



# DATA PROTECTION TRUSTMARK CERTIFICATION

RECOGNISING ORGANISATIONS' TRANSITION  
FROM COMPLIANCE TO ACCOUNTABILITY

# Trends Driving Future of Data

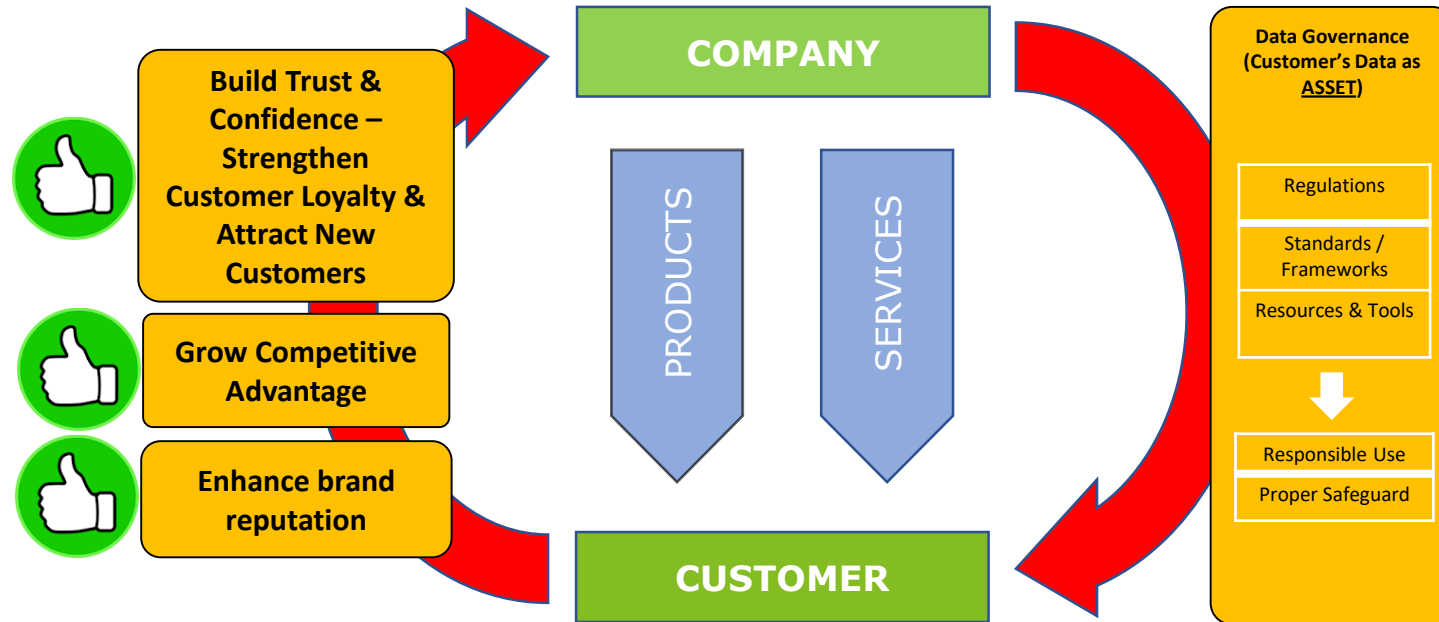


## Robust Data Protection Standards



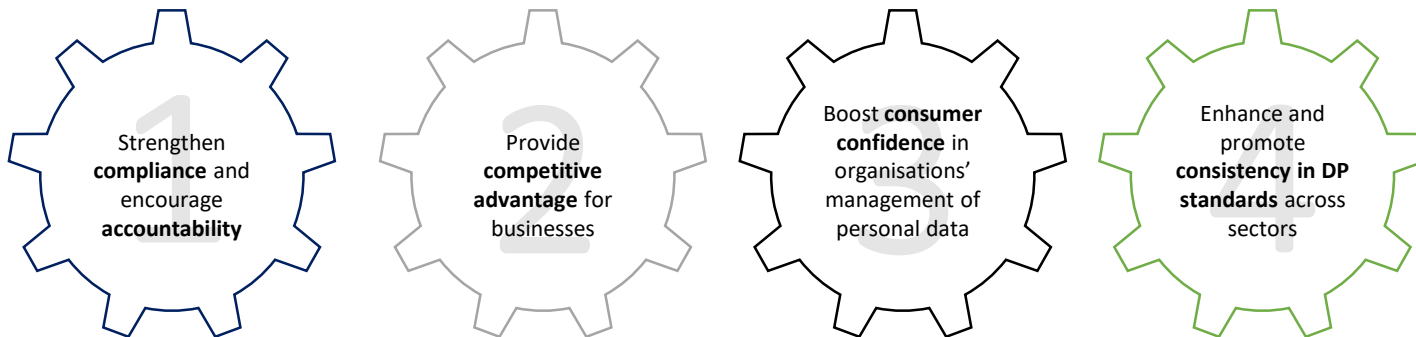
# Data Protection as a Business Strategy

Customers' personal data is an asset that is worth protecting



# Data Protection Trustmark Certification (DPTM)

Aim: Establish and recognise robust data governance standards to help businesses increase their competitive advantage and build trust with their clients



- ✓ Enterprise-wide certification looking at organisation's standard of data protection policies, processes, and accountability practices
- ✓ Certification valid for 3 years

*“While the PDPA will remain progressive, we cannot be solely reliant on laws. Organisations must also develop a culture of accountability to build consumer trust...”*

*The DP Trustmark would be a **visible badge** of recognition for accountable and responsible data protection practices used by organisations, including appropriate data protection policies and practices, adequate measures to identify and address data protection risks, and a sound data breach management plan.”*

Mr S Iswaran  
Minister for Communications and  
Information  
Personal Data Protection Seminar  
2018

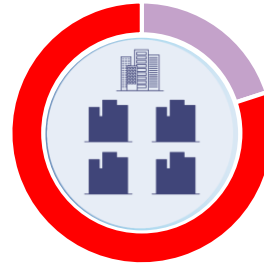


# Consumer and Industry Perceptions of DPTM



**2 in 3**

Consumers prefer to purchase from companies with the DPTM



**4 in 5**

Companies prefer to do business with DPTM-certified companies

\*Source: PDPC Perception & Awareness Study 2018 conducted by The Nielsen Company

# DPTM Certification Standard

## PDPA DP Obligations

Consent

Purpose Limitation

Notification of  
Purpose

Access

Correction

Accuracy

Protection

Retention Limitation

Transfer Limitation

## International Benchmark & Best Practices

DP laws of other jurisdictions like Australia, Hong Kong, EU + international benchmarks like OECD Guidelines, APEC Privacy Framework (including CBPR, PRP)

## Principles for Singapore's DPTM Certification Framework

Governance and  
Transparency

Management of  
Personal Data

Care of  
Personal Data

Individual's Rights



# Overview of DPTM Certification Requirements

PRINCIPLE	WHAT IT MEANS
<b>Governance and Transparency</b>	Organisation has appropriate data protection policies and practices implemented to manage personal data, and these policies and practices are communicated to stakeholders.
<b>Management of Personal Data</b>	Organisation obtains appropriate consent to collect, use and disclose personal data for appropriate purposes notified to individuals.
<b>Care of Personal Data</b>	Organisation ensures appropriate information security, retention, disposal, accuracy and completeness of personal data.
<b>Individual's Rights</b>	Organisation provides for withdrawal of consent, access and correction of personal data by individuals.



# Benefits to Organisations



**Provides Assurance**



**Raises Business Competitiveness**

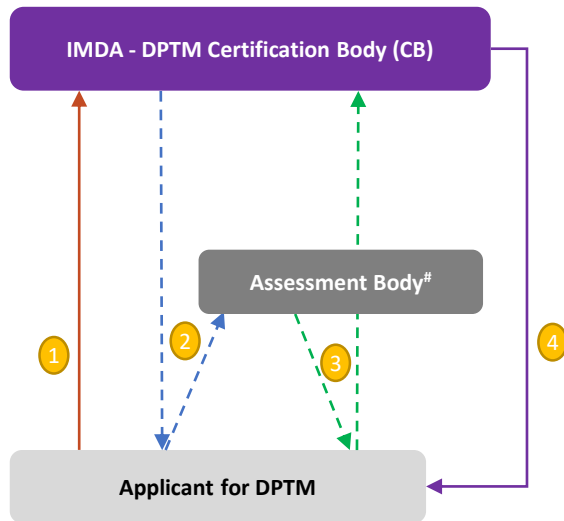


**Strengthens Consumers' Trust**



**Increases Overseas Market Access**

# Certification Process



#Panel:  
ISOCert Pte Ltd, Setso Services Pte Ltd  
and TÜV SÜD PSB Pte Ltd

STEPS	ACTION
<b>STEP 1</b> <b>Application</b>	<p>Apply online at <a href="http://www.imda.gov.sg/dptm">www.imda.gov.sg/dptm</a> and make payment for the Application Fee.</p> <p><i>Step 1 would take an estimated 2 - 4 weeks.</i></p>
<b>STEP 2</b> <b>Selection of Assessment Body</b>	<p>IMDA will inform you when your application has been accepted / rejected. If accepted, you will receive the Self-Assessment Form from IMDA.</p> <p>You may refer to the IMDA website for the contact details of the DPTM panel of Assessment Bodies. Select 1 of the Assessment Bodies to conduct an assessment of your organisation's data protection policies and practices.</p> <p><i>Step 2 would take an estimated 2 – 4 weeks.</i></p>
<b>STEP 3</b> <b>Assessment</b>	<p>The assessment stages are as follows:</p> <ul style="list-style-type: none"> <li>• Documentation review</li> <li>• On-site assessment</li> <li>• Remediation (if required)</li> <li>• Completion of assessment</li> <li>• Assessment report to be submitted to IMDA by the Assessment Body</li> </ul> <p><i>Step 3 would take an estimated 2 – 3 months.</i></p>
<b>STEP 4</b> <b>Certification</b>	<p>Eligible organisations will be awarded the DPTM certification by IMDA. The certification is valid for 3 years. Organisations should apply for the re-certification at least 6 months from the date of expiry of the certification.</p>

## Cost of Certification:

The certification involves two fees :

- (1) Application fee of \$535 (inclusive of GST) payable to IMDA
  - Waived for SMEs & NPOs\* until 31 December 2019
- (2) Assessment fee payable to the Assessment Body
  - Ranges between \$1,400 to \$10,000, plus prevailing GST

\*Non-Profit Organisations (NPOs) refer to Voluntary Welfare Organisation (VWOs), Non-Governmental Organisations (NGOs) and Societies.

# Funding available for Organisations

Funding <sup>+</sup>	Administered by	Application Process
<b>Enterprise Development Grant (EDG)</b>	Enterprise Singapore (ESG)	<p>Businesses who are (1) registered and operating in Singapore, (2) have a minimum of 30% local shareholding, and (3) be in a financially viable position to start and complete the DPTM certification, may apply for the EDG via the <i>Business Grants Portal</i> (<a href="http://www.businessgrants.gov.sg">www.businessgrants.gov.sg</a>)</p> <p>Note: Consultants must be listed on ESG's list.</p>
<b>Organisational Development Grant (ODG)</b>	National Council of Social Service (NCSS)	<p>VWOs who are (1) NCSS members, or (2) MSF-funded, can apply for the ODG online via NCSS' <i>Funds Application System</i> (FAS). For more details on the ODG and access to the FAS, SSOs can visit NCSS' website.</p>

<sup>+</sup>Covers assessment and 3<sup>rd</sup> party consultancy fees.

# Where can I find out more?



For more information on DPTM:

- Visit [www.imda.gov.sg/dptm](http://www.imda.gov.sg/dptm)
- Email [Data\\_Protection\\_Certifications@imda.gov.sg](mailto:Data_Protection_Certifications@imda.gov.sg)
- Call 6377 3800



# THANK YOU



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