

Media Release

28 April 2017

Celebrating Privacy Awareness Week 2017 in Singapore

The Commission encourages organisations and the general public to share personal data with care

The Personal Data Protection Commission (PDPC) is celebrating Privacy Awareness Week (PAW) from 29 April to 5 May 2017. It is the third year of our participation in this global initiative by the Asia Pacific Privacy Authorities.

This year, we stress the importance of sharing personal data with care in today's data-driven world where Big Data and the Internet of Things take centre stage, through the theme "Share with Care".

Given the rate of technological advancement, the way and speed in which personal data changes hands will continue to transform and grow. On the back of this evolving landscape, personal data becomes the new competitive advantage to innovate and capture value. Organisations that make good use of their data can provide better services to their customers.

Businesses must ensure that they step up and take control of protecting personal data in their possession, and share with care. This means putting in place safeguards to ensure personal data is well-protected and disclosure, whether internally or to third parties, is legitimate.

Individuals, too, need to understand the benefits of protecting their personal data. By being careful about how they manage their personal data, they can greatly limit the risks of its misuse. This means knowing when to provide their personal data to organisations, and for what purposes.

Mr Tan Kiat How, Commissioner of PDPC, said, "With today's increasing connectivity, we expect more and more data to be collected, used and shared. Businesses need to assure their customers that the personal data shared with them is safe and secured. Data protection ought to be by design. The Privacy Awareness Week provides an opportunity for us to help all stakeholders – individuals and organisations alike – understand the importance of protecting personal data, theirs and those of others that they hold."



PERSONAL DATA
PROTECTION COMMISSION
S I N G A P O R E

To kick-off, the Commission will be engaging visitors at the Tech Saturday (Upsized!) exhibition over this weekend. There will be activities, games and exciting prizes to enthral visitors.

For the rest of the week, the Commission will be engaging industry leaders and Data Protection Officers (DPOs) at various events to unveil the Commission's plans for building a Data Protection Ecosystem in Singapore and exchange best practices for sharing personal data.

Check out the PDPC's PAW webpage on www.pdpc.gov.sg/paw2017 or follow us on [Facebook](#) for the latest updates.

ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION

About Personal Data Protection Commission

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, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit www.pdpc.gov.sg.

For media queries, please contact:

Ms Michelle Toh

Assistant Manager, Regulatory and Corporate Communications

Personal Data Protection Commission

c/o Info-communications Media Development Authority

Tel: 9726 3010

Email: michelle_toh@pdpc.gov.sg

Ms Deborah Lee

Manager, Communications, Outreach and International

Personal Data Protection Commission

Tel: 6508 7355

E-mail: deborah_lee@pdpc.gov.sg