



## **For Immediate Release**

### **Straits Interactive launches the Data Protection Management System for PDPA Compliance Officers in Malaysia**

Simple and innovative 'self-management' system assists companies to manage PDPA compliance and information security

**Singapore, 9 December 2014** – Straits Interactive, a leading specialist in personal data protection and Do-Not-Call (DNC) solutions today unveiled a comprehensive automated Data Protection Management System (DPMS) to assist Malaysian companies in managing their compliance efforts with the Personal Data Protection Act (PDPA).

Through the DPMS, organisations can now manage PDPA compliance and information security cost-effectively and productively across multiple entities and stakeholders through automation and using global best practices.

#### **Getting to Compliance Quickly and Systematically**

Companies, both large and small, will find the DPMS useful as many do not have specialised in-house PDPA compliance officers and have been looking for affordable and productivity related solutions to help them to manage the process of compliance with Malaysia's data protection laws.

The system provides organisations with a step-by-step approach in:

- Assessing PDPA regulatory requirements and taking an inventory of their personal data information assets
- Protecting against risks by providing tasks & recommendations for administrative, physical & technical controls
- Sustaining compliance in terms of onsite audits, tracking compliance and training efforts via integrated dashboards
- Responding to incidents or data breaches through an intelligent incident management system

"This system encapsulates the best practices of our PDPA consultancy with many clients and also answers the question of 'How do I get compliant and stay compliant'. Automating these processes for day-to-day data protection operations greatly assists in the sustenance of a data protection governance programme." said Alvin Toh, Chief Marketing Officer & Head of International Operations of Straits Interactive.

"Our clients like that we approached PDPA compliance holistically from People to Process and then Systemisation for sustainable implementation, saving them the effort of getting piecemeal compliance advisory and implementation services from different parties. With a practical and automated system like this, it reduces manual overhead and the cost of managing the compliance through an integrated solution that is based on global best practices."



## **Enabling a whole new industry and competency in PDPA Compliance**

Straits Interactive has been assisting many organisations with their compliance efforts for data protection and using its own proprietary online management tool to complement its end to end services.

The development of this system is part of the company's vision to be a comprehensive accelerator of personal data protection compliance and building up industry expertise in data protection through its compliance framework, training and tools. It seeks to partner with different agencies to enable more Data Protection competency in the marketplace and accelerate the adoption of PDPA best practices in companies.

## **Building the Competency Foundation for Compliance Officers**

Malaysia's data protection law, The Personal Data Protection Act 2010 (PDPA) gazetted in 2010 and enforced on 15th November 2013, has created the need for solutions and tools to help PDPA compliance officers or data protection officers (DPO) to ensure compliance within organisations.

Straits Interactive expects to increase efficiency for organisations by 100-200% in terms of work flow processes, manpower efficiency and increased value while reducing operating costs of complying with PDPA to as much as 50% because of reduced overheads.

Said Benjamin Shepherdson, General Manager, Straits Interactive, "Malaysian businesses have long been looking for such a tool to help alleviate the day to day operations of managing data compliance. We are thus developing a core set of partners to work with to help implement and train users on DPMS."

The Data Protection Management System will be demonstrated at the 4<sup>th</sup> Annual Personal Data Protection event at the Royale Chulan, 9 - 10 December, 2014.

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## **About Straits Interactive**

Straits Interactive Pte Ltd specialises in secure integrated solutions and services that address issues related to personal data protection and privacy. With its strong focus on enabling trusted businesses and responsible marketing via their framework of People, Process and Systems (PPS), the company provides end-to-end compliance services. Its integrated approach helps prepare companies in the roll-out of PDPA/DNC readiness with advisory and legal services, checklists, dashboards, training and solutions.

Its unique offerings include:

- PDPA Consultancy and On-site Audit
- Data Protection Management System
- SpiderGate Do-Not-Call (DNC) management and tracking system developed in conjunction with Hoiio Pte Ltd
- PDPA Industry Skills and Hands-on Training
- Certified Information Program Manager preparation training

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