

**For Immediate Release**

**MEDIA RELEASE**

**SAEA Ltd helps prepare Estate Agencies and Salespersons  
for the Personal Data Protection Act and Do-Not-Call Registry**

*Real estate body extends assistance to small agencies as well*

Since the announcement of the Personal Data Protection Bill more than a year ago, SAEA (formerly known as the Singapore Accredited Estate Agencies Ltd) has taken the lead to help its members not only become familiar but also compliant with Singapore's new Do Not Call (DNC) and Personal Data Protection Act (PDPA) laws.

As the voice of the industry, the real estate body kept its members up to speed by interacting with the IDA and PDPC, soliciting and providing feedback and updating them on the developments via announcements and third party workshops.

"The Personal Data Protection Commission (PDPC) is committed to working with trade associations such as the SAEA to help organisations better understand and comply with the requirements of the PDPA," said Mr Amos Tan, Commission Member and Director (Communications and Operations), PDPC.

"To set an example as an industry body and encourage real estate agencies and salespersons to be PDPA/DNC ready as soon as possible, SAEA went through a PDPA Audit & Compliant Exercise offered by the DP (Data Protection) Alliance." said Mr Dennis Tay, CEO of SAEA.

Added Mr Tay, "Through this exercise, SAEA has developed a greater understanding of the requirements and compliance of the Act. It places us in a better position to address our members' concerns and questions."

This Alliance is led by Straits Interactive and comprises technology provider Hoiio, legal services firm Samuel Seow Law Corporation, document specialist Fuji Xerox and security software provider Symantec. The exercise takes an integrated approach that can prepare companies in the roll-out of PDPA/DNC readiness with advisory and legal services, checklists, dashboards as well as a solution which allows any calls made from landlines and mobile phones to be checked against the national DNC registry and blocked if telephone numbers are registered.

To bring about better understanding of the process and to get the salespersons ready, SAEA worked with the DP (Data Protection) Alliance by holding a Key Executive Officer (KEO) Caucus meeting for industry which brought together various heads of agencies such as ERA, Huttons, CBRE, Orange Tee and Knight Frank to share best practices in personal privacy and data protection. The KEO Caucus meeting sped up the process of adoption amongst the agencies.

"We are pleased to see SAEA taking an active role in leading our industry toward a better understanding of the new data protection laws. Certainly we want to be viewed as responsible marketers and trusted businesses. SAEA is taking a step in the right direction by updating us and bringing together providers who can help us. We will benefit in the long run as we will be able to project an even more professional image to our clients." said Mr Eugene Lim, KEO of ERA.

Smaller agencies will also be given assistance - it is the industry body's goal of assisting the small agencies who do not have the financial muscle to tap on this possible PDPA/DNC solution that is affordable and easy to use thus ensuring that smaller agencies benefit from cost savings for their communication needs as well being compliant. A launch on 27<sup>th</sup> January, 2014 will be held at SAEA's premises to show case the solution to members.

To further facilitate awareness, SAEA is also the first CEA approved course provider to roll out Personal Data Protection Act CPD (Continuing Professional Development) activities catered specially for Real Estate KEOs and Salespersons. Attendees will gain a good understanding of the Act and the Do-not-call registry as well as learn the SOPs they have to put in place in their day to day operations so as to comply with the Act.

## About SAEA

SAEA is an independent real estate body that advocates the interests of estate agencies and salespersons and strives to upgrade the public standing of the profession and our members. SAEA plays this role by promoting industry development initiatives through active engagement in forums and communication media like newsletters and weekly bulletins. SAEA is also involved in discussion/workgroups to provide industry inputs and feedback to various government bodies.

At SAEA, we also provide education and training to raise the professional profile and productivity of our members, equipping each real estate professional with best practice competencies through our RES (Real Estate Salesperson) course, CPD (Continuing Professional Development) activities, workshops and seminars. Visit [www.saea.org.sg](http://www.saea.org.sg) for more information.

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