



For Immediate Release

Data Protection Excellence Centre Releases its Data Protection Trends Report for ASEAN and Singapore in 2021

Five key regional trends and challenges amid the COVID-19 pandemic

21 January, 2021, Singapore - The Data Protection Excellence (DPEX) Centre, the learning and research arm of Straits Interactive, today released its 2021 Data Protection Trends Report for ASEAN taking into account the impact of COVID-19 and digitalisation.

"We are pleased to release our view of what data protection trends to expect this year, especially in the Association of South-East Asian Nations (ASEAN). 2021 is the year where all the founding members of ASEAN - Singapore, Malaysia, the Philippines, Thailand and Indonesia - are scheduled to have rolled out data protection / privacy laws and new amendments." "The five trends we have identified also take into consideration the impact of COVID-19 and the resulting accelerated digitalisation efforts." said Kevin Shepherdson, CEO of Straits Interactive and Head of the DPEX Centre,

Five Key Regional Trends

1. Organisations to shift from predominantly a legal approach to data protection requirements towards a holistic GRC (Governance, Risk Management and Compliance) perspective in their operations relating to personal data.
2. A renewed focus on the importance of third party management of personal data due to automation, digitalisation and WFH initiatives resulting from COVID-19.
3. While in 2021 will see continued sophisticated cyber threats and data breaches, expect more cases of data breaches involving Intrusive mobile apps as a result of COVID19 and ongoing automation.
4. 2021 will also see the European Union's GDPR and ISO 27701 firmly established as de facto standards used for operational compliance and data protection / privacy management.



5. Finally, as public awareness of data protection / privacy grows, the importance of certification both at the corporate and individual level will continue to gain momentum driven by the local data protection / privacy authorities.

The DPEX Centre will be running a webinar on 26 January, 2021 about these five key trends and interested parties can register at bit.ly/DPEXNetwork2601. More information about the DPEX Centre and DPEX Network can be found at www.dpexnetwork.org.

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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 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 Malaysia, De LaSalle University, Philippines, IAPP, EXIN, OCEG and Lexxion amongst others. More information about DPEX Network can be found at www.dpexnetwork.org

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.

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