



For Immediate Release

Straits Interactive & Hoiio successfully rolls out SpiderGate DNC Management System to help clients prepare for DNC Enforcement

Leading DNC Service Provider clarifies position about doubts relating to its technology

Singapore, 22 January 2014 - Straits Interactive and Hoiio, developers of the SpiderGate DNC management system, announced that it has officially rolled out its technology for its clients. Users of the system making calls from mobile phones and landlines will now have any calls to telephone numbers registered in the national DNC registry blocked, ensuring compliance with the Act.

Straits Interactive and Hoiio also clarified its position relating to accusations about whether the method in which it accesses the registry is legal - and whether the technology had received an unfair advantage from the Personal Data Protection Commission (PDPC).

"We would like to clarify that the PDPC did not provide any Application and Programming Interface (API) for the purpose of checking the registry. The company has not received any assistance or endorsement from the PDPC in developing our technology," said Mr. Kevin Shepherdson, CEO of Straits Interactive.

"The speed of DNC registry checks by SpiderGate is achieved through our superior technology and innovation to access the registry. Clients have been using SpiderGate for more than a week now and have advised us that the automatic checks are completed against the DNC registry within 5-10 seconds from either a mobile phone or a landline," further added Mr. Shepherdson.

As part of its roll-out, a dedicated Data Protection module has been released on the SpiderGate portal to help Data Protection Officers (DPO) in their investigation should there be a complaint. The DPO need only to input the telephone number of the complainant and SpiderGate will provide an audit trail of all communications made by subscribers of SpiderGate.

SpiderGate is a Do-Not-Call Management System that complements a company's/individual's telemarketing efforts. It works by automatically checking and filtering out telephone numbers from a company's centralised blacklist of opt-outs (much like a company internal DNC) and the DNC registry with minimal disruption to marketing calls, SMS and faxes to prospects. The technology was jointly developed by Straits Interactive – staffed by experienced technology veterans familiar with digital marketing and data protection laws - and Hoiio, an IDA licensed Singapore-based telecom operator and a distinguished multiple award winning technology company.

Some of these awards include:

- Demo Asia 2012 People Choice Award
- SiTF 2012 Cloud Computing Gold and Judge's Choice Awards
- APICTA 2012 Communication Category Award Winner
- Open Web Asia 2012 Top 10 Asia Startup

For more information on SpiderGate, please visit www.spidergate.com.sg

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About the companies

Straits Interactive Pte Ltd

Straits Interactive Pte Ltd specialises 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.

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.

Media Contacts

Straits Interactive
Angela Schooling
Marketing & Communications Director
Telephone: +65 6602 8010
Mobile: +65 9822 2625

Hoiio
Denise Tham
Marketing Executive
Telephone: +65 6871 4062
Mobile: +65 9858 0203