



## For Immediate Release

### **Straits Interactive Recognised as an Outstanding and Promising Start-up at Singapore's First National Start-up Awards: A Testament to Resilience and Innovation**

*One of 10 winners to receive national recognition at the ACE Startup Awards, Straits Interactive celebrates a decade of pioneering leadership in data protection and governance this year*

**SINGAPORE, June 16, 2023** -- Straits Interactive, a leading data protection and governance solutions provider, has been honoured as one of the top ten "Outstanding and Promising Start-ups" at the inaugural Action Community for Entrepreneurship (ACE) Startup Awards, an unprecedented national accolade celebrating exceptional start-ups in Singapore.

The award comes as Straits Interactive marks the 10th anniversary since it was established in 2013, and is a testimony of the company's strength of resilience, leadership, and innovation throughout its remarkable journey.

The company was the first in Singapore to introduce a technology-driven Do-Not-Call (DNC) Registry compliance solution, as well as a privacy management software to aid companies in complying with the Personal Data Protection Act (PDPA).

It was also the first to introduce the Data Protection Officer Hands-on training focused on operational compliance of the PDPA. This was followed up with the introduction of the region's first privacy and governance professional certification. Today, the company operates the region's largest network of data protection professionals, the Data Protection Excellence (DPEX) Network.

In its early years, the company faced scepticism about the potential of data privacy and protection in the region, making it challenging to attract investments. Undeterred, Straits Interactive creatively extended its Software-as-a-Service (SaaS) model to blend it with training courses and consultancy, which helped to fund its software development efforts.

Today, Straits Interactive stands tall with its own line of software, digital content and more than 40 courses covering data protection, data governance, and Generative AI. In partnership with the Singapore Management University Academy, the company also offers two advanced diplomas to help develop a talent pipeline to meet the shortage of expertise in data protection and governance.

Said Florence Neo, Chief Executive, ACE, "Straits Interactive is an exceptional example of how a local company has leveraged technology and innovation to create new products and digital experiences without leveraging external funding. The company has done very well, balancing growth with profitability while demonstrating a pioneering spirit in the field of data protection. This is inspiring for all entrepreneurs and ambitious startups."

"We are deeply honoured to be recognised by ACE, especially as we celebrate our 10th anniversary," said Kevin Shepherdson, CEO of Straits Interactive. "This recognition reflects our commitment to our clients and our resilience as a bootstrapped start-up. It has been a challenging yet fulfilling journey, and we are excited to continue to champion the cause of data protection and governance, locally as well as regionally ."

This recognition from ACE stands as a testament to Straits Interactive's dedication to fostering a secure and trusted data-driven world, and its agility in transforming challenges into opportunities. Not one to rest on its laurels, Straits will continue to pursue the path of innovation and excellence as new trends, opportunities and challenges emerge in the fast-developing landscape of data protection and governance.

To find out more about the company, visit [www.straitsinteractive.com](http://www.straitsinteractive.com)

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### **About Straits Interactive**

Straits Interactive delivers sustainable data governance solutions that help organisations create trust in today's data-driven world. As trusted advisors to SMEs, MNCs and data protection authorities in the region, we provide comprehensive competency, consulting and capability roadmaps in data protection and governance. We enable these competencies by partnering top universities in the region and international certification bodies to provide advanced diplomas, degrees and certification courses. Our hands-on advisory services, combined with our software-as-a-service solutions, help reduce risk and create value from data to help businesses achieve their digitalisation and innovation objectives.

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