

## Media Release

### **IMDA and PDPC launch pilot for Data Protection Trustmark certification scheme**

*Eight early adopters to test robustness of data protection framework.*

SINGAPORE – The Infocomm Media Development Authority (IMDA) and Personal Data Protection Commission (PDPC) launched an open call for organisations to participate in a pilot for Singapore’s Data Protection Trustmark (DPTM) certification. The scheme aims to foster sound, transparent and accountable data protection practices among Singapore-based organisations and was developed in consultation with the industry.

The open call was announced by Minister for Communications and Information, Mr S Iswaran, at the 6<sup>th</sup> Personal Data Protection Seminar today. The pilot will help to finalise the DPTM framework and certification process, prior to the DPTM’s launch planned for end-2018.

Organisations certified under the DPTM scheme will be able to use and display a DPTM logo in their business communications for the duration of the certification, which is three years. The DPTM engenders trust and confidence among consumers as they will be able to immediately identify organisations that have in place data protection policies and practices that had been subject to independent assessment. This, in turn, provides a competitive advantage for these certified organisations.

“Businesses that can win their customers’ trust will be better able to thrive in today’s data-driven Digital Economy. Through Singapore’s Data Protection Trustmark, organisations can now visibly communicate the soundness of their data protection policies and practices to their customers and stakeholders. We are heartened to have a number of companies actively participating in the pilot programme and encourage the rest to come on board in the coming months,” said Mr Tan Kiat How, Chief Executive Officer of IMDA and Commissioner of the PDPC.

#### **Assessment Bodies, Certification Process and Pilot Organisations**

Three independent Assessment Bodies have been appointed by IMDA for the DPTM certification scheme. They are ISOCert, Setsco Services and TUV SUD PSB. They will assess if applicants’ data protection practices are aligned to DPTM certification requirements, which has been developed by the PDPC, and assist in identifying gaps that organisations should address.

The DPTM is open to all organisations based in Singapore. Interested organisations must first apply to IMDA. Upon acceptance of application by IMDA, organisations may then select an Assessment Body to conduct their certification assessment. Assessment fees – payable to the Assessment Bodies – start from \$1,400. The bodies will submit their independent assessment to IMDA for review and approval. If satisfied, IMDA will then issue the DPTM certification.

For a start, eight organisations will be undergoing the pilot programme to help fine-tune the certification controls and processes. The organisations are:

- Carpe Diem @ ITE;
- Chan Brothers Travel;
- DBS Bank;
- Fullerton Healthcare Group;
- Fullerton Systems and Services;
- RedMart;
- Singapore Telecommunications Limited (Singtel); and
- Tan Tock Seng Hospital Community Fund.

Organisations that are interested to be part of the pilot are welcome to sign up by 30 September 2018. All participating organisations in the pilot programme will go through the full certification process. The DPTM certification awarded to these pilot organisations is official and remains valid even after the end of the pilot.

### **Alignment with international standards**

While the DPTM is a Singapore trustmark, it also incorporates relevant international data protection principles, including that of the OECD Guidelines on the Protection of Privacy and Transborder Flows of Personal Data; and the APEC Privacy Framework.

This enables organisations to, in the future, more seamlessly attain both the DPTM and the APEC Cross Border Privacy Rules (CBPR) or Privacy Recognition for Processors (PRP) system certifications. Organisations certified under the APEC CBPR or PRP systems will enjoy another mechanism to legitimately transfer data across borders with other certified organisations operating in participating APEC economies.

### **DPTM certification enhances trust**

Data-driven frontier technologies, such as Big Data analytics and Artificial Intelligence, are transforming today's digital landscape, such as by optimising organisations' operations through better understanding their customers' preferences. Consumer trust is essential if organisations wish to effectively deploy such innovative and data-driven technology that makes use of personal data to deliver more personalised services.

Four in five individuals recently surveyed by the PDPC<sup>1</sup> agreed that organisations that collect, use and disclose personal data ought to have strong data protection policies and practices. Moreover, two-thirds of respondents favoured an organisation that demonstrates a sound data protection regime.

Organisations, too, recognised data protection as an important criterion when selecting a vendor to manage personal data on their behalf, with nearly 80% of industry representatives surveyed by the PDPC<sup>2</sup> noting that a data protection certification would significantly enhance brand image and boost consumer confidence.

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<sup>1</sup> The PDPC surveyed 1,500 consumer individuals from February to March 2018.

<sup>2</sup> The PDPC surveyed more than 1,500 representatives from various sectors from February to April 2018.

<b>Annex A</b>
Overview of certification requirements
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Process Flow for DPTM Certification

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**ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION**

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**About Infocomm Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

**About Personal Data Protection Commission**

The PDPC administers the Personal Data Protection Act 2012 (PDPA) in Singapore, which aims to safeguard individuals' personal data against misuse and promote proper management of personal data in organisations. The PDPA enhances Singapore's competitiveness and strengthens our position as a trusted business hub, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit [www.pdpc.gov.sg](http://www.pdpc.gov.sg).

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## ANNEX A

### OVERVIEW OF CERTIFICATION REQUIREMENTS

The certification requirements are based on four key principles, each framed by a set of assessment criteria and controls. They are:

#### **Principle 1: Governance and Transparency**

##### Appropriate Policies and Practices

An organisation will be assessed on its data protection policies and practices; queries, complaints and dispute resolution handling processes; and data breach management plan.

##### Openness

An organisation will be assessed on its data protection policies and practices such as the appointment of a Data Protection Officer (DPO), the establishment of an appropriate data protection governance and support structure, and providing information on personal data protection policies to external stakeholders.

##### Internal Communication and Training

An organisation will be assessed on its communication of data protection policies and practices to all employees, and implementation of data protection training for all employees.

#### **Principle 2: Management of Personal Data**

##### Appropriate Purpose

An organisation will be assessed on its policies and practices in ensuring the collection of personal data is for purposes that are clear and appropriate in the circumstances.

##### Appropriate Notification

An organisation will be assessed on its policies and practices in ensuring notification of individuals of the purposes for the collection of their personal data, and ensuring notification of new purposes before the use or disclosure of their personal data.

##### Appropriate Consent

An organisation will be assessed on its policies and practices in ensuring that consent of individuals has been obtained for the purposes for the collection of their personal data, and ensuring that consent for personal data with special considerations (e.g. minors' personal data) has been obtained.

##### Appropriate Use and Disclosure

An organisation will be assessed on its policies and practices in ensuring the use and disclosure of personal data is for purposes for which consent of the individuals has been obtained.

##### Compliant Overseas Transfer

An organisation will be assessed on its policies and practices in ensuring appropriate personal data transfer policies are implemented as required under the PDPA.

### **Principle 3: Care of Personal Data**

#### Appropriate Protection

An organisation will be assessed on its policies and practices in ensuring reasonable security policies and practices are implemented, including by third parties handling personal data on its behalf, and ensuring regular testing of security safeguards.

#### Appropriate Retention and Disposal

An organisation will be assessed on its policies and practices in ensuring appropriate personal data retention policies are implemented, including for the disposal, destruction or anonymisation of personal data when there are no longer legal or business purposes to retain the personal data.

#### Accurate and Complete Records

An organisation will be assessed on its policies and practices in ensuring personal data for use or disclosure is accurate and complete, and ensuring personal data disclosed to a third party organisation is accurate and complete.

### **Principle 4: Individuals' Rights**

#### Effect Withdrawal of Consent

An organisation will be assessed on its policies and practices in ensuring provision for withdrawal of consent for the collection, use or disclosure of individuals' personal data.

#### Provide Access and Correction Rights

An organisation will be assessed on its policies and practices in ensuring provision for individuals' access to and correction of their personal data in the organisation's possession or under its control on request.

## ANNEX B

### PROCESS FLOW FOR THE DPTM CERTIFICATION

#### Application Stage

- An organisation submits application to IMDA.
- IMDA processes application submitted by the organisation and assesses fulfilment of criteria.
- Upon application being accepted by IMDA, the organisation will be informed of its successful application via email by IMDA and be provided instructions to proceed to select its preferred Assessment Body.

#### Certification Stage

- The organisation selects one of IMDA's appointed Assessment Bodies (list of Assessment Bodies on IMDA's website) to conduct the assessment.
- The Assessment Body will assess the organisation based on requirements of certification.
- The Assessment Body will submit assessment report for review by IMDA.
- If IMDA is satisfied that the organisation has met the requirements of certification, IMDA will grant the certification to that organisation, and notify that organisation accordingly.