A mixture of recent real cases and scenario analysis, including previously imposed legal penalties, fines, business limitations, and license revocations will be discussed and assessed. This will enable a better understanding of the evolving intersection between business and customer empowerment, and ever-increasing regulatory scrutiny and expectations.

This workshop seeks to provide participants with a comprehensive overview of measures and techniques around the management and handling of an effective privacy management regime.

**3 Key Benefits**

1. Understand and manage compliance obligations under the Singapore Personal Data Protection Act and the HK Personal Data (Privacy) Ordinance
2. Assess first line of Defence impact for data protection and privacy, including customer data
3. Classify the principles and objectives of the legislation in HK and Singapore as well as the offences and punishments

**Data Protection & Privacy for Business**

📅 1 Day  💰 S$480  📍 Sheraton Towers @ Scotts Road

6368 1736 / 9785 9223  www.shingdaacademy.com
Who Should Attend?

- Designated / current Data Protection Officer (s) or employees that seeks awareness and information of how to handle personal data
- Directors, Managers & personnel who handles personal data and wish to be kept abreast of new changes to PDPA and regulations
- Anyone interested in seeking all the necessary understanding of the PDPA and its obligation

Outline

- Data Privacy Provisions
- Protecting Personal Data (Do Not Call, Rights & Responsibilities)
- Data Breaches and Data Security
- Social Engineering. Phishing, Tailgating & Malware
- Personal Data versus Corporate Data
- Data Protection Concepts (Singapore)

Facilitator Profile

Mr. Sam Gibbins

- Has extensive experience delivering content across a wide range of governance, risk and compliance areas to a variety of industries globally
- Formerly General Manager, Asia for Governance Risk & Compliance Solutions
- Worked on the skills and competency-based development framework and associated courses, for Compliance and Anti-Money Laundering with the Asian Institute of Finance, the Asian Institute of Chartered Bankers and the Australian Financial Markets Association
- ACTA certified, Singapore Workforce Development Agency