



Survey on the Legislative Assessment of the
Personal Information Protection Law : General
Public

CODE BOOK

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SURVEY ON THE LEGISLATIVE ASSESSMENT OF THE PERSONAL
INFORMATION PROTECTION LAW : GENERAL PUBLIC CODE BOOK

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Study Description

<i>Study Title:</i>	Survey on the Legislative Assessment of the Personal Information Protection Law : General Public
<i>Fieldwork Dates:</i>	2 September, 2008 ~ 8 September, 2008
<i>Principal Investigator:</i>	Sung, Nak-In
<i>Producers:</i>	Korea Legislation Research Institute
<i>Sample Type:</i>	Quota sampling proportionate to the size of population
<i>Fieldwork Institute:</i>	Hankook Research Co., Ltd.
<i>Fieldwork Methods:</i>	On-line survey
<i>Number of Cases:</i>	1,000 (valid)
<i>Geographic Coverage:</i>	South Korea excluding Jeju
<i>Universe:</i>	Persons between the ages of 20 to 59 sampled from Hankook Research's master panel
<i>Distributor:</i>	Korea Social Science Data Archive (KOSSDA)

Please note

In the codebook, each frequency table consists of a variable name, question, and frequency table. The first column, RESPONSE, indicates response categories and the second column, PUNCH, is a value for each response category. The third and fourth columns, FREQ and PERCENT, show the number of individuals and percentage of individuals belonging to a specific response category. The last column VALID % is the percentage of individuals who are assigned to a specific response category without missing data, such as DK (Don't know), NA (No answer), and NAP (Not applicable).

sex Respondent: Sex

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	509	50.9	50.9
Female	2	491	49.1	49.1
Total		1,000	100.0	100.0

age Respondent: Age

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
20 years old	20	3	0.3	0.3
21 years old	21	12	1.2	1.2
22 years old	22	20	2.0	2.0
23 years old	23	21	2.1	2.1
24 years old	24	22	2.2	2.2
25 years old	25	31	3.1	3.1
26 years old	26	44	4.4	4.4
27 years old	27	33	3.3	3.3
28 years old	28	28	2.8	2.8
29 years old	29	28	2.8	2.8
30 years old	30	35	3.5	3.5
31 years old	31	38	3.8	3.8
32 years old	32	27	2.7	2.7
33 years old	33	45	4.5	4.5
34 years old	34	23	2.3	2.3
35 years old	35	19	1.9	1.9
36 years old	36	25	2.5	2.5
37 years old	37	27	2.7	2.7
38 years old	38	23	2.3	2.3
39 years old	39	23	2.3	2.3
40 years old	40	25	2.5	2.5
41 years old	41	27	2.7	2.7
42 years old	42	24	2.4	2.4
43 years old	43	34	3.4	3.4
44 years old	44	27	2.7	2.7
45 years old	45	29	2.9	2.9
46 years old	46	30	3.0	3.0

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47 years old	47	21	2.1	2.1
48 years old	48	26	2.6	2.6
49 years old	49	38	3.8	3.8
50 years old	50	27	2.7	2.7
51 years old	51	32	3.2	3.2
52 years old	52	21	2.1	2.1
53 years old	53	15	1.5	1.5
54 years old	54	22	2.2	2.2
55 years old	55	24	2.4	2.4
56 years old	56	16	1.6	1.6
57 years old	57	13	1.3	1.3
58 years old	58	12	1.2	1.2
59 years old	59	10	1.0	1.0
Total		1,000	100.0	100.0

area Where does R currently live

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	478	47.8	47.8
Busan	2	77	7.7	7.7
Daegu	3	51	5.1	5.1
Incheon	4	56	5.6	5.6
Gwangju	5	28	2.8	2.8
Daejeon	6	30	3.0	3.0
Ulsan	7	22	2.2	2.2
Gyeonggi-do	8	229	22.9	22.9
Gangwon-do	9	29	2.9	2.9
Total		1,000	100.0	100.0

q1 R has researched personal information protection law

Q1. Have you ever researched laws related to the protection of personal information out of curiosity regarding the protection of personal information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	358	35.8	35.8
No	2	642	64.2	64.2
Total		1,000	100.0	100.0

q1_1 R has difficulty in finding personal information protection law

Q1-1. Did you have any difficulty finding laws related to the protection of personal information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	312	31.2	87.2
No	2	46	4.6	12.8
NAP	0	642	64.2	
Total		1,000	100.0	100.0

q1_2 Reason for difficulty in finding personal information protection law

Q1-2. What do you think was the reason for the difficulty you have experienced?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Because I didn't know about the existence of the Act on the Protection of Personal Information	1	60	6.0	19.2
Because there are numerous laws on the protection of personal information	2	59	5.9	18.9
Because the laws are not properly classified according to the different areas	3	119	11.9	38.1
Because there are no provisions applicable to new issues and problems	4	66	6.6	21.2
Because the language was too difficult / Because I didn't have much information	5	8	0.8	2.6
NAP	0	688	68.8	
Total		1,000	100.0	100.0

q2_1 Law that may contain provisions protecting personal information(1)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Act on the Protection of Personal Information Maintained by Public Institutions	1	810	81.0	81.0
Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.	2	133	13.3	13.3
Use and Protection of Credit Information Act	3	29	2.9	2.9
Electronic Government Act	4	3	0.3	0.3
Act on Real Name Financial Transactions and Confidentiality	5	10	1.0	1.0
Protection of Communications Secrets act	6	3	0.3	0.3
Framework act on Health and Medical Services	7	2	0.2	0.2

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Resident registration Act	8	1	0.1	0.1
Act on Protection of Specific Crime Informations, etc.	10	1	0.1	0.1
None of the above	12	8	0.8	0.8
Total		1,000	100.0	100.0

q2_2 Law that may contain provisions protecting personal information(2)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Act on Promotion of Information and Communications Network Utilization and Information Protection, etc.	2	709	70.9	72.6
Use and Protection of Credit Information Act	3	181	18.1	18.5
Electronic Government Act	4	9	0.9	0.9
Act on Real Name Financial Transactions and Confidentiality	5	43	4.3	4.4
Protection of Communications Secrets act	6	19	1.9	1.9
Framework act on Health and Medical Services	7	5	0.5	0.5
Resident registration Act	8	6	0.6	0.6
Framework Act on National Taxes	9	1	0.1	0.1
Act on Protection of Specific Crime Informations, etc.	10	1	0.1	0.1
Criminal Act	11	3	0.3	0.3
System missing		23	2.3	
Total		1,000	100.0	100.0

q2_3 Law that may contain provisions protecting personal information(3)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Use and Protection of Credit Information Act	3	652	65.2	69.7
Electronic Government Act	4	27	2.7	2.9
Act on Real Name Financial Transactions and Confidentiality	5	157	15.7	16.8
Protection of Communications Secrets act	6	54	5.4	5.8
Framework act on Health and Medical Services	7	7	0.7	0.7
Resident registration Act	8	30	3.0	3.2
Framework Act on National Taxes	9	3	0.3	0.3

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Act on Protection of Specific Crime Informations, etc.	10	2	0.2	0.2
Criminal Act	11	4	0.4	0.4
System missing		64	6.4	
Total		1,000	100.0	100.0

q2_4 Law that may contain provisions protecting personal information(4)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Fourth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Electronic Government Act	4	261	26.1	31.0
Act on Real Name Financial Transactions and Confidentiality	5	363	36.3	43.1
Protection of Communications Secrets act	6	104	10.4	12.3
Framework act on Health and Medical Services	7	18	1.8	2.1
Resident registration Act	8	70	7.0	8.3
Framework Act on National Taxes	9	9	0.9	1.1
Act on Protection of Specific Crime Informations, etc.	10	9	0.9	1.1
Criminal Act	11	9	0.9	1.1
System missing		157	15.7	
Total		1,000	100.0	100.0

q2_5 Law that may contain provisions protecting personal information(5)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Fifth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Act on Real Name Financial Transactions and Confidentiality	5	251	25.1	35.9
Protection of Communications Secrets act	6	285	28.5	40.8
Framework act on Health and Medical Services	7	37	3.7	5.3
Resident registration Act	8	91	9.1	13.0
Framework Act on National Taxes	9	12	1.2	1.7
Act on Protection of Specific Crime Informations, etc.	10	5	0.5	0.7
Criminal Act	11	18	1.8	2.6
System missing		301	30.1	
Total		1,000	100.0	100.0

q2_6 Law that may contain provisions protecting personal information(6)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Sixth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Protection of Communications Secrets act	6	229	22.9	41.3
Framework act on Health and Medical Services	7	93	9.3	16.8
Resident registration Act	8	168	16.8	30.3
Framework Act on National Taxes	9	17	1.7	3.1
Act on Protection of Specific Crime Informations, etc.	10	36	3.6	6.5
Criminal Act	11	11	1.1	2.0
System missing		446	44.6	
Total		1,000	100.0	100.0

q2_7 Law that may contain provisions protecting personal information(7)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Seventh

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Framework act on Health and Medical Services	7	147	14.7	36.3
Resident registration Act	8	143	14.3	35.3
Framework Act on National Taxes	9	48	4.8	11.9
Act on Protection of Specific Crime Informations, etc.	10	47	4.7	11.6
Criminal Act	11	20	2.0	4.9
System missing		595	59.5	
Total		1,000	100.0	100.0

q2_8 Law that may contain provisions protecting personal information(8)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Eighth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Resident registration Act	8	144	14.4	52.9
Framework Act on National Taxes	9	63	6.3	23.2
Act on Protection of Specific Crime Informations, etc.	10	48	4.8	17.6
Criminal Act	11	17	1.7	6.3

System missing	728	72.8	
Total	1,000	100.0	100.0

q2_9 Law that may contain provisions protecting personal information(9)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Ninth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Framework Act on National Taxes	9	121	12.1	63.0
Act on Protection of Specific Crime Informations, etc.	10	43	4.3	22.4
Criminal Act	11	28	2.8	14.6
System missing		808	80.8	
Total		1,000	100.0	100.0

q2_10 Law that may contain provisions protecting personal information(10)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Tenth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Act on Protection of Specific Crime Informations, etc.	10	102	10.2	85.7
Criminal Act	11	17	1.7	14.3
System missing		881	88.1	
Total		1,000	100.0	100.0

q2_11 Law that may contain provisions protecting personal information(11)

Q2. Please select laws that you think may contain provisions protecting personal information. Please select all that apply : Eleventh

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Criminal Act	11	81	8.1	100.0
System missing		919	91.9	
Total		1,000	100.0	100.0

q2a R knows separation of personal information protection law

Q2-1. Are you aware that currently legislation related to the protection of personal information is separated into public and private sectors and separate laws are applied?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	91	9.1	9.1
No	2	909	90.9	90.9
Total		1,000	100.0	100.0

q2b "Act on the Protection of Personal Information" covers information processed by computers

Q2-2. Are you aware that the Act on the Protection of Personal Information Maintained by Public Institutions which applies to public institutions' protection of personal information only covers personal information maintained by the national and local government agencies and "processed by computers"?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	35	3.5	3.5
I was vaguely aware	2	265	26.5	26.5
I assumed all personal information maintained by public institutions was protected	3	272	27.2	27.2
I assumed personal information not processed by computer was also protected	4	88	8.8	8.8
I assumed all personal information was protected	5	194	19.4	19.4
I didn't know	6	146	14.6	14.6
Total		1,000	100.0	100.0

q2c R knows that there is no general law for personal information protection in private sector

Q2-3. Are you aware of the fact that there are no generally applicable laws for the protection of personal information in the private sector and that there are separate laws applicable only to individual areas?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	69	6.9	6.9
No	2	931	93.1	93.1
Total		1,000	100.0	100.0

q3 Agree/Disagree: Personal informaton is being protected

Q3. Do you feel your personal information (name, address, resident registration number, email address), physiological information (fingerprint, iris, DNA, and etc.), medical records, criminal records, financial transaction records, personal bank account number, education record, work experience, and etc.) is being properly protected?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly Disagree	1	203	20.3	20.3
Disagree	2	520	52.0	52.0
Neither agree nor disagree	3	225	22.5	22.5
Agree	4	47	4.7	4.7
Strongly Agree	5	5	0.5	0.5
Total		1,000	100.0	100.0

q4_1 Reason why personal information is not being protected: 1st

Q4. If personal information is not being properly protected, what do you think is the reason? Please select 1 through 3 in order of importance : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Inadequate or complex laws and regulations	1	324	32.4	44.8
Lack of education or publicity	2	48	4.8	6.6
Lack of awareness of government or businesses	3	215	21.5	29.7
Lack of public awareness	4	86	8.6	11.9
Need for utilization of personal information	5	47	4.7	6.5
Other	6	3	0.3	0.4
NAP	0	277	27.7	
Total		1,000	100.0	100.0

q4_2 Reason why personal information is not being protected: 2nd

Q4. If personal information is not being properly protected, what do you think is the reason? Please select 1 through 3 in order of importance : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Inadequate or complex laws and regulations	1	163	16.3	22.5
Lack of education or publicity	2	95	9.5	13.1
Lack of awareness of government or businesses	3	260	26.0	36.0
Lack of public awareness	4	134	13.4	18.5
Need for utilization of personal information	5	70	7.0	9.7

Other	6	1	0.1	0.1
NAP	0	277	27.7	
Total		1,000	100.0	100.0

q4_3 Reason why personal information is not being protected: 3rd

Q4. If personal information is not being properly protected, what do you think is the reason? Please select 1 through 3 in order of importance : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Inadequate or complex laws and regulations	1	132	13.2	18.3
Lack of education or publicity	2	166	16.6	23.0
Lack of awareness of government or businesses	3	100	10.0	13.8
Lack of public awareness	4	199	19.9	27.5
Need for utilization of personal information	5	120	12.0	16.6
Other	6	6	0.6	0.8
NAP	0	277	27.7	
Total		1,000	100.0	100.0

q5 Need for enactment of "Act on Protection of Personal Information"

Q5. Currently, personal information is partially protected. Do you think there is a need for the enactment of an "Act on Protection of Personal Information" to strengthen the protection of personal information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not at all needed	1	2	0.2	0.2
Not needed	2	22	2.2	2.2
Neither needed nor not needed	3	48	4.8	4.8
Needed, but not urgently	4	225	22.5	22.5
Urgently and strongly needed	5	703	70.3	70.3
Total		1,000	100.0	100.0

q6 Risk of building/using personal informaion DB by government

Q6. Do you think it is risky for government agencies to build your personal information DB and use it in conducting their business?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Risky	1	745	74.5	74.5
Not risky	2	50	5.0	5.0
Don't know	3	205	20.5	20.5
Total		1,000	100.0	100.0

q6_1 R feels uncomfortable about government building/using personal information DB

Q6-1. Do you feel uncomfortable about government agencies building your personal information DB and using it in conducting their business?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Feel uncomfortable	1	746	74.6	74.6
Don't feel uncomfortable	2	117	11.7	11.7
Don't know	3	137	13.7	13.7
Total		1,000	100.0	100.0

q7 Risk of building/using personal informaion DB by private companies

Q7. Do you think it is risky for private companies to build their own personal information DB and use your personal information according to their needs?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Risky	1	939	93.9	93.9
Not risky	2	18	1.8	1.8
Don't know	3	43	4.3	4.3
Total		1,000	100.0	100.0

q7_1 R feels uncomfortable about private companies building/using personal information DB

Q7-1. Do you feel uncomfortable about private companies building their own personal information DB and using your personal information according their needs?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Feel uncomfortable	1	925	92.5	92.5
Don't feel uncomfortable	2	26	2.6	2.6
Don't know	3	49	4.9	4.9
Total		1,000	100.0	100.0

q8 Risk of sharing personal information DB by government and private companies

Q8. In reference to previous questions 6 and 7, do you think it's risky for government agencies and private companies to share the personal information DB they built with other government agencies or private companies for the purpose of conducting legitimate business?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Risky	1	884	88.4	88.4
Not risky	2	38	3.8	3.8
Don't know	3	78	7.8	7.8
Total		1,000	100.0	100.0

q8_1 R feels uncomfortable about sharing personal information DB by government and companies

Q8-1. In reference to previous questions 6 and 7, do you feel uncomfortable about government agencies and private companies sharing the personal information DB they built with other government agencies or private companies for the purpose of conducting legitimate business?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Feel uncomfortable	1	869	86.9	86.9
Don't feel uncomfortable	2	50	5.0	5.0
Don't know	3	81	8.1	8.1
Total		1,000	100.0	100.0

q9_1 Likelihood of misuse/abuse of personal information by government

Q9. How likely do you feel it is that there will be misuse and abuse in relation to government agencies or private companies processing personal information?

(1) Misuse or abuse by government agencies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very unlikely	1	2	0.2	0.2

Unlikely	2	10	1.0	1.0
Neither likely nor unlikely	3	159	15.9	15.9
Likely	4	537	53.7	53.7
Very likely	5	292	29.2	29.2
Total		1,000	100.0	100.0

q9_2 Likelihood of misuse/abuse of personal information by private companies

Q9. How likely do you feel it is that there will be misuse and abuse in relation to government agencies or private companies processing personal information?

(2) Misuse or abuse by private companies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very unlikely	1	1	0.1	0.1
Unlikely	2	1	0.1	0.1
Neither likely nor unlikely	3	39	3.9	3.9
Likely	4	404	40.4	40.4
Very likely	5	555	55.5	55.5
Total		1,000	100.0	100.0

q10_1 Risk of misuse/abuse of personal information by government

Q10. How risky do you think it will be if government agencies or private companies misuse or abuse personal information?

(1) Riskiness of misuse or abuse by government agencies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not at all risky	1	1	0.1	0.1
Not risky	2	8	0.8	0.8
Neither risky nor not risky	3	97	9.7	9.7
Risky	4	452	45.2	45.2
Very risky	5	442	44.2	44.2
Total		1,000	100.0	100.0

q10_2 Risk of misuse/abuse of personal information by private companies

Q10. How risky do you think it will be if government agencies or private companies misuse or abuse personal information?

(2) Riskiness of misuse or abuse by private companies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not at all risky	1	1	0.1	0.1
Not risky	2	2	0.2	0.2

Neither risky nor not risky	3	22	2.2	2.2
Risky	4	359	35.9	35.9
Very risky	5	616	61.6	61.6
Total		1,000	100.0	100.0

q11_1 Invasion of privacy: Advertising agency collects rumors of celebrity scandals

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(1) An advertising agency collects rumors of celebrity scandals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	5	0.5	0.5
Disagree	2	38	3.8	3.8
Neither agree nor disagree	3	146	14.6	14.6
Agree	4	406	40.6	40.6
Strongly agree	5	405	40.5	40.5
Total		1,000	100.0	100.0

q11_2 Invasion of privacy: Companies collect information on job candidate's reputation

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(2) A company collects information on job candidate's reputation and other people's assessments on his or her job performance

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	5	0.5	0.5
Disagree	2	38	3.8	3.8
Neither agree nor disagree	3	142	14.2	14.2
Agree	4	413	41.3	41.3
Strongly agree	5	402	40.2	40.2
Total		1,000	100.0	100.0

q11_3 Invasion of privacy: Bank collects personal information to evaluate credit

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(3) A bank collects personal information to evaluate creditworthiness of a loan applicant

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	7	0.7	0.7
Disagree	2	60	6.0	6.0
Neither agree nor disagree	3	162	16.2	16.2
Agree	4	347	34.7	34.7
Strongly agree	5	424	42.4	42.4
Total		1,000	100.0	100.0

q11_4 Invasion of privacy: Online shopping mall collects user data on preferences

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(4) An internet shopping mall collecting information on its user's consumption preferences

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	5	0.5	0.5
Disagree	2	59	5.9	5.9
Neither agree nor disagree	3	184	18.4	18.4
Agree	4	338	33.8	33.8
Strongly agree	5	414	41.4	41.4
Total		1,000	100.0	100.0

q11_5 Invasion of privacy: Website offering free comics collects user data on comic preferences

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(5) An internet website offering free comics collects user data on comic preferences and reading habits

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	12	1.2	1.2
Disagree	2	75	7.5	7.5
Neither agree nor disagree	3	255	25.5	25.5

Agree	4	335	33.5	33.5
Strongly agree	5	323	32.3	32.3
Total		1,000	100.0	100.0

q11_6 Invasion of privacy: Collecting personal information when there is no warning on collecting data

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(6) (When there is no warning on prohibition of collecting data) Collecting my personal information from my homepage which is open to the public

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	4	0.4	0.4
Disagree	2	26	2.6	2.6
Neither agree nor disagree	3	140	14.0	14.0
Agree	4	391	39.1	39.1
Strongly agree	5	439	43.9	43.9
Total		1,000	100.0	100.0

q11_7 Invasion of privacy: Collecting personal information when there is warning on collecting data

Q11. Government agencies, private companies and others who process personal information collect the public's personal information in the process of performing their duties. Do you think problems such as invasion of privacy and other issues will arise if personal information is collected in the following manners without the individual's consent?

(7) (When there is a warning on prohibition of collecting data) Collecting my personal information from my homepage which is open to the public

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	3	0.3	0.3
Disagree	2	11	1.1	1.1
Neither agree nor disagree	3	102	10.2	10.2
Agree	4	361	36.1	36.1
Strongly agree	5	523	52.3	52.3
Total		1,000	100.0	100.0

q12_1 Invasion of privacy: Installing CCTV in the underground parking areas for safety

Q12. Do you think the following situations related to the installation of CCTV create problems such as invasion of privacy? (The CCTV only has a replay function which allows review of images or situations when a crime occurs.)

(1) Installing CCTVs in the underground parking areas for the safety of the apartment complex and simply recording people's movements

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	99	9.9	9.9
Disagree	2	387	38.7	38.7
Neither agree nor disagree	3	302	30.2	30.2
Agree	4	150	15.0	15.0
Strongly agree	5	62	6.2	6.2
Total		1,000	100.0	100.0

q12_2 Invasion of privacy: Recording residents using CCTV installed at entrance

Q12. Do you think the following situations related to the installation of CCTV create problems such as invasion of privacy? (The CCTV only has a replay function which allows review of images or situations when a crime occurs.)

(2) A security guard keeping records of times Mr. A., a resident of unit 302, goes to work and comes home using the CCTV installed at the entrance

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	9	0.9	0.9
Disagree	2	59	5.9	5.9
Neither agree nor disagree	3	114	11.4	11.4
Agree	4	414	41.4	41.4
Strongly agree	5	404	40.4	40.4
Total		1,000	100.0	100.0

q12_3 Invasion of privacy: Installing CCTV in changing rooms of public bathhouses due to theft

Q12. Do you think the following situations related to the installation of CCTV create problems such as invasion of privacy? (The CCTV only has a replay function which allows review of images or situations when a crime occurs.)

(3) Due to frequent theft, installing CCTVs in changing rooms of public bathhouses and simply recording people

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly disagree	1	17	1.7	1.7
Disagree	2	62	6.2	6.2
Neither agree nor disagree	3	152	15.2	15.2

Agree	4	354	35.4	35.4
Strongly agree	5	415	41.5	41.5
Total		1,000	100.0	100.0

q13 Who does have ownership of personal information collected by others

Q13. Who do you think has ownership of your personal information collected and used by others (including companies and government agencies) at their own expense?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It is the property of the person who paid for the personal information	1	64	6.4	6.4
It is my property since my personal information is my personal mark	2	886	88.6	88.6
It is no one's property	3	50	5.0	5.0
Total		1,000	100.0	100.0

q14 Opinion on using contact information to advertise

Q14. Do you think it should be allowed for a company to use contact information (address, telephone number and email address) obtained in a transaction to advertise the company's other products or services?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed.	1	349	34.9	34.9
It should be allowed with the customer's prior consent	2	543	54.3	54.3
It should be allowed under the condition of discontinuation at the customer's disapproval of use	3	105	10.5	10.5
It should be allowed without consent or any other conditions	4	3	0.3	0.3
Total		1,000	100.0	100.0

q15 Opinion on companies creating and using consumers' profiles

Q15. Do you think a company should be allowed to create and use personal profiles (lifestyle, using credit card transactions) of consumers by collecting and analyzing lifestyle, hobbies and consumption preferences to provide personal services to consumers?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed.	1	258	25.8	25.8
It should be allowed with the customer's prior consent	2	626	62.6	62.6
It should be allowed under the condition of discontinuation at the customer's disapproval of use	3	116	11.6	11.6
Total		1,000	100.0	100.0

q16 Opinion on president creating and using leading members' profiles

Q16. Do you think the president should be allowed to create and use personal profiles of the leading members of our society by collecting their personal information for the purposes of appointing suitable persons to important government positions?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	158	15.8	15.8
It should be allowed if the person consents	2	521	52.1	52.1
It should be allowed under the condition of discontinuation at the person's disapproval of use	3	159	15.9	15.9
It should be allowed within the limits of absolutely necessary use without consent or other conditions	4	120	12.0	12.0
Since it is for the purpose of benefiting the public the collection of all information should be allowed	5	42	4.2	4.2
Total		1,000	100.0	100.0

q17 Company should be allowed to sell contact information to 3rd party

Q17. Do you think a company should be allowed to sell your contact information (limited to name, address, telephone number and email address) to a third party?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	827	82.7	82.7
It should be allowed with my prior consent	2	121	12.1	12.1
It should be allowed under the condition of discontinuation at the point of my disapproval of use	3	38	3.8	3.8
It should be allowed if a portion of the profit or benefits are provided to me by the company	4	12	1.2	1.2
It should be allowed without consent or any other conditions	5	2	0.2	0.2
Total		1,000	100.0	100.0

q18 Company should be allowed to sell personal profiles to other companies

Q18. Do you think a company should be allowed to sell personal profiles (excluding contact information) created to provide personal services to consumers?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	767	76.7	76.7
It should be allowed with the consumer's prior consent	2	169	16.9	16.9
It should be allowed under the condition of discontinuation at the point of the consumer's disapproval of use	3	42	4.2	4.2

It should be allowed if the company shares a portion of profit or benefits with the consumer	4	21	2.1	2.1
It should be allowed without consent or any other conditions	5	1	0.1	0.1
Total		1,000	100.0	100.0

q19 Opinion on company sharing consumers' profiles with law enforcement agencies

Q19. What is your opinion of a company sharing the personal profile of consumers with law enforcement agencies at their request without a warrant issued by a judge?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	493	49.3	49.3
It should be allowed with the individual's prior consent	2	309	30.9	30.9
It should be allowed under the condition of discontinuation at the point of the individual's disapproval of use	3	74	7.4	7.4
It should be allowed if the sharing of personal information is required by law	4	119	11.9	11.9
It should be allowed since it is for the purpose of benefiting the public	5	5	0.5	0.5
Total		1,000	100.0	100.0

q20 Opinion on government sharing personal information with other agencies

Q20. Government agencies collect personal information for the purpose of conducting their business and create and maintain their own personal information DB. Do you think the government agencies should be allowed to share personal information with other agencies for purposes other than conducting their business?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	537	53.7	53.7
It should be allowed with the individual's prior consent	2	334	33.4	33.4
It should be allowed under the condition of discontinuation at the point of the individual's disapproval of use	3	74	7.4	7.4
It should be allowed if it is required by law	4	43	4.3	4.3
It should be allowed if the receiving agency's use is for legitimate purposes in conducting its affairs	5	12	1.2	1.2
Total		1,000	100.0	100.0

q21 Opinion on government sharing personal information with law enforcement agencies

Q21. If the agency receiving personal information in the previous question was a law enforcement agency, what is your opinion on the sharing of information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should never be allowed	1	158	15.8	15.8
It should be allowed with the individual's prior consent	2	507	50.7	50.7
It should be allowed under the condition of discontinuation at the point of the individual's disapproval of use	3	120	12.0	12.0
It should be allowed if the sharing of personal information is required by law	4	205	20.5	20.5
It should be allowed since it is for the purpose of benefiting the public	5	10	1.0	1.0
Total		1,000	100.0	100.0

q22 Opinion on government sharing personal information to conduct their affairs

Q22. What do you think of government agencies sharing the personal information of individuals to conduct their affairs among the different agencies? (Although there are advantages of sharing information such as speedy processing of transactions and that there is no longer need to submit paperwork to administrative agencies, but there is potential for the misuse or abuse of personal information.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very inappropriate	1	169	16.9	16.9
Inappropriate	2	454	45.4	45.4
Neither inappropriate nor appropriate	3	307	30.7	30.7
Appropriate	4	69	6.9	6.9
Very appropriate	5	1	0.1	0.1
Total		1,000	100.0	100.0

q23 Opinion on government sharing personal information with financial institutions

Q23. Do you think it is necessary for government agencies to share the public's personal information with financial institutions for their business purposes? (The benefits would be that customers of financial institutions can reduce the number of documents that need to be submitted to financial institutions and financial institutions can verify the accuracy of the documents submitted, but there is potential for the misuse or abuse of personal information.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not at all necessary	1	217	21.7	21.7
Unnecessary	2	408	40.8	40.8
Neither necessary nor unnecessary	3	268	26.8	26.8

Necessary	4	101	10.1	10.1
Very necessary	5	6	0.6	0.6
Total		1,000	100.0	100.0

q24 R registers as a member if accurate personal information is required

Q24. Most internet websites require accurate personal information (real name, resident registration number, address, telephone number and etc.) when registering as a member. Do you register as a member if accurate personal information is required?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I register as a member by providing accurate personal information without hesitation	1	155	15.5	15.5
I register as a member by providing information reluctantly	2	722	72.2	72.2
I usually don't register if personal information is required	3	113	11.3	11.3
I never register if personal information is required	4	10	1.0	1.0
Total		1,000	100.0	100.0

q25 R provides accurate information on website that does not check for verification

Q25. Do you provide accurate personal information when registering as a member on an internet website that does not check for real name verification?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always provide accurate personal information	1	612	61.2	61.2
Sometimes provide inaccurate personal information	2	355	35.5	35.5
Always provide inaccurate personal information	3	33	3.3	3.3
Total		1,000	100.0	100.0

q26 Opinion on the internet message board real-name system

Q26. What is your opinion of the internet message board real-name system?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not at all necessary	1	58	5.8	5.8
Unnecessary	2	115	11.5	11.5
Neither necessary nor unnecessary	3	166	16.6	16.6
Necessary	4	444	44.4	44.4
Very necessary	5	217	21.7	21.7
Total		1,000	100.0	100.0

q27 Opinion on legal environment that allows people to use internet anonymously

Q27. What is your opinion of a legal environment and system that makes verifying identity of internet users difficult by allowing people to use the internet anonymously or using a false name?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very inappropriate	1	156	15.6	15.6
Inappropriate	2	344	34.4	34.4
Neither inappropriate nor appropriate	3	272	27.2	27.2
Appropriate	4	173	17.3	17.3
Very appropriate	5	55	5.5	5.5
Total		1,000	100.0	100.0

q28 R will post message if identity verification is required

Q28. The internet message board real-name system is in force. In order to post a message on the message boards of public institutions' homepages and portals, the verification of the identity of the writer is required. Do you post messages even if identity verification is required?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I post messages after providing accurate information	1	334	33.4	33.4
I post messages after providing information reluctantly	2	293	29.3	29.3
I usually don't post messages	3	340	34.0	34.0
I never post messages	4	33	3.3	3.3
Total		1,000	100.0	100.0

job Respondent: Occupation

DQ1. What is your occupation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Farming/Forestry/Fishing	1	4	0.4	0.4
Self-employed	2	65	6.5	6.5
Sales/Service	3	86	8.6	8.6
Manufacturing/Technician/Laborer	4	34	3.4	3.4
Office/Management/Professional	5	434	43.4	43.4
Homemaker	6	200	20.0	20.0

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Student	7	120	12.0	12.0
Unemployed/Retired/Other	8	57	5.7	5.7
Total		1,000	100.0	100.0

educ Respondent: Highest level of education

DQ2. What is the highest level of education you have attained?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
High School graduate or lower	1	252	25.2	25.2
College graduate	2	634	63.4	63.4
Graduate degree or higher	3	114	11.4	11.4
Total		1,000	100.0	100.0

income Average monthly household income

DQ3. What is your monthly household income? Please include all of your income such as bonuses, bank interests, etc.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
990,000 won or less	1	35	3.5	3.5
1,000,000 won ~ 1,999,000 won	2	138	13.8	13.8
2,000,000 won ~ 2,999,000 won	3	244	24.4	24.4
3,000,000 won ~ 3,999,000 won	4	230	23.0	23.0
4,000,000 won ~ 4,999,000 won	5	166	16.6	16.6
5,000,000 won or more	6	187	18.7	18.7
Total		1,000	100.0	100.0