



PERSONAL DATA  
PROTECTION COMMISSION  
S I N G A P O R E

## Media Release

8 May 2015 | Embargoed till 8 May 2015, 10.00 am

### **Organisations gain customer trust through building capabilities in data protection**

*Small and Medium Enterprises (SMEs) can expect more help to comply with the Personal Data Protection Act (PDPA)*

Organisations, especially SMEs can look forward to more assistance from the Personal Data Protection Commission (PDPC) to comply with the PDPA.

#### Guides to help companies protect data from cyber threats

PDPC has worked with the Cyber Security Agency (CSA) to launch two guides, namely the “Guide to Securing Personal Data in Electronic Medium” and the “Guide to Managing Data Breaches”. The first guide includes practical advice on good ICT security measures that SMEs should undertake to protect electronic personal data through areas such as security awareness and governance, and the second guide is meant to help SMEs recognise how data breaches may occur, and develop a data breach management plan.

#### Legal advice scheme with the Law Society

The PDPC has partnered the Law Society to provide the PDPA Legal Advice Scheme. Available from 1 June 2015 onwards, it will provide SMEs with basic legal advice on compliance with the PDPA at a preferential fixed charge of \$500. During the one hour consultation session, SMEs can expect advice on whether they have complied with the PDPA provisions and the follow-up actions to adopt.

#### More measures by the PDPC

In addition, the PDPC will introduce the following measures:

- From 1 June 2015 onwards, PDPC will double the credits annually from 500 previously to 1000 to help organisations check the “Do Not Call” (DNC) Registry. In a consumer survey conducted by the PDPC this year, about 9 in 10 consumers who have signed up for the DNC Registry experienced a drop in the number of telemarketing messages received over the past year. The extra credits will help organisations better comply with the DNC provisions under the PDPA and build consumer confidence.

- New advisory guidelines to provide organisations with greater clarity on whether an organisation may require an individual to provide his consent for marketing purposes. Templates to obtain and withdraw consent for the collection, use and disclosure of personal data would also be provided as part of the advisory guidelines.
- New self-assessment module in the PDPC's e-learning programme will allow individuals to learn about data protection practices at their own pace and test their knowledge at the end of the programme. More than 7,000 users have benefitted from the programme in the past 9 months.
- Monthly online DPO newsletter with useful tips and articles relevant to organisations

### Increase in awareness of PDPA

Earlier this year, PDPC conducted two surveys with organisations and consumers, and the findings showed that organisations were aware of the need to comply with the PDPA. They also indicated that they had benefitted from compliance. More than 80% of organisations had some measures in place to comply with the PDPA such as keeping personal data in a secure manner and obtaining consent from individuals before the collection, use or disclosure of their personal data. More than 80% of organisations also believed that the PDPA would help strengthen Singapore's position as a trusted hub and choice location for data hosting and management activities.

### Consumers value good data protection practices

More than 80% of individuals agreed that with the Act, consumers had better control over their personal data. Close to 90% of consumers said that the Act was a good initiative to protect their personal data from misuse. Close to 80% of consumers felt that the Act was effective as more organisations had been seeking consent when collecting personal data.

Commenting on the survey results and measures, Mr Leong Keng Thai, Chairman, PDPC, said "The Commission is heartened that many organisations in Singapore are committed to protect the personal data of consumers, as well as to comply with the PDPA. We will continue our education and outreach efforts so that consumers can benefit from good data protection practices of businesses."

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Annex A – Personal Data Protection Act Legal Advice Scheme for SMEs

Annex B – Guide on Securing Personal Data in Electronic Medium

Annex C – Guide to Managing Data Breaches

Annex D – Factsheet on E-learning Programme for Data Protection Capability Development

Annex E – Advisory Guidelines for Requiring Consent for Marketing Purposes & Sample Clauses for Obtaining and Withdrawing Consent

Annex F – Quotes from the Law Society of Singapore and Information Technology Management Association

Annex G – Infographics on initiatives to help SMEs, Survey with Organisations and Survey with Consumers

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## **ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION**

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### **About Personal Data Protection Commission**

The Personal Data Protection Commission (PDPC) administers the Personal Data Protection Act 2012 in Singapore, which aims to safeguard individuals' personal data against misuse and promote proper management of personal data in organisations. In addition, the Act will enhance Singapore's competitiveness and strengthen our position as a trusted business hub, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit [www.pdpc.gov.sg](http://www.pdpc.gov.sg).

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