

# COLLECTION, USE AND DISCLOSURE OF PERSONAL DATA:

NOTIFICATION, CONSENT, PURPOSE

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



## NOTIFICATION OBLIGATION

Notify individuals of the purposes for the collection, use or disclosure of their personal data.



## CONSENT OBLIGATION

Obtain consent to collect, use or disclose individuals' personal data.

Allow individuals to withdraw consent.

## PURPOSE LIMITATION OBLIGATION

Do not make customers consent to the collection, use or disclosure of their personal data beyond what is reasonable to provide the product or service.



Collect, use or disclose personal data only for the purposes for which consent was obtained.

*Trust and confidence are essential in enhancing a company's reputation.*



For more information, refer to the PDPC's Advisory Guidelines on Key Concepts in the PDPA at [www.pdpc.gov.sg](http://www.pdpc.gov.sg)