

CARE OF PERSONAL DATA

ACCURACY, RETENTION AND TRANSFER

Assure your customers and earn their trust by adopting good data protection practices today!

ACCURACY OBLIGATION

Make reasonable effort to ensure that personal data collected by or on behalf of your organisation is accurate and complete.



Be careful to ensure that the data source is reliable.



Ensure the currency of the personal data before using it



Conduct independent verification if there is reason for doubt.



EXAMPLE OF REASONABLE EFFORT TO ENSURE PERSONAL DATA COLLECTED IS ACCURATE AND COMPLETE



Nick applies for a home loan from a bank. The bank asks Nick to provide relevant details such as his name, address, current employment status and income, which constitute personal data, in order to assess the application. Related to this, the bank asks Nick to provide supporting documents including an identity document and his most recent payslip, in order to verify the information provided by Nick. It also asks Nick to declare that the information he has provided is accurate and complete. In this scenario, the bank has made a reasonable effort to ensure that the personal data collected from Nick is accurate and complete.

RETENTION OBLIGATION

Cease retention or anonymise personal data when it is no longer necessary for any business or legal purposes.



TIPS IN CEASING RETENTION OF PERSONAL DATA:



- Destroying the personal data.
- Returning the personal data to the individual concerned.
- Transfer the personal data to another person on the instructions of the owner of the personal data.
- Anonymise the personal data, ie. removal of identifying information.



TRANSFERRING ORGANISATIONS ARE DEEMED TO HAVE SATISFIED THE FOLLOWING CONDITIONS:

- Obtained consent from the individual whose personal data is to be transferred overseas.
- Transfer is necessary to fulfil a contract between the organisation and the individual. (E.g. Tour agency transfers the personal data of its customers to an overseas hotel for room reservation.)
- Transfer is necessary to respond to an emergency that threatens the life, health or safety of an individual. (E.g. A local hospital transfers the necessary medical records of a patient to an overseas hospital to treat the patient who is in critical condition.)
- The personal data is in transit or publicly available in Singapore.



TRANSFER OBLIGATION

Ensure that the standard of protection accorded to personal data is comparable to the PDPA when it is transferred overseas.



The more trusted a brand is, the more willing customers are to share their personal data.



For more information, refer to the PDPC's Advisory Guidelines on Key Concepts in the PDPA at www.pdpc.gov.sg