

INDUSTRY READINESS SURVEY

JUNE 2014



Personal Data Protection Commission
460 Alexandra Road
#10-02 PSA Building
Singapore
Tel: (65) 6508 7333
Fax: (65) 6273 7370
Website: www.pdpc.gov.sg

Copyright © 2014 Personal Data Protection Commission of Singapore
All rights reserved. No part of this material may be stored in a retrieval system, transmitted, or reproduced in any way, including but not limited to photocopy, photograph, magnetic or other record, without the prior agreement and written permission of the Personal Data Protection Commission of Singapore.

Notwithstanding the above, part or parts of this publication may be used with the proper acknowledgement of its source without having to first obtain the prior agreement and written permission of the Personal Data Protection Commission of Singapore.

CONTENTS

PART I: SURVEY COVERAGE AND METHODOLOGY	3
INTRODUCTION AND SURVEY METHODOLOGY	3
PART II: SURVEY FINDINGS	4
1 EXECUTIVE SUMMARY	4
2 AWARENESS OF THE REQUIREMENTS OF THE DNC REGISTRY	5
3 AWARENESS OF THE NEED TO CHECK THE DNC REGISTRY	6
4 AWARENESS OF THE DATA PROTECTION PROVISIONS	7
5 SENTIMENTS TOWARDS PDPA	7 - 8
6 READINESS FOR PDPA	9

PART I: SURVEY COVERAGE AND METHODOLOGY

INTRODUCTION

The Personal Data Protection Commission (“PDPC”) conducted an industry readiness survey to find out more about the awareness and readiness of organisations in preparing for compliance with the Personal Data Protection Act (“PDPA”). The survey was held between February and April 2014.

SURVEY METHODOLOGY

1,000 companies from various industry sectors such as tourism, hospitality and retail, info-communication technology, healthcare, finance, real estate, social service, employment agency, education and others responded to the survey through email, telephone and face-to-face surveys.

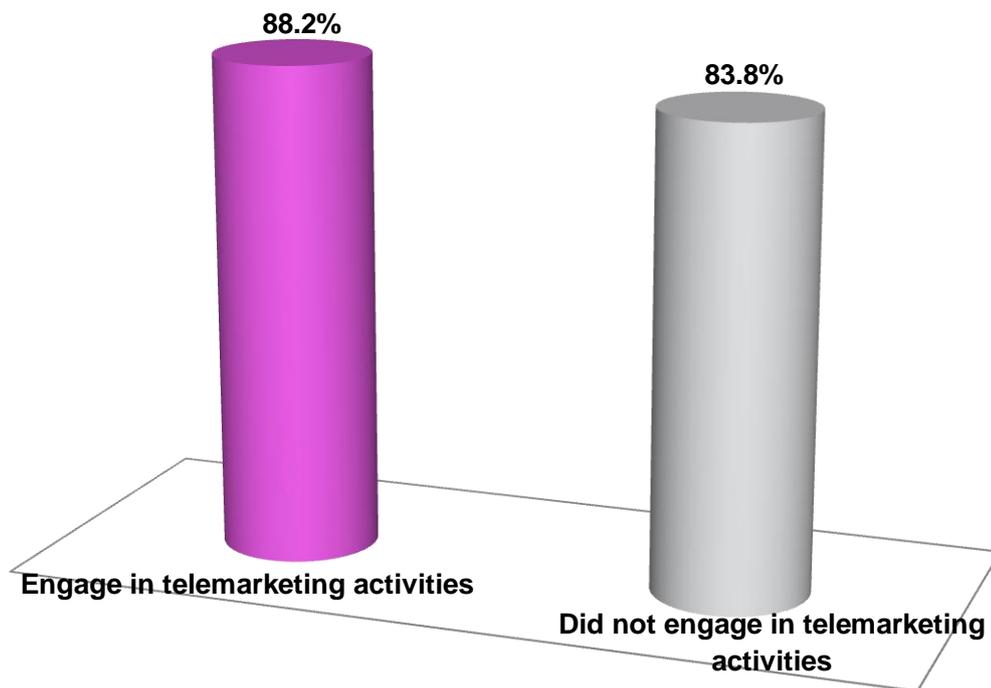
PART II: SURVEY FINDINGS

1 EXECUTIVE SUMMARY

- a. The awareness level of the DNC Registry among organisations was generally high. In particular, for those organisations that were engaged in telemarketing activities,
 - 88.2% were aware that the DNC Registry came into effect on 2 January 2014; and
 - 82.1% were aware that they would need to check the DNC Registry to ensure that the Singapore telephone numbers that they were sending telemarketing messages to, were not listed in the DNC Registry.
- b. 68.2% of the organisations surveyed were aware that the Data Protection (“DP”) Provisions would come into effect on 2 July 2014 and 65.8% were either partially or fully aware of the 9 data protection obligations that organisations would need to comply with.
- c. The sentiments towards PDPA were generally positive. 64.5% of the organisations believed that PDPA would help to strengthen Singapore’s position as a trusted hub and choice location for data hosting and management activities. 72.7% of the organisations believed that PDPA would be beneficial for consumers. More than half (55.4%) of the organisations believed that PDPA would be beneficial for organisations and they generally agreed that complying with PDPA would result in:
 - Building consumer confidence (69.7%);
 - Facilitating safe and protected cross-border transfer of information (67.5%); and
 - Improving corporate governance (58.1%).
- d. About half of the organisations surveyed indicated that they had adequate data protection measures in place (50.7%) and were clear what needed to be done for their organisations to comply with PDPA (50.1%).

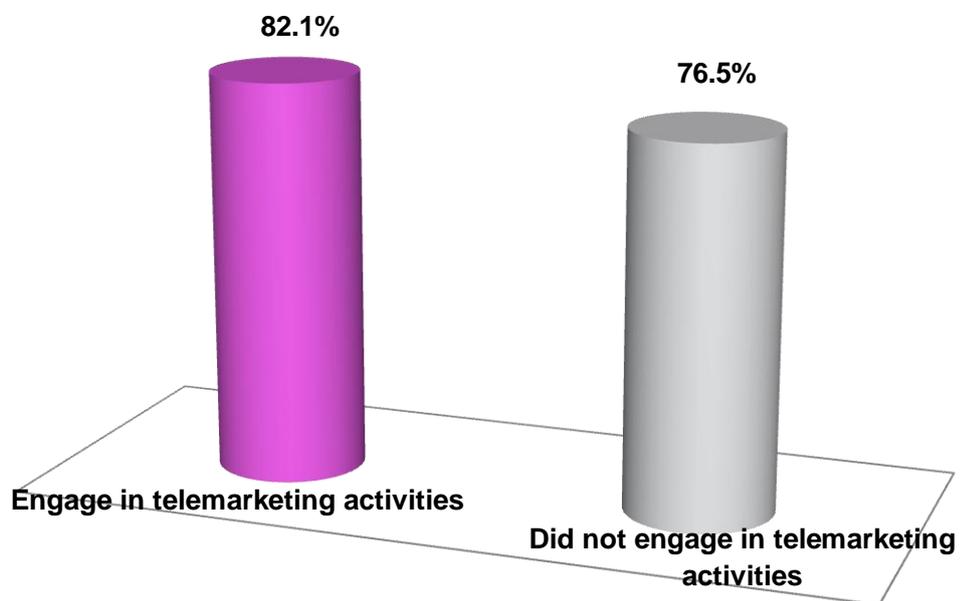
2. AWARENESS OF THE REQUIREMENTS OF THE DNC REGISTRY

- **88.2% of the organisations engaging in telemarketing activities** were aware of the requirements relating to the DNC Registry, which came into effect on 2nd January 2014.
- **83.8% of the organisations not engaging in any telemarketing activities** were also aware of the requirements relating to the DNC Registry, which came into effect on 2nd January 2014.



3. AWARENESS OF THE NEED TO CHECK THE DNC REGISTRY

- **82.1% of the organisations engaging in telemarketing activities** were aware that they would need to check the DNC Registry to ensure that the Singapore telephone numbers that they were sending telemarketing messages to, were not listed in the DNC Registry.
- **76.5% of the organisations not engaging in any telemarketing activities** were aware they would need to check the DNC Registry to ensure that the Singapore telephone numbers that they were sending telemarketing messages to, were not listed in the DNC Registry.



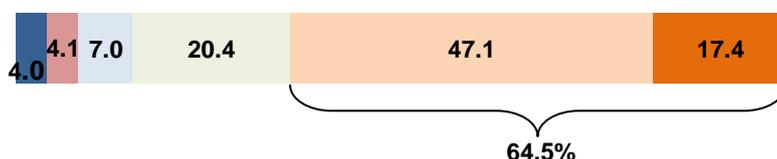
4. AWARENESS OF THE DATA PROTECTION PROVISIONS

- **68.2% of the organisations** were aware that the requirements relating to Data Protection would come into effect on 2nd July 2014.
- **65.8% of the organisations** were either fully or partially aware that the DP requirements comprised a set of 9 main obligations which organisations would need to comply with.

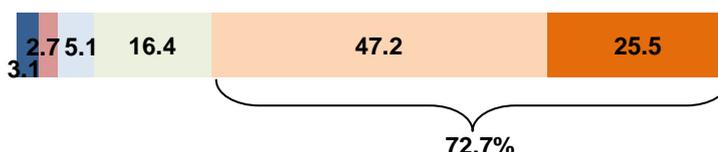
5. SENTIMENTS TOWARDS PDPA

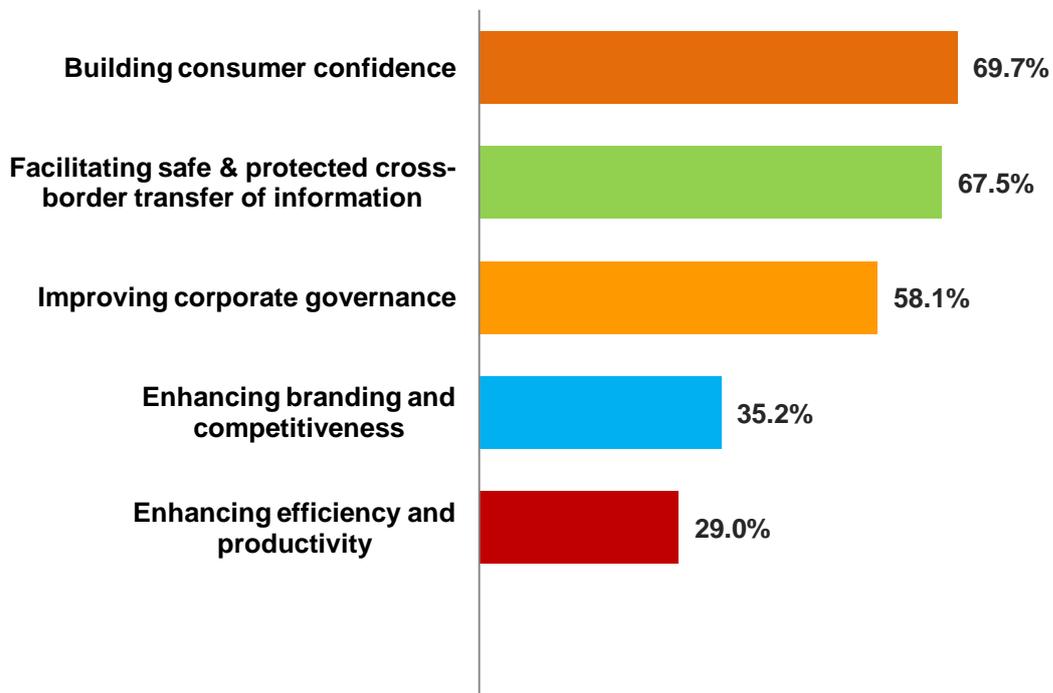
- **64.5% of the organisations** believed that the PDPA would help to strengthen Singapore's position as a trusted hub and choice location for data hosting and management activities.
- **72.7% of the organisations** believed that PDPA would be beneficial for consumers.
- **55.4% of the organisations** believed that PDPA would be beneficial for organisations and the top 3 benefits of the PDPA listed by organisations are: (1) building consumer confidence; (2) facilitating safe and protected cross-border transfer of information; and (3) improving corporate governance.

My organisation believes that PDPA will help to strengthen Singapore's position as a trusted hub and choice location for data hosting and management activities.



My organisation believes that PDPA is beneficial for consumers.

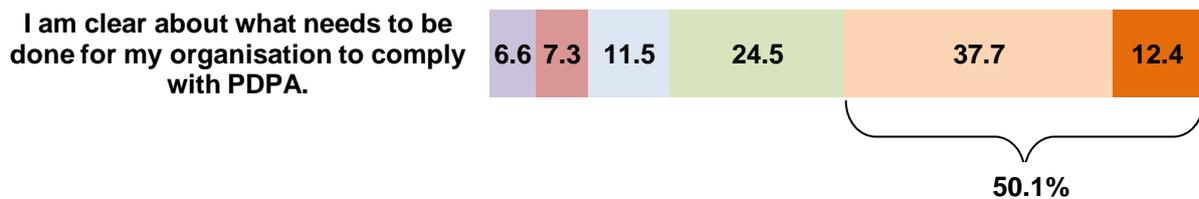
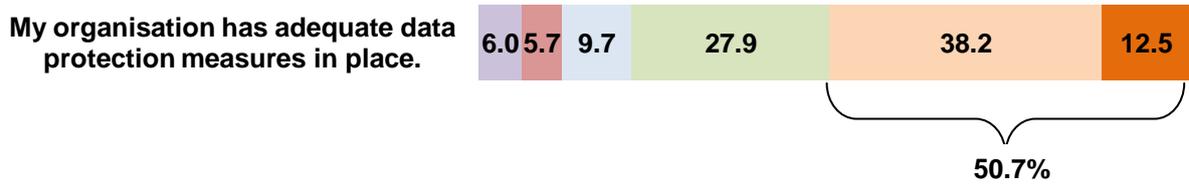




Note: The total does not add up to 100% as respondents can pick more than one benefits.

6. READINESS FOR PDPA

- **50.7% of the organisations** indicated that they had adequate data protection measures in place.
- **50.1% of the organisations** indicated that they were clear what needed to be done for their organisations to comply with the PDPA.



■ Strongly Disagree ■ Disagree ■ Slightly Disagree ■ Slightly Agree ■ Agree ■ Strongly Agree