



## For Immediate Release

### **Straits Interactive and International Islamic University of Malaysia enter Memorandum of Agreement to help further enhance data protection skills for Malaysians**

*Research and Hands-on Data Protection Courses are key initiatives being developed*

Kuala Lumpur, Malaysia, 22 March, 2019 – Straits Interactive and the International Islamic University of Malaysia (IIUM) today entered into a Memorandum of Agreement (MoA) allowing for greater co-operation of developing initiatives on promoting and increasing data protection and compliance competencies in Malaysia.

The MOA will see IIUM join the Data Protection Excellence (DPEX) Network, a virtual network for data protection excellence where organisations (including universities) and certification bodies come together to help enhance data protection in the ASEAN region, where data protection laws are new. IIUM will be spearheading data protection initiatives in Malaysia with key areas of development being in education and research.

Said The Rector, Professor Emeritus Tan Sri Dato Dzul kifli Abdul Razak, “Data protection is going to become a business culture beyond just legal requirement. We are delighted to work together with Straits Interactive and the Data Protection Excellence Network to bring new operational competencies in data protection to Malaysians. In addition, our graduates and post-graduate students will be able to contribute to the continuing research of data privacy, an area that is currently a green field for ASEAN.”

With new data protection laws coming on stream in the region and with tough laws already implemented in the EU and in other parts of the world, it becomes obvious that companies need to be protected against data and privacy breaches, which are not only costly, but in some countries like Malaysia, a criminal act.

Kevin Shepherdson, CEO, Straits Interactive, said, “Our region’s data protection laws are quickly evolving and there is a huge shortage of data protection competencies and skillsets especially in the areas of operational compliance with the Personal Data Protection Act. We are looking forward to developing new courses, sharing technologies in privacy management and obtaining help for our research initiatives with IIUM. We also hope to offer study awards in data protection professional certification to those who choose to specialise in data protection”



As part of the MoA event, Straits Interactive launched the book, “99 Privacy Breaches to Beware of”. Written for the layman, it will be available as part of the course material for all participants of the “Hands On Data Protection & Cyber Security” course, one of the first hands-on offerings to assist companies in Malaysia to comply with the PDPA.

The Data Protection Excellence (DPEX) Network is the first of its kind facility in the region whose aim is to provide leadership, best practices, training, research and support for all things surrounding data privacy from an operational perspective. Besides IIUM, supporting organisations include SMU Academy, EITSC Philippines, European Data Protection Law Review (EDPL), EXIN, International Association of Privacy Professionals (IAPP), Lexxion (the legal publisher), National Privacy Commission (NPC) Philippines, OCEG, Service Works, Xynexis and law firms Follosco, Morillos, Herce and Lyn Boxall LLC.

More information about DPEX can be found at [www.dpexnetwork.org](http://www.dpexnetwork.org)

-End-

#### About the Book

Data breaches, privacy leaks, sensitive personal information falling into the wrong hands. Why do these things happen even with the existence of data protection laws, with hefty fines as punishment? And why do they happen even in organisations that have instituted all the policies and procedures required by the law? Because privacy breaches can happen despite legal compliance and good information governance. They happen because of failures in operational compliance.

So, how do readers avoid privacy breaches happening to them? Drawing on a wealth of real-life case studies and onsite data protection audits, this book investigates the range of things that can easily go wrong on the ground — and indeed have gone wrong! From careless practices and indiscreet communications to IT vulnerabilities and third-party risks, this book will show them where the weakest links are in the collection, usage, retention, disclosure and disposal of personal data.

Authors Kevin Shepherdson, William Hioe and Lyn Boxall have consulted with over 100 companies internationally in the area of data protection compliance. Their combined experience in technology management and law gives this book exceptional breadth and depth. With action checklists in every chapter, readers will be able to put theory into practice right away, and avoid operational lapses that compromise the security and integrity of personal data under your care.



## About International Islamic University Malaysia

The International Islamic University Malaysia (IIUM) is the manifestation of one of the major aspirations of Muslim scholars in Malaysia to have an Islamic university in the country to lead the Muslim ummah in all branches of knowledge. The plan to establish IIUM was revealed by Tun Dr Mahathir Mohamad, the Fourth and current Prime Minister of Malaysia on 12 January 1982 after deliberating with the Education Minister, senior government officers and senior academics from local universities. The university was officially established on 20 May 1983 by the Government of Malaysia.

IIUM has several campuses that spread across different states of Malaysia; each providing specific fields of study. The main campus in Gombak, Kuala Lumpur houses the university's administration. The other campuses are located in Kuantan, Kuala Lumpur, Gambang and Pagoh. The Kuala Lumpur Campus at Persiaran Duta now houses the International Institute of Islamic Civilisation and Malay World (ISTAC). The Centre for Foundation Studies is now in Gambang in the state of Pahang.

## About Straits Interactive

Straits Interactive delivers end-to-end governance, risk and compliance solutions that enable trusted business and responsible marketing, especially in the area of data privacy and protection. Recently voted one of the Top 25 Compliance Solutions Providers in the Asia Pacific by Asia Pacific CIO Outlook magazine, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services. Our software-as-a-service solutions include the Data Protection Management System (DPMS), Governance, Risk & Compliance System (GRACIAS) and the SpiderGate Do-Not-Call Management System, all of which are supported by professional services that include advisory services, audits, and training. More information about the company can be found on [www.straitsinteractive.com](http://www.straitsinteractive.com).

## Media Contacts

### International Islamic University Malaysia

Roslan Bin Rusly  
Media Relations Officer  
Office of Corporate Communication,  
(Promotion, Publications & Media Section)  
Email: [roslanr@iium.edu.my](mailto:roslanr@iium.edu.my) / [lanproiium@gmail.com](mailto:lanproiium@gmail.com)  
Tel: (60)3-6196 5889  
Mobile: (60)17-6276184 / (60)19-2932984



Straits Interactive

Angela Schooling  
Marketing & Communications Director  
Email: [angela@straitsinteractive.com](mailto:angela@straitsinteractive.com)  
Mobile: (65) 9822-2625

