



# 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.

- Executives, managers and staff involved in the management, collection, use or other processing of personal data
- Data Protection Officers (DPOs) and compliance professional
- Data Protection / Privacy counsels, and corporate counsels
- Data scientists and Data analysts
- IT and cybersecurity professionals
- HR professionals

## Course Details

Course Code: DP401

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

Course Duration: 2 days (approximately 14 contact hours)

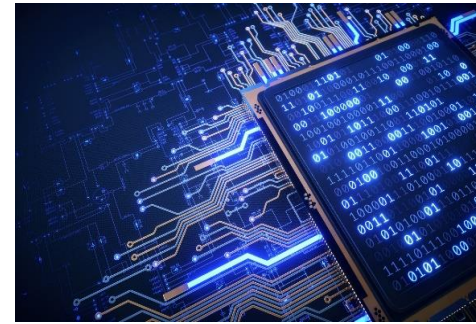
Venue: Drew & Napier LLC

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](#). You may also register for this course and view all available courses on our course schedule page ([www.drewnapier.com/Academy/Course-Schedule](http://www.drewnapier.com/Academy/Course-Schedule)).





## 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
- Do Not Call requirements
- Application in specific areas: Cloud and Online Activities, Digital marketing, and Cybersecurity
- PDPC's role and approach to enforcement of the PDPA

## Course Leader & 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.

David is a senior data protection, cybersecurity, and technology lawyer with over 25 years' experience advising on legal aspects of digital technology, telecommunications, and the Internet. He has a deep knowledge of data and cyber governance and extensive practical experience from an in-house managerial perspective. He is a strategic and analytical thinker who has worked with and advised companies' senior executives and boards. Before joining Drew & Napier, David was Chief Counsel of the Personal Data

Protection Commission where he led its legal team and advised on all the Commission's legal affairs including application and enforcement of Singapore's Personal Data Protection Act 2012 (PDPA), policy and legislative affairs, cross-border aspects of data protection and enforcement of the PDPA.

David is an Adjunct Associate Professor with the National University of Singapore (NUS), Faculty of Law where he teaches Global Data Privacy Law. He is also on the faculty of the Singapore Academy of Law and Singapore Institute of Legal Education. David holds an MBA from the University of Chicago and LLB and LLM degrees from NUS. He is a qualified training facilitator, holding the WSQ Advanced Certificate in Learning and Performance (ACLP). He is also a certified data protection professional with the CIPP/A, CIPM and CIPT certifications and has been designated a Fellow of Information Privacy by the International Association of Privacy Professionals.