

The PDPA: 2012 vs 2020

The enhanced Personal Data Protection Act (PDPA) strengthens personal data protection whilst enabling business innovation. Here's a look at the difference it makes through the eyes of Jane, a customer.



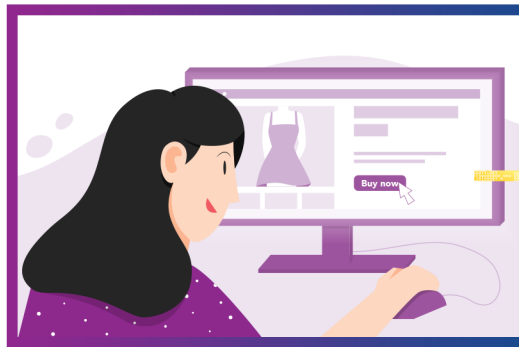
2012

2020

— SCENARIO 1 —

Jane discovers a new online store, Dressie, and makes a purchase

Jane would have to click multiple checkboxes to allow sharing of her personal data with delivery and payment sub-contractors.



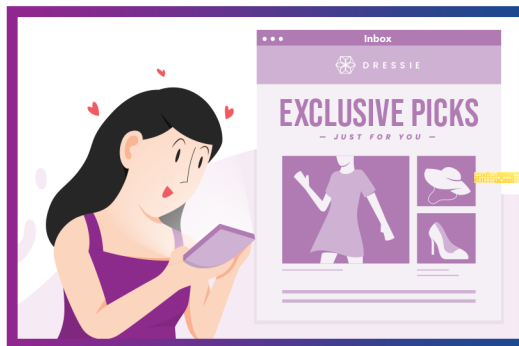
Convenient transactions

Jane only needs to provide her personal data once with Dressie and she can sit back and wait for deliveries. She knows Dressie can only share her personal data with other companies necessary for her transactions.

— SCENARIO 2 —

Jane receives an update on the latest products from Dressie

Jane would have received standard monthly newsletters of Dressie's catalogue which was sent to everyone else on the mailing list.



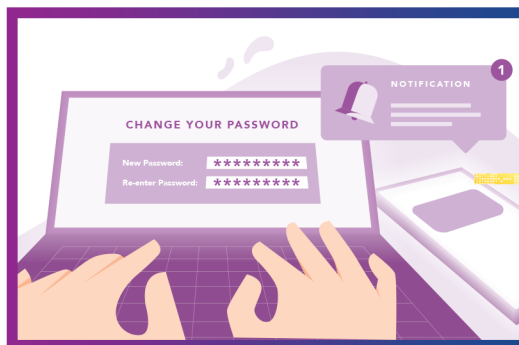
Personalised service

Jane receives product recommendations from Dressie that are personalised to her taste. She enjoys the convenience as she continues to shop with Dressie.

— SCENARIO 3 —

Jane is informed of suspicious activities in her account

Jane would have only found out about Dressie's data breach from news reports. She might not know what she could do or whom she could contact for details.



Greater transparency

Jane now enjoys greater consumer protection as she is notified by Dressie of the data breach. Dressie also provides clear steps for Jane to change her account details, empowering her to protect her own data.

Information correct as of November 2020



Find out more about the enhanced PDPA
www.pdpc.gov.sg/enhanced-pdpa-for-consumers

SG:D
EMPOWERING POSSIBILITIES

pdpc
PERSONAL DATA
PROTECTION COMMISSION
SINGAPORE