

EMBARGOED TILL AFTER DELIVERY OF MINISTER'S SPEECH
1030AM, 09 JANUARY 2019

OFFICIAL LAUNCH OF DATA PROTECTION TRUSTMARK

The Infocomm Media Development Authority (IMDA) and Personal Data Protection Commission (PDPC) have officially launched the Data Protection Trustmark (DPTM). The DPTM will support the development of Singapore as a trusted data hub and accelerates its development into an advanced Digital Economy.



Figure 1: DPTM logo

The DPTM will be a visible indicator that an organisation adopts transparent and accountable data protection practices, as assessed by independent third parties. DPTM-certified organisations not only have to demonstrate good practices but also an effective system to monitor and detect incidents, along with ready plans to manage and recover from incidents.

DPTM-certified organisations can incorporate the logo as part of their corporate branding, which will also act as a differentiator for them.

Of the 40 organisations that signed up for the pilot phase which ended on 30 September 2018, six pilot organisations have received the DPTM certification (see [Annex C-1](#) for current list of certified organisations). The rest are expected to receive their certification by the end of Q1 2019. Organisations such as M1 Limited and United Overseas Bank Limited, have also recognized the value of DPTM and have indicated their interest to participate in the certification scheme.

For more information and a full list of DPTM-certified organisations, please visit www.imda.gov.sg/dptm.

About the DPTM Certification

The DPTM, open to all Singapore-based companies, is a voluntary enterprise-wide certification of an organisation's standard of data protection policies and practices. Certification is valid for three years and certified organisations would need to reapply before the expiry of the certification.

The DPTM certification framework and controls were developed based on adapting and aligning it with Singapore's Personal Data Protection Act (PDPA), and incorporate elements of international benchmarks and best practices¹.

Benefits of the DPTM

The DPTM will benefit organisations in the following ways:

a. Increases Business Competitiveness

Obtaining the DPTM demonstrates to consumers that an organisation has robust data protection policies and practices in place to safeguard their personal data. This will strengthen its reputation, build trust and foster confidence in the business, thereby raising its competitiveness both locally and overseas.

b. Provides Assurance to Customers and Business Partners

Third-party assessment validates an organisation's data protection regime. The DPTM will increase its data governance and protection standards, uncover potential weaknesses and enable the organisation to take steps to mitigate risks.

The DPTM Certification Process

Please refer to Annex C -1 for the certification process.

Certification Costs

The certification involves two fees:

- (1) Application fee of \$500 payable to IMDA
 - Waived for SMEs until 31 December 2019
- (2) Assessment fee payable to the Assessment Body
 - Ranges between \$1,400 to \$10,000

To encourage Singapore companies to apply for the DPTM, Enterprise Singapore can support eligible organisations to help defray costs for certification and consulting services.

¹ These include data protection laws of Australia, Hong Kong, the European Union, as well as the Organisation for Economic Cooperation and Development (OECD) Privacy Guidelines, Asia-Pacific Economic Cooperation (APEC) Privacy Framework, APEC Cross Border Privacy Rules (CBPR) and Privacy Recognition for Processors (PRP) systems.

Social service organisations who are members of the National Council of Social Service (NCSS) may also apply for the NCSS Organisational Development Grant to help defray costs for certification and consulting services.

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

For media clarifications, please contact:

LIOW Ruo Yu (Ms)
Assistant Manager, Communications and Marketing, IMDA
DID: (65) 6751 2828
Email: liow_ruo_yu@imda.gov.sg

Organisations that have received DPTM certification (as of 9 Jan 2019):

1. Carpe Diem @ ITE Pte Ltd
2. DBS Bank Ltd
3. Mamoru Singapore Pte Ltd
4. MaNaDr Pte Ltd
5. TRS Forensics Pte Ltd
6. TTSH Community Fund

Certification Process

| | |
|--|--|
| STEP 1 Application | Apply online at www.imda.gov.sg/dptm and make payment for the Application Fee. |
| STEP 2 Selection of Assessment Body | <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> |
| STEP 3 Assessment | <p>The assessment stages are as follows:</p> <ul style="list-style-type: none"> • Documentation review • On-site assessment • Remediation (if required) • Completion of assessment • Assessment report to be submitted to IMDA by the Assessment Body |
| STEP 4 Certification | 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. |