

Media Release

SMES GET MORE HELP TO USE DATA SAFELY AND EFFECTIVELY

IMDA and PDPC launch programme to help organisations use data to support business improvement with free business intelligence tool that embed data protection practices

IMDA partners cyber insurers to offer premium discounts for DPTM-certified organisations

Singapore – 14 Sept: SMEs will be given a boost in using their data to improve business decisions, with an easy-to-use and free business intelligence tool, offered as part of the IMDA's Better Data Driven Business (BDDB) programme. In addition, organisations with the IMDA's Data Protection Trustmark (DPTM) certification will enjoy premium discounts when they apply for cyber insurance¹.

The new initiatives to grow a digital ecosystem based on trust and accountability were announced by Minister for Communications and Information, Mrs Josephine Teo, the Guest-of-Honour at the 8th annual Personal Data Protection (PDP) Seminar, in her opening address for the virtual event today.

The theme for this year's seminar, "Driving a Data Driven Culture", explores the topic of using data to improve business decision-making while observing data protection practices. The recent acceleration of digitalisation across the economy spurred by the global pandemic presents opportunities for businesses to make better use of data that they are generating.

Mr Lew Chuen Hong, Chief Executive, IMDA, who is also Commissioner for the Personal Data Protection Commission (PDPC) said, "Business owners want to make better decisions, create products their customers truly want, and deliver a better service experience. They can start this journey using the business intelligence tool provided under the BDDB programme. IMDA hopes to help every business realise the value of their data and grow their business, as we

¹ Cyber insurance covers liabilities for businesses in the event of a data breach or cyber attack, often involving personal data.

build our Digital Future. The BDDB programme is designed to rely on recent amendments to the PDPA and embeds data protection practices. I strongly encourage our SMEs to tap on our new initiatives to start using data with confidence for business improvement.”

Free, user-friendly business intelligence tool

To help SMEs start using data easily and responsibly, IMDA developed a user-friendly business intelligence tool with built-in basic data protection features to address five common business objectives². This is part of the BDDB programme that was announced in the budget speech in March this year.

The tool will help SMEs improve their data quality and analysis by converting existing business data into visual dashboards. It is complemented by a step-by-step guide on how to use the solutions, interpret the results, and also suggests practical business interventions, making it easy for first time users.

To ensure SMEs can use the tool confidently, IMDA worked with PDPC to incorporate good data protection practices in the tool, such that only data that are necessary for the insights are used, and the data is generally pseudonymised (such as using customer ID instead of names). Additional guidance is provided for related actions, such sending of marketing messages.

For SMEs who are using point-of-sales or human resource management systems from several IMDA’s SMEs Go Digital solution providers (refer to Appendix A in Factsheet for BDDB for the list), they will find their data already mapped to the requirements of the business intelligence tool and can easily export their data from these systems to the tool to generate the insights.

We have worked with NTUC network³ to offer training to SMEs with funding for up to 100 training places and expect to roll this out in 4Q 2021. SMEs will find it easy to start using data to make better business decisions with the hands-on practices and guidance provided by the NTUC network as part of its collaboration with IMDA.

² The five common business objectives are grow product sales, acquire new customers, retain and better engage existing customers, improving HR planning and lowering inventory costs.

³ NTUC U SME, NTUC LearningHub and the Employment and Employability Institute (e2i)

The BDDB business intelligence tool is available for free to all businesses and can be downloaded from www.imda.gov.sg/bddb.

Cyber insurance premium discounts for DPTM-certified organisations

DPTM-certified organisations will find that their data protection practices will be recognised by cyber insurers and can enjoy premium discounts and faster application processing.

As part of a partnership with IMDA, cyber insurers QBE Insurance Singapore, Delta Insurance, and Pandamatics Underwriting, will recognise DPTM in their cyber insurance underwriting process, through discounts on their premiums to eligible DPTM-certified organisations. This recognises the value of the DPTM in providing the insurers with the assurance that an applicant already has sound and responsible data protection practices in place, which translates to lower risk exposure.

More than 60 organisations have received the DPTM certification since its launch in 2019. IMDA is looking to add more insurers on board.

New resources to help organisations strengthen their data protection measures

The PDPC today published on its website updated standards for the protection of personal data stored in IT systems, which will help organisations strengthen their data protection measures and controls:

- a. **Guide to Data Protection Practices for ICT systems** consolidates good practices from existing guides and enforcement cases into a single document to aid DPOs and IT professionals in securing personal data in IT systems; and
- b. **Checklist to Guard Against Common Types of Data Breaches** complements PDPC's handbook on "How to Guard Against Common Types of Data Breaches" published earlier this year with a checklist to aid DPOs and IT professionals.

DPOs and IT professionals should take reference from these publications for PDPA compliance at www.pdpc.gov.sg/dp-ict.

Annex A: Factsheet for Better Data Driven Business (BDDB) programme

Annex B: Factsheet for DPTM Cyber Insurance Partnership

ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION, SINGAPORE

About Personal Data Protection Commission (PDPC)

The PDPC administers the Personal Data Protection Act 2012 (PDPA) in Singapore, which aims to safeguard individuals' personal data against misuse and promote proper management of personal data in organisations. The PDPA enhances Singapore's competitiveness and strengthens our position as a trusted business hub, among the leading jurisdictions in data protection. For more information, please visit www.pdpc.gov.sg.

For media queries, please contact:

CHOO Hong Xian (Mr)
Manager, Communications and Marketing
Personal Data Protection Commission
c/o Infocomm Media Development Authority
DL: (65) 6211 1182
Email: choo_hong_xian@imda.gov.sg

CHUA Hian Hou (Mr)
Deputy Director,
Communications and Marketing
Personal Data Protection Commission
c/o Infocomm Media Development Authority
DL: (65) 6202 4956
Email: chua_hian_hou@imda.gov.sg