

INDUSTRY SURVEY ON THE PERSONAL DATA PROTECTION ACT SEPTEMBER 2015



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PART I: SURVEY COVERAGE AND METHODOLOGY

INTRODUCTION

The Personal Data Protection Commission (“PDPC”) conducted an industry survey to gauge the awareness and sentiments of organisations towards the Personal Data Protection Act (“PDPA”), as well as to ascertain the level of compliance and forms of assistance required by them. The survey was held between January and February 2015.

SURVEY METHODOLOGY

1,523 companies from various industry sectors and of different sizes responded to the survey through telephone interviews.

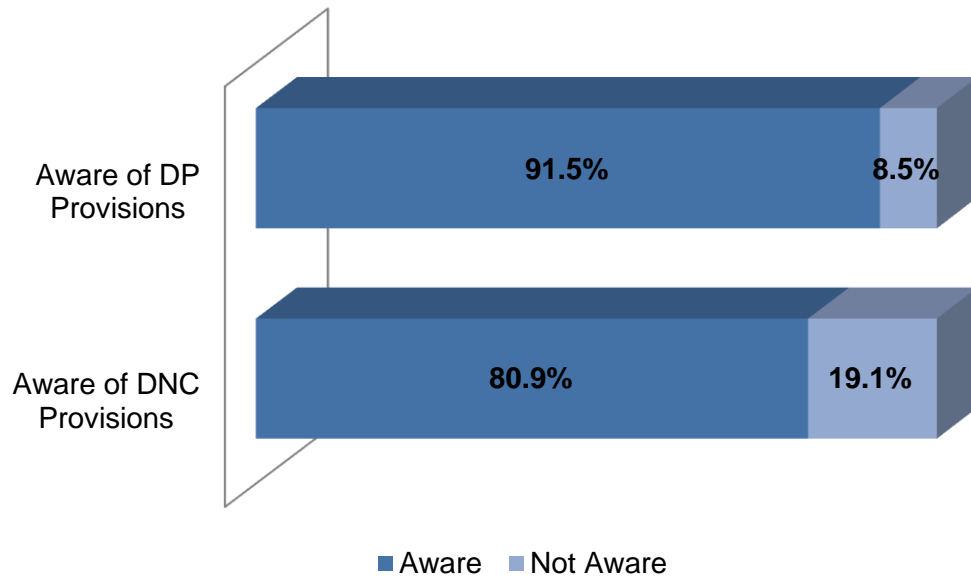
PART II: SURVEY FINDINGS – INDUSTRY

1. EXECUTIVE SUMMARY

- a. More than 90% of organisations were aware of the requirements pertaining to the Data Protection (“DP”) Provisions that came into effect on 2 July 2014.
- b. More than 80% of organisations that conduct telemarketing activities were aware of the obligation to check the DNC Registry.
- c. More than 80% of organisations expressed that they had some measures in place to comply with the PDPA, of which 76.7% did not face difficulties in complying with various aspects of the PDPA.
- d. Of the 23.3% of organisations which faced difficulties in complying with specific obligations of the PDPA, the top 3 areas cited were the Protection (31.5%), Accuracy (28.9%) and Purpose and Notification (28.5%) obligations.
- e. 57.9% of organisations indicated that they require non-legal advice to develop policies and procedures to help them better comply with the PDPA. 43.0% of organisations expressed the need for legal advice and about 33.2% sought assistance in setting up IT and security systems to better protect personal data.
- f. Sentiments towards the PDPA were generally positive. 86.6% of organisations agreed that the PDPA was beneficial for consumers, 82.3% expressed that the PDPA was beneficial in strengthening Singapore’s position as a trusted hub and choice location for data hosting and processing activities, and 76.2% believed that the PDPA was beneficial for organisations.

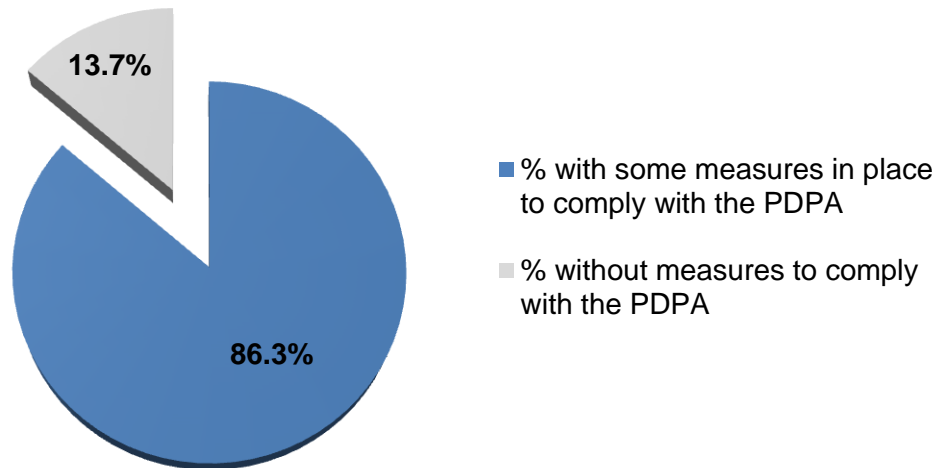
2. AWARENESS OF THE PERSONAL DATA PROTECTION ACT

- 91.5% of organisations were aware of the requirements pertaining to the DP Provisions that came into effect on 2 July 2014.
- More than 80% of organisations that conduct telemarketing activities were aware of the obligation to check the DNC Registry.

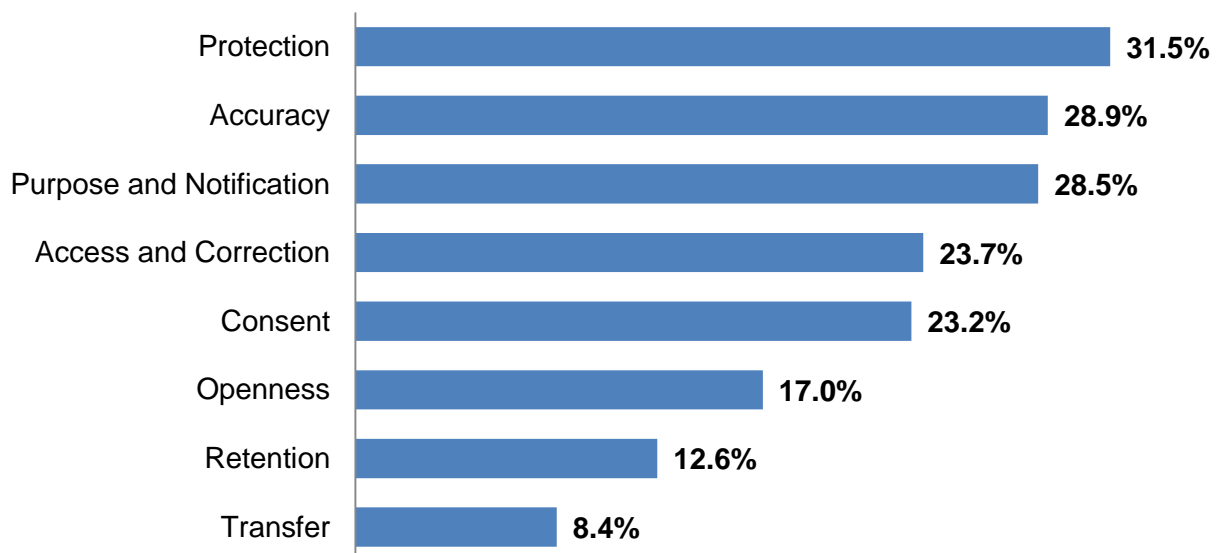


3. COMPLIANCE WITH THE PERSONAL DATA PROTECTION ACT

- 86.3% of organisations expressed that they had some measures in place to comply with the PDPA.



- Of the companies which had some measures in place to comply with the PDPA, 76.7% cited no difficulties in complying with various aspects of the PDPA. The top 3 areas of difficulties cited by the remaining 23.3% of organisations were the Protection (31.5%), Accuracy (28.9%) and Purpose and Notification (28.5%) obligations.

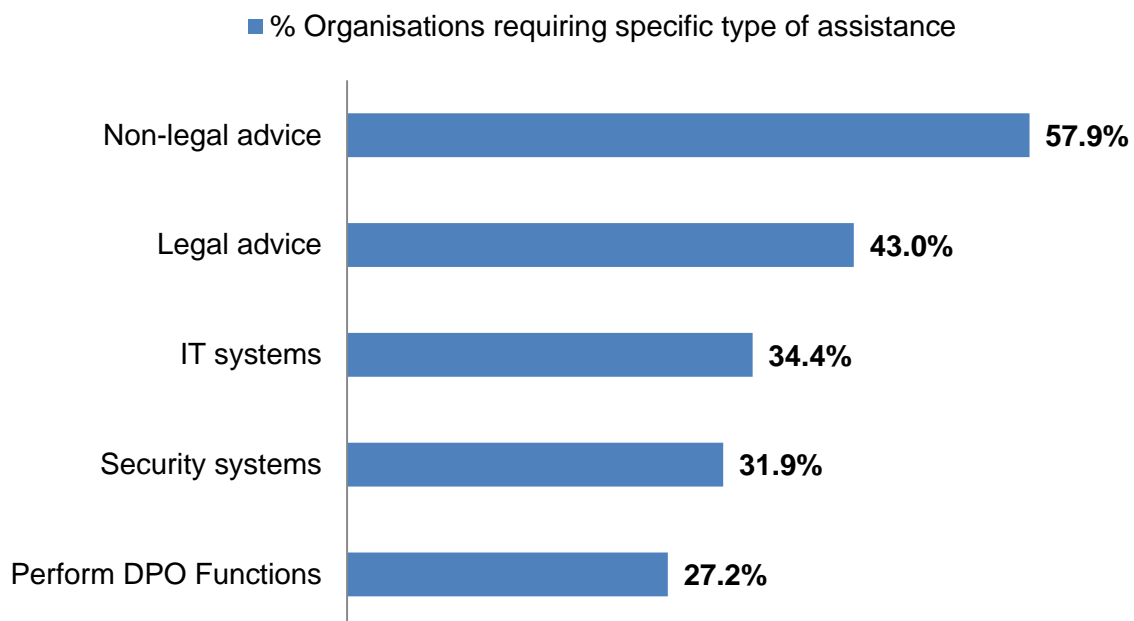


■ % Companies which face difficulties complying with aspects of the PDPA

Note: the percentages do not sum up to 100% as companies may select more than one option

4. FORMS OF ASSISTANCE REQUIRED BY ORGANISATIONS TO COMPLY WITH THE PERSONAL DATA PROTECTION ACT

- 57.9% of organisations indicated that they require non-legal advice to develop policies and procedures to help them better comply with the PDPA.
- 43.0% of organisations expressed the need for legal advice in helping them comply with the PDPA.
- About 33.2% of organisations sought assistance in setting up Information Technology (IT) and security systems to better protect personal data.



Note: The total does not add up to 100% as respondents can select more than one option.

5. SENTIMENTS TOWARDS THE PERSONAL DATA PROTECTION ACT

- 86.6% of the organisations believed that the PDPA would be beneficial to consumers.
- 82.3% of organisations expressed that the PDPA was beneficial in strengthening Singapore’s position as a trusted hub and choice location for data hosting and processing activities.
- 76.2% of organisations believed that the PDPA was beneficial to organisations, and the top 3 benefits mentioned were building consumer confidence, improving corporate governance, and enhancing efficiency and productivity.

