

Project Lock

A study about Cybersecurity

Survey Period: August 2023

Methodology and Objectives

Quantitative: Online Survey via Tangere Mobile Application

Tangere leveraged its mobile application that is available on



The study surveyed n=1200 18 to 60-year-olds with various civil statuses nationwide (both males and females) from ABCDE households, nationwide.

Tangere has its very own **bayanihan study** to gather insights regarding **Cybersecurity**, that brands and business decision-makers may find useful, with the following objectives:

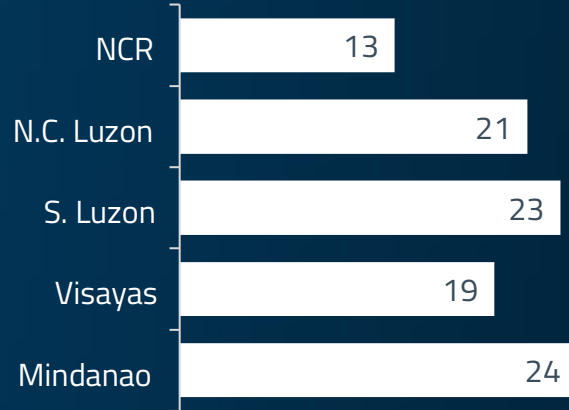
- To understand the prevailing public sentiments, concerns, habits, vulnerabilities, and experiences regarding personal and national cybersecurity and data privacy
- To determine the level of public knowledge regarding cybersecurity and data privacy laws, rights, and protective measures
- To uncover potential opportunities, strategies, and communications for public education on cybersecurity and data privacy



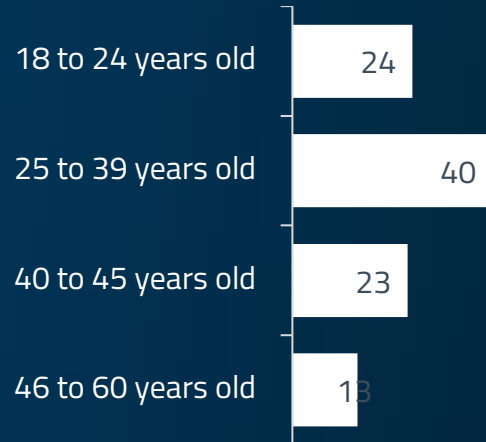
Respondent Demographics



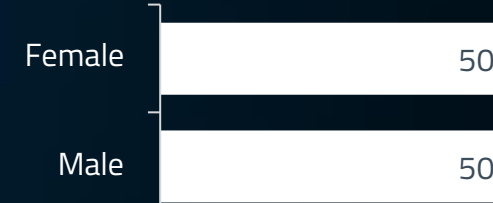
AREA



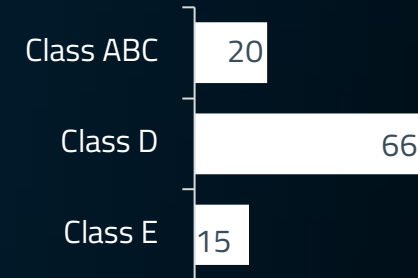
AGE



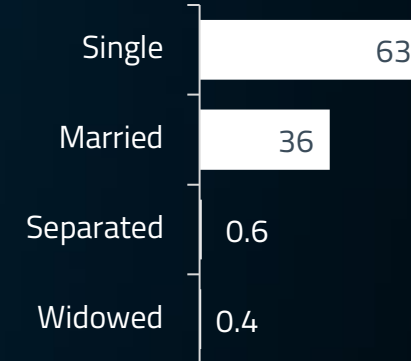
GENDER



SEC



CIVIL STATUS



Awareness on Cybersecurity Laws and Data Privacy

n=1200

Filipinos are generally aware of different laws when it comes to cybersecurity.

Data Privacy Act of 2012 leads the awareness, followed by the new SIM Registration Act.



85%

Data Privacy Act of 2012



83%

SIM Registration Act



75%

Cybercrime Prevention Act of 2012



61%

Commerce Act of 2000



2%

Others

Q. Which of the following laws in this list are you aware of? Choose all the answers that apply to you.



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72% OF FILIPINOS

Agrees that the Philippines possesses the readiness, legislation, and law enforcement to address actual and potential cyber threats and data breaches that might occur in the country.

Meanwhile, there is still who does not believe that the Philippines is ready.

11%

Q. How much do you agree or disagree that the Philippines currently possesses adequate readiness, legislation, and law enforcement to address actual and potential cyber threats and/or data privacy breaches?

GOVERNMENT PROTECTION LAWS

n=1200



69% OF FILIPINOS

Are confident that the government have the ability to protect its citizens and to enforce laws about cybersecurity and data privacy.

Meanwhile, there is still who does not believe that the government have the ability.

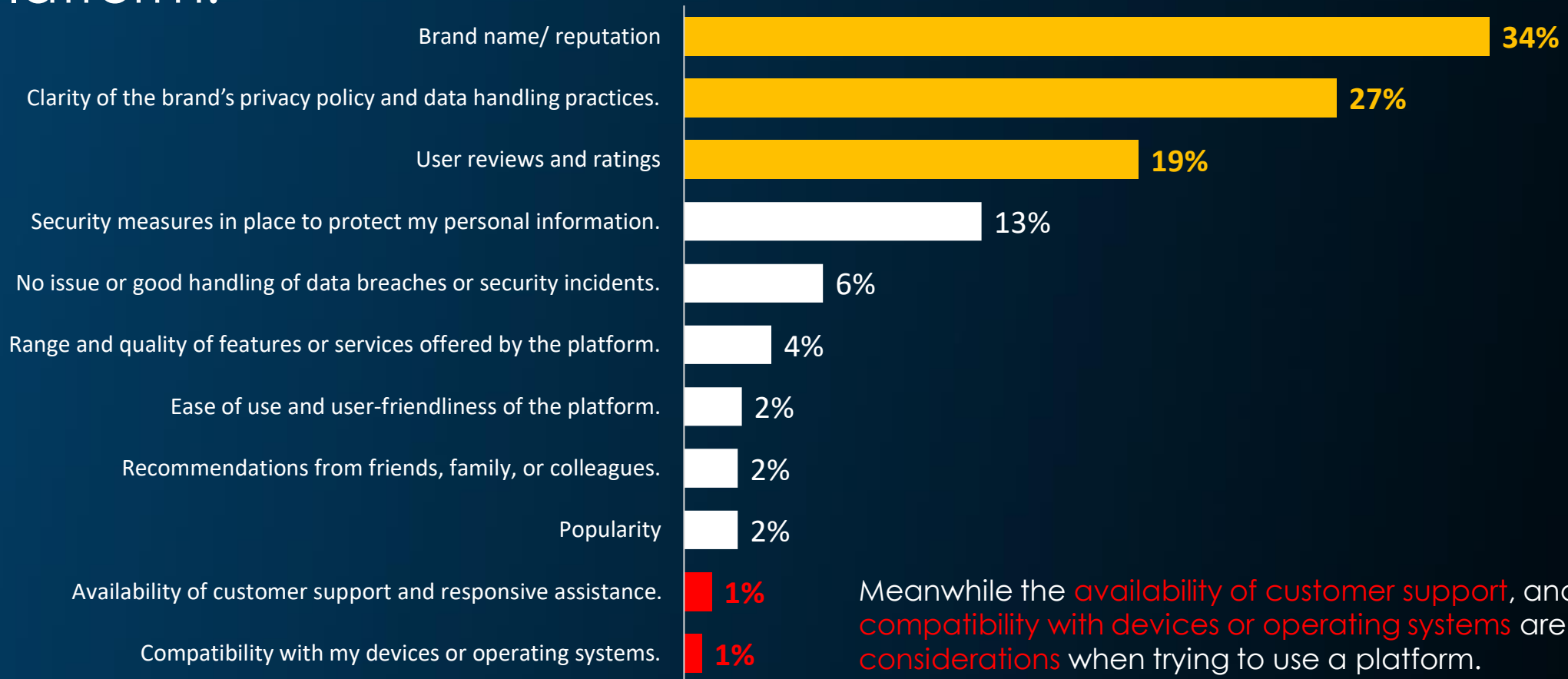
12%

Q. How confident or not confident are you in our government's ability to protect and enforce laws about cybersecurity and/or data privacy?

CONSIDERATIONS BEFORE USING PLATFORM

n=1200

A good brand image, company's data policy and high user reviews are the top consideration of Filipinos before using a platform.



Meanwhile the availability of customer support, and the compatibility with devices or operating systems are the least considerations when trying to use a platform.

Q. What are the things that you consider when deciding to use a platform or online services?

REASONS TO SHARE PERSONAL DATA

n=1200

Filipinos are driven to share their personal data on online platforms because of trust in the platform's security.

Password protection, Built-in Online Security, and OTP requirement are top reasons.



82%
Password
Protection



73%
Has an Online
Security



72%
Requires OTP
for transaction



68%
Send/receiv
e products



62%
Payments



60%
Provides
Receipt for
data sharing



56%
To use their
product or
service



55%
Experience
better
customer
support



53%
Required to
share data

Q. What are the main reasons that motivate you to share your personal data on online platforms, like banks, government, mobile apps, e-wallets, etc.? Choose all the answers that apply to you.

CONCERNS IN SHARING PERSONAL DATA

n=1200

However, Filipinos are still **worried** about underlying **threats** to their data privacy and online security when **sharing personal data online**

Identity theft, financial fraud, and misuse of personal data are **top concerns**.



86%
Identity Theft



80%
Financial Fraud



77%
Misuse of personal data for harmful purpose



74%
Data breach and unauthorized access



72%
Scare of scamming, hacking, or cyber-attacks



68%
Lack of Trust in organizations data handling



61%
Uncertain how personal data is used



55%
Algorithm behind digital advertising



53%
Lack of knowledge

Q. What are the main concerns that you have in considering not to share your personal data on online platforms, like banks, government, mobile apps, e-wallets, etc.? Choose all the answers that apply to you..

LEVEL OF SECURITY FOR ONLINE DATA SHARING

n=1200



54% OF FILIPINOS

Or more than half feel that it is secure when sharing personal data on online platforms like banks, government apps, mobile apps, e-wallets and others.

Meanwhile, there is still a huge feeling of unsecure when sharing personal information online.

19%

Q. How safe or not safe do you feel when sharing personal data on online platforms, like banks, government, mobile apps, e-wallets, etc.?

LEVEL OF CONFIDENCE IN IDENTIFYING CYBER THREATS

n=1200



66% OF FILIPINOS

Are confident enough to identify cyber threats and data breaches that they may encounter.

Meanwhile, there is a portion of Filipinos who are not confident enough in identifying cyber threats.

9%

Q. How confident or not confident are you in your ability to identify and avoid cyber threats and/or data privacy breaches that you may encounter?

LEVEL OF CONFIDENCE IN ADDRESSING CYBER THREATS

n=1200



68% OF FILIPINOS

Are confident enough to handle or address potential cyber threats and data breaches that they may encounter.

Meanwhile, there is a portion of Filipinos who are not confident enough in handling or addressing potential cyber threats.

8%

Q. How confident or not confident are you in your knowledge and ability to address potential cyber threats and/or data privacy breaches you may encounter (ex. what to do, who to approach, resolutions, etc.)?

CYBER SECURITY THREATS EXPERIENCED

n=1200

9 out of 10 who were surveyed report having experienced breaches in their cyber security

Text / Email Scam, Hacking, and Malware are top cyber security threats experienced.



73%
Text/Email
Scam



53%
Hacking /
Password
attacks



51%
Malware like
virus, or trojan



47%
Phishing



46%
Identify Theft



45%
Financial
Fraud



39%
Data Breach



38%
Personalized
Digital
Advertising



33%
Ransomware

Q. What types of cyber threats and/or data privacy breaches have you ever experienced at least once?
Choose all the answers that apply to you.

WAYS TO TAKEN TO STRENGTHEN CYBER SECURITY

n=1200

- 74%** Not sharing/ tagging my current locations in social media
- 74%** Enabling/ activating multi-factor authentication (ex. OTP, PIN, mobile authenticator, etc.)
- 68%** Changing my password every 90 days
- 63%** Using strong and unique passwords for online accounts.
- 61%** Regularly reviewing app permissions on mobile devices and only granting necessary access.
- 61%** Educating myself about the latest cybersecurity threats and best practices.
- 59%** Calling the customer support if I suspect anything suspicious (ex. suspicious links, attachments, emails or messages)
- 58%** Ensure that digital signature is kept safe.
- 55%** Not using/ connecting to public Wi-Fi networks
- 53%** Regularly backing up important data to an external and secure location.



Q. What actions have you taken or are doing to strengthen your cybersecurity and data privacy? Choose all the answers that apply to you.



72% OF FILIPINOS

Reports that **data privacy breaches** have a great impact and **decreases** their trust as a consumer **towards** a company or organization.

Q. How does a cyber threat and/or data privacy breach issue affect or not affect your level of trust as a consumer in a company or organization?

TRUST ON DIFFERENT PLATFORMS

n=1200

In terms of sharing personal data across different platforms, Filipinos put their trust on **government platforms/channels** the most.

E-wallets and Banks are also **trusted platforms**.

Most trusted

Least trusted



58%
Government
Agencies



20%
E-wallets
(e.g., Gcash,
Maya)



16%
Banks



4%
Pawnshops



1%
E-commerce
sites



1%
Lending
Apps



0%
Convenience
Stores /
Bayad
Centers

Q. Which among the following platforms do you trust the most in sharing your personal data?

SUMMARY

n=1200

- Filipinos are already **aware of different cyber threats** and are **confident** enough in **identifying and addressing** the cyber threats
- With experience to different cyber threats, Filipinos now **consider** a company that has **good brand image, company policy, and high user reviews**.
- Filipinos are **knowledgeable** and know different ways to **strengthen** their **online security**
- Data breaches can cause a **huge negative** impact towards consumer trust
- Filipinos have **high trust** on government agency for the safe keeping of their data.

THANK YOU



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- ✓ Do you want a better understanding of your *Market?*
- ✓ Are you in need of *Consumer Insights?*
- ✓ Are you targeting the *Right Consumers?*

Contact Us!

Angela Gloria – Senior Accounts Manager

angela@tangereapp.com

+63 917 358 5158

Joseph Canuto – Business Dev Solutions Architect

jm@tangereapp.com

+63 906 412 1270

