



*(Embargoed till 12pm) Immediate Release*

**Straits Interactive launches Region's First  
Certified Mobile Application Privacy-by-Design course  
at National Privacy Commission's DPO Summit**

*New course for mobile app developers, programmers and DPOs in the Philippines to be accredited by DPEX Network*

Manila, The Philippines, 27 September 2021 - Straits Interactive today announced the launch of Southeast Asia's first Mobile Application Privacy-by-Design course (MAPbD) at the online DPO Summit for developers and programmers, organized by the National Privacy Commission (NPC) of the Philippines. The course is accredited by the Data Protection Excellence (DPEX) Network.

**Course objective**

Its objective is to educate mobile app developers, programmers, and data protection officers (DPOs) on how to design mobile apps that comply with the Philippines' Data Privacy Act (DPA) and other data protection laws using data privacy-by-design methods, data privacy principles and best practices.

A survey done by the DPEX Network in 2019 on the top 100 local applications in the Philippines found that these mobile apps were more privacy-invasive than those of their global counterparts:

- 100% of the apps required more than one permission to access personal data (compared to a global average of 75%)
- 68% required permission to access users' location information (vs 32%)
- 41% required permissions to users' camera (vs 10%)
- 46% required permissions to contact lists (vs 9%)

Kevin Shepherdson, CEO of Straits Interactive, noted that Filipinos and others in Southeast Asia were the most engaged mobile app users in the world.

“On the other hand, COVID-19 has accelerated the momentum for food delivery apps, and online shopping platforms, online content and for entertainment, fuelling a huge market for mobile app developers and start-ups monetizing users’ personal data,” Shepherdson said.

“Unfortunately, many developers and programmers are unaware of their obligations under the Data Privacy Act and other privacy regulations to safeguard the personal information of users. The prevalence of privacy-intrusive mobile apps and high-profile enforcements by the NPC and regulators worldwide prompted the introduction for a certified course catering specially for this segment of the market,” he added.

### **Incorporating privacy-by-design**

Privacy Commissioner Raymund Enriquez Liboro welcomed the industry-led effort to help developers and programmers to incorporate privacy-by-design and best practices in their mobile apps.

“The certification initiatives announced today at our DPO Summit by Straits Interactive, and the Data Protection Excellence Network help complement the Commission’s extensive awareness and education efforts directed at all industry sectors in the Philippines,” Liboro said.

More information on the certified mobile application privacy-by-design course can be found at <https://www.dpexnetwork.org/courses/mobile-app-privacy-by-design-ph/>.

Membership to the DPEX Network, for access to data privacy events, discussions, news, articles and resources, is free. To sign up, click login on [www.dpexnetwork.org](http://www.dpexnetwork.org)

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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 Data Protection Trustmark (DPTM) certified, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services.

### **Data Protection Excellence (DPEX) Network**

The Data Protection Excellence (DPEX) Centre is the research and education arm of the DPEX Network, a first of its kind facility in the ASEAN region whose aim is to provide leadership, best practices, training, research and support for all things surrounding data privacy from an operational perspective.

This collaboration of partnerships comprises certification bodies, law firms, universities and organizations that provide professional services and technologies relating to data privacy. Members include Straits Interactive, Singapore Management University, International Islamic

University Malaysia, IAPP, EXIN, OCEG and PECB. More information about DPEX Network can be found at [www.dpexnetwork.org](http://www.dpexnetwork.org)

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