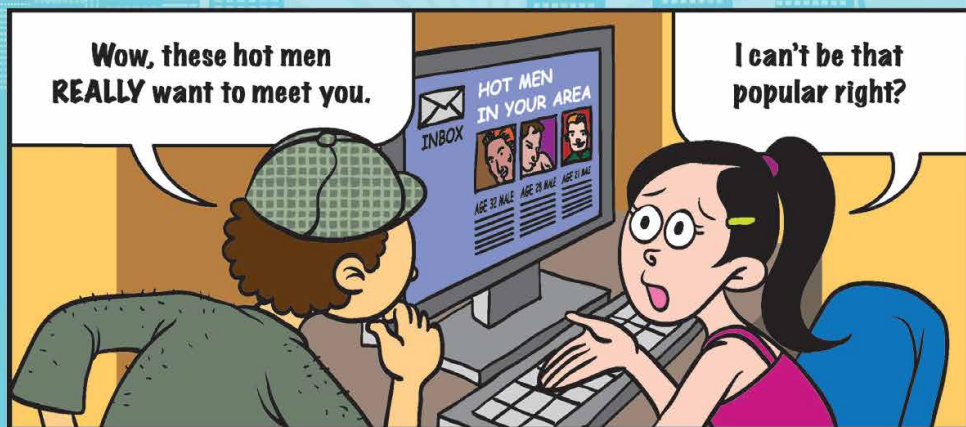


The Adventures of Detective Green

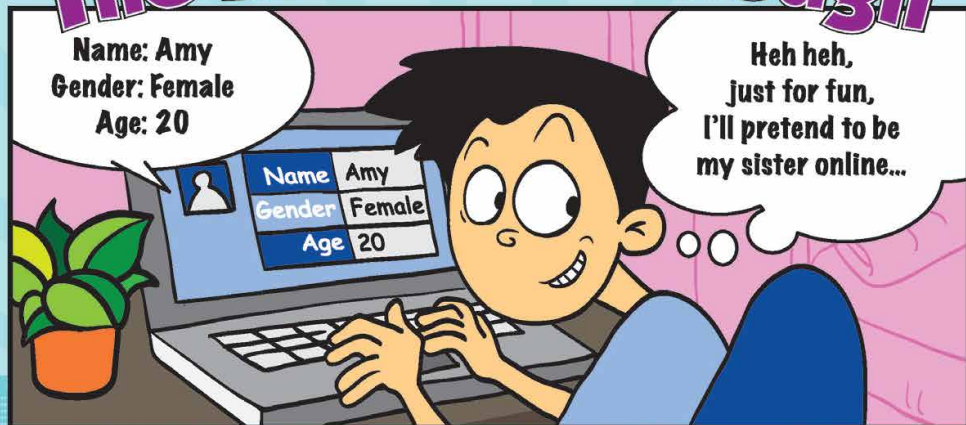
NOTES ON THE
IMPORTANCE
OF USING
PROTECTION



Your Data, Your Choice



The Bluff Gets Rough



In The Face Of Technology



Like For A Reason

Over 500 Pages 'liked'?

Wow



'Like' is free! So I just like anything and everything. Hahaha... maybe got good deal?!

SocialShoutOutLoud



Understanding your newborn's language



Things to NEVER tell your wife



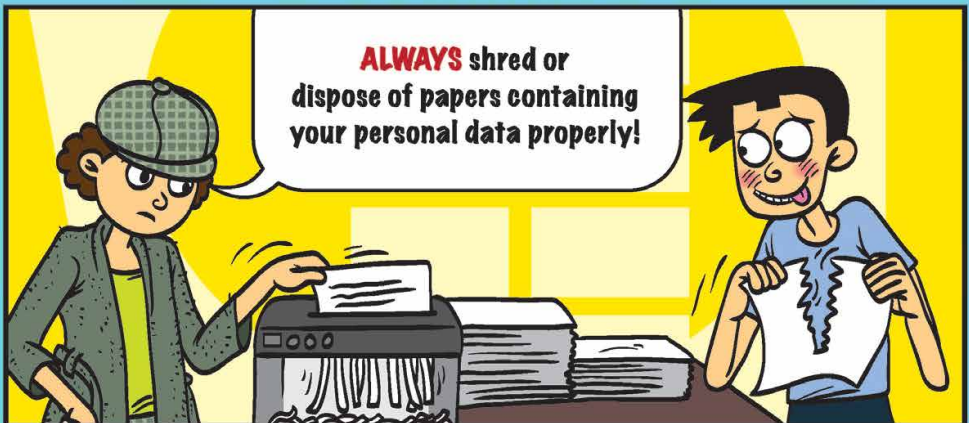
EXTREME SPORTS UNLIMITED

So much irrelevant content wasting my time... I'm soooooo frustrated!!



Remember, to receive relevant content, be selective. Don't just 'like' without knowing what it is about!

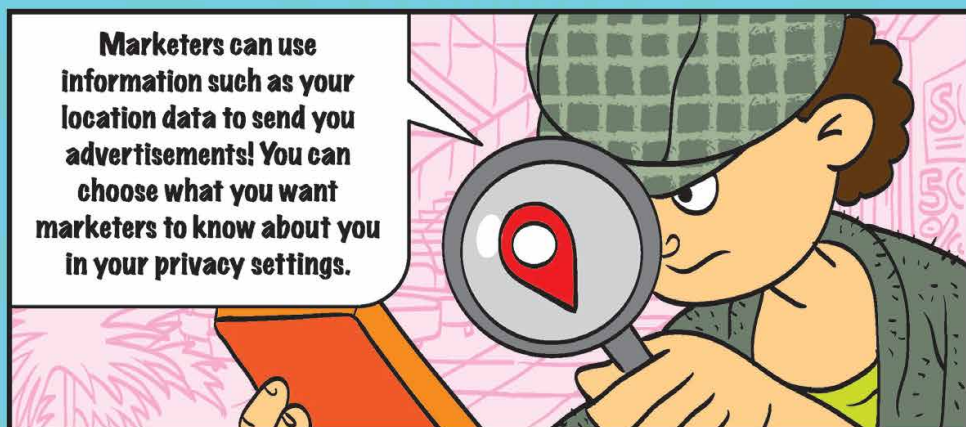
Shred Before Sell



Convenience At Your Fingertips



Wherever You Will Go



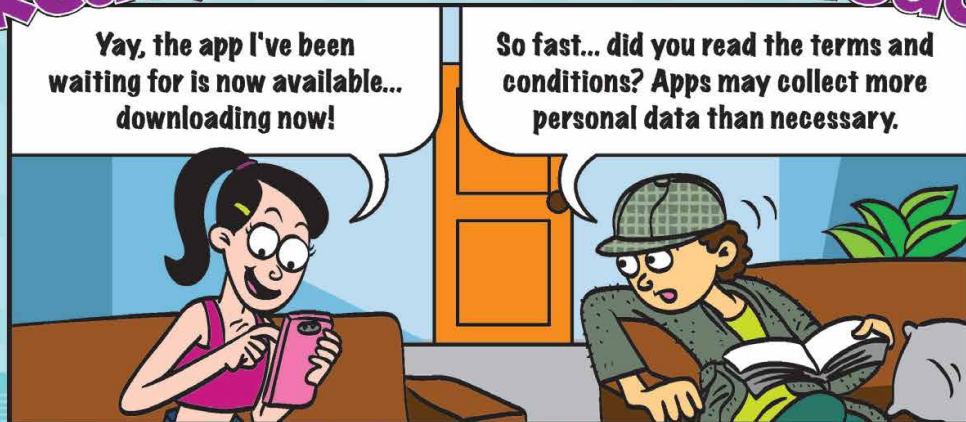
Trust In The Trustmark



Machine VS Man



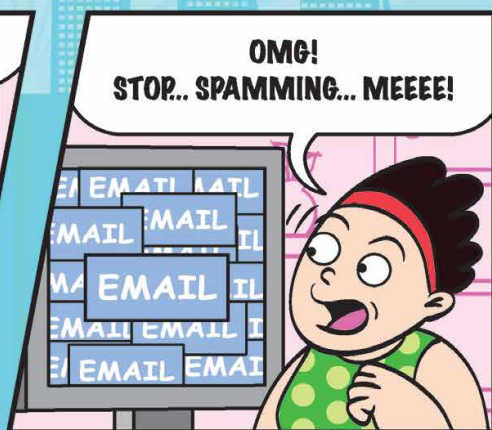
Read, Accept, Download



DO THIS SURVEY & GET A FREE PHONE!

Click Here

A new phone just by doing a survey?
Wow I WANT!!!



Your Voice Speaks Volumes

Hey Garrgle, what are my upcoming meetings?

Hello sir, you have a client meeting this afternoon, Friday dinner with family and Saturday night drinks with friends.

Now I can access my calendar without lifting my fingers!

The Next Day

Hmmm, it's our anniversary next week! Let me check his calendar to see if he has any surprise planned.

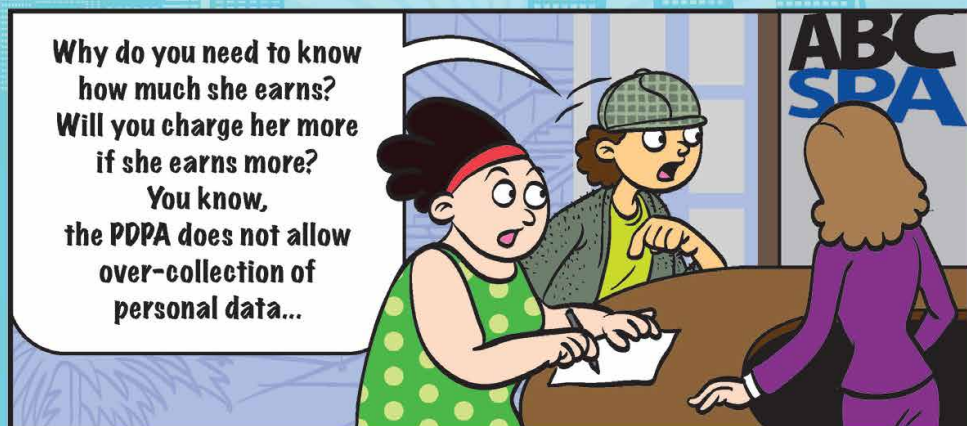
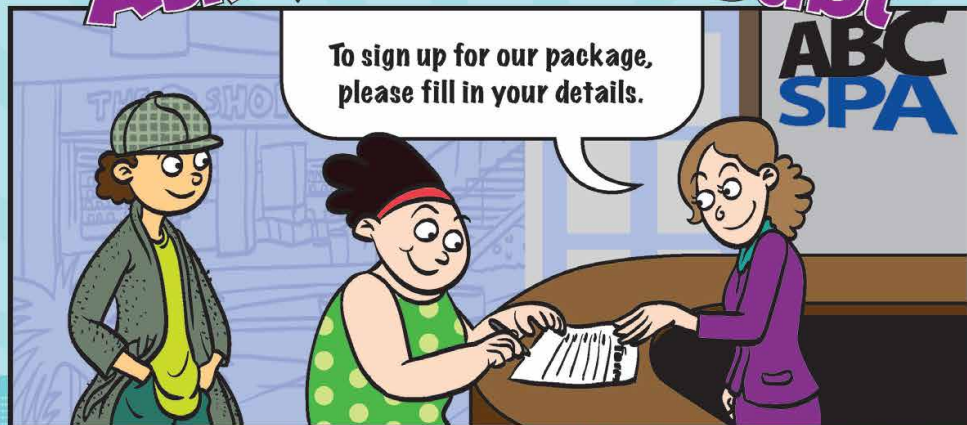
Hey Garrgle, what are my upcoming meetings?

Voice not recognised.

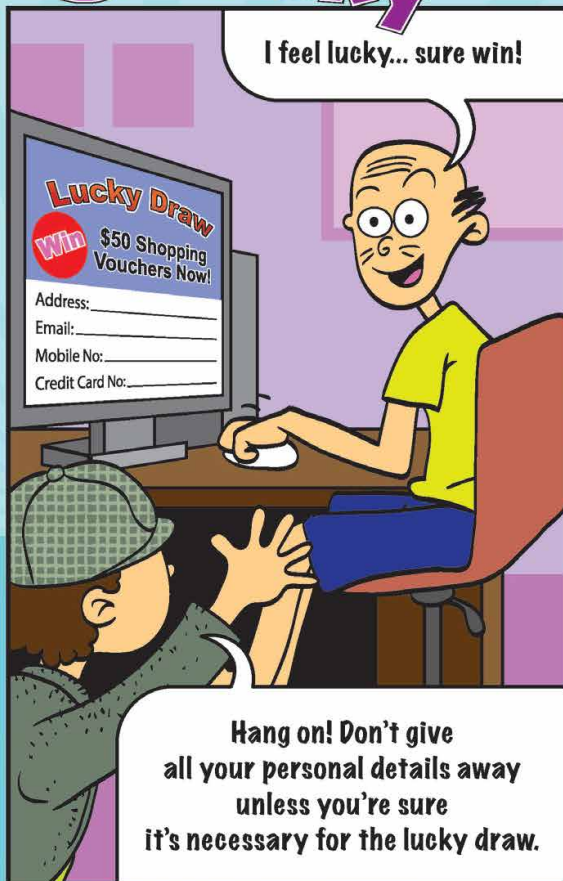
Garrgle recognises my voice and so only I can access my calendar.

Voice is also personal data that can help smart technology identify a person!

Ask When In Doubt



Feeling Lucky



Protection Is Better Than Cure



We should all change our passwords regularly to protect our personal data from unlawful access!

Password should at least be 8 characters with mix of upper & lower case, numbers, symbols & **cute animals**.



How?



Just kidding!
Cute animals are optional.

Data Done Right

This site is great! It shows me all the latest products suitable for Meowmeow.

Plush toy... add to cart!
Drinking fountain... add! Add!



Some companies certainly know how to make good use of customers' data and preferences so that their search engine recommends relevant and interesting things to their customers!



We can't wait for them to arrive!
Right, Meowmeow?

Meow



Your Data, Your BFF

My new fitness tracker can assess my health and even give me advice!

Wow. The wonders technology can do with your personal data!



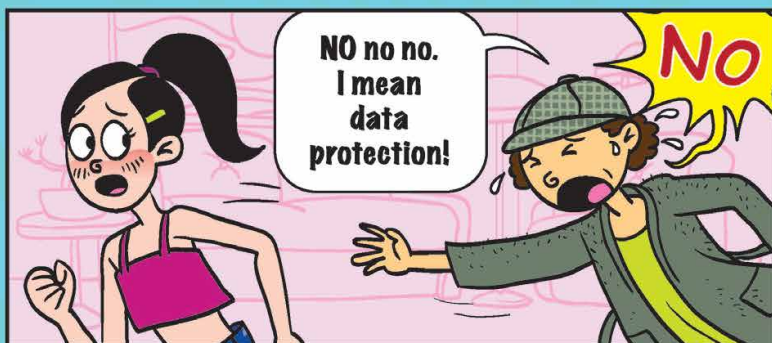
Your blood pressure is too high, cholesterol levels are through the roof and you need to throw away your pizza.



Too Much Information

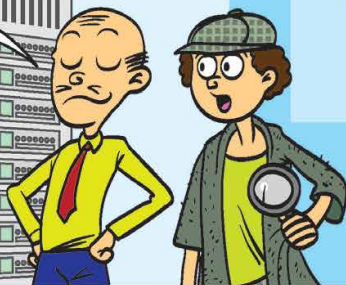


Always Use Protection



Handle With Care

We have the best equipment to protect our customers' personal data. No way there will be any data breach or I'll buy you a trip around the world!



Beep, Beep

Boss, urgent news!!! Our customers' data have been leaked!

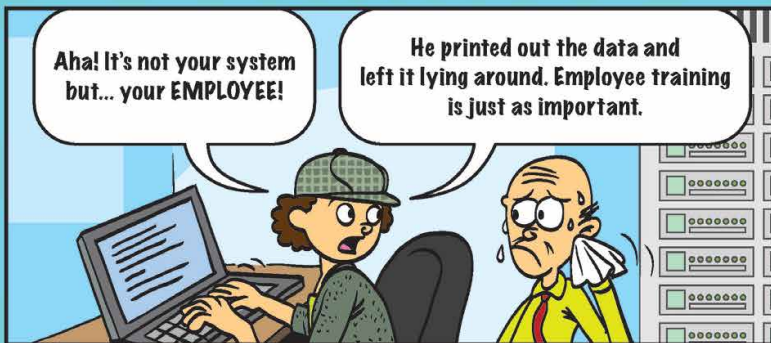
GASP!

How did this happen?!



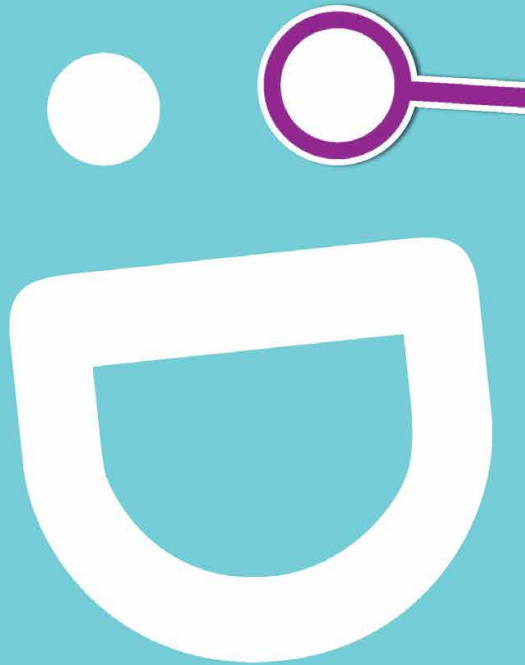
Aha! It's not your system but... your **EMPLOYEE!**

He printed out the data and left it lying around. Employee training is just as important.



So... Can I go on holiday now?





#SGDIGITAL

Singapore Digital (SG:D) gives Singapore's digitalisation efforts a face, identifying our digital programmes and initiatives with one set of visuals, and speaking to our local and international audiences in the same language. The SG:D logo is made up of rounded fonts that evolve from the expressive dot that is red. SG stands for Singapore and :D refers to our digital economy. The :D smiley face icon also signifies the optimism of Singaporeans moving into a digital economy. As we progress into the digital economy, it's all about the people - empathy and assurance will be at the heart of all that we do.

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SG:D **pdpc** PERSONAL DATA
PROTECTION COMMISSION
SINGAPORE
EMPOWERING POSSIBILITIES