



**Straits Interactive and the Asian Institute of Management enter Memorandum of Agreement to roll out certificate program to enhance Data Privacy and Data Protection skillsets**

*Data Protection Operational Excellence and Post Graduate Certificate courses to be offered*

Manila, The Philippines, 28 January 2022 – Straits Interactive and the Asian Institute of Management (AIM) today entered into a Memorandum of Agreement (MoA) to deliver data privacy and data protection certificate programs in the Philippines. A co-delivered Data Protection Officer Program, under the School of Executive Education and Lifelong Learning (SEELL), will be rolled out in April 2022.

Together, the joint initiative aims to provide a robust course design on data privacy and data protection to equip Data Protection Officers and other privacy professionals with the skills needed to empower organizations to build trust and create a culture of data privacy and compliance. AIM is also joining the Data Protection Excellence (DPEX) Network, a virtual community for data protection excellence where organizations, institutions of higher learning, and certification bodies come together to promote and advocate for enhanced data privacy and data protection in the ASEAN region.

***Growing Awareness in the ASEAN region***

Straits Interactive and AIM will be focusing on data privacy and data protection education and training initiatives to further increase public awareness and support the development of the organization’s capability, skills, and competency in the areas of data privacy and data protection. Dr Jikyeong Kang, President and Dean, AIM states, “Data privacy and data protection are fast becoming one of the most important concerns of many organizations, and we are very pleased to be partnering with Straits Interactive to offer these cutting edge programs.”

Kevin Shepherdson, CEO, Straits Interactive, said, “We are excited to partner with AIM, an institution with more than 54 years of academic experience in imparting and enhancing knowledge and skills to diverse audiences in businesses, government, and regulatory sectors. With our regional leadership in data protection, we hope to bring more of such courses to upskill data protection and governance professionals in the Philippines.”

Further information about the courses can be found on both the AIM website [www.aim.edu](http://www.aim.edu) and the DPEX Network website [www.dpexnetwork.org](http://www.dpexnetwork.org)

In addition to AIM, other supporting organisations include SMU Academy, EXIN, the International Association of Privacy Professionals (IAPP), National Privacy Commission (NPC) Philippines, OCEG, Service Works, Xynexis, and law firms Follosco, Morillos, Herce and Lyn Boxall LLC.

More information about DPEX Network can be found at [www.dpexnetwork.org](http://www.dpexnetwork.org)

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## **About**

### **Asian Institute of Management**

The Asian Institute of Management (AIM) is the Asian pioneer in international management education. Established in 1968 with the Harvard Business School Advisory Board, leading Philippine universities, and prominent business leaders, the Institute continues to develop and deliver its masters, a PhD program, and executive programs to develop practicing managers in Asia's emerging markets.

With over 50 years of history, the Asian Institute of Management remains committed to sustaining the growth of Asian businesses and societies by developing professional, entrepreneurial, and socially responsible leaders and managers within the region. AIM's programs are designed for practical application in the real world.

### **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 organisations that provide professional services and technologies relating to data privacy. An ever-growing network, members currently include Straits Interactive, Singapore Management University, International Islamic University Malaysia, De La Salle University Philippines, IAPP, EXIN, OCEG and Lexxion amongst others. More information about DPEX Network can be found at [www.dpexnetwork.org](http://www.dpexnetwork.org)

## **Media Contact**

### **Asian Institute of Management**

Name: Grace Reynoso  
Title: Managing Director for Business Development, AIM SEELL  
Telephone: +63908 8505012  
Email: MReynoso@AIM.EDU

### **Straits Interactive**

Angela Schooling  
Marketing & Communications Director  
Mobile: + 65 98222625  
Email: [angela@straitsinteractive.com](mailto:angela@straitsinteractive.com)

**Clearstory International**

Roisin O'Donoghue

Senior Account Executive

Telephone: +353 87 7489420

Email: [roisin@clearstoryinternational.com](mailto:roisin@clearstoryinternational.com)