Data Privacy and Protection

Safeguarding Your Digital World
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Cybersecurity and Data Protection

Contents

01 Introduction

Data Protection and Privacy Laws

Information privacy, data privacy or data protection laws provide a legal framework on how to protect, use and store of personal data.

- Singapore PDPA (2012)
- China PIPL (2021)
- Thailand PDPA (2022)
- Vietnam PDPD (2023)

PDPA: Personal Data Protection Act
PDPD: Personal Data Protection Decree
PIPL: Personal Information Protection Law

Data Privacy Principles

Consent

Organization must obtain the individual's consent before collecting, using, or disclosing their personal information.

Purpose Limitation

Personal Information must be processed in a manner that aligns with the purpose for which it was collected or authorized by individual.

Notification

Organization must provide clear and appropriate notice about the purposes for which it collects, uses, and discloses an individual's personal information.

Access and Correction

Allow user to correct, amend, or delete their personal information if it's inaccurate or incorrect.

Accuracy

Organization must have accurate and complete personal data if it's used for decision-making, customer service, or transactions.

Protection

Organization must take reasonable and appropriate measures to safeguard Personal Information from loss, unauthorized access, alteration, or destruction, considering the risks and nature of the information

What is Data Privacy?

In general, Data Privacy is an individual's right to the confidentiality and protection of their personal data or information.

Data Privacy refers to the correct way to handle, process, store, and use personal information. (Organization)

What is Personal Data ?

"Personal Data / Information" is the data or information about an identified or identifiable individual.

Ex: Full Name, Date of birth, National Identity number, Phone number, Passport information, Health records, Account name/number, Signature, Payment Card Number, Biometric information, voice recording, CCTV recording, customer loan records, customer account balance, ...

02 Why Does It Matter?

Why is Data Privacy Important?

- Against unauthorized use
- Trust and financial losses
- Provide more control for user or customer on their personal data
- Provide more options to protect themselves
- Build confidence
- Enhancing efficiency, branding and competitiveness

03 How to Protect Your Data

- Strong passwords

- Two-factor authentication

- Privacy settings

- Think before sharing

- Data Classification

- Data Loss Prevention System (DLP)

- Encryption

- etc.

Conclusion and Q & A

Thanks!