently informed about the protection of personal data? (trend)



There are no significant differences found in the opinions of respondents based on their socio-demographic characteristics. However, there are differences between respondents who have seen or heard about the campaign "Keep It Personal." and those who haven't. A higher percentage of respondents who are familiar with the campaign believe that the public is sufficiently informed about the protection of personal data (31.0%) compared to those who are not familiar with it (18.9%).

Graph 49. In your opinion, is the public sufficiently informed about the protection of personal data? (sum of % responses 5-Yes, completely and 4-To a certain extent, based on familiarity with the campaign "Keep It Personal.")



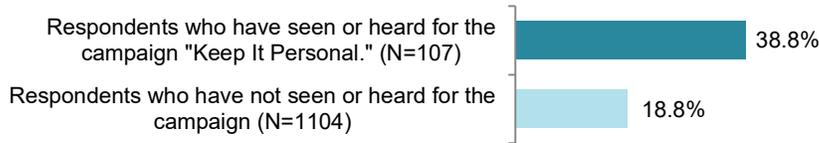
Almost every second respondent (48.3%) believes that the available information on the protection of personal data is not clear, while slightly less than a third of the respondents (31.2%) are undecided. Every fifth respondent (20.5%) considers the available information on the protection of personal data to be clear, and the number of those who hold this view has significantly increased compared to the previous wave (17.0% in 2020).

Graph 50. What would you say, how clear are the available information about the protection of personal data? (trend)



The results show that there are no differences among respondents regarding their socio-demographic characteristics, while differences were found among respondents regarding their awareness of the "Keep It Personal." campaign. A significantly larger proportion of respondents who have seen or heard about the campaign (38.8%) believe that the available information about the protection of personal data is clear, compared to respondents who have not (18.8%).

Graph 51. What would you say, how clear are the available information about the protection of personal data? (sum of % responses 5-Very clear and 4-Clear to a certain extent, according to awareness of the "Keep It Personal." campaign)



When it comes to the information that citizens find most necessary regarding the protection of personal data, the results show that it is still information about who can request their personal data (69.1%), although the number of those who consider this information most necessary has significantly decreased compared to the previous wave (73.1% in 2020). In addition to the mentioned information, 62.7% of citizens state that they would also need information about who to contact in case of of personal data abuse, and 58.7% mention the need for information about their rights regarding the personal data protection. Citizens would also require examples of real-life data breaches (58.1%), shorter and more concise information about data protection (52.2%), and 47% state that they need and/or information about what to expect in the process related to personal data. Explanations of the most important and technical terms regarding data protection are considered useful by 39.9% of citizens.

Graph 52. What kind of information would be most necessary for you regarding the protection of personal data? (MULTIPLE ANSWERS POSSIBLE), trend



The results according to the socio-demographic characteristics of the respondents show that information about citizens' rights to data protection, as well as information about what citizens can expect in the process related to personal data abuse, is more needed by men than women. In general, the results indicate that citizens aged up to 49 years, respondents with secondary and higher education, as well as residents of urban areas, are more interested in obtaining more information about data protection. Residents of Belgrade and Vojvodina, in greater numbers than residents of Sumadija and Western Serbia, state that they need information about their rights to data protection (Table 3).

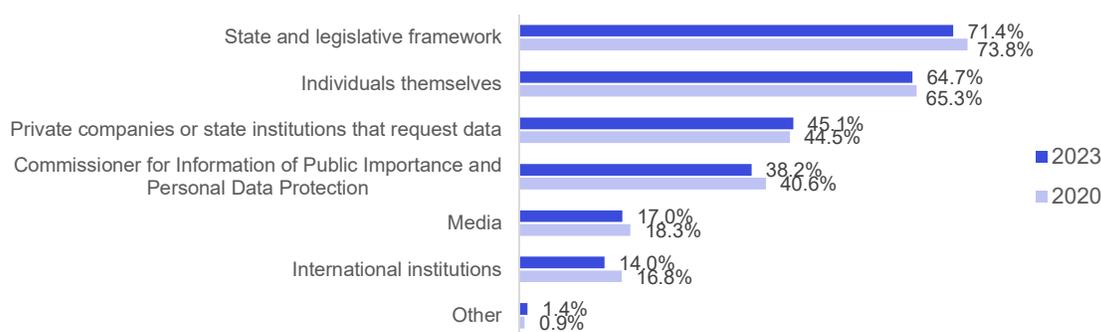
Table 3: What kind of information would you need the most regarding personal data protection? (% according to the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade region	Vojvodina	Sumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Explanations of the most important and professional terms	41.9	38.1	46.5	42.2	39.7	35.0	37.2	35.1	43.6	39.0	39.2	39.7	37.6	44.0	40.9	38.5
Examples of real-life personal data breaches	58.5	57.7	62.8	65.6	63.2	54.5	45.2	50.8	60.2	67.1	62.6	54.8	57.1	58.6	60.6	54.5
Short and concise information about the protection of personal data	52.4	52.1	55.9	66.5	53.2	47.6	40.6	44.1	55.0	61.1	56.4	53.2	46.1	54.4	56.9	45.4
Information about our rights regarding the protection of personal data	62.8	54.9	60.0	68.0	68.3	57.5	39.9	49.8	62.3	66.6	64.8	63.6	50.1	57.2	65.0	49.5
Who can request our personal data	68.9	69.3	68.3	69.5	71.3	62.8	72.7	68.9	68.8	70.5	71.3	67.9	68.6	69.0	69.9	68.0
Information on who to contact in case of personal data abuse	61.3	64.0	66.7	71.6	67.8	57.6	50.9	54.2	66.6	69.3	66.4	64.4	56.1	65.3	66.7	57.0
Information on what to expect in the process related to personal data abuse	50.6	44.5	52.0	58.9	47.5	47.0	34.5	40.4	51.0	51.7	48.7	49.4	39.8	53.4	51.6	41.2
Other	1.6	2.5	0.0	0.0	0.0	1.9	7.9	5.3	.3	.2	.3	2.1	3.2	2.3	.1	4.9
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

Note: Highlighted fields indicate statistically significant differences among respondents at a significance level of 0.05.

Same as in the previous wave, in this one as well, the majority of respondents believe that the primary responsibility for the protection of personal data lies with the state and legislative framework (71.4%), followed by individuals themselves (64.7%). The responsibility of private companies or state institutions that request data is recognized by 45.1% of respondents, while 38.2% of citizens believe that the Commissioner for Information of Public Importance and Personal Data Protection is responsible for the protection of such data. For 17.0% of respondents, the responsibility also lies with the media, while 14.0% of them consider foreign governments responsible for data protection.

Graph 53. According to your opinion, who is primarily responsible for the protection of personal data? (MULTIPLE ANSWERS POSSIBLE), trend



Men, citizens aged 18 to 49 compared to respondents 65+, as well as residents of urban areas believe that the responsibility for personal data protection rests with private companies or state institutions that request data. Respondents between the ages of 30 and 49 believe that individuals themselves are the most responsible for the protection of personal data in a larger percentage compared to citizens over 50, as well as secondary and high educated and residents of urban areas. The responsibility of the state and legislative frameworks is recognized in greater numbers by men, citizens aged 40 to 49 compared to the oldest respondents (65+), as well as residents of Belgrade compared to residents of Vojvodina and Šumadija and Western Serbia. Citizens aged 18 to 49, with secondary and higher education, as well as residents of urban areas believe that the institution of the Commissioner for Information of Public Importance and Protection of Personal Data is also responsible for the protection of personal data. The responsibility of international institutions is recognized to a greater extent by citizens aged 18 to 49 compared to the oldest population (65+), while the responsibility of the media is cited by more men than women.

Table 4: According to your opinion, who is primarily responsible for the protection of personal data? (based on respondents' socio-demographic characteristics)

	GENDER		AGE					EDUCATION			REGION				SETTLEMENT TYPE	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade area	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Private companies or state institutions that request data	50.6	39.9	49.8	51.0	48.6	40.6	36.0	42.3	45.0	51.2	50.1	47.4	40.7	42.5	48.1	40.6
Individuals themselves	64.2	65.1	62.6	74.6	69.7	60.1	56.7	56.2	69.2	69.0	67.9	64.6	62.0	64.7	67.4	60.7
State and legislative framework	74.4	68.6	67.6	73.6	78.5	67.8	67.8	66.9	72.9	76.2	79.8	70.2	64.9	72.2	72.7	69.5
Commissioner for Information of Public Importance and Personal Data Protection	35.7	40.5	45.7	49.1	46.5	30.9	19.8	28.6	42.3	46.2	42.6	38.7	34.7	37.4	43.7	30.2
International institutions	13.8	14.2	20.3	17.9	13.8	13.3	6.4	13.6	14.3	13.9	14.6	13.7	14.4	13.3	14.0	14.0
Media	20.5	13.7	21.2	19.2	13.7	19.3	13.3	17.4	16.7	16.9	17.2	16.3	19.5	14.3	16.3	18.0
Other	1.2	1.5	0.0	0.0	0.0	1.0	5.6	3.8	.1	0.0	.4	1.9	2.3	.7	.3	3.0
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

Note: Highlighted fields indicate statistically significant differences among respondents at a significance level of 0.05.

When it comes to the opinion of citizens regarding the extent to which people like them are aware of the risks of personal data abuse, 43.6% of them believe that they are not aware, 30.9% are undecided, while 25.5% of respondents state that people are aware of the mentioned risk. There are no significant differences compared to the previous wave.

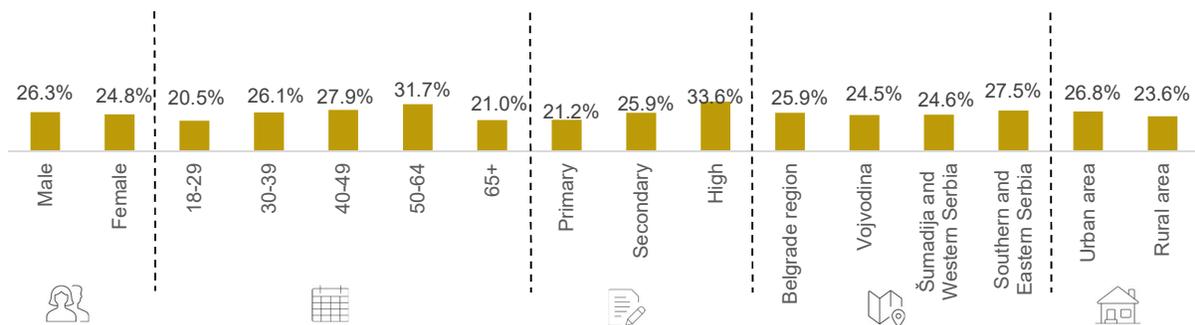


Graph 54. In your opinion, to what extent are people like you aware of the risks of personal data abuse? (trend)



Citizens with higher education are more likely than those with only primary school education to believe that people like them are aware of the risks of personal data misuse. There are no significant differences between respondents who have seen or heard about the "Keep It Personal." campaign and those who haven't.

Graph 55. According to your opinion, to what extent are people like you aware of the risks of personal data abuse? (Sum of % responses: 5 - Very aware and 4 - Aware to a certain extent, based on the socio-demographic characteristics of the respondents)



The majority of citizens in Serbia believe that the risk of compromising (abusing) personal data is high (79.6%), with over half (53.5%) stating that the mentioned risk is very high. 17.6% of the respondents consider the risk to be moderate, while for 2.9% of citizens, the risk of compromising personal data is low. Although there are no significant differences compared to the previous wave, there is a slight increase in the number of citizens who believe that the risk of compromising personal data is high today (79.6% compared to 76.5% in 2020).

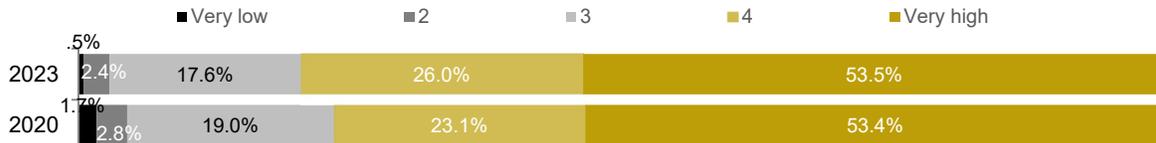
2.9%

believe that the risk of compromising (abusing) personal data today is LOW

79.6%

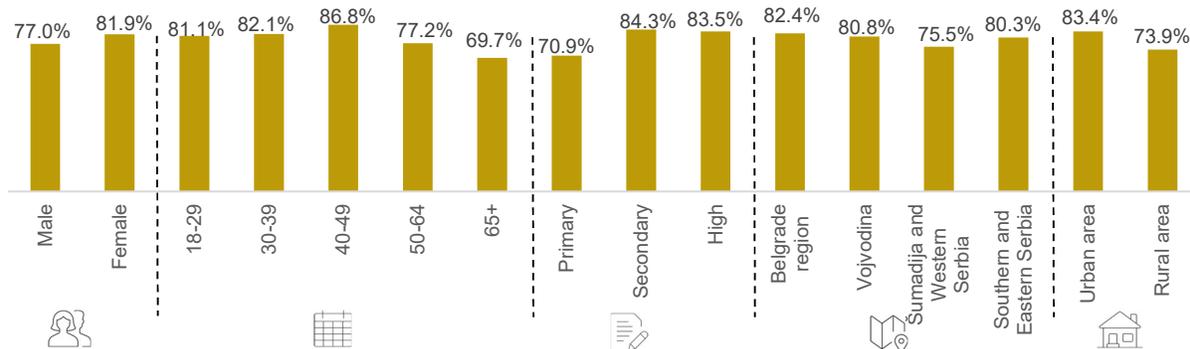
believe that the risk of compromising (abusing) personal data today is HIGH

Graph 56. How high would you say is the current risk of compromising (abusing) personal data? (trend)



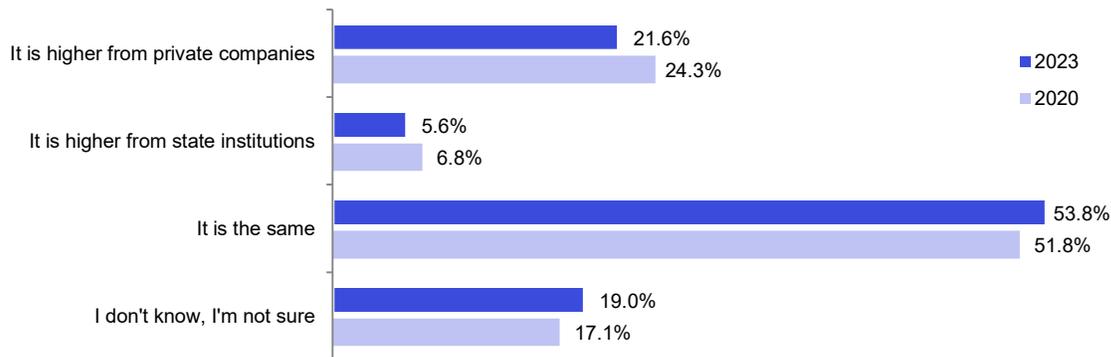
Women, citizens aged between 18 and 49, respondents with secondary and high education, as well as residents of urban areas, are more likely to consider the risk of compromising (abusing) personal data to be high today. There are no differences in the opinions of respondents who have seen or heard about the "Keep It Personal." campaign and those who haven't.

Graph 57. How high would you say is the current risk of compromising (abusing) personal data? (Sum of % responses: 5 - Very high and 4 - High to a certain extent, based on the socio-demographic characteristics of the respondents)



In this wave as well, more than half of the citizens (53.8%) believe that there is no difference between private companies and state institutions when it comes to the risk of compromising (abusing) data. For 21.6% of citizens, the risk of compromise is higher from private companies, while 5.6% of respondents believe that the risk is higher from state institutions. Other respondents (19.0%) state that they don't know or are unsure whether the risk of compromising personal data is higher from private companies or state institutions, or if it is equal.

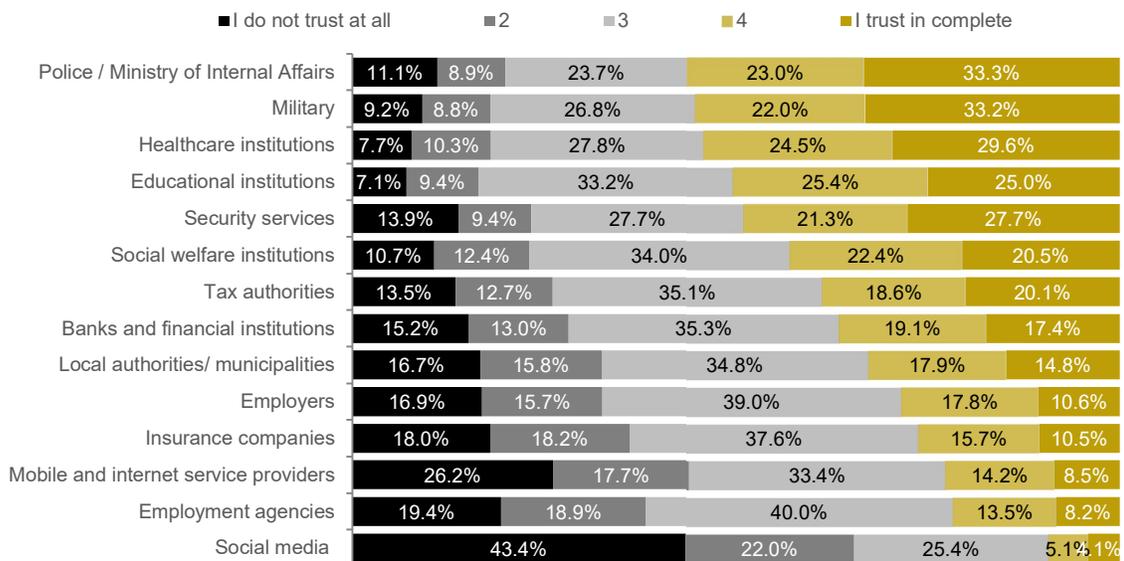
Graph 58. Would you say that the risk of compromising (abusing) personal data is higher from private companies, from state institutions, or there is no difference? (trend)



The risk of compromising personal data is considered higher by a larger number of the oldest citizens (31.9%), compared to respondents aged between 30 and 39 years (16.3%) and 40 and 49 years (16.8%), as well as residents of Belgrade (26.8%) and Šumadija and Western Serbia (23.2%), compared to residents of Vojvodina (15.0%). The belief that the risk of data compromise from private companies and state institutions is equal is held by a larger number of citizens up to the age of 64 (over 50%), compared to the oldest population (38.2%), as well as those with secondary education (60.1%) and higher education (54.9%), compared to those with only primary education (44.3%). This belief is also held by a larger number of urban residents (58%) compared to rural residents (47.6%).

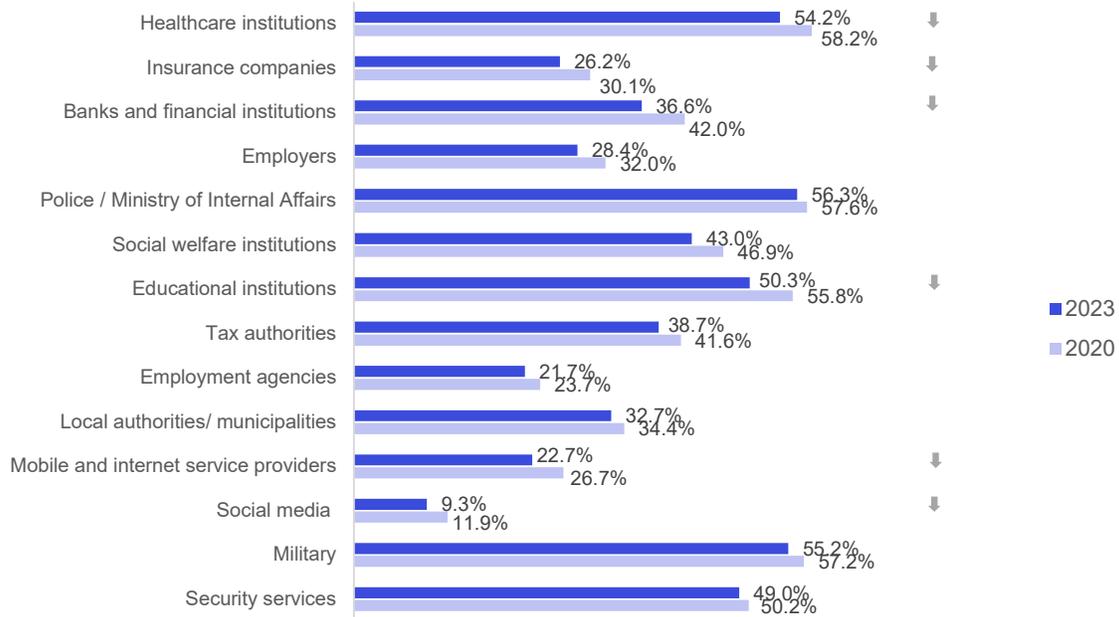
Citizens mostly believe that their personal data is lawfully used by the police/Ministry of Internal Affairs (56.3%), the military (55.2%), and healthcare institutions (54.2%). On the other hand, they have the least trust in social media platforms (9.3%), employment agencies (21.7%), and mobile and internet service providers (22.7%).

Graph 59. To what extent do you trust that the following institutions and organizations use your personal data lawfully?



Compared to the previous wave, in 2023, there has been a decrease in the number of citizens who believe that healthcare institutions, insurance companies, banks and financial institutions, educational institutions, mobile and internet service providers, and social media platforms use their personal data lawfully.

Graph 60. To what extent do you trust that following institutions and organizations use your personal data lawfully? (Sum of % responses: 5 - Completely trust and 4 – Trust to a certain extent), trend



Women, the oldest population (65+), those with only primary education, as well as residents of rural areas, are more likely to trust that certain private companies and state institutions use their personal data lawfully (Table 5).

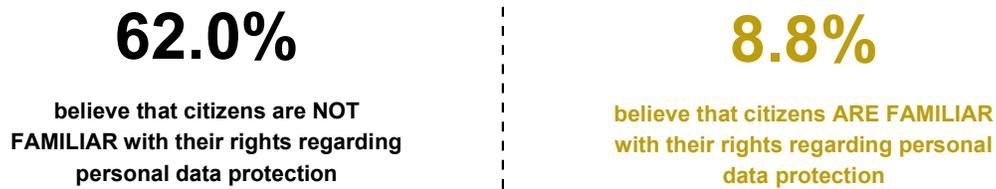
Table 5: Please tell me to what extent you trust that following institutions and organizations use your personal data lawfully? (Sum of % responses: 5 - Completely trust and 4 – Trust to a certain extent, based on the socio-demographic characteristics of the respondents)

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Healthcare institutions	50.2	57.8	54.8	39.0	44.0	54.9	76.9	65.7	48.1	47.9	51.4	56.1	56.5	51.7	46.3	65.6
Insurance companies	23.2	29.0	31.7	20.2	29.2	25.2	23.5	27.3	25.7	25.5	19.4	26.5	29.8	28.4	25.0	27.9
Banks and financial institutions	29.7	43.0	39.5	30.3	39.9	35.7	35.9	34.5	37.8	37.1	31.3	38.2	36.1	40.8	36.7	36.4
Employers	28.1	28.8	36.5	24.4	28.2	28.2	25.0	29.8	26.2	32.1	21.5	33.2	27.3	31.2	27.2	30.2
Police / Ministry of Internal Affairs	51.1	61.2	58.1	44.7	51.8	50.7	74.5	65.7	51.9	49.9	55.7	57.8	56.1	55.5	50.9	64.2
Social welfare institutions	40.7	45.1	42.4	34.0	39.6	38.5	58.4	53.0	36.9	40.0	42.4	45.2	44.4	39.0	36.8	52.0
Educational institutions	45.5	54.8	57.6	38.4	48.1	45.3	60.5	54.8	47.5	49.4	50.8	50.1	49.8	50.8	47.7	54.2
Tax authorities	37.3	40.1	31.6	34.0	38.8	36.3	50.8	45.3	34.4	37.8	37.8	42.9	36.6	37.3	33.6	46.2
Employment agencies	22.6	21.0	28.1	20.5	20.6	22.7	17.6	20.6	22.8	20.8	17.9	21.4	23.7	23.6	20.7	23.3
Local authorities/ municipalities	30.4	34.8	27.6	25.2	23.3	29.9	56.6	46.5	24.1	29.3	29.1	36.0	35.9	28.3	23.6	45.9
Mobile and internet service providers	20.2	25.0	24.2	18.9	20.1	27.2	23.3	23.6	23.3	19.0	20.6	19.7	26.4	23.8	20.5	25.9
Social media	9.3	9.2	12.7	13.7	9.8	8.7	2.6	5.3	11.4	11.4	8.4	7.5	9.9	11.6	10.0	8.2
Military	51.7	58.4	52.6	41.6	50.2	49.1	79.7	64.5	51.9	45.6	54.7	53.3	57.6	55.1	47.9	65.8
Security services	46.4	51.3	52.0	37.1	45.0	47.2	61.9	56.4	45.1	44.7	48.1	52.9	49.4	44.5	43.2	57.4
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

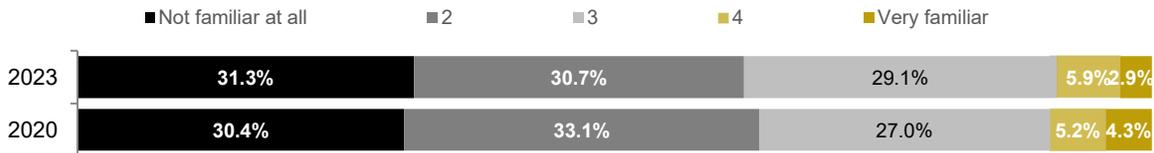
Note: Highlighted fields indicate statistically significant differences between respondents at a significance level of 0.05.

7. Awareness of Rights and Methods of Personal Data Protection

Similar to the previous wave, in this wave as well, the majority of respondents (62.0%) believe that citizens are not familiar with their rights regarding personal data protection. 29.1% of them are unsure whether citizens are aware or not, while only 8.8% believe that citizens are to a certain extent familiar with their rights. There are no significant differences compared to the previous wave (Graph 61).

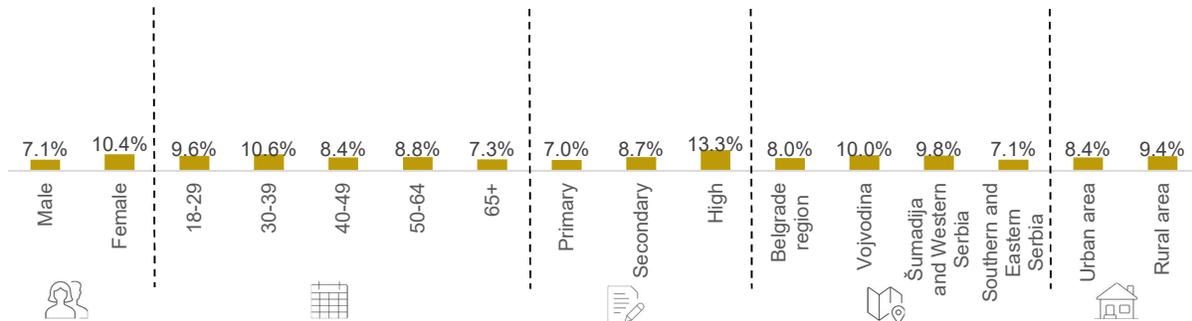


Graph 61. To what extent would you say that people are familiar with their rights regarding personal data protection? (trend)



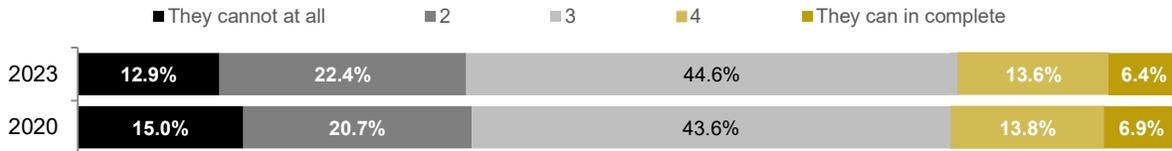
Women and high educated respondents are more likely to believe that citizens are familiar with their rights regarding personal data protection.

Graph 62. To what extent would you say that people are familiar with their rights regarding personal data protection? (Sum of % responses: 5 - Very familiar and 4 – Familiar to a certain extent, based on the socio-demographic characteristics of the respondents)



When it comes to private companies, 44.6% of respondents are unsure whether citizens can exercise their rights regarding personal data protection, 35.3% believe they cannot, while 20.1% are of the opinion that they can. There are no significant differences compared to the previous wave.

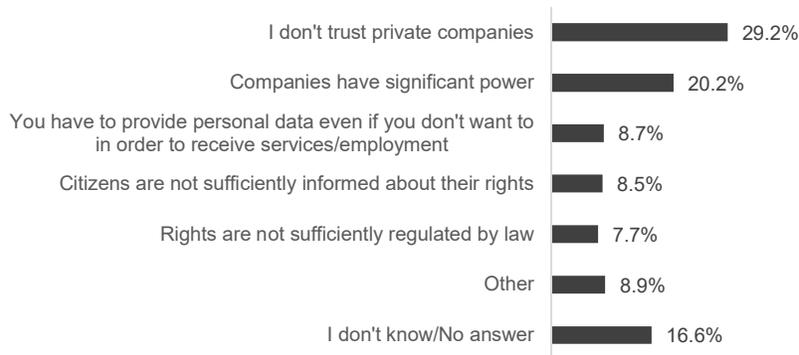
Graph 63. When it comes to PRIVATE COMPANIES, to what extent do you believe that citizens can exercise their rights regarding personal data protection? (trend)



Women (22.7%) are more likely than men (17.3%) to believe that citizens can exercise their rights regarding personal data protection when it comes to private companies.

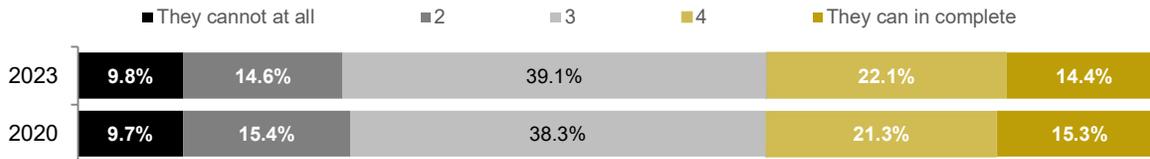
Citizens who believe that their rights to personal data protection cannot be exercised when it comes to private companies cite various reasons for such a stance. The most common reason mentioned is a lack of trust in private companies (29.2%), followed by the belief that companies hold significant power (20.2%), making it difficult to prove personal data abuse. In addition to these reasons, some citizens mention that if someone wants to obtain a service or a job, they must provide personal data even if they do not want to (8.7%), but also that the citizens are not sufficiently informed about their rights (8.5%). 7.7% of respondents consider the insufficient legal regulation of rights to be a reason for their belief.

Graph 64. Why do you think citizens cannot exercise their rights to personal data protection when it comes to PRIVATE COMPANIES? (N=427) (encoded based on spontaneous responses)



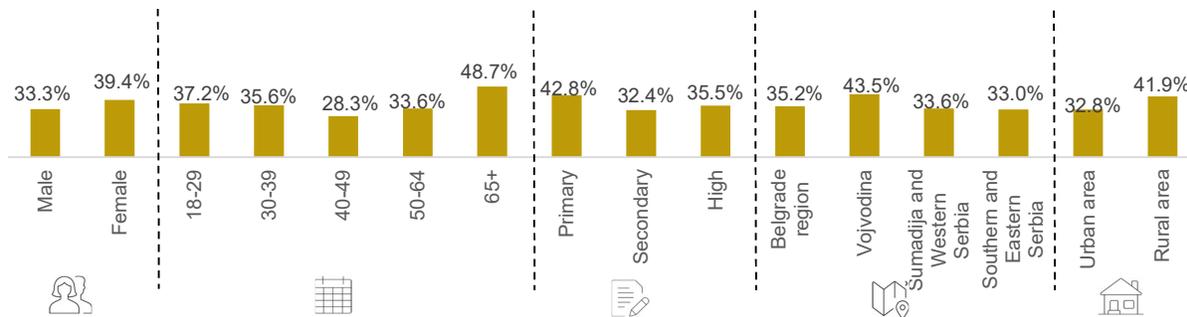
More than a third of respondents (39.1%) state that they are not sure whether citizens can exercise their rights regarding the protection of personal data when it comes to state institutions. 36.5% of them believe that they can, while 24.4% of them are of the opinion that they cannot exercise these rights. There are no significant differences compared to the previous wave.

Graph 65. When it comes to STATE INSTITUTIONS, to what extent do you believe that citizens can exercise their rights to personal data protection? (trend)



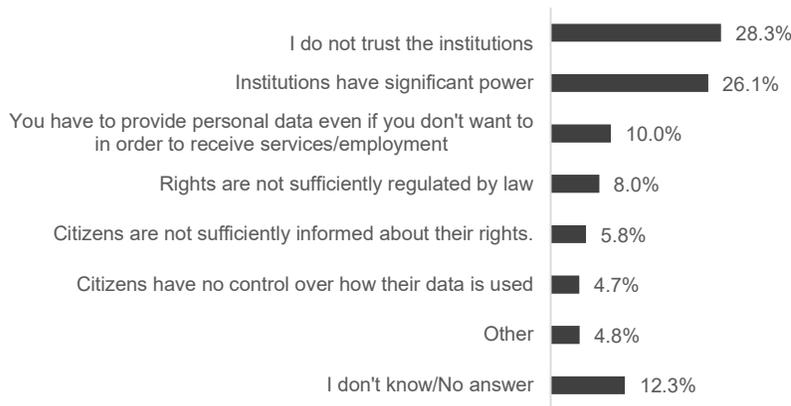
The results based on socio-demographic characteristics indicate that women, the oldest citizens (65+), those with only primary education, and residents of rural areas, to a greater extent, believe that citizens can exercise their rights to personal data protection when it comes to state institutions.

Graph 66. When it comes to STATE INSTITUTIONS, to what extent do you believe that citizens can exercise their rights to personal data protection? (aggregate % of responses 5 - They can in complete and 4 - They can to a certain extent, according to the soc



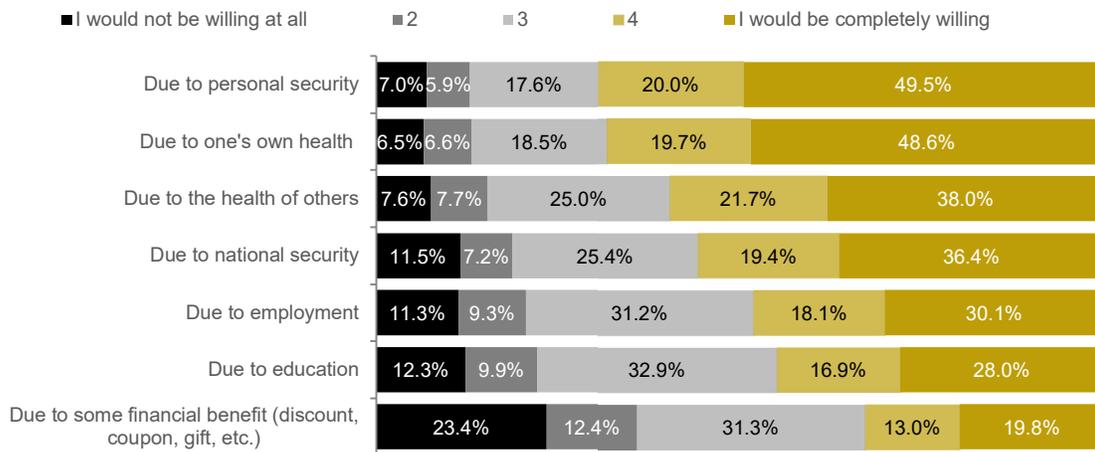
Similarly to when it comes to private companies, citizens who believe that rights to personal data protection cannot be exercised when it comes to state institutions most commonly cite reasons such as lack of trust in institutions (28.3%) and the opinion that institutions have significant power (26.1%), which they believe makes it difficult to prove personal data abuse on their part. In addition to these reasons, it is also mentioned that personal data must be provided, even if one does not want to, in exchange for services or employment (10%), that rights are not sufficiently regulated by law (8.0%), and that the population is not sufficiently informed about their rights (5.8%). 4.7% of respondents believe that citizens cannot exercise their rights because they have no control over the use of their provided data.

Graph 67. Why do you think citizens cannot exercise their rights to personal data protection when it comes to STATE INSTITUTIONS? (N=295) (encoded based on spontaneous responses)



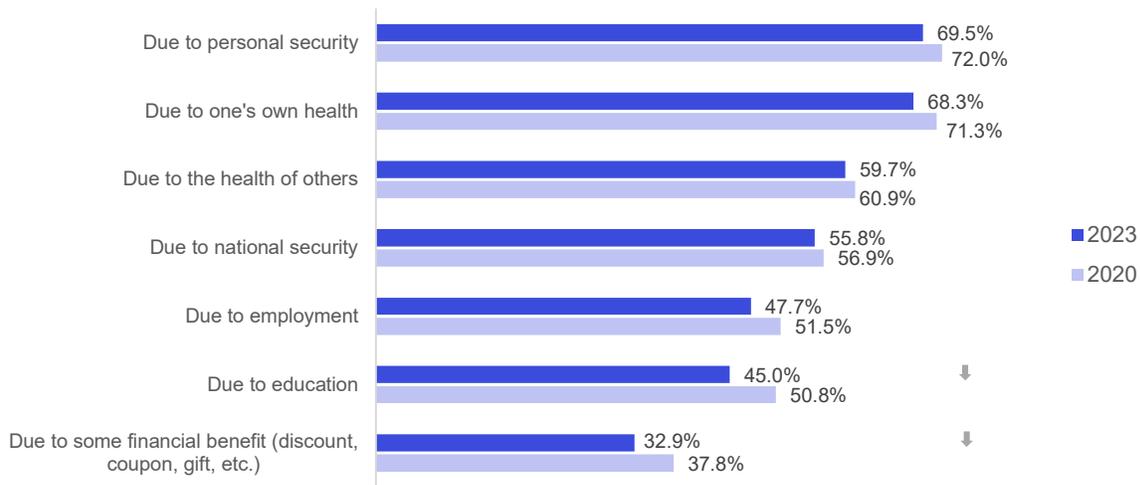
We have asked citizens to what extent they would be willing to accept limitations on their rights to personal data protection. The results show that the majority of Serbian citizens are still willing to accept such limitations due to their personal security (69.5%), followed by reasons related to their health (68.3%). On the other hand, citizens are least willing to have their right to personal data protection limited for financial benefits such as discounts, coupons, gifts, and similar incentives (32.9%).

Graph 68: To what extent would you be willing to accept limitations on your right to personal data protection for the following reasons?



Compared to the previous wave, in 2023 there has been a decrease in the number of citizens willing to accept limitations on their right to personal data protection for the reasons of education (45% compared to 50.8% in 2020) and for some financial benefits such as discounts, coupons, gifts, and similar incentives (32.9% compared to 37.8% in 2020).

Grph 69. To what extent would you be willing to accept limitations on your right to personal data protection for the following reasons? (sum % of responses 5 - I would be completely willing and 4 - I would be somewhat to a certain extent), trend



Results based on the socio-demographic characteristics of the respondents show that women, compared to men, are more willing to accept limitations on their right to personal data protection for national security reasons. Citizens aged 65 and older are also more willing to accept limitations on their rights for personal and national security reasons, as well as for their own health and the health of others. On the other hand, citizens aged up to 49 are more willing than older individuals to accept limitations on their right to personal data protection for education, employment, and financial benefits. Citizens with primary education and residents of rural areas are more willing to accept limitations on their right to personal data protection for personal security, national security, their health, and the health of others. Residents of Vojvodina, Šumadija and Western Serbia, and Southeast Serbia are more willing than residents of Belgrade to accept limitations on their right to personal data protection for national security (Table 6).

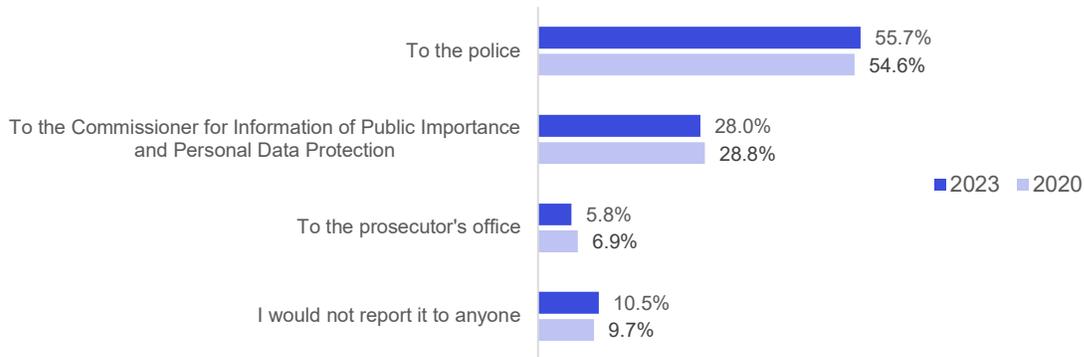
Table 6: To what extent would you be willing to accept limitations on your right to personal data protection for the following reasons? (sum % of responses 5 - I would be completely willing and 4 - I would be willing to a certain extent, according to the socio-demographic characteristics of the respondents.

	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade area	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Due to personal security	67.0	71.9	69.1	67.6	68.1	59.0	82.5	74.5	66.2	68.9	65.0	72.3	71.1	68.9	65.3	75.6
Due to national security	52.1	59.2	53.8	50.0	54.8	47.0	71.2	65.3	50.3	52.2	45.8	58.2	58.7	59.8	49.3	65.2
Due to one's own health	67.6	68.9	73.6	64.5	66.1	57.6	78.9	73.1	65.0	67.9	63.6	68.5	70.1	70.7	63.6	75.2
Due to the health of others	57.9	61.3	53.9	58.3	62.5	50.3	70.8	64.6	56.8	57.8	53.7	59.1	63.0	62.4	55.8	65.3
Due to education	43.7	46.2	48.8	51.9	52.0	38.1	34.1	41.9	46.1	48.2	43.0	42.3	46.3	48.6	47.2	41.7
Due to employment	45.6	49.6	50.5	60.4	55.7	40.1	32.5	43.6	48.7	53.2	41.9	47.5	48.8	52.6	50.8	43.1
Due to some financial benefit	31.7	33.9	37.5	32.6	40.3	32.5	20.8	33.8	31.9	34.1	29.3	33.7	32.0	36.8	35.0	29.8
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

Note: Highlighted fields indicate statistically significant differences between respondents at a significance level of 0.05.

As in the previous wave, in 2023, over half of the respondents (55.7%) stated that if they suspected unauthorized processing of their personal data, they would first report it to the police. 28.0% of them would first contact the Commissioner for Information of Public Importance and Personal Data Protection, while 5.8% would reach out to the prosecutor's office.

Graph 70. If you suspected that someone unauthorized is processing your personal data, who would you first report it to? (trend)



Differences based on socio-demographic characteristics show that in case of knowledge that someone unauthorized is processing their data, a larger number of the oldest citizens (65+) would report it to the police compared to those aged 30 to 64, as well as individuals with only a primary school education and residents of rural areas would also turn to the police more frequently. On the other hand, men and residents of rural areas would be more likely to contact the prosecutor's office. The Commissioner for Information of Public Importance and Personal Data Protection would be approached by respondents aged 18 to 64, those with higher education, and residents of urban areas in larger numbers (Table 7).

Table 7: If you thought someone unauthorized was processing your personal data, who would you first turn to? (% by respondents' socio-demographic characteristics)

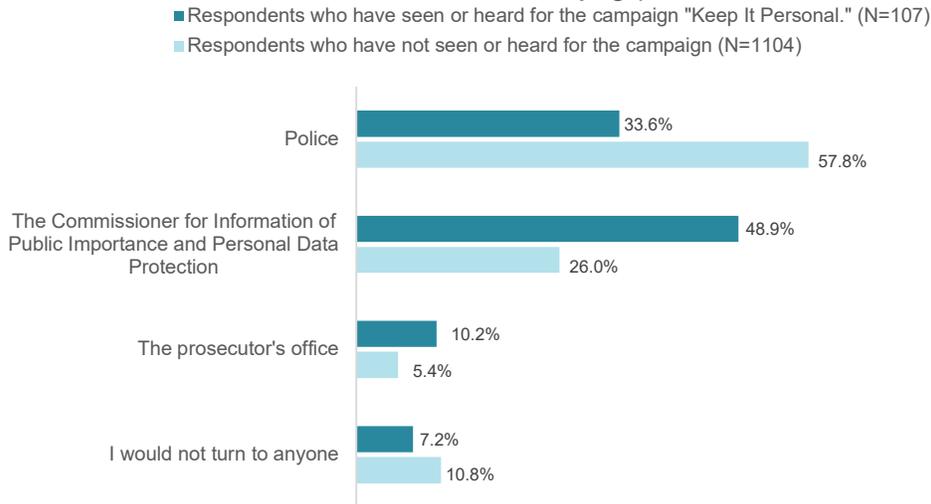
	GENDER (%)		AGE (%)					EDUCATION (%)			REGION (%)				SETTLEMENT TYPE (%)	
	Male	Female	18-29	30-39	40-49	50-64	65+	Primary	Secondary	High	Belgrade region	Vojvodina	Šumadija and Western Serbia	Southern and Eastern Serbia	Urban area	Rural area
Police	54.1	57.2	57.3	44.1	52.3	54.7	68.3	66.7	52.9	40.8	54.6	54.1	57.1	57.0	52.0	61.0
Prosecutor's office	8.2	3.6	7.9	7.3	3.9	4.8	5.9	6.8	5.4	4.7	4.5	6.7	8.0	3.2	4.5	7.6
The Commissioner for Information of Public Importance and Personal Data Protection	25.4	30.4	27.3	39.9	36.7	28.4	8.7	11.9	32.7	48.2	30.6	30.1	23.2	28.9	33.8	19.6
I would not turn to anyone	12.3	8.8	7.5	8.7	7.1	12.1	17.2	14.6	9.0	6.3	10.3	9.1	11.7	10.9	9.6	11.8
N	582	629	222	202	301	230	256	419	595	197	281	325	340	264	718	493

Note: Highlighted fields indicate statistically significant differences among respondents at a significance level of 0.05.

Respondents who have seen or heard about the "Keep It Personal." campaign would primarily turn to the Commissioner for Information of Public Importance and Personal Data Protection in case they become aware of unauthorized processing of their personal data, and this is significantly higher compared to those who haven't (48.9% vs. 26.0%). On the other hand, a significantly higher number of respondents who haven't

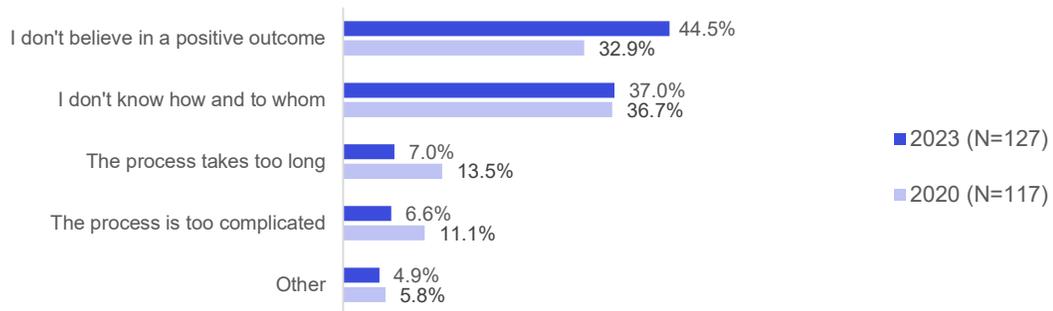
seen or heard about the campaign would first turn to the police (57.8%) compared to those who have (33.6%).

Graph 71. If you thought someone unauthorized was processing your personal data, who would you turn to first? (based on familiarity with the "Keep It Personal." campaign)



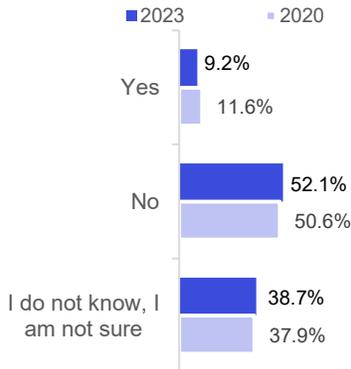
Out of the 127 respondents in this wave who indicated that they wouldn't turn to anyone if they believed someone unauthorized was processing their personal data, 44.5% wouldn't do so because they don't believe in a positive outcome, 37.0% because they don't know how or to whom, 7.0% due to the belief that the process takes a long time, and 6.6% wouldn't do so because they consider the process too complicated. Although there are no significant differences compared to the previous wave, there is a noticeable increase in the number of respondents who wouldn't turn to anyone because they don't believe in a positive outcome (Graph 72).

Graph 72. Why wouldn't you turn to anyone? (trend)

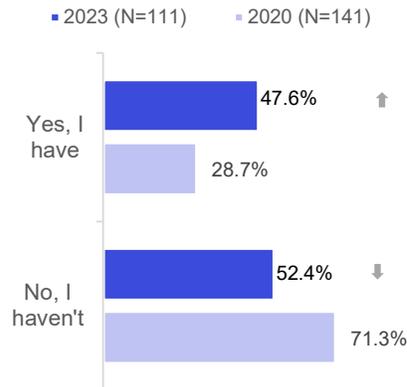


Similar to the previous wave, every second citizen (52.1%) states that their personal data has not been compromised so far, 38.7% do not know or are not sure whether it has or has not been compromised, while 9.2% mention that their personal data has been compromised. Out of 111 respondents whose personal data has been compromised, 47.6% of them have addressed this issue to someone, while 52.4% have not done so. In this wave, there has been a significant increase in the number of citizens who report having approached someone regarding the compromise of their personal data, while the percentage of those who have not addressed anyone has significantly decreased.

Graph 73. Please tell me if your personal data has been compromised so far.

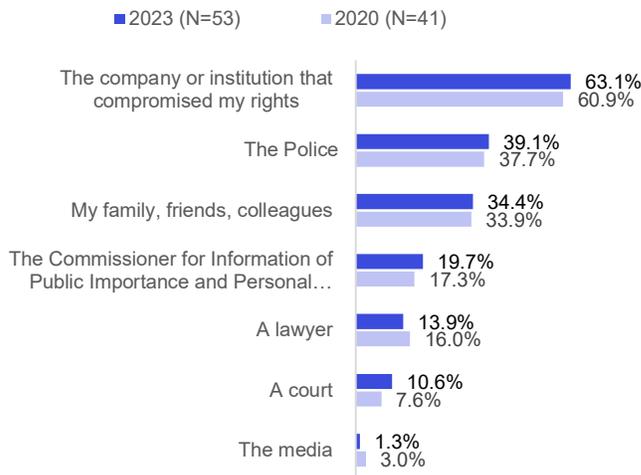


Graph 74. Have you turned to anyone regarding this issue?

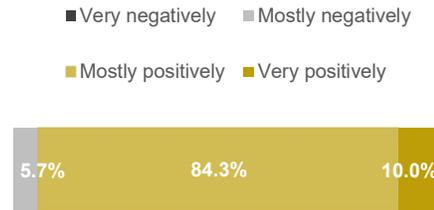


Out of 53 respondents who have addressed someone regarding the compromise of their data, the majority of them (63.1%) approached the company or institution that violated their rights. Regarding this issue, 39.1% of them contacted the police, 34.4% reached out to their family, friends, or colleagues, while 19.7% contacted the Commissioner for Information of Public Importance and Personal Data Protection. (Graph 75.) Among those who approached the Commissioner's office, the highest percentage (94.3%) reported having a positive experience with this institution. (Graph 76.)

Graph 75. Who did you turn to? (MULTIPLE ANSWERS POSSIBLE)



Graph 76. How would you rate your experience with the Commissioner for Information of Public Importance and Personal Data Protection? (N=10, small base)

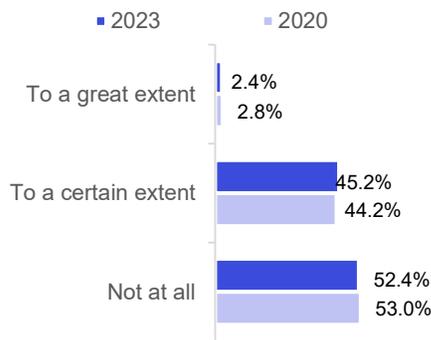


When it comes to the awareness of citizens about the work of the Commissioner for Information of Public Importance and Personal Data Protection, the results are similar to the previous wave. Slightly over half of the respondents (52.4%) state that they are not familiar with the work of the Commissioner's institution, 45.2% of them are somewhat familiar with its work, while 2.4% mention being very familiar with the work of the mentioned institution. The majority of respondents who are familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection (78.4%) believe that this institution can ensure the protection of personal data.

47.6%

of citizens are FAMILIAR WITH THE WORK of the institution of the COMMISSIONER FOR INFORMATION OF PUBLIC IMPORTANCE AND PERSONAL DATA PROTECTION

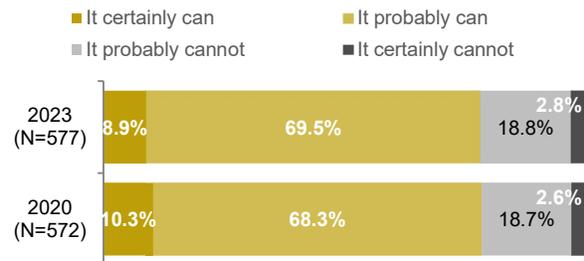
Graph 77. To what extent are you familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection? (trend)



78.4%

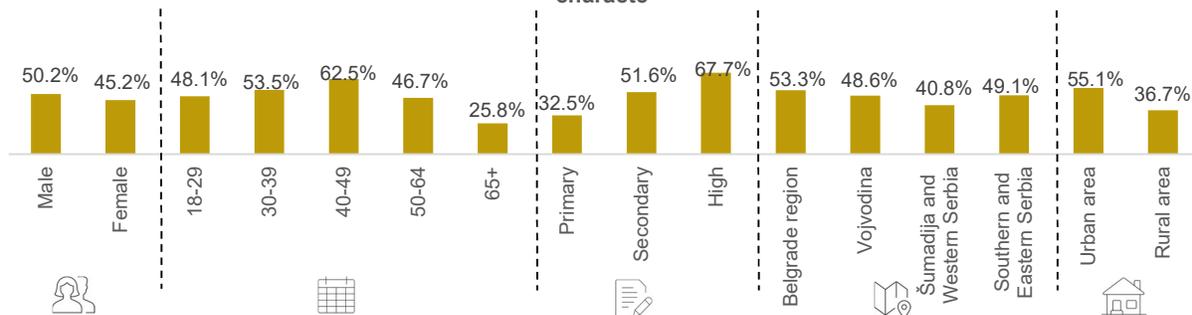
of citizens who are familiar with the work of the Commissioner's institution believe that this institution CAN ENSURE THE PROTECTION OF THEIR PERSONAL DATA

Graph 78. Do you think this institution can provide protection for your personal data? (trend)



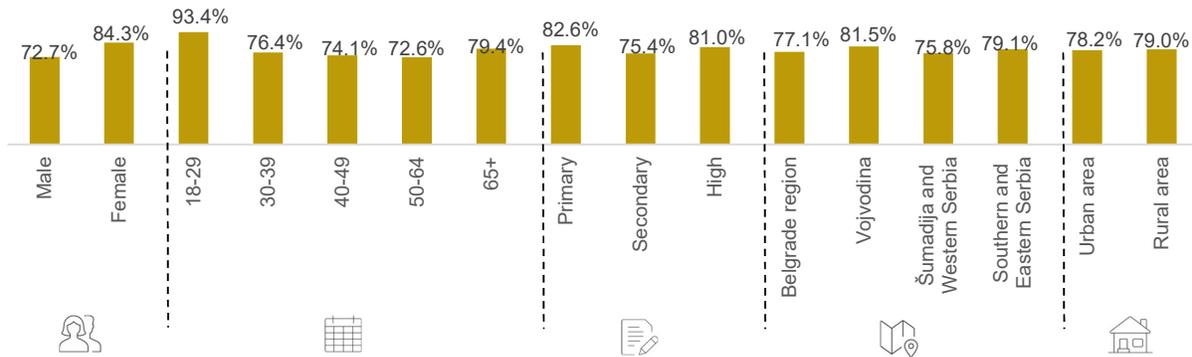
Citizens under the age of 65, highly educated individuals, residents of urban areas, as well as residents of Belgrade, are more familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection compared to residents of Šumadija and Western Serbia.

Graph 79. To what extent are you familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection? (sum of % responses Yes, very and Yes, to a certain extent, according to respondents' socio-demographic characte



Women and young people aged 18 to 29, who are familiar with the work of the Commissioner, are significantly more likely to believe that this institution can provide protection for their personal data.

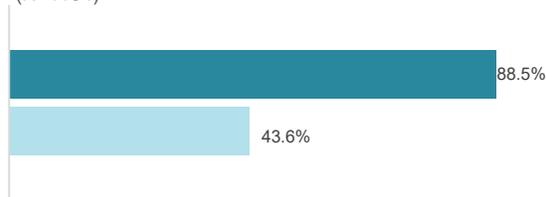
Graph 80. Do you think this institution can provide protection for your personal data? (% sum of responses "It certainly can" and "It probably can", according to respondents' socio-demographic characteristics)



Citizens who have seen or heard the campaign "Keep It Personal." are significantly more familiar with the work of the Commissioner compared to those who haven't (Graph 81). Additionally, respondents who have seen or heard the campaign and who are familiar with the work of the Commissioner, in a significantly larger number, state that this institution can provide protection for their personal data (Graph 82).

Graph 81. To what extent are you familiar with the work of the Commissioner for Information of Public Importance and Personal Data Protection? (sum of % responses Very familiar and Familiar to a certain extent, according to familiarity with the campaign)

- Respondents who have seen or heard for the campaign "Keep It Personal." (N=107)
- Respondents who have not seen or heard for the campaign (N=1104)



Graph 82. Do you think this institution can provide protection for your personal data? (sum of % responses It certainly can and It probably can, based on familiarity with the campaign "Keep It Personal.") RESPONDENTS FAMILIAR WITH THE COMMISSIONER'S WORK

- Respondents who have seen or heard for the campaign "Keep It Personal." (N=95)
- Respondents who have not seen or heard for the campaign (N=482)

