



## Media Release

### **Data Protection Excellence Centre identifies seven data protection trends in ASEAN for 2020**

#### **Impending trends to intensify talent crunch**

Singapore, 2 January, 2020 - Data Protection Excellence (DPEX) Centre, the learning and research arm of Straits Interactive, today announced seven data protection trends for organisations in ASEAN to look out for in 2020.

The trends were compiled from observations, interviews and research done by the Centre's certified information privacy experts as well as its advisors from the DPEX Network in the region.

Said Kevin Shepherdson, Chief Executive Officer, Straits Interactive and Head, DPEX Centre, "Besides the General Data Protection Regulation (GDPR) that is continuing to change the privacy landscape in the European Union, ASEAN is fast becoming one of the hottest regions for data protection as local laws are either being newly introduced such as in Indonesia and Thailand or enforced such as in Singapore and the Philippines. These developments, followed by a spate of highly publicised data and privacy breaches, will prompt many organisations to take data protection laws seriously and consider putting in resources to demonstrate accountability. We have therefore identified seven trends that we believe board and management teams ought to pay more attention to in 2020."

The identified seven data protection trends for the region in 2020 are:

1. More intensive enforcements with increased emphasis on operational compliance amid data breaches arising from mass digitisation and improper use of privacy-intrusive technologies
2. Both the public and private sectors will continue to grapple with data protection issues and new privacy requirements
3. Continued importance and applicability of GDPR to ASEAN
4. Shift from local to regional compliance for organisations with multiple regional presence
5. Significant rise in demand for data protection expertise and professional certification
6. Emphasis on data protection audits as well as increased adoption of data protection certification frameworks and trustmarks
7. Emergence of established and new players in the ASEAN region offering data protection services and solutions

A web conference discussing these trends will be held on 8 January 2020 at 3.00pm. Those interested in signing up for the webinar can go to [bit.ly/dpex0801](https://bit.ly/dpex0801). More information about the DPEX Centre can be found at [www.dpexcentre.com](http://www.dpexcentre.com).

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### **About the DPEX Network**

The Data Protection Excellence (DPEX) Network is the first of its kind facility in the ASEAN region whose aim is to provide leadership, best practices, training, research and support for all things surround data privacy from an operational perspective. This collaboration of partnerships comprise certification bodies, law firms, universities and organisations who provide professional services and technologies relating to data privacy. An ever-growing network, members currently include Straits Interactive, Singapore Management University, International Islamic University of Malaysia, De La Salle University, Philippines, IAPP, EXIN, OCEG and Lexxion amongst others. More information about DPEX Network can be found at [www.dpexcentre.com](http://www.dpexcentre.com)

### **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 Data Protection Trustmark (DPTM) certified, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services. Our quest for innovation has led to us being recognised and awarded Intercon's Top 50 Tech Companies (in recognition of the company's contribution to technology) and APAC Business Headlines' Company of the Year, 2019. 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](http://www.straitsinteractive.com).

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**For media enquiries, please contact:**

Straits Interactive Pte Ltd

Ms Angela Schooling

Marketing & Communications Director

Mobile: (65) 98222625

Email: [angela@straitsinteractive.com](mailto:angela@straitsinteractive.com)