

# DATA PROTECTION: ESSENTIALS OR TRUSTMARK?

Here's a quick guide to help you choose the scheme that suits your business!



## Data Protection Essentials (DPE)



## Data Protection Trustmark (DPTM)

A **programme** to help your business implement basic data protection and security practices through a one-stop professional service.



### What is it?

A **certification** to demonstrate your business' accountable data protection practices through a robust third-party assessment.

A Small and Medium Enterprise (SME)\* or non-profit organisation that

- is newly incorporated; or
- collects/uses personal data

\*with group annual sales turnover of not more than \$100 million or group employment size of not more than 200 employees



### Who is it for?

Any business that

- collects and uses large amount of personal data; and
- has in place sound policies and practices to comply with the Personal Data Protection Act (PDPA)

- Protect your customers' personal data and recover quickly from data breaches
- Be recognised for your efforts by being listed on our website with use of DPE logo
- Be considered as a potential mitigating factor by the Personal Data Protection Commission (PDPC) in the event of a data breach



### What are the benefits?

- Increase data governance and protection standards that provides assurance to your business
- Gain more business opportunities by strengthening trust with customers
- Enjoy regulatory reliefs in the event of a data breach including undertaking eligibility or potential mitigating factor



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