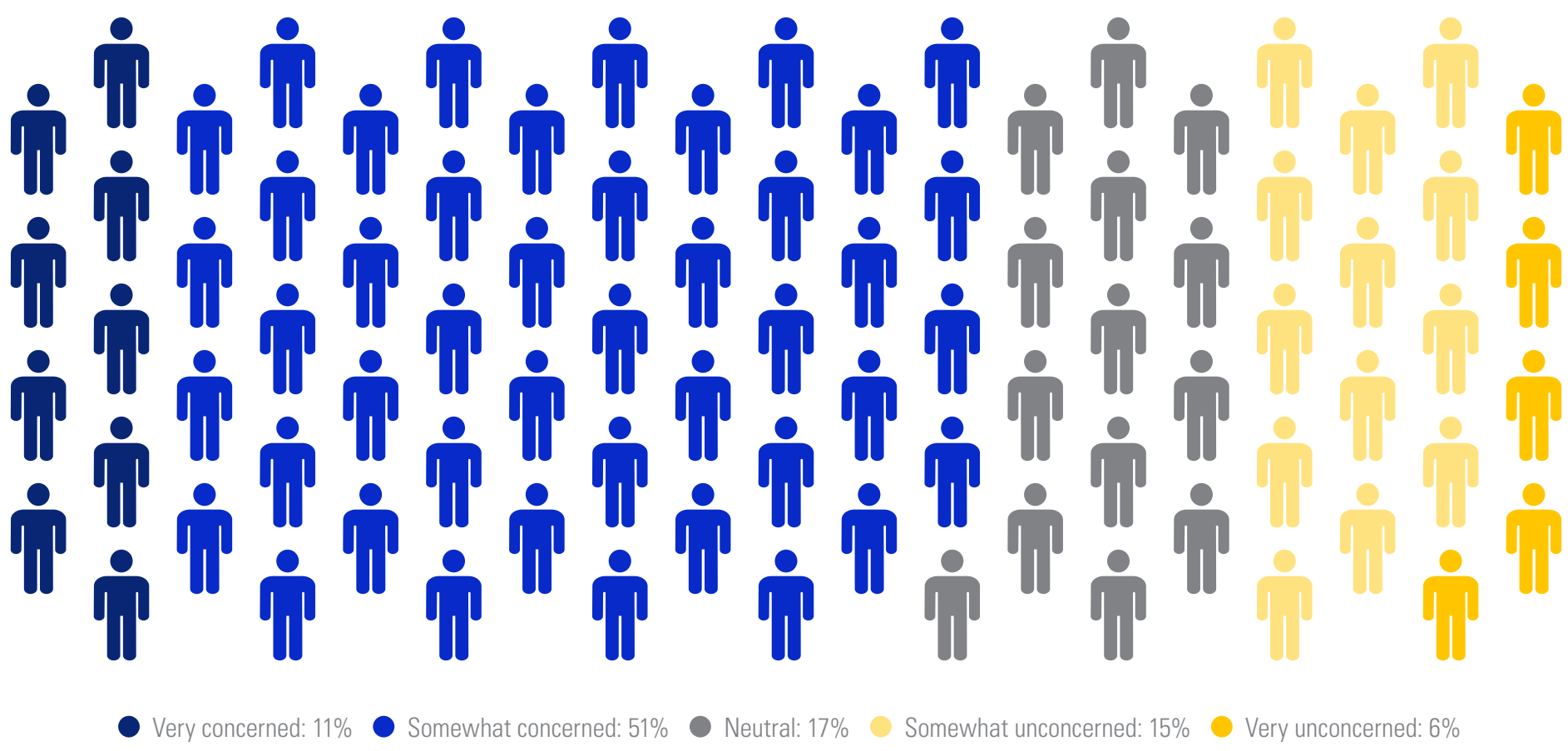


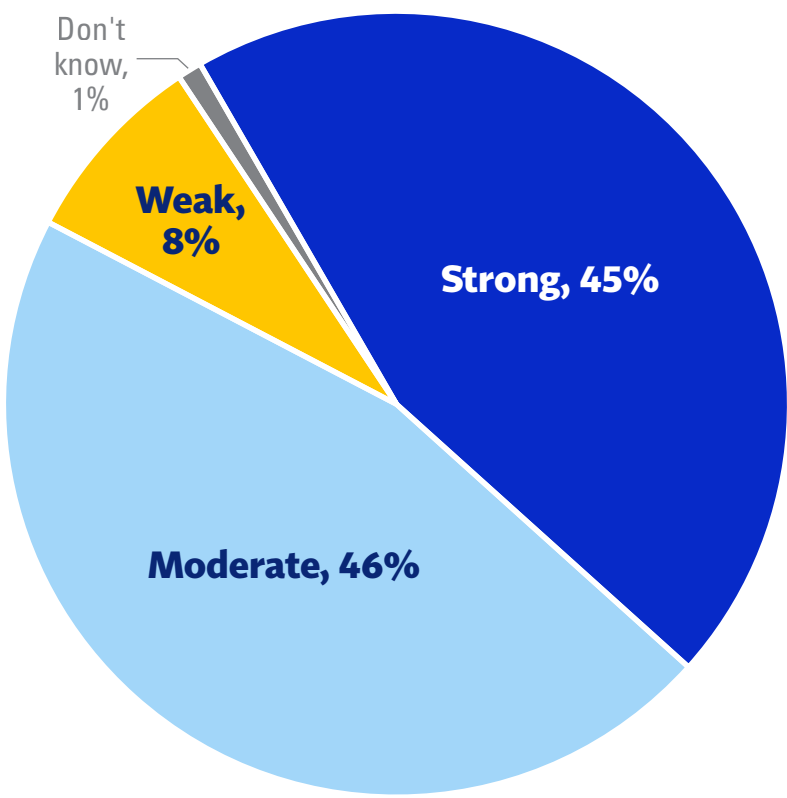
# Privacy and Consumer Trust in Thailand

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

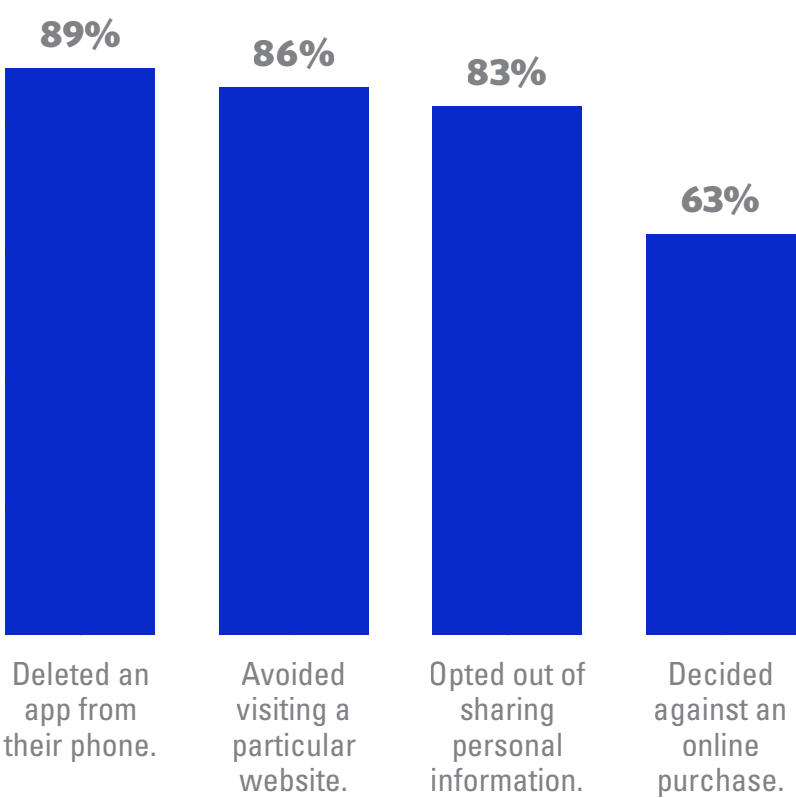
## Level of concern about online privacy



## Level of understanding about data collection and use

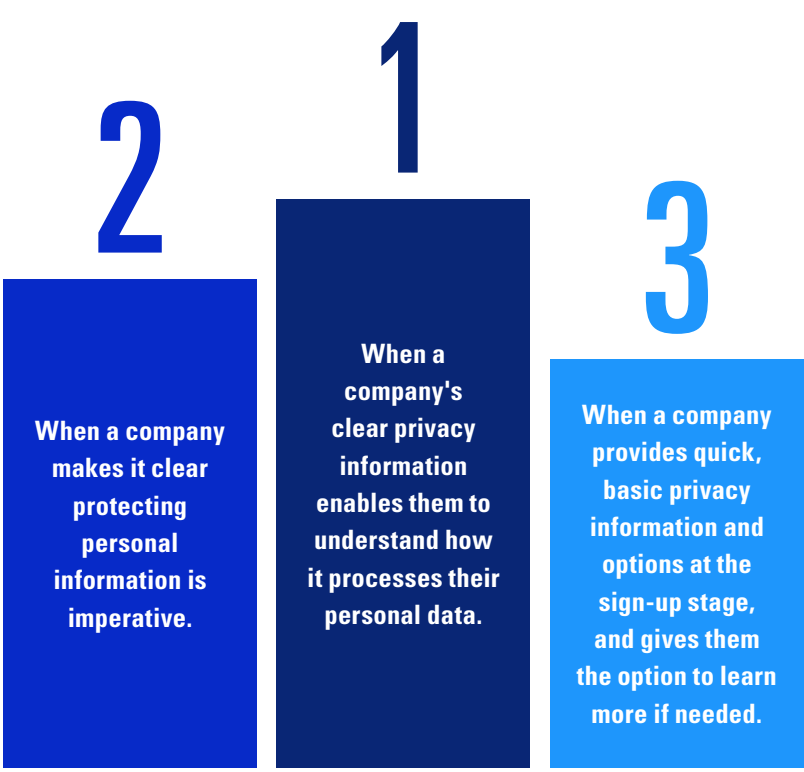


## Because of privacy concerns, consumers have...

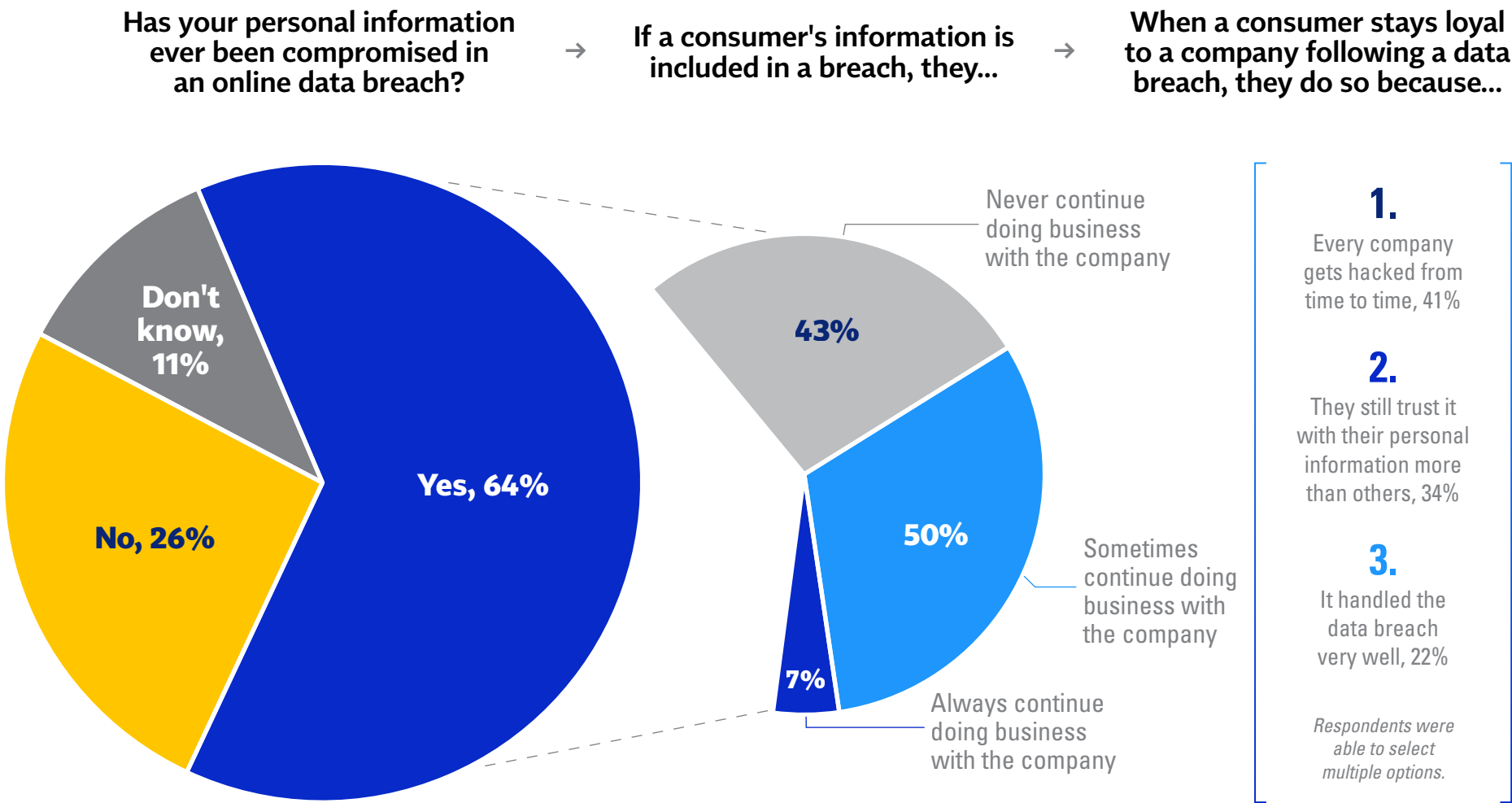
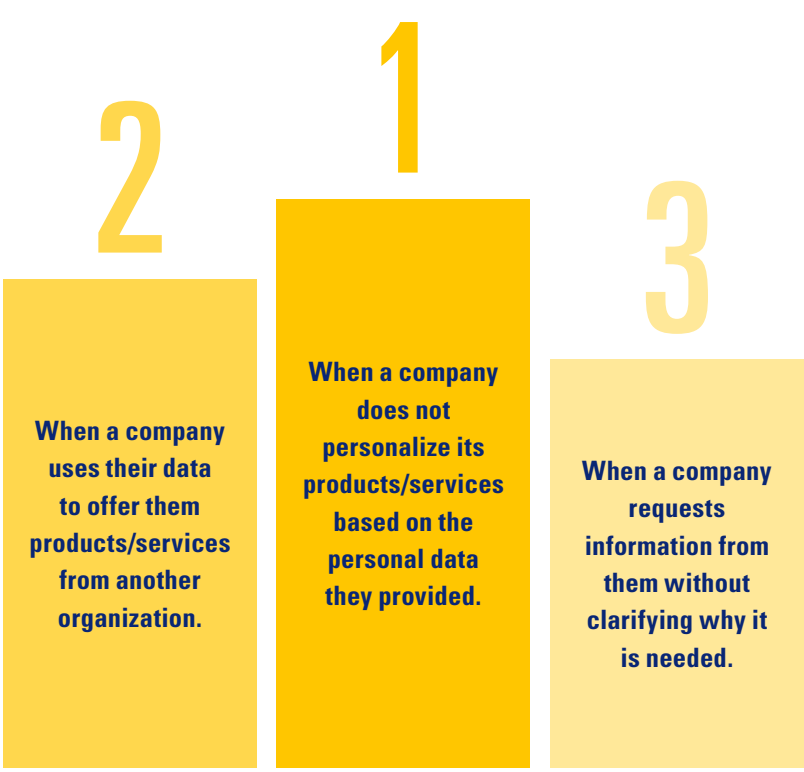


## Company actions that enhance or diminish consumer trust

### Top three trust-enhancing actions



### Top three trust-diminishing actions



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