

Applying the Personal Data Protection Act in a Business Environment

Course Objectives

This course provides a comprehensive practical understanding of the Singapore's Personal Data Protection Act 2012 (PDPA). It covers all the main Data Protection and Do Not Call (DNC) obligations under the PDPA and will enable participants to apply the PDPA in various practical situations. This course covers essential topics such as developing data protection policies, requirements for processing personal data, data breach management, handling transfers of personal data and addressing contraventions of the PDPA. Participants will have opportunities, through case studies, practical exercises, and discussions, to relate what they learn to their own organisations, with a view to improving their organisations' data protection policies and practices.

Who should attend?

This course is essential for anyone who wishes to develop a good practical understanding of the data protection obligations of organisations and rights of individuals under the PDPA.

- Data Protection Officers (DPOs) and Compliance Professionals
- Data Protection / Privacy Counsels and Corporate Counsels
- Data Scientists and Data Analysts
- Information Technology (IT) and Cybersecurity Professionals
- Human Resource (HR) Professionals
- Executives, Managers, and Staff involved in the management, collection, use or other processing of personal data

Course Details

Course Code: DP401

Title: Applying the Personal Data Protection Act in a Business Environment

Duration: 2 days (approximately 14 contact hours)

Mode of Training: In-person

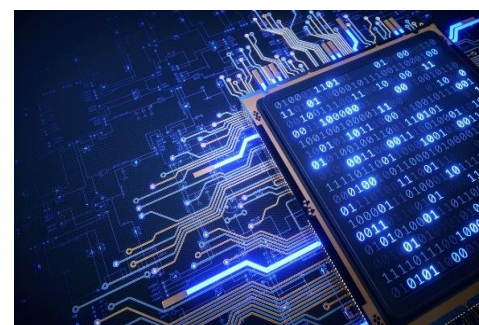
Venue: Drew & Napier LLC

10 Collyer Quay, 10th Floor, Ocean Financial Centre

Singapore 049315

Course Fee: S\$2,000.00 (excluding GST)

To view available dates and register for this course, please click [here](https://www.drewnapier.com/Academy). You may view all available courses and our course schedule(s) on our Academy webpage (<https://www.drewnapier.com/Academy>).



Course Outline

Day 1

- Introduction to the PDPA and key data protection concepts
- Taking responsibility for personal data: Demonstrating Accountability
- Collecting, using, and disclosing personal data: Purpose, Consent, and Notification
- Processing personal data: Data Minimisation, Accuracy, and Retention
- Rights of individuals and responding to complaints
- Application in specific areas: Anonymisation, Employment, and Data Analytics

Day 2

- Cross-border transfers of personal data
- Protecting personal data and offences relating to misuse of personal data
- Responding to and notifying data breaches
- DNC requirements
- Application in specific areas: Cloud and Online Activities, Digital marketing, and Cybersecurity
- Personal Data Protection Commission's (PDPC) role and approach to enforcement of the PDPA

Course Facilitator



David N. Alfred is Co-head and Programme Director of Drew Academy and concurrently Co-Head of Drew & Napier's Data Protection, Privacy & Cybersecurity practice. He is also a member of the firm's Artificial Intelligence & Digital Trust practice.

David is a senior technology lawyer with over 25 years' experience encompassing legal, business, public policy and technological aspects of the digital economy, digital technology, telecommunications, and the Internet. He has particular expertise in data law and policy, digital and cyber regulation, data protection and cybersecurity. He is a strategic and analytical thinker who has worked with and advised organisations' senior executives and boards. Before joining Drew & Napier, David was Chief Counsel of

Singapore's Personal Data Protection Commission where he led its legal team and advised the Commission on all its legal affairs. This included application and enforcement of the Personal Data Protection Act 2012 (PDPA), development of advisory guidelines and other publications and cross-border aspects of data protection.

David holds an MBA from the University of Chicago and LLB and LLM degrees from the National University of Singapore. In addition to his legal qualifications, he is a qualified course developer, training facilitator and data protection professional holding the WSQ ACLP and DDDLQ qualifications and the IAPP CIPP/A, CIPM and CIPT certifications. He has been recognised as a Fellow of Information Privacy by the IAPP and as a Senior Accredited Specialist in Data and Digital Economy Law by the Singapore Academy of Law.