

How the enhanced PDPA can help boost your marketing efforts

The enhanced Personal Data Protection Act (PDPA) can help you drive more effective marketing efforts.



Deepen understanding of customers

You have more ways to use personal data to better understand your **customers' preferences**. This gives you the opportunity to segment your customer base to develop more targeted, effective marketing.



Reach out through the right channels

You will have a clearer view of customers' **preferred channels** across voice call, SMS, email and instant messaging. This allows you to manage your direct marketing efforts more effectively.



Improve customer experience

You may **streamline processes** for a smoother service delivery through sharing of data with contractors and subcontractors to fulfill a business transaction.

When introducing new products or features, you can provide **bite-sized clauses** to inform existing customers. They can decide if they wish to opt-out.

Information is correct as of November 2020



Find out more about the new amendments to the PDPA at www.pdpc.gov.sg/enhanced-pdpa-for-businesses

SG:D
EMPOWERING POSSIBILITIES

pdpc
PERSONAL DATA
PROTECTION COMMISSION
SINGAPORE