



For Immediate Release

Straits Interactive introduces ASEAN's first data privacy management platform to enable legal and operational compliance with the region's data protection laws

Leading privacy solution providers to incorporate best-of-breed compliance practices, software and services to assist data protection officers

Singapore, 5 May 2015 – Straits Interactive, a leading local data protection specialist, today introduced ASEAN's first integrated data privacy compliance management platform for organisations in the region. Called DPMS (Data Protection Management System), the comprehensive software-as-a-service platform assists local and regional Data Protection Officers in operationalising their data privacy activities in a systematic and process-driven manner. The system is aligned to best-of-breed practices of the International Association of Privacy Professionals (IAPP) and software and services of leading privacy solutions vendors.

Said Mr. Kevin Shepherdson, Chief Executive Officer of Straits Interactive, "We have been working over the last 12 months to help our clients be operationally compliant with the new data protection laws in the region. Many of the DPOs and Compliance Heads we work with struggle with productivity in their multiple roles. One of the major challenges for them is that they have to manually coordinate compliance across multiple stakeholders and departments and timely compliance management reporting. Thus, they require a system that delivers automation, collaboration and productivity for them to get compliant and to stay compliant.

By combining our expertise and skillsets with the proven practices, software and services of our partners into DPMS, we now have a compliance platform with integrated solutions for various data privacy needs and at any stage of the compliance process."

As a corporate member and an official training partner of the IAPP, the world's largest and most comprehensive global information privacy community, Straits Interactive opted to adopt IAPP's privacy operational life cycle model (Assess, Protect, Sustain and Respond or APSR) as the foundation of the system. Mr. J. Trevor Hughes, Chief Executive Officer of IAPP said, "The IAPP is pleased that the IAPP's operational life cycle model has been adopted as the foundation of the DPMS. We are equally excited to see a strong collaboration between our Singapore based training company, Straits Interactive, and several of the IAPP's corporate members to support the development of this globally accessible privacy impact assessment tool."

One stop resource for data privacy compliance and management

Data protection is fairly new to the ASEAN region and many DPOs and Compliance Heads have been searching for data privacy solutions to implement into their companies. By combining the best of breed solutions into DPMS, DPOs now have a comprehensive system to work with.

Each of the partners provides a specialty focus that addresses various data privacy needs within the privacy operational life cycle:

- AvePoint – Compliance Guardian, a full data loss prevention, risk and compliance solution to mitigate privacy, information security, and compliance risks within an organisation.
- Fuji Xerox Singapore – Multifunction devices (MFD) which can be integrated with software such as Document Security Solutions that take into account privacy requirements.
- Hoiio – Do-Not-Call (DNC) SpiderGate management system.



- IBM – Straits Interactive hosts DPMS on IBM's Softlayer secure cloud and provides their clients with the option to host their data on their own separate IBM Softlayer private cloud. Additionally, Straits Interactive utilises IBM Bluemix for rapid development of product prototypes.
- Nymity – Template resources and latest privacy compliance developments through online research and alerts for any jurisdiction.
- Shred It – Global leader in secure information destruction services, covering onsite and offsite services.
- Symantec – A global information protection expert that offers consumer and enterprise endpoint security; endpoint management; encryption; mobile; Secure Socket Layer ("SSL") Certificates; user authentication; mail, web and data center security; data loss prevention; hosted security; and managed security services.

Privacy assessments, templates and latest privacy developments

To help data protection officers in their day-to-day activities, Straits Interactive will provide privacy impact assessment templates, PDPA checklists and compliance management dashboards for organisations operating in countries with data protection laws in the region, namely, Singapore, Malaysia & Philippines.

In addition, Straits Interactive is working with Nymity to incorporate the Nymity Privacy Management Accountability Framework™ into its platform offerings and to provide Nymity's research subscription services and privacy templates covering any jurisdiction, made available via the DPMS.

"We are very pleased that Straits Interactive is incorporating the Nymity Privacy Management Accountability Framework™ into its offerings, training and services and we look forward to working with them in the years to come," said Mr. Terry McQuay, Nymity Inc.'s President.

About the Data Protection Management System (DPMS)

The Data Protection Management System is a compliance collaboration and management tool that helps companies to productively manage the process of governance, risk and compliance with the region's new data protection laws. It has been implemented in more than 100 organisations and is currently offered through Straits Interactive's consultancy and professional services, hands-on data protection officer training course, as well as available as a standalone compliance solution.

Straits Interactive is offering organisations a two-hour free consultation session to evaluate their PDPA compliance efforts and PDPA readiness. Companies can obtain more information by visiting the website www.straitsinteractive.com

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About Straits Interactive

Straits Interactive, headquartered in Singapore, delivers technology solutions that enable trusted business and responsible marketing, especially in the area of data privacy and protection. By transforming automation, collaboration and productivity, we help businesses navigate the maze of data privacy management through a combination of cloud technology and professional services.

Straits Interactive enables Compliance and Data Protection Officers to achieve operational compliance so that organisations are able to:

- Assess risks and compliance status
- Protect against these risks and implement policies/practices
- Sustain compliance efforts through audits, training and ongoing monitoring
- Respond to queries or incidents



These software and services comprise the SpiderGate Do-Not-Call Management System, the Data Protection Management System and complementary professional services that include complete PDPA compliance framework consultancy, onsite PDPA audits and legal services, and training for Data Protection Officers and privacy professionals.

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