



Overview

Data breaches happen all the time! Let's throw in a reminder that eBay also suffered a catastrophic data breach just recently in May 2014, resulting in usernames, contact information and even encrypted passwords being compromised. These cyber attacks remind us something we already know: the increasing importance of a data protection act.

Personal Data Protection Act 2010 (PDPA) was gazetted on 2010 and enforced on 15 November 2013. It aims to regulate the personal data processing in commercial transactions to prevent data misuse. As the first step of compliance, the Act requires the data users to register. According to Communication and Multimedia Ministry, by April 2014, the PDP department had received 14,844 applications from data users to be registered. However, there are many people who are still in dark about the Act and struggle to comply fully. The major obstacles the practitioners are facing is related to the practical implementation of the act: issues with interpreting 'consent', the dissemination of privacy notice, uncertainties with the retention period and lack of public awareness.

After three successful conferences in the last few years, our 4th Annual Personal Data Protection aims to resolve doubts and clear confusions pertaining to the Act and provide the best practices in the compliance of Personal Data Protection Act 2010.

Key take-aways:

- Keep up-to-date with the latest developments of PDPA
- Addressing and resolving the 'grey areas'
- Validating and reviewing your organization's practice with the requirements of PDPA
- Evaluating the ongoing compliance plan
- Overcoming the practical implementation challenges in the Act

Who should attend?

CEOs, COOs, Managing Directors, General Managers, Directors, Vice Presidents, Heads of Department, Senior Managers, Managers of:-

- Legal
- Risk Management
- Compliance
- Marketing
- Operations

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