



For Immediate Release

Industry players come together to enable PDPA compliance

Data Protection Alliance delivers end-to-end PDPA/DNC services for Singapore companies

Singapore, 20 January 2014 - The Data Protection (DP) Alliance, led by Straits Interactive Pte Ltd and comprising Hoiio, SS Law Corporation, Fuji Xerox and Symantec, today announced its collaborative partnership to deliver a comprehensive end-to-end Personal Data Protection Act/Do-Not-Call (PDPA/DNC) solution to Singapore companies.

The aim of the Data Protection (DP) Alliance is to assist organisations in meeting the provisions of the PDPA and the DNC rules via a framework of people, process and systems (PPS). This integrated approach helps prepare companies in the roll-out of PDPA/DNC readiness with advisory and legal services, checklists, dashboards, training and solutions.

Mr. Kevin Shepherdson, Chief Executive Officer of Straits Interactive, said, "Companies are making a concerted effort in readiness preparation for the Personal Data Protection Act and meeting the requirements of the Do Not Call registry. Many however, have indicated that they do not know where to start or what to look out for. Gathering some of the best partners together, we have developed a complete compliance framework that covers training, PDPA audit, policies and practices, DNC management, data protection and document security."

Added Mr. Samuel Seow, Founding Partner of Samuel Seow Law Corporation, "Asking a lawyer to relook at your contracts alone does not make your organisation PDPA compliant. What is more important first is to do a personal data inventory assessment to identify gaps and risks within your company before reviewing the relevant legal agreements and contracts. This Alliance takes it a step further by providing a one-stop resource - it helps companies look at processes and systems that need to be in place to be compliant and to stay compliant."

Data Protection Alliance - Credible Solutions In An Integrated Framework

Each of the partners provides a speciality focus that covers the PDPA spectrum:

- Hoiio – provides the telecommunications and SMS marketing infrastructure, and is a joint developer of SpiderGate, a cloud-based DNC management and tracking system
- Fuji Xerox Singapore – provides document management, security, MFD (multi-function device) access control and tracking
- Samuel Seow Law Corporation – covers compliance training and the legal audit perspective
- Straits Interactive – provides training, PDPA business advisory and compliance project management and joint developer of SpiderGate
- Symantec – provides comprehensive information security solutions coverage for awareness, identity and protection that enables companies to better classify, discover and protect their data and IT infrastructure

Collaborative Partnering

Collaborative partnering also provides organisations a broader perspective to data protection under this PPS Framework. This contrasts against the piecemeal and reactive approach that companies may engage in without an integrated view of where they stand and what needs to be done to comply expediently.



The immediate priority of the Alliance is to help companies doing telemarketing to meet the Do-Not-Call provisions of the PDPA which began 2nd January, 2014.

A key deliverable of the alliance is SpiderGate, a DNC solution that automatically checks and filters out telephone numbers from a company's centralised blacklist and the DNC registry across phone calls, SMS and faxes. Now in the beta stage of implementation, the technology was co-developed by Straits Interactive and Hoiio.

Said Mr. Low Chee Seng, Chairman of Hoiio, "As part of our contribution to the Alliance, we have combined our award-winning agile communications technology to enable a complete suite of communication tools for voice calls, SMS marketing and faxes that maximizes productivity and offers automatic DNC checks for companies doing telemarketing."

Besides the DNC offering, the alliance is providing end to end security solutions.

Mr. Tan Yuh Woei, Symantec's country manager for Singapore said, "Information is the lifeblood and currency of all businesses today. With cyber attacks being the new reality and cybercriminals not slowing down, the security risks that companies face today are real. Besides the need for companies to protect their IT infrastructure, there is a need to also ensure protection at the endpoints, especially with the increased mobility adoption and BYOD trend among the workforce. [Symantec's 2013 State of Mobility Survey](#) revealed that on a global scale, organizations that embraced mobility more readily experience an average of twice as many mobile incidents during the last year, such as lost devices and data breaches, leading to consequences such as regulatory fines and lost revenue. This strategic alliance combined with Symantec's deep expertise in information security enables us to protect and manage our customers' information so that they can stay compliant and transact with confidence in this digital economy."

"The development of new compliance standards such as PDPA and the push towards global sharing of knowledge will drive the need for effective document management. This is where Fuji Xerox will be able to share on ways that companies can gain better control of the document lifecycle by enabling remote accessibility to business critical documents or improving the longevity and security of information through the use of security paper printing for example. By collaborating with like-minded partners, we hope to bring on a range of more cohesive solutions to the market," said Mr Bert Wong, CEO, Fuji Xerox Singapore.

Benefitting from the Alliance

One of the first industry professional bodies to benefit from the Data Protection Alliance offerings is SAEA Ltd (formerly known as the Singapore Accredited Estate Agencies Ltd), an industry body for real estate agencies and salespersons. Said Mr Dennis Tay, Chief Executive Officer, "SAEA supports responsible marketing. We went through the PDPA Audit and Compliance exercise as we want to take the initiative as an industry body to encourage real estate agencies and salespersons to be PDPA/ DNC ready as soon as possible. As such, we have organised workshops for the Key Executive Officers and Continuous Professional Development activities to educate both our members and the industry at large. We have since put in place the necessary protection measures and are now looking to implement the various solutions that the alliance offers."

To help companies kick-start their PDPA compliance efforts, Data Protection Alliance member Straits Interactive is offering a free quick-start online assessment which can be found at www.straitsinteractive.com/assessment.

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About the companies

Hoiio

Hoiio provides cloud communications technology that is agile and alive to the changing needs of business. By simplifying complex systems into elegant applications hosted on the the cloud, Hoiio makes flexible and scalable business communications possible. Besides offering cost effective communications tools such as phone, fax and conferencing, the company also hosts SpiderGate, Singapore's first DNC filtering system.

Fuji Xerox Singapore Pte Ltd

Established in 1965, Fuji Xerox Singapore is the country's leading provider of new class document solutions. We offer an unparalleled portfolio of document technologies, services, software, supplies and document-centric outsourcing. Supported by an unrivalled team of industry leading professionals, we are committed to help our customers achieve increased productivity and process efficiency gains through innovative document solutions, while meeting their sustainability objectives and reducing costs. For more information, please visit us at www.fujixerox.com.sg

Samuel Seow Law Corporation

Featured in the *Asia Pacific Legal 500* publication as one of the top 20 law firms in Singapore for intellectual property law, Samuel Seow Law Corporation ("SSLC") has a team of lawyers dedicated to dealing with privacy law and the protection of personal data. Being a full service law firm, SSLC is able to draw from the wealth of experience and knowledge from each of its lawyers to provide a comprehensive and holistic approach in enabling its clients to be compliant with the new Personal Data Protection Act 2012.

Straits Interactive Pte Ltd

Straits Interactive Pte Ltd specializes 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, the company worked with Hoiio to jointly develop SpiderGate, a cloud-based Do-Not-Call (DNC) management and tracking system. SpiderGate checks against an organisation's opt-out list and the DNC registry whenever a call is made through Hoiio's mobile application or online SMS marketing tool. Positioned as the industry's first PDPA-DNC solution, it provides the combined benefits of compliance, cost savings and unified communications.

Symantec

Symantec protects the world's information, and is a global leader in security, backup and availability solutions. Our innovative products and services protect people and information in any environment – from the smallest mobile device, to the enterprise data center, to cloud-based systems. Our world-renowned expertise in protecting data, identities and interactions gives our customers confidence in a connected world. More information is available at www.symantec.com or by connecting with Symantec at: go.symantec.com/socialmedia.



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