

What You Should Know about the Personal Data Protection Act

What is the Personal Data Protection Act?

Starting from 2 July 2014, the data protection obligations¹ under the Personal Data Protection Act 2012 (PDPA) will allow you to protect your personal data collected, used and disclosed by private organisations².

A national Do Not Call (DNC) Registry has also been set up for you to register your Singapore telephone number if you do not wish to receive telemarketing messages from organisations.

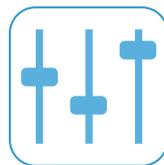
¹Data protection obligations here refer to parts III to VI of the PDPA.

²The data protection obligations do not apply to any public agency, or an organisation that is acting on behalf of a public agency, in relation to the collection, use or disclosure of the personal data.

What are the benefits?

The PDPA:

1.



Gives you more control over your personal data.

2.



Allows you to access and correct your personal data

3.



Lets you reduce unwanted telemarketing messages received.



What is Personal Data?

Any data that is about you may be considered personal data.

Personal data under the PDPA may include the following:

- Full name
- NRIC, or passport number
- Photograph or video image of an individual
- Mobile telephone number
- Personal email address
- Thumbprint
- Name and residential address



Do note that contact information you provide for business purposes (also known as business contact information) is not covered under the data protection obligations. This can include your name, designation, business telephone number/address/email address/fax number and any other similar information about you.

How does the PDPA apply to you?

With the introduction of the PDPA, you can decide which organisation can collect your data, how it is to be used and whether it can be disclosed. The PDPA covers all electronic and non-electronic personal data, regardless of whether the personal data is true or false.

You, too, have a responsibility to protect your own personal data. By being careful in managing your personal data, you can reduce the risks of misuse of your personal data.

Here are some things you should consider:

Providing Consent

Organisations will have to let you know why they are asking you for your personal data and obtain your consent before collecting, using or disclosing your personal data. If you willingly provide your personal data for a particular purpose, you may also be allowing organisations to collect, use or disclose your personal data. This is known as "deemed consent".

Knowing What Personal Data to Provide

Sometimes, it may not be necessary for you to provide your personal data. Organisations cannot force you to agree to the collection, use or disclosure of personal data beyond what is reasonable to provide a product or service to you.

Withdrawing Consent

You may tell an organisation to stop collecting, using or disclosing your personal data. The organisation should inform you of the likely consequences of your withdrawal before processing the request. However, the organisation is not required to delete or destroy your personal data and may retain it for as long as there are business or legal needs.

Requesting Access

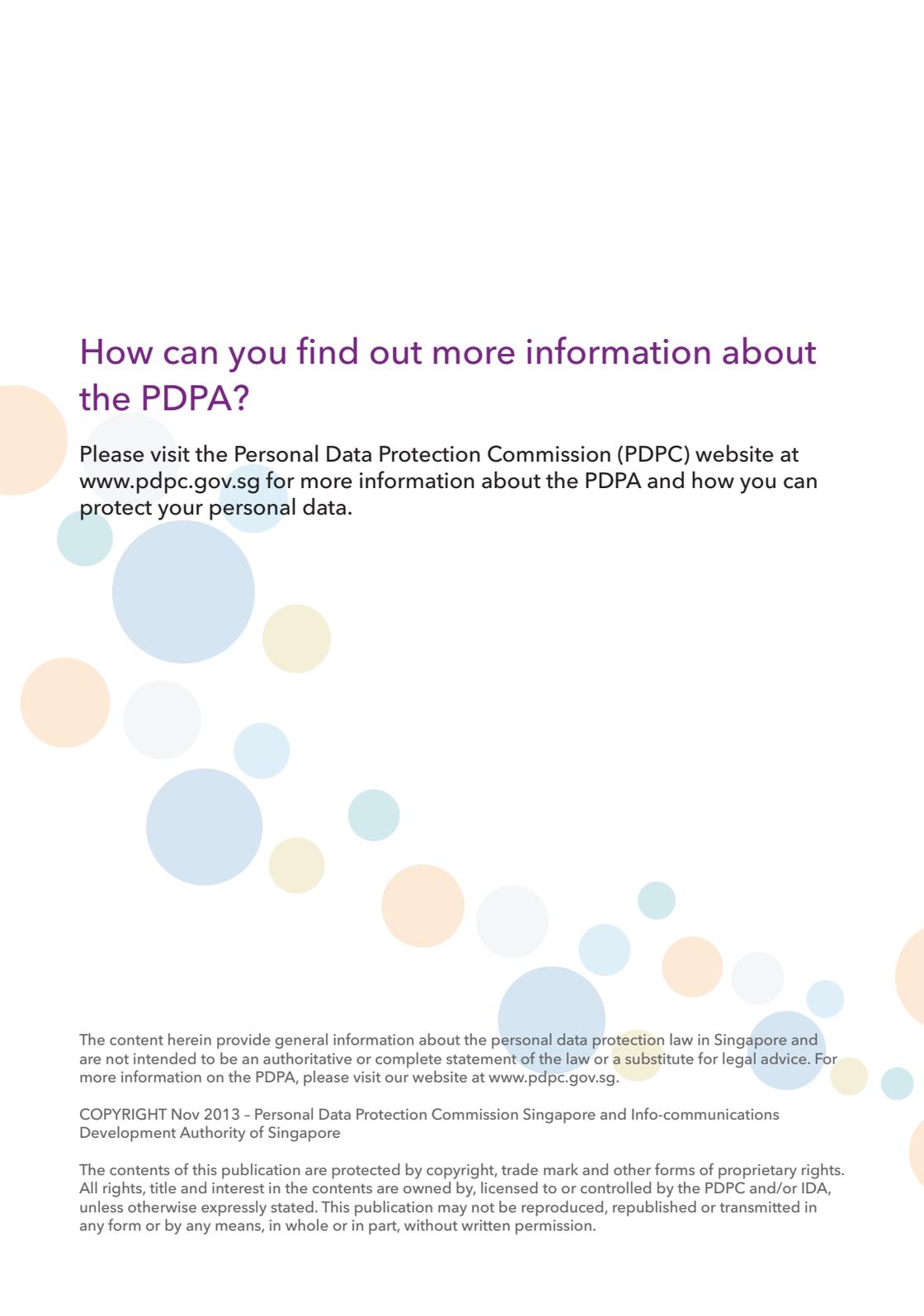
You may request to see the personal data that an organisation has about you. You can also check how your personal data has or may have been used or disclosed in the past year. Do note that organisations may levy an administrative fee for each access request or reject the request if it is considered frivolous.

Organisations also cannot grant access if giving you the personal data could:

- Cause immediate or serious harm to your safety or physical/mental health;
- Threaten the safety or physical/mental health of someone else;
- Reveal someone else's personal data;
- Reveal the identity of the person who provided your personal data; or
- Be contrary to the national interest.

Requesting Correction

You may request to correct an error or omission in your personal data held by the organisation. Unless the organisation has a valid reason not to make the correction, it should correct the data and send it to organisations which have received it in the past year; or if you agree, only to specific organisations to which the personal data was disclosed.



How can you find out more information about the PDPA?

Please visit the Personal Data Protection Commission (PDPC) website at www.pdpc.gov.sg for more information about the PDPA and how you can protect your personal data.

The content herein provide general information about the personal data protection law in Singapore and are not intended to be an authoritative or complete statement of the law or a substitute for legal advice. For more information on the PDPA, please visit our website at www.pdpc.gov.sg.

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