Getting Started

Here are some possible steps you can take to get started:

**STEP 1** Appoint a Data Protection Officer
Designate at least one person to oversee your organisation’s compliance with the PDPA. This person may be an employee in your organisation, and his/her role may include developing policies for handling personal data in electronic or non-electronic forms, communicating internal personal data policies to customers, and handling any queries or complaints about personal data.

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After understanding your organisation’s personal data inventory, you should review its data management framework and processes to align them with the PDPA. Here are some things to consider:
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- Review the terms of engagement with third parties such as agents, partners or data intermediaries to ensure adherence to the PDPA.

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**DNC Registry Provisions**

There will be three Do Not Call (DNC) Registers created for voice calls, text messages (e.g., SMS/MMS) and fax messages. To opt out of unsolicited telemarketing messages, individuals may register their Singapore telephone numbers with any or all of the DNC Registers for free. Their registration does not expire, unless they withdraw their registrations or terminate their numbers.

If your organisation would like to send telemarketing messages via any or all three means, before doing so, you will need to:
- Check the relevant register(s) before sending telemarketing messages;
- Provide contact information about the organisation who sent or authorised the sending of the telemarketing messages within the message; and
- Ensure the calling line identity is not concealed or withheld (for voice calls).

If you have obtained the individual’s clear and unambiguous consent in written or other accessible form to receive telemarketing messages specifically through voice calls, text messages or fax messages from your organisation, you may do so regardless of whether he/she is registered with the DNC Registry.

The DNC Registry, however, does not cover messages sent for other purposes, such as service calls or reminder messages sent by organisations to render services bought by the individual. Telemarketing calls or messages of a commercial nature that target businesses are also excluded from the DNC Registry provisions.

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**WHEN BUSINESS GETS PERSONAL**

A QUICK GUIDE TO THE PERSONAL DATA PROTECTION ACT 2012 FOR ORGANISATIONS

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www.pdpc.gov.sg
The PDPA contains two sets of requirements, covering personal data protection and the Do Not Call (DNC) Registry, which came into force on 2 July 2014 and 2 January 2014 respectively. There was an 18-month transition period to allow organisations time to review and adopt internal personal data protection policies and practices in accordance with the PDPA.

The personal data protection requirements cover personal data stored in electronic and non-electronic forms. The requirements, however, do not apply to:

- An individual acting in a personal or domestic capacity.
- An employee acting in the course of his/her employment with an organisation.
- A public agency or an organisation acting on behalf of a public agency in relation to the collection, use or disclosure of personal data.
- Business contact information. This refers to an individual’s name, position name or title, business telephone number, address, email address, fax number and any other similar information about an individual, provided by the individual solely for his/her personal purposes.
- Personal data about deceased individual, except that the provisions relating to disclosure and protection of personal data apply to personal data about an individual who has been dead for 10 years or fewer.
- Personal data contained in a record that has been in existence for at least 100 years.

What is Personal Data?

Personal data refers to data, whether true or not, about an individual who can be identified from that data, or from that data and other information to which an organisation has or is likely to have access. These can range from names, contact numbers and addresses to other types of data that do not directly identify an individual on its own but form part of an accessible record about an individual.

Existing Data

You may continue to use personal data that has been collected before the PDPA comes into effect for the purposes for which the personal data was collected, unless the individual has withdrawn consent. If there is a fresh purpose for the use of the personal data, consent has to be obtained anew. For personal data collected after the PDPA comes into effect, you will have to notify and obtain the individual’s consent to the collection, use and disclosure of his/her personal data.
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**The Personal Data Protection Act 2012**

The Personal Data Protection Act 2012 (PDPA) governs the collection, use and disclosure of personal data by private organisations, in a way that recognises both the needs of individuals and organisations.

**Benefits**
- Gives individuals more control over how their personal data is collected, used and disclosed.
- Allows individuals to access and correct their personal data held by organisations.
- Serves to strengthen Singapore’s position as a trusted hub for data hosting and management activities.

**Introduction**

Organisations today collect and use personal data of individuals such as customers, employees or members of associations. They need such data for providing products and services to customers, understanding customers’ profile and market trends to develop better products and services so as to retain their competitive edge, and managing employment and members’ relationships. These individuals trust organisations to use and disclose their personal data appropriately and keep their information safe.
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**Personal Data Protection Commission Singapore**

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This publication gives a general introduction to information about the personal data protection law in Singapore and best practices. The contents herein are not intended to be an authoritative statement of the law or a substitute for legal advice. The Personal Data Protection Commission (PDPC), the Multimedia Development Authority of Singapore (MDA) and their respective members, officials and employees shall not be responsible for any inaccuracy, error or omission in this publication or losses for any damage or loss of any kind as a result of any use of or reliance on this publication.

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