



Media Release

SMU and Straits Interactive introduce world's first blended hands-on data protection course

Customised software and VR experience incorporated to enhance training impact

Singapore, 4 April 2019 (Monday) - Singapore Management University (SMU) Academy and Straits Interactive, a specialist in data privacy, today announced the integration of virtual reality (VR) technology and software tools into its data protection courses, starting with the new Practitioner Certificate in Personal Data Protection (Singapore) Preparatory Course. Developed by the Personal Data Protection Commission (PDPC), this course equips Data Protection Officers (DPOs) with the know-how to establish a robust data protection infrastructure for their respective organisations.

Participants will be using customised software designed by Straits Interactive to enhance the effectiveness of their roles as DPOs in implementing the Personal Data Protection Act (PDPA) for their organisations. This blended approach illustrates the commitment by both organisations to enrich and enhance the learning experience of their participants.

"The recent data breaches in Singapore are timely and sobering reminders of the vulnerabilities that organisations face. As such, we have been working with Straits Interactive to explore new ways of encouraging DPOs to get themselves trained adequately, and to comply with the PDPA, not just for legal reasons but to enhance and strengthen their operations," said Dr Lim Lai Cheng, Executive Director, SMU Academy.

"From the start, our DPO courses were designed to impart to participants practical and relevant knowledge; the newly incorporated VR technology will further engage participants and make their learning experience richer and more impactful," she added.

"Complying with the PDPA operationally means taking an inventory of personal data that an organisation collects and holds, charting its flow from collection to disposal, and carrying out a data protection impact assessment to determine risks. For a newly appointed DPO, this process is likely to be overwhelming if done manually or with spreadsheets. Hence our decision to introduce the blended learning approach to this course," said Kevin Shepherdson, CEO, Straits Interactive.

Blended learning allows participants to learn via electronic and online media as well as face-to-face. Participants will have an opportunity in the Practitioner Certificate course to have a hands-on experience using the software for classroom exercises as well as exporting their assignments to be used after the course in their respective operational settings.

The use of VR technology brings a new learning experience to the classroom. Participants will be provided with VR headsets where they will identify common data breaches in the work environment. SMU and Straits Interactive plan to roll out the blended learning approach to all 14 data protection related courses being offered at the SMU Academy.

Funded under the SkillsFuture scheme, participants who complete the course may sit for an examination. Upon successfully passing it, they will then obtain the Practitioner Certificate in Personal

Data Protection (Singapore) co-issued by the PDPC and the International Association for Privacy Professionals (IAPP).

For more information on the courses, visit <https://smu.sg/PDPA>.

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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) and Governance, Risk & Compliance System (GRACIAS), 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.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About SMU Academy

Launched in April 2017, SMU Academy is the professional training arm of the Singapore Management University. With its pillars of Financial Services; Human Capital Management & Leadership; Technology & Intelligent Systems; and Service, Operations & Business Improvement; the Academy leverages SMU's reputation and linkages to prepare our workforce with the competencies, skills upgrading and career resilience required for the future economy. <http://academy.smu.edu.sg>

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