



**COLLECTING, USING AND DISCLOSING  
PERSONAL DATA FOR ELECTION ACTIVITIES**

Election activities involving the collection, use or disclosure of personal data are subject to the Data Protection Provisions under the Personal Data Protection Act (PDPA).

This means that political parties, election candidates and their data intermediaries should:



Inform individuals of the purpose for collecting his / her personal data before collection and obtain consent for the collection, use or disclosure of the personal data.



Keep the personal data only where there is a business or legal purpose to do so.



Protect the personal data collected.

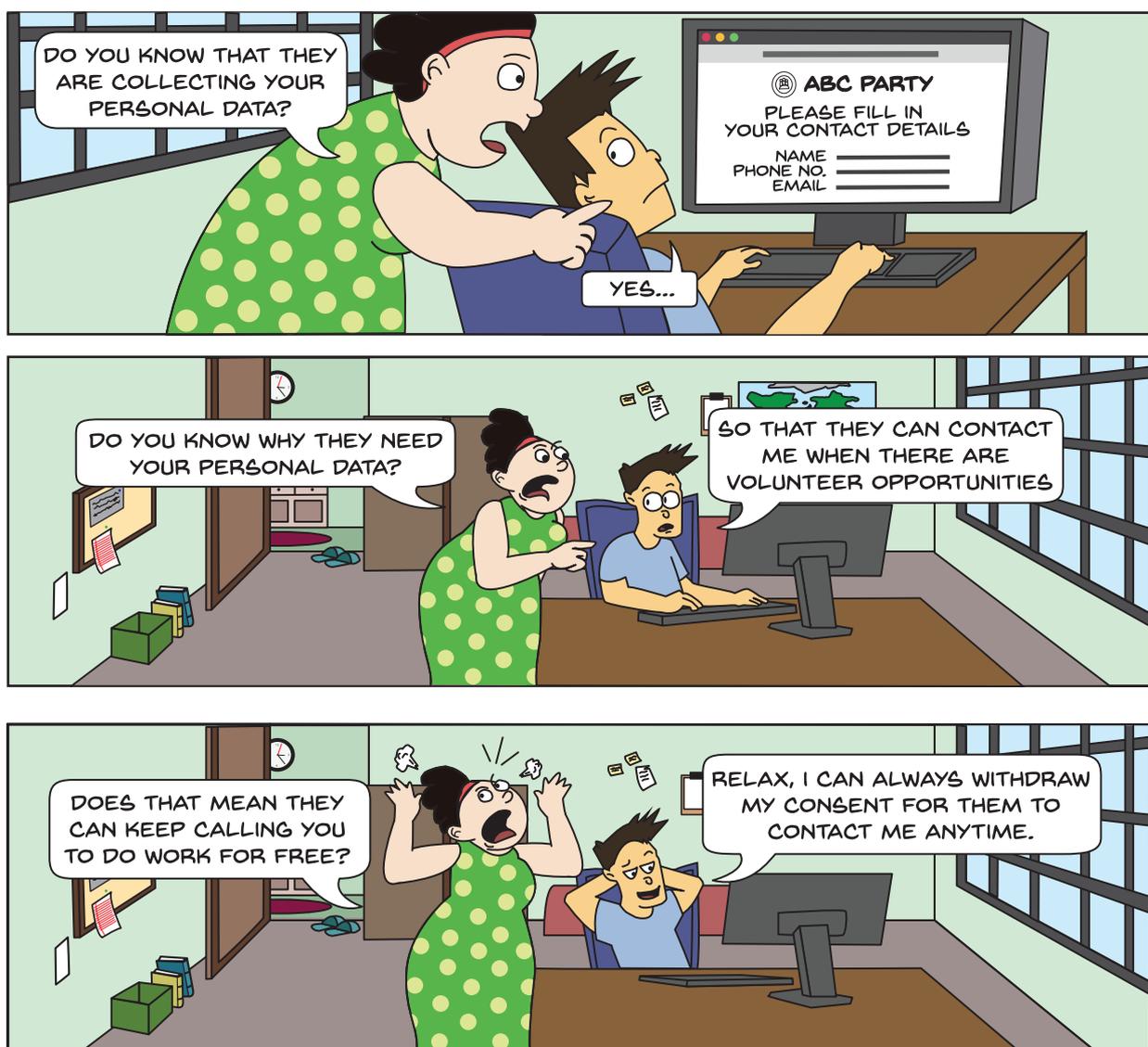
The above are just some of the 9 obligations under the PDPA that political parties, election candidates and their data intermediaries need to comply with.

Volunteers helping with election activities that involve personal data should also take care of the personal data that they handle.

For more information, please refer to the Personal Data Protection Commission's (PDPC) **Advisory Guidelines on the Application of the PDPA to Election Activities**.

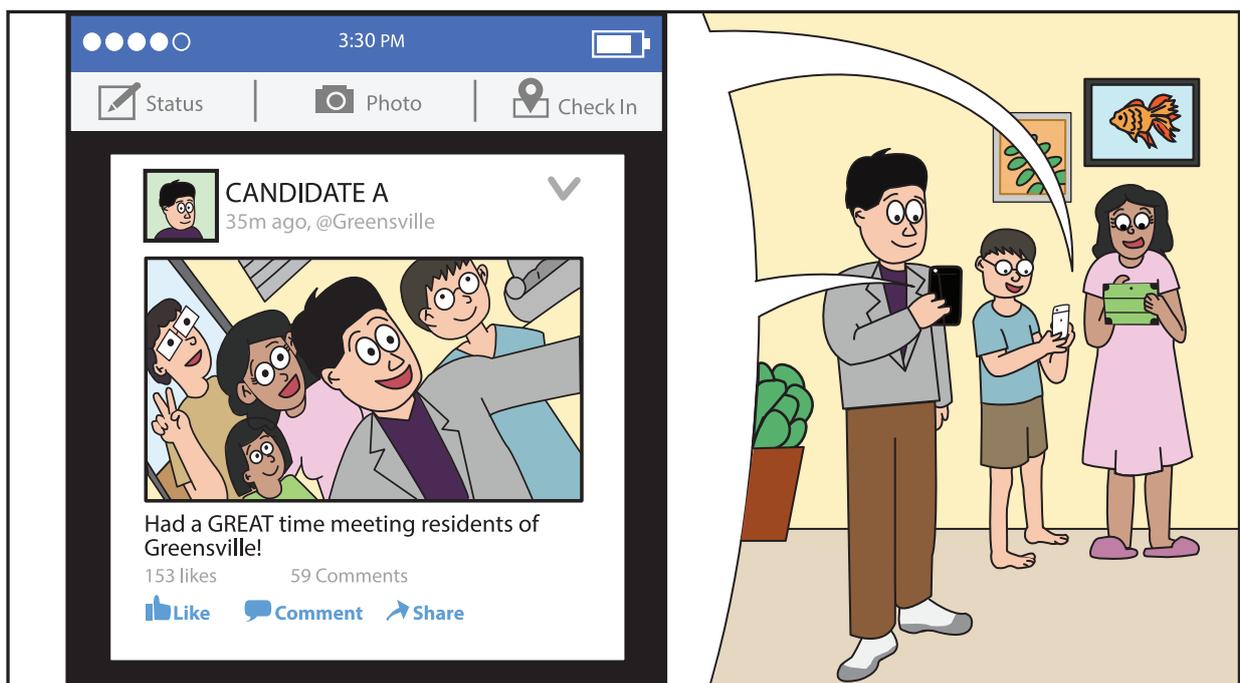
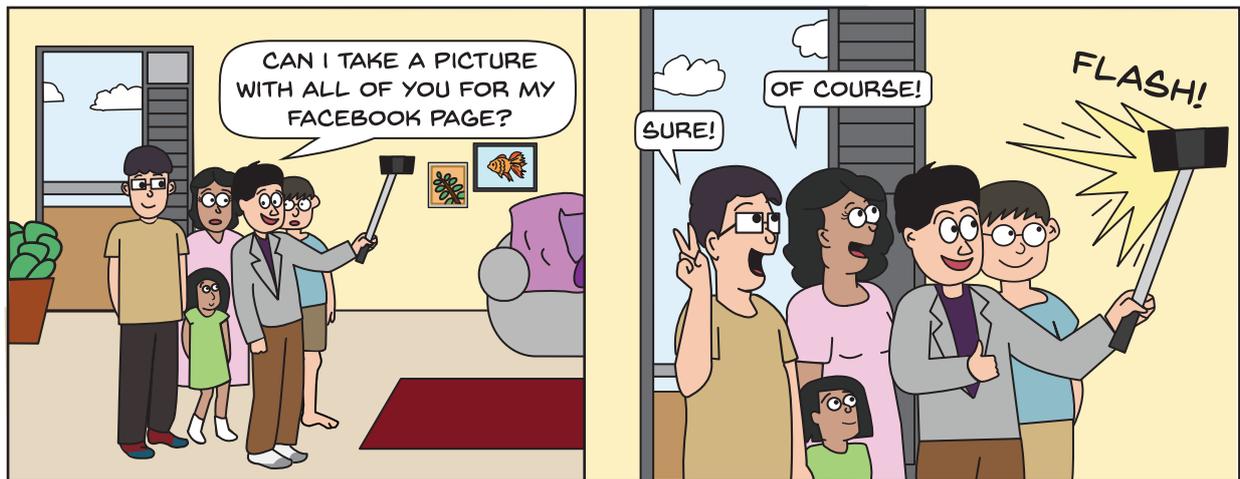
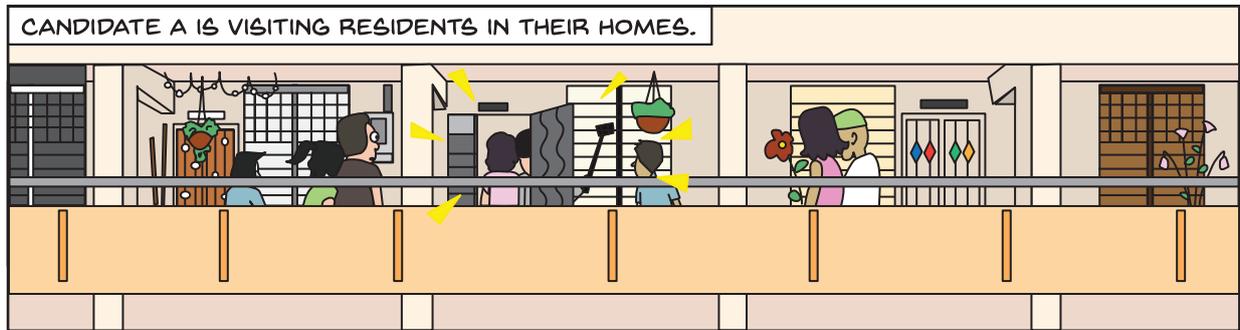
## Collecting Personal Data

- Inform individuals of the purpose(s) and obtain their consent before or at the point of collecting their personal data.
- Where possible, consent should be in writing or recorded in a manner that is accessible for future reference.
- Provide information about how individuals can withdraw consent for the purposes.

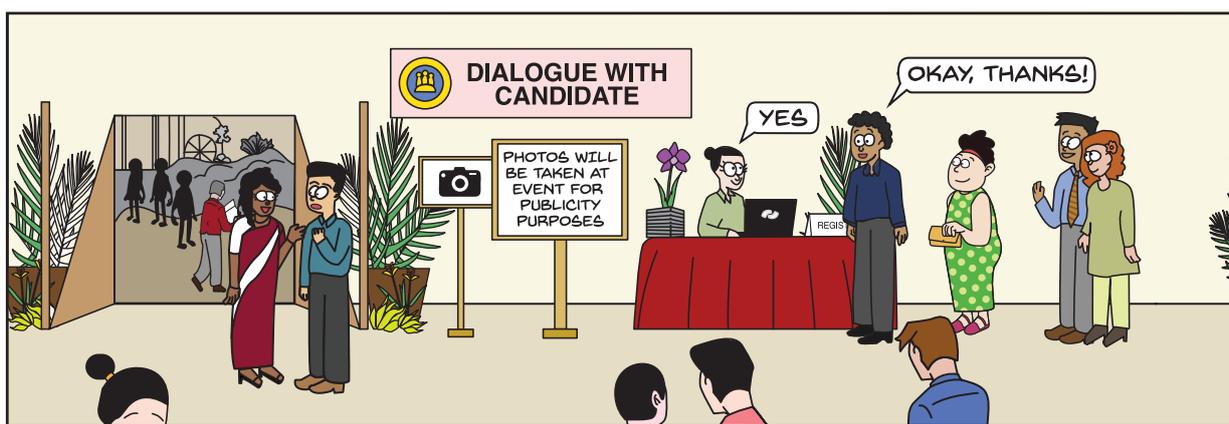
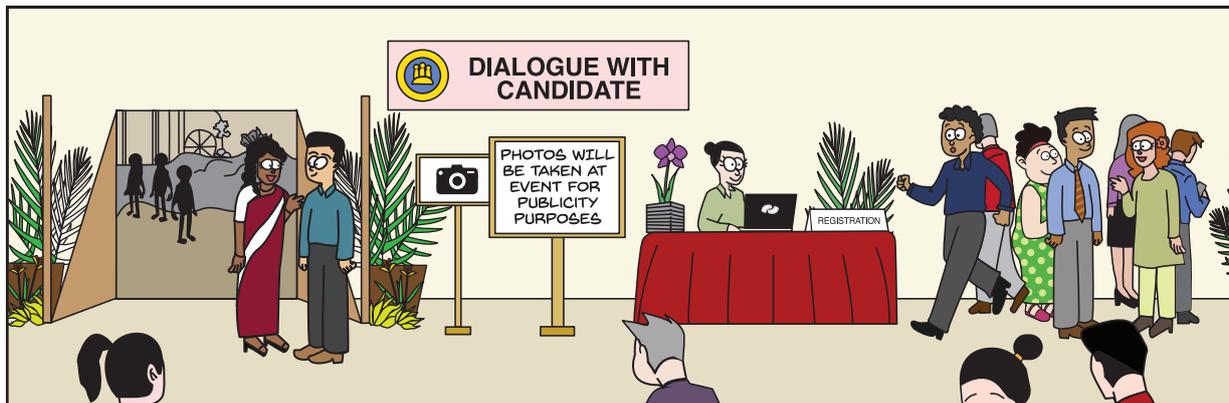


## Taking Photographs

- When taking photographs at private venues or events, notify individuals of the purposes and seek their consent for the photography.



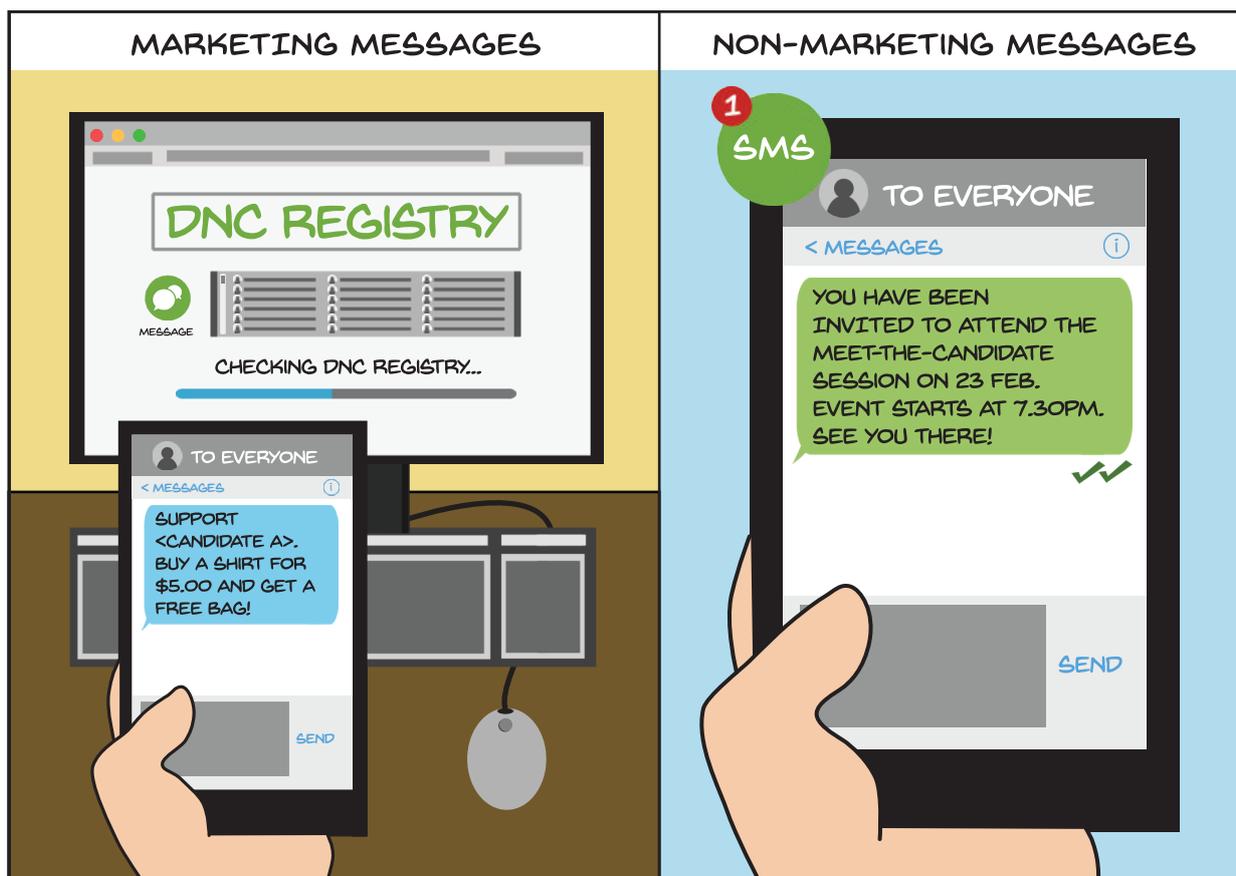
- For photography at public locations, as good practice, photos should be taken openly and individuals should be notified of the purpose of the photography where possible.





## Marketing Messages to Singapore Telephone Numbers

- Comply with the Do Not Call (DNC) Provisions when sending marketing messages to Singapore telephone numbers.
- A message where the sole purpose is for election campaigning is not a marketing message and hence not subject to the DNC provisions.



For more information, please refer to the **PDPC's Advisory Guidelines on the Do Not Call Provisions**.



[www.pdpc.gov.sg](http://www.pdpc.gov.sg)

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This publication gives a general guide to the protection of personal data for election activities under the Personal Data Protection Act. Please note that there may be other relevant laws and regulations that may apply to such activities, which need to be complied with. The contents herein are not intended to be an authoritative statement of the law or a substitute for legal advice. The PDPC and its respective members, officers and employees shall not be responsible for any inaccuracy, error or omission in this publication or liable for any damage or loss of any kind as a result of any use of or reliance on this publication.

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