



Media Release

Straits Interactive obtains Data Protection Trustmark in Singapore

*Privacy start-up also receives Company of the Year, 2019 award
by APAC Business Headlines*

Singapore, 18 December, 2019 –Data privacy specialist and start-up Straits Interactive Pte Ltd, a leader in data privacy in the ASEAN region today announced that it has achieved the Data Protection Trustmark (DPTM) from Infocomm Media Development Authority (IMDA). The DPTM is a certification that recognises companies that are able to demonstrate that they have accountable and responsible data protection practices.

Less than 20 Singapore companies have been awarded with the DPTM since its inception early this year. Straits Interactive is the first Software-as-a-Service (SaaS) company with professional services in training and advisory in Singapore to be awarded the DPTM.

The certification comes on the back of a recent award of ‘Company of the Year, 2019’ by APAC Business Headlines. The award is recognition of companies that are forming ripples in their industry through leveraging emerging technologies in their specific industry verticals. Straits Interactive is one of 10 winners from seven countries in APAC. The award recognises the company’s start-up achievement and regional leadership in data privacy and protection.

Said Kevin Shepherdson, CEO, Straits Interactive, “We are both honoured and delighted by obtaining the DPTM certification and the Company of Year, 2019 award by APAC Business Headlines. Data protection and privacy laws are fast developing in our region and as data privacy specialists, the DPTM demonstrates credibility of our data protection solutions and services. Last but not least, these awards are a testimony and recognition of the hard work of our company in creating a regional eco-system in assisting corporates and individuals in their data protection and privacy journey, while creating or enhancing both job and business opportunities through our Data Protection Excellence (DPEX) network.”

While the DPTM is a Singapore-based certification, it also incorporates relevant international data protection principles, including that of the OECD Guidelines on the Protection of Privacy and Transborder Flows of Personal Data; and the APEC Privacy Framework. More information about the DPTM can be found at <https://www.imda.gov.sg/dptm>

The current APAC Business Headlines issue featuring the Company of the Year can be found at <https://www.apacbusinessheadlines.com/digitalmag/Automotive-Technology-Company-of-year.html>. The full article can be found at [https://apacbusinessheadlines.com/Automotive-Technology-Company-of-year-web version/Straits/](https://apacbusinessheadlines.com/Automotive-Technology-Company-of-year-web_version/Straits/)

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The Company of the Year, 2019, award criteria includes:

- Delivering solutions that make life better
- Proactive in helping customers
- Going beyond the contract
- Driven by a strong purpose and guided by great business ethics

In addition, the award recognised the following achievements in the area of data privacy and protection:

1. Publishing the book “99 Data Breaches to Beware of” that’s positively endorsed by regulators from the EU, Hong Kong, Ghana and more.
2. Having ASEAN’s largest team of certified data protection/privacy and GRC consultants.
3. Serving many industry leaders in retail, telecommunications, infocomm technology, property, healthcare as well as government agencies and social service organizations.
4. Providing support to regulators in Singapore, Malaysia, the Philippines, and Indonesia in the promotion of data protection education and curriculum development.
5. Creating its own privacy management software, DPOinBOX, which blends with its training and advisory services.
6. And, providing the largest offerings of data protection courses in the region with professional certifications and advanced diplomas through its Data Protection Excellence (DPEX) Centre.

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 DPOinBox 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.

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