

Fundamentals 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 Personal data may be collected, used or disclosed

Limitation 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 Organizations should cease retention of personal data or dispose of it in a proper manner

Transfer 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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Page 1 of 1.

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