



**FOR IMMEDIATE RELEASE**

**Straits Interactive and SMU Academy will jointly run industry's first non-IT Cyber Security course for Managers and GDPR Hands-on Course for SMEs**

**SINGAPORE – 18 September, 2018:** At the book launch of *99 Privacy Breaches to Beware* of held today at Singapore Management University (SMU), Straits Interactive and SMU Academy, as part of the Data Protection Excellence (DPEX) Network, jointly announced two courses to help small and media enterprises (SMEs) to prevent data breaches at the operational level. The event was graced by Guest-of-honour, Mr Patrick Tay, Chairman of the Government Parliamentary Committee for Manpower.

The new SkillsFuture-funded courses, to be offered from October, 2018 are:

1. *Information & Cyber Security for Managers*, which caters to employees in managerial and non-IT positions, and
2. *The General Data Protection Regulation (GDPR) & Application in Asia*, which is targeted at SMEs looking to do business with people in Europe.

“Many of the cyber security-related courses in the market today are designed for IT professionals and very technical in nature. With increased digitalisation in today’s business world, there is a need for companies to be aware of the risks associated with the IT assets that are being managed,” said Dr Lim Lai Cheng, Executive Director, SMU Academy.

“Courses that educate executives and senior management staff about the importance of information and cybersecurity in a non-technical way will go a long way in equipping organisations with the knowledge and skills necessary to deal with managing the risks of data breaches.”

“Our experience working with SMEs with international operations already indicates to us that, in practice, the new European General Data Protection Regulation (GDPR) will be the default worldwide data protection standard. Many organisations will have to follow it to meet the expectations of their European business partners. Others choose to follow it so that they have ‘best practice’ harmonised policies and practices across their regional or global operations,” said Kevin Shepherdson, Chief Executive Officer, Straits Interactive. “It is very clear that data protection is not just the responsibility of the legal or compliance department. It involves everybody who ‘touches’ personal data – hence, our decision to bring a practical GDPR hands-on course to cater to non-legal/compliance professionals and enhance their ability to shape business outcomes that achieve data protection excellence and business success.”

All participants who complete these courses will be able to take an examination for certification by EXIN (which is a Dutch company that certifies IT professionals worldwide). The courses include a certification exam voucher free-of-charge. Those looking to build upon this foundation in data protection may opt to further their knowledge in GDPR by pursuing the Certified Information Privacy Professional/Europe (CIPP/E) qualification awarded by the International Association of Privacy Professionals. This too will be offered through the DPEX Network in Singapore and in the ASEAN region.



“These courses for our Professionals, Managers and Executives (PMEs) are very timely as Singapore companies pursue the benefits of digitalisation. Skills upgrading initiatives need to focus on the way we do business in the digital world. Helping companies proactively prevent data breaches in their routine processes also ensures that Singapore remains a trusted hub for business,” said Mr Patrick Tay, Chairman of the Government Parliamentary Committee for Manpower, who is also the Guest of Honour at the book launch. “For individuals, these courses open the doors to professional certification in the area of cyber security and data protection and hence to greater career opportunities.”

As part of a concerted effort to prevent data breaches at the operational level, SMU Academy will also bundle the newly-launched book, *99 Privacy Breach to Be Aware of*, in all its data protection courses.

#### About the Book

Data breaches, privacy leaks, sensitive personal information falling into the wrong hands. Why do these things happen even with the existence of data protection laws, with hefty fines as punishment? And why do they happen even in organisations that have instituted all the policies and procedures required by the law? Because privacy breaches can happen despite legal compliance and good information governance. They happen because of failures in operational compliance.

So, how do readers avoid privacy breaches happening to them? Drawing on a wealth of real-life case studies and onsite data protection audits, this book investigates the range of things that can easily go wrong on the ground — and indeed have gone wrong! From careless practices and indiscreet communications to IT vulnerabilities and third-party risks, this book will show them where the weakest links are in the collection, usage, retention, disclosure and disposal of personal data.

Authors Kevin Shepherdson, William Hioe and Lyn Boxall have consulted with over 100 companies internationally in the area of data protection compliance. Their combined experience in technology management and law gives this book exceptional breadth and depth. With action checklists in every chapter, readers will be able to put theory into practice right away, and avoid operational lapses that compromise the security and integrity of personal data under your care.

Further course information can be found as follows:

- Information and Cyber security for Managers ,  
<https://www.dpexcentre.com/courses/adv-dip-data-protection/adv-cert-data-protection-op-excel>
- The General Data Protection Regulation (GDPR) & Application in Asia,  
<https://www.dpexcentre.com/courses/adv-dip-data-protection/adv-cert-data-protection-principles/>

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### About Singapore Management University

Established in 2000, Singapore Management University (SMU) emphasises rigorous, high-impact multi- and inter-disciplinary research that addresses Asian issues of global relevance, and for its innovations in experiential learning. With over 10,000 students, SMU offers bachelors, masters and PhD degree programmes in Accountancy, Business, Economics, Information Systems, Law and Social Sciences, and executive development programmes. Through its city campus, SMU enjoys strategic linkages with business, government and the wider community in Singapore and beyond. [www.smu.edu.sg](http://www.smu.edu.sg)

### About SMU Academy

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strong links with business and industry. The Academy, with its pillars of Financial Services, Human Capital Management & Leadership, Technology & Intelligent Systems, and Service, Operations & Business Improvement, leverages SMU's reputation and linkages to prepare our workforce with the competencies, skills upgrading and career resilience required for the future economy. [http://academy.smu.edu.sg/About SMU Academy](http://academy.smu.edu.sg/About%20SMU%20Academy)

### 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 the Data Protection Management System (DPMS), Governance, Risk & Compliance System (GRACIAs) and the SpiderGate Do-Not-Call Management System, 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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