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## Media Release

# **PDPC prepares businesses for the Personal Data Protection Act**

## ***PDPC launches public consultation for the Do Not Call Registry and helps businesses comply with the Personal Data Protection Act***

The Personal Data Protection Commission (PDPC) has launched a public consultation exercise today to seek views on the proposed business operations of the Do Not Call Registry, under the Personal Data Protection Act (PDPA). The PDPC will also be rolling out initiatives to build organisations' capabilities and knowledge in data protection practices and requirements.

2 At the Launch of the Personal Data Protection Commission and Inaugural Personal Data Protection (PDP) Seminar held this afternoon, Minister for Communications and Information Dr Yaacob Ibrahim announced that the Do Not Call Registry will come into effect on 2 January 2014 while the personal data protection requirements provisions will come into effect fully on 2 July 2014. This phased approach is adopted to allow organisations enough time to get their operations ready during this "sun-rise" period from 2 January 2013.

### **Public Consultation on the Do Not Call Registry**

3 The public consultation exercise on the Do Not Call Registry is the second public consultation exercise launched by the PDPC. The exercise aims to ensure that the Do Not Call Registry promotes operational excellence that benefits both consumers and businesses. The exercise will seek views from individuals and businesses on:

- a) Methods and requirements for telephone number registration on the Do Not Call Registry;
- b) Business operating rules; and
- c) Proposed charges to be levied.

4 The public consultation exercise on the Do Not Call Registry is held from 15 May 2013 till 5 June 2013. The public consultation paper is available on the PDPC website at [www.pdpc.gov.sg/personal-data-protection-act/public-consultations](http://www.pdpc.gov.sg/personal-data-protection-act/public-consultations) from 15 May 2013. All submissions on the consultation should reach the Commission by 5 June 2013 (5 pm).

5 The final business operations rules will be published on the PDPC website, as well as shared with organisations through industry briefings in the third quarter of 2013.



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## **2-pronged approach to help organisations**

6 The PDPC will adopt a two-pronged approach to help organisations, particularly small-and-medium enterprises (SMEs) to comply with the Personal Data Protection Act. They are: building organisation's capabilities and knowledge of PDPA and personal data protection; as well as providing organisations customised advice on personal data protection in Singapore.

### **Building capabilities and knowledge**

#### a) Personal Data Protection (PDP) Workshops

To help organisations get ready for PDPA, the PDPC will be organising regular PDP Workshops for organisations and their data protection officers.

The PDP Workshops will be opened for registration from June 2013. Organisations can visit the PDPC website for more information and to register for these workshops. The PDPC aims to conduct these workshops on a fortnightly basis from July 2013 onwards, and may adjust the frequency of these workshops depending on the demand from the organisations.

#### b) Training Collaborations

The PDPC, with the support of SPRING Singapore, will work closely with the Small and Medium Enterprise (SME) Centres to reach out to their members and to support their business advisors in helping the SMEs on personal data protection matters from June 2013.

The PDPC will also explore incorporating data protection competencies into existing training frameworks, such as the Singapore Workforce Skills Qualifications, or the "WSQ" system, that is developed by the Singapore Workforce Development Agency (WDA). The PDPC is working closely with WDA to include data protection training courses under the Business Management WSQ framework and making training courses available by end 2013.

### **Customised advice for organisations**

7 The PDPC will provide informal guidance to organisations that wish to have greater clarity about how the PDPA may apply to unique scenarios or issues faced by them. This includes complex issues or issues not substantially covered by existing FAQs or advisory guidelines published by the PDPC. PDPC's objective in providing information guidance is to reduce the uncertainty an organisation may face with respect to its compliance with the PDPA.

8 Organisations can obtain more information on how they could write in to seek advice at [www.pdpc.gov.sg](http://www.pdpc.gov.sg).



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9 Mr Leong Keng Thai, Chairman of PDPC said, “The Commission recognises that organisations need to collect and use data for legitimate purposes and to better serve their customers. We also understand the challenges some organisations may face in preparing to comply with the PDPA. I want to assure you that the Commission is committed to working with the industry to address the opportunities and challenges that arise with the implementation of personal data protection.”

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**ISSUED BY COMMUNICATION & OPERATIONS DIVISION  
PERSONAL DATA PROTECTION COMMISSION**

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#### **About Personal Data Protection Commission**

The Personal Data Protection Commission (PDPC) administers the Personal Data Protection Act 2012 in Singapore, which aims to safeguard individuals’ personal data against misuse and promote proper management of personal data in organisations. In addition, the Act will enhance Singapore’s competitiveness and strengthen our position as a trusted business hub, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit [www.pdpc.gov.sg](http://www.pdpc.gov.sg).

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