

## Data Protection Training Courses – FAQ for Marketing Teams

1. When did the data protection law come into effect in Singapore?
  - a. The Singapore Personal Data Protection Act (2012) came into effect on 2 January 2014 for the Do Not Call (DNC) registry, and the main data protection rules on 2 July 2014. Non-compliance of the act may face financial penalties, and even jail term – under specific circumstances.
2. Why is it important to attend training in data protection?
  - a. The PDPA Act comprises of not only the 9 Obligations and the DNC Registry, but it also requires organizations to put in place necessary practices to protect the personal information that are entrusted to them by the individuals.
  - b. Our training programs are conducted by data protection practitioners who will guide learners on practices to meet compliance requirements of the Act.
3. What must organizations do with regards to the data protection laws?
  - a. All organizations are to
    - i. appoint a data protection officer
    - ii. put in place relevant personal data protection policies, including appropriate and relevant public notices on data protection practices
    - iii. train organization members (including volunteers for non-profit organizations) in data protection practices
    - iv. have in place a list of the types personal data collected (also referred to as data inventory)
    - v. assess the risk related to the processing of personal data, including electronic/cyber risk, and put in place adequate protection
    - vi. be able to support any individual's request to access or correct their personal data, and handle query and complaints relating to their personal data
4. I am a small business owner, does the data protection law applies to me?
  - a. The PDPA applies to all organizations, regardless of the size of the organization.
5. I am an insurance agent, property agent, private driver, free lance professional, etc., does the data protection law applies to me?
  - a. Agents, free lance professionals and private drivers are considered as organizations, the PDPA applies to individuals operating under these categories.
6. I am a non-profit organization, does the data protection law applies to me?
  - a. The PDPA applies to all organizations, this includes those in the non-profit sector.
7. My business or activities do not deal with personal data, my business is a B2B (Business to Business) organization, does the data protection law applies to me?
  - a. Employees information is considered personal data, not all human resource personnel are familiar with the application of the PDPA requirements.

- b. Some of pre-hiring practices are no longer relevant under the PDPA requirements, for example – the collection of NRIC at the point of job application or interview is no longer allowed.

8. What are some of the challenges an organization face when dealing with personal data protection?

- a. No proper record of consent, or have any legitimate purpose when collecting personal data
- b. No notification of the purpose when collecting data
- c. Sharing personal data with third party contractors, especially outside the borders of Singapore, without adequate protection of the personal data
- d. No policy to guide employees on how to handle or process personal data
- e. No processes to ensure the accuracy of data in the records
- f. Inadequate physical or electronic protection of personal data in the possession of the organization, this includes unauthorized access of the data
- g. Unlimited retention of data – this is not allowed under the PDPA, unless the organization have a legitimate reason

9. What are the job opportunities in data protection?

- a. There are organizations who hire professionals in personal data protection, these are larger or international organizations
- b. Most small and medium organizations will hire individuals with personal data protection knowledge and skills, as it is a requirement for all organizations to appoint a data protection officer.
- c. Having appropriate knowledge and certification in the area of personal data protection is an added advantage when applying for new or higher roles in an organization. Directors and business owners will need to be equipped with data protection skills to deal with the increasing use of data in our daily business engagements.

10. What kind of roles are there in data protection in an organization?

- a. All organizations will need the data protection officer to set up the data protection framework, drive the compliance program and train the organization accordingly.
- b. Slightly larger organizations, whether through direct or matrix reporting structures, will have leads in functional personal data protection and an overall data protection officer at senior level.
- c. Regional or international organizations will have data protection officers that oversee the various personal data requirements across the jurisdictions, provide dashboard updates to the board or regional/international headquarters.

11. Are there any certification in data protection?

- a. For organizations – there is the Data Protection Trustmark Certification under the IMDA (Infocomm Media Development Authority), under the umbrella of the Ministry of Communications. The certifications assures the robust data governance standards of the organization.
- b. For the individual
  - i. Practitioner Certificate for Personal Data Protection (Singapore), co-issued by Personal Data Protection Commission (PDPC) and the International Association for Privacy Professionals (IAPP).

- ii. Certified Information Privacy Manager (CIPM), issued by the International Association for Privacy Professionals (IAPP).
- iii. The International Association for Privacy Professionals (IAPP) issues other related certification, more information can be found on the website (iapp.org)

12. What differentiates your training program from the others?

- a. Our programs are designed and delivered by industry practitioners, who can help learners apply the requirements of the PDPA to their organization requirements.
- b. Our trainers are also internationally certified, not only personal data protection, but in other related faculties such risk information, information security and cybersecurity.

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