Fundementals of PDPA

WHAT	SG's data privacy regulation used to govern collection, use, disclosure and care of personal data and regulate telemarketing practices through the Do Not Call registry
WHY	Encourage business innovation while ensuring personal data protection while strengthening SG's position as a trusted hub for businesses
WHO	Individuals → protect personal data Organisations → use and disclose data for legitimate purposes **Does not apply to the public sector**, which has separate rules under the govt
WHERE	Has extraterritorial effect and is applicable to orgs collecting, using or disclosing personal data in Singapore, regardless of the organization's physical presence or where it was incorporated
COST	10% of an organization's annual turnover in Singapore, or SGD 1 million, whichever is greater and Reputation damage

Collection of Personal Data

Notification	Notify individuals of the purposes for which the organisation is intending to collect, use or disclose their personal data
Consent	Personal data may be collected, used or disclosed only after consent has been given by the individual
Purpose Limitation	Personal data may be collected, used or disclosed ONLY for the purposes that is reasonable to provide the organisation's product or service

Care of Personal Data

Accuracy	Organizations should ensure that the personal data collected is accurate and complete
Protection	Organizations should put in place the required security measures to protect personal data to prevent unauthorized access
Retention Limitation	Organizations should cease retention of personal data or dispose of it in a proper manner
Transfer Limitation	Ensure that the standard of protection is comparable to the PDPA when transferring personal data to another country

Individual's Autonomy over Personal Data

Access and Correction	Individuals have the right to request for access to their personal data and for correction of their personal data
Data Breach Notification	In the event of a data breach, that likely results in significant harm to individuals, or are of significant scale, PDPC and the affected individuals need to be notified
Data Portability	At the request of the individual, organisations are required to transfer the individual's data to another environment

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