

CARE OF PERSONAL DATA:

ACCURACY, PROTECTION, RETENTION, TRANSFER

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

PROTECTION OBLIGATION

Put in place reasonable security arrangements to protect personal data from unauthorised access, collection, use, disclosure or similar risks.



RETENTION LIMITATION OBLIGATION

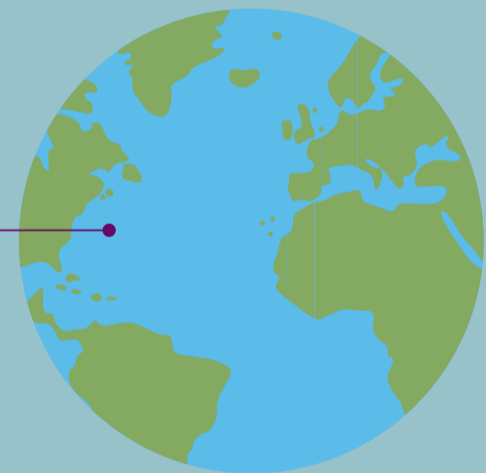
Cease retention or anonymise personal data when it is no longer necessary for any business or legal purposes.

Make reasonable effort to ensure that the personal data collected is accurate and complete.

ACCURACY OBLIGATION



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



TRANSFER LIMITATION OBLIGATION

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