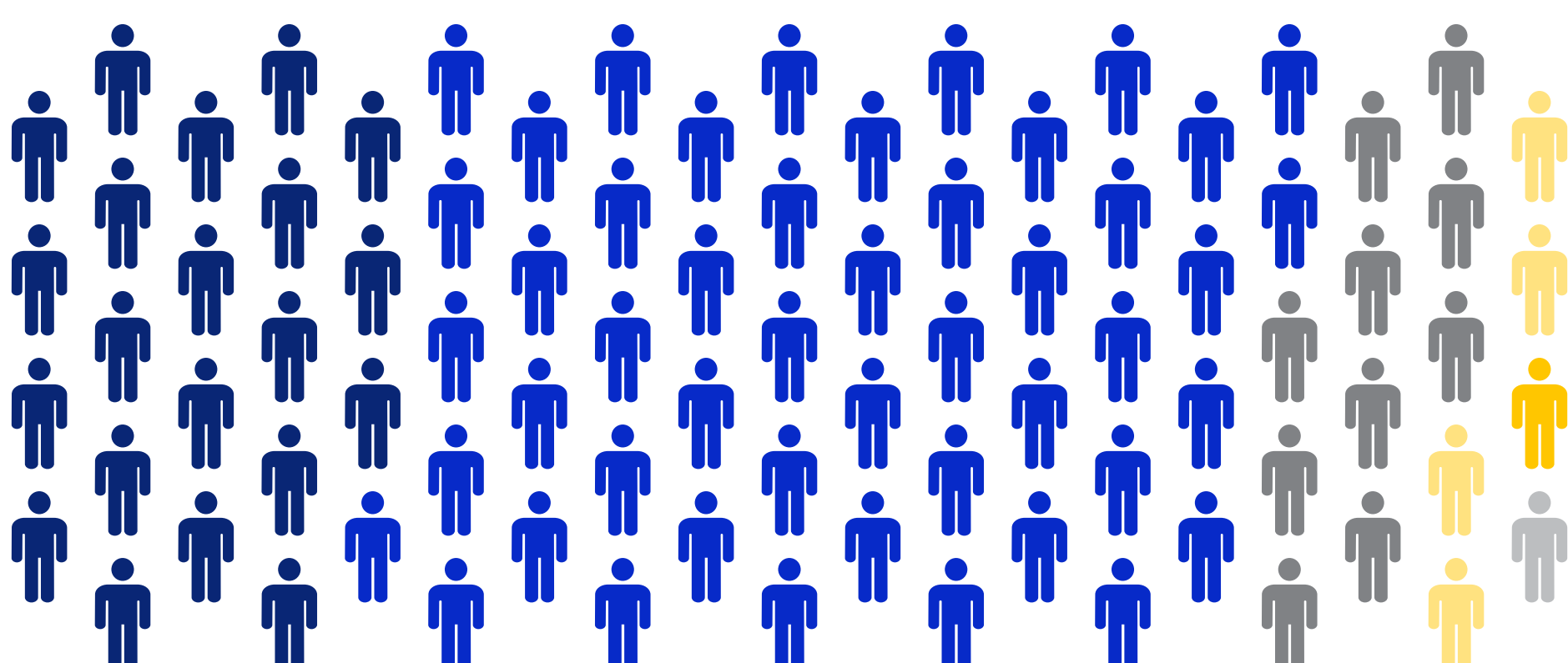


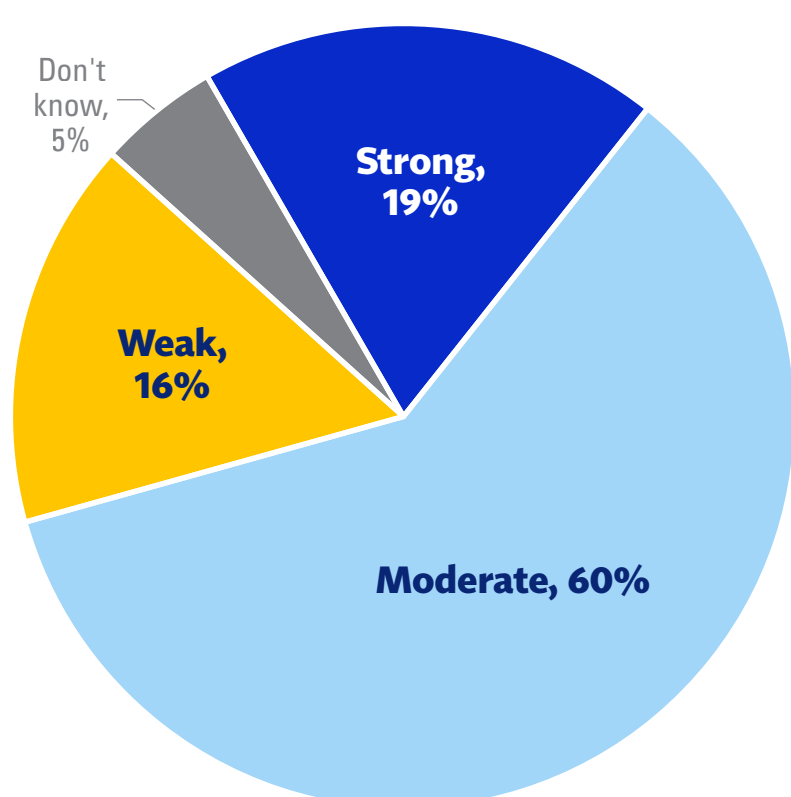
# Privacy and Consumer Trust in South Korea

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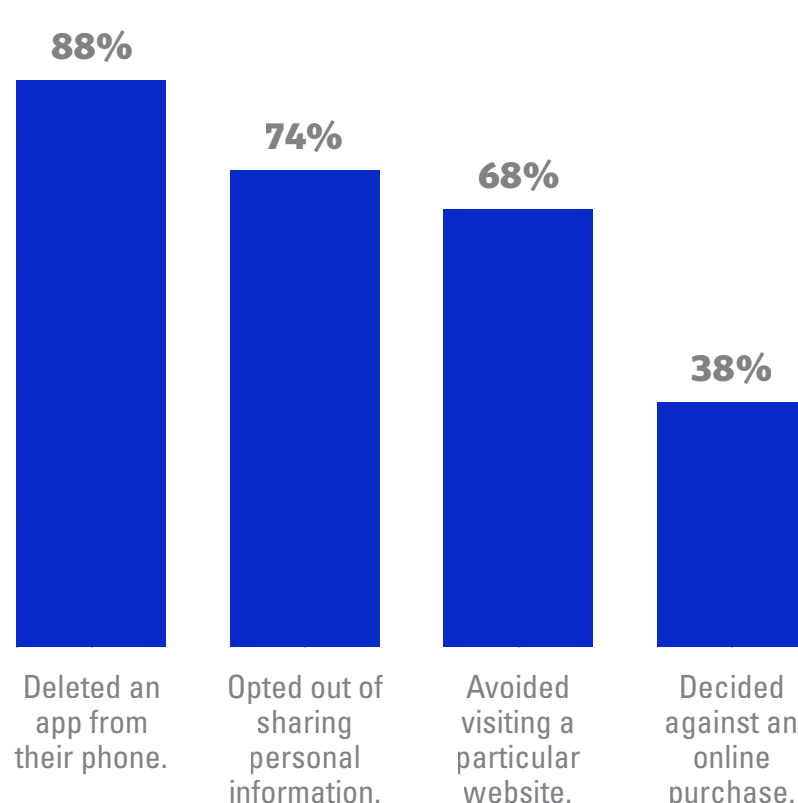
## Level of concern about online privacy



## Level of understanding about data collection and use

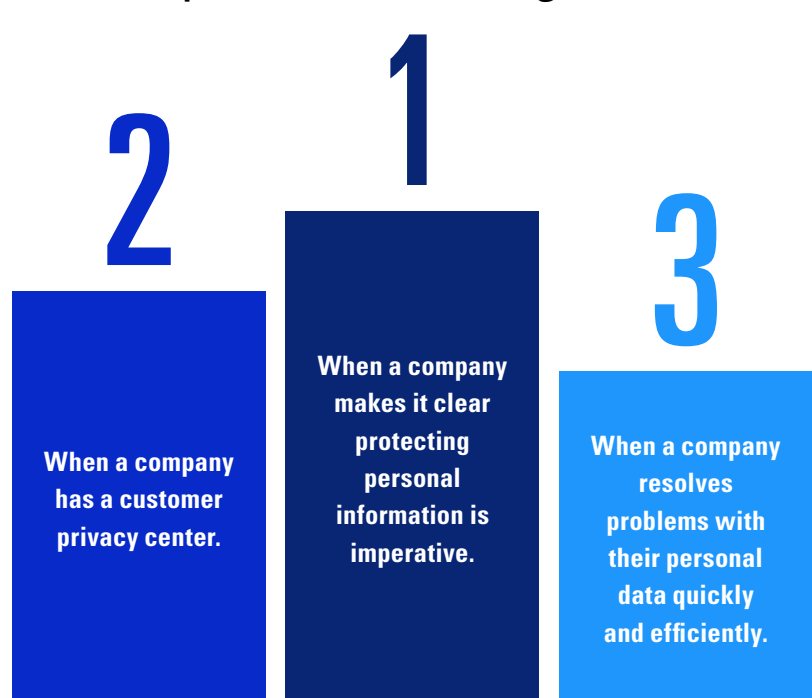


## Because of privacy concerns, consumers have...



## Company actions that enhance or diminish consumer trust

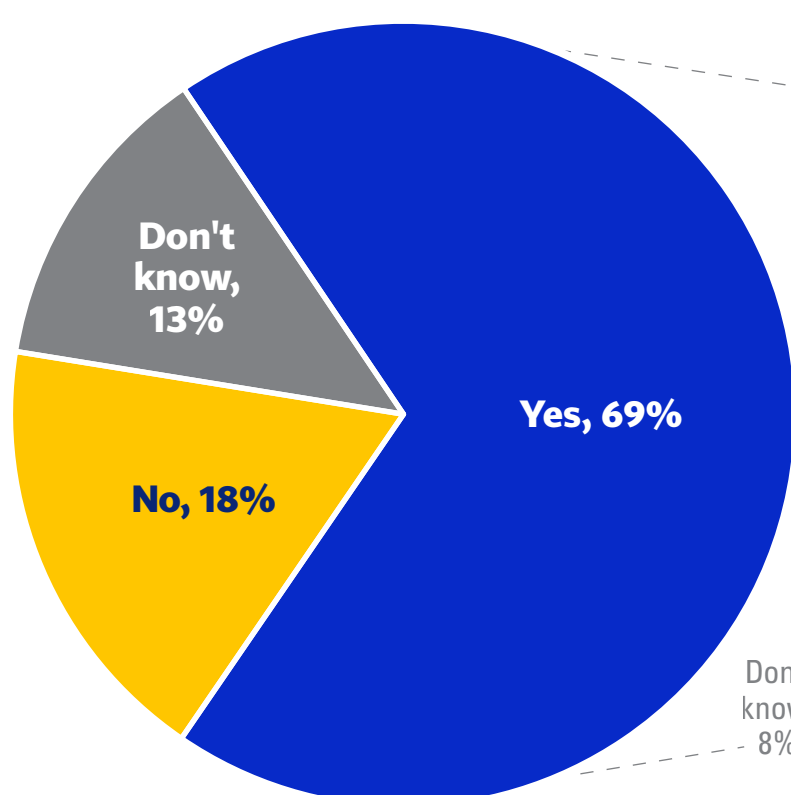
### Top three trust-enhancing actions



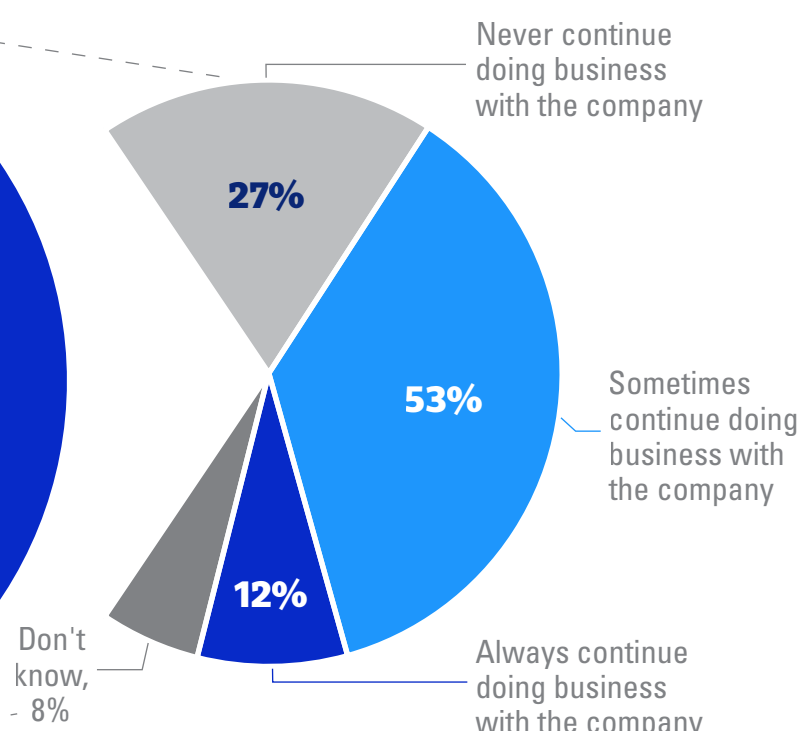
### Top three trust-diminishing actions



Has your personal information ever been compromised in an online data breach?



If a consumer's information is included in a breach, they...



When a consumer stays loyal to a company following a data breach, they do so because...

1. There is no alternative, 32%
2. Every company gets hacked from time to time, 23%
3. It would have been too much effort to change companies, 21%

Respondents were able to select multiple options.

For more privacy and consumer trust country breakdowns or to view the full report, visit the IAPP Resource Center on our website.