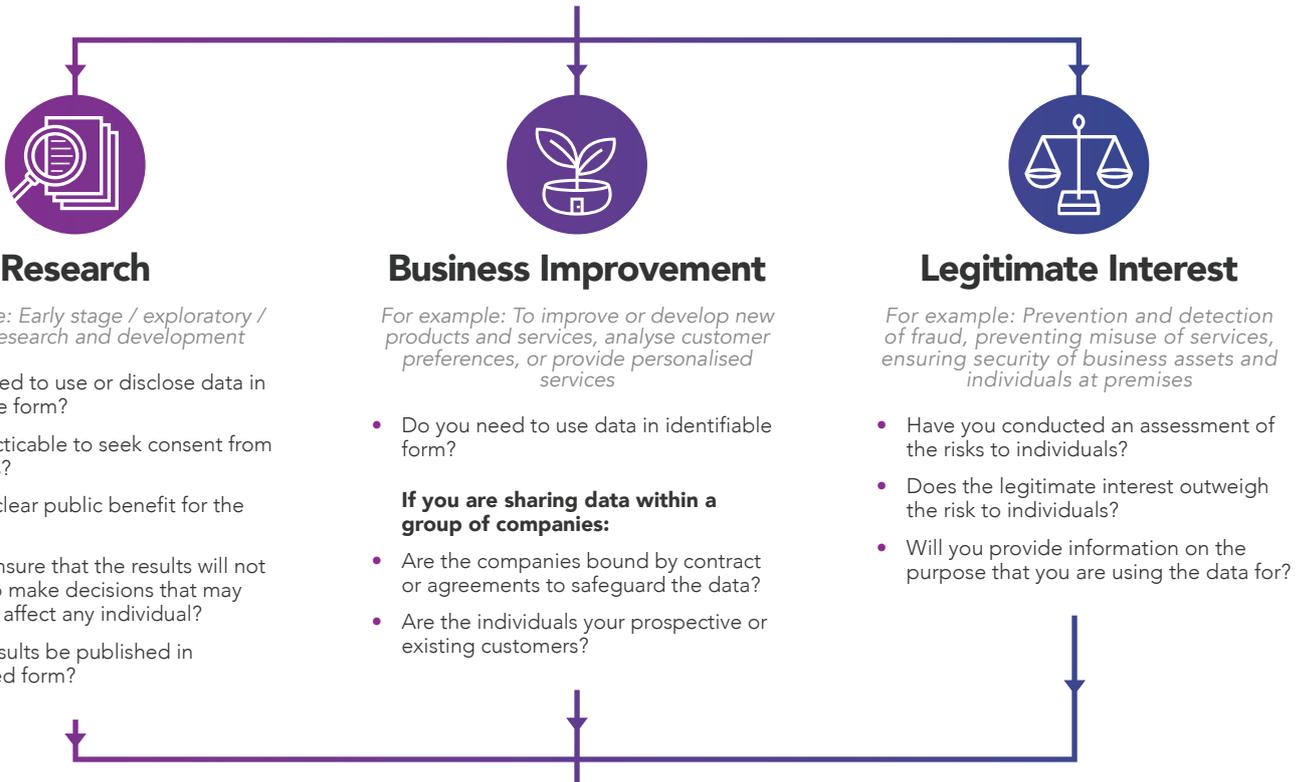


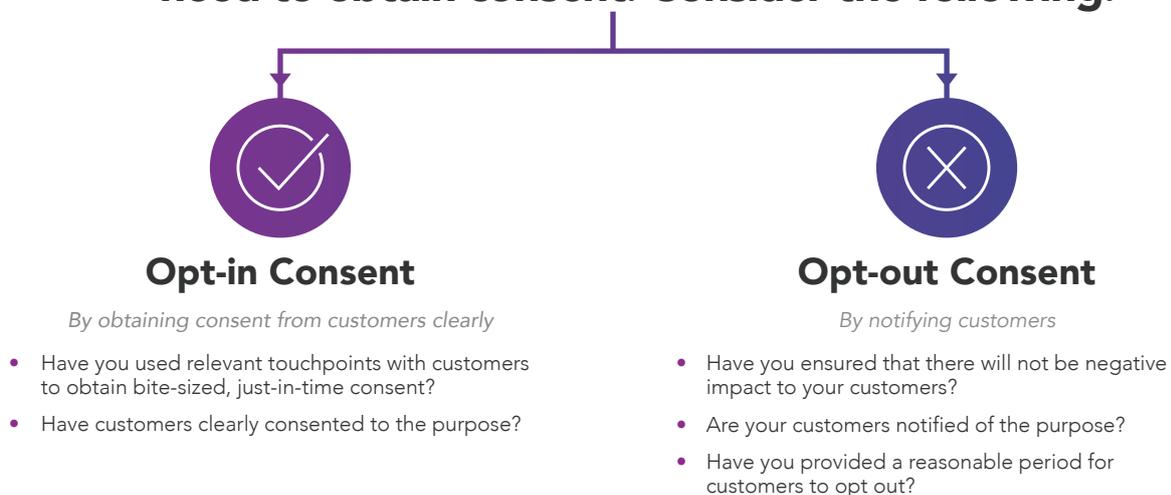
The enhanced PDPA: Using data for innovation

The enhanced Personal Data Protection Act (PDPA) empowers businesses to use data for innovation with safeguards in place to continue protecting customers' personal data. The chart below is a guide to help you navigate the new exceptions and consent requirements.

1 Are you using personal data for R&D, to enhance your product and service, or for public benefit?



2 If you answered "no" to any question, you will need to obtain consent. Consider the following:



Information correct as of November 2020



Find out more about the new amendments to the PDPA at www.pdpc.gov.sg/enhanced-pdpa-for-businesses

SG:D
EMPOWERING POSSIBILITIES

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PERSONAL DATA
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