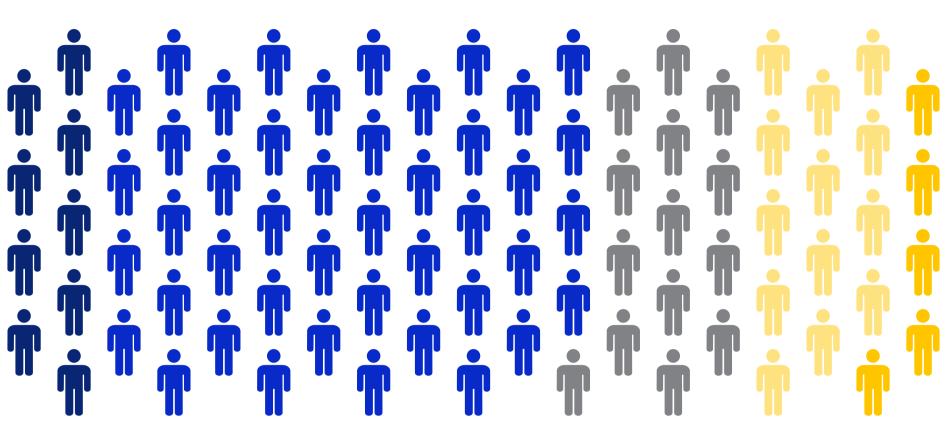
Privacy and Consumer Trust in Thailand

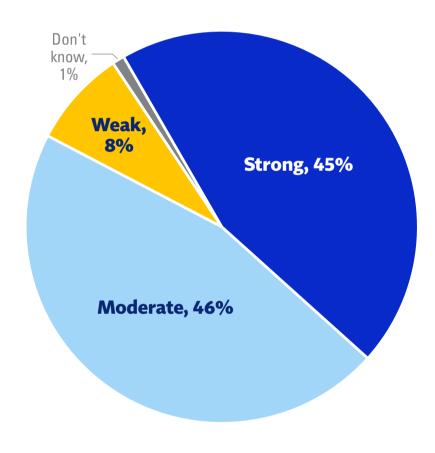
By IAPP Principal Researcher, Privacy Law and Policy, Müge Fazlioglu

Level of concern about online privacy

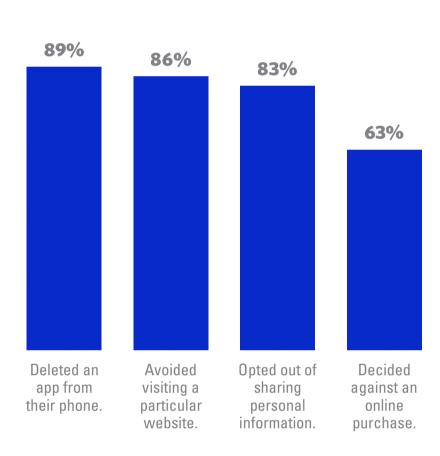


Very concerned: 11% Somewhat concerned: 51% Neutral: 17% Somewhat unconcerned: 15% Very unconcerned: 6%

Level of understanding about data collection and use



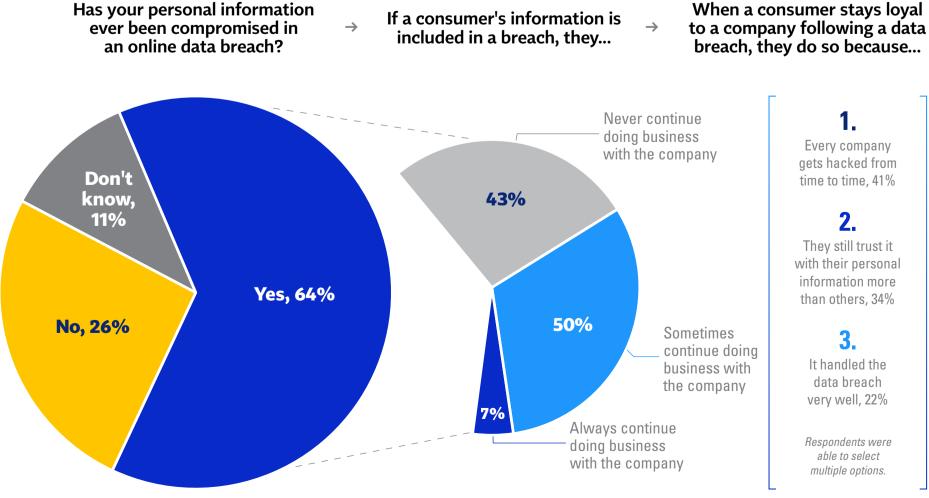
Because of privacy concerns, consumers have...



Company actions that enhance or diminish consumer trust







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

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