



# **PERSONAL DATA PROTECTION ACT (PDPA) AWARENESS WORKSHOP**

## **INTRODUCTION TO PERSONAL DATA PROTECTION ACT**

With the advent of the Personal Data Protection Act 2010 ("PDPA") that was recently passed by the Government, Malaysia will, for the first time, enforce a privacy-specific legislation to govern the usage of personal data by companies. The Bill was passed by the Parliament on May 2010 and gazetted into law in June 2010. Recently, the Personal Data Department has been set up to enforce the act, and the act will be in force in 2013. Once in force, the Act makes it a criminal offence for data users (organisations, entities, employers) to reveal personal data to third-parties without the data owner's consent or notification. Compliance failure will make the data user liable to a fine up to RM300,000 and up to two years' jail, or both, upon conviction.

### ***How Will This Affect You?***

Public/Private agencies which process their customers' personal data will need to re-evaluate their current data privacy policies, processes and personal data management. Individuals will now have a new set of mandated rights, including being informed about their personal data as well as the right to access, correct and also to control the processing of their personal data by other parties.

### ***Who Does This Applies To?***

The PDPA applies to companies that are established in Malaysia and that process personal data. Companies will also be subjected to the act when processing of personal data is done by any person employed or engaged by the company established in Malaysia. PDPA will even cover companies that are not established in Malaysia, but use equipments in Malaysia to process personal data. A designated Malaysian representative is required in this case.

PKF Malaysia is a member of PKF International, one of the world's premiere accounting and business advisory organizations. PKF is represented in virtually every major city in the world by capable world class professionals with the highest standards of delivery.

PKF AvantEdge is the **MSC Status** Technology Advisory Group of PKF Malaysia. We focus on providing IT consultancy services and solutions to our clients.

## CONTACT

Arrange for an AvantEdge PDPA Workshop by emailing us at:

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## AVANTEDGE PDPA AWARENESS WORKSHOP

### PKF AWARENESS WORKSHOP

To create value for our clients, PKF AvantEdge is offering a half-day session on PDPA awareness. The main objective of the workshop is to introduce the main principles of the Personal Data Protection Act, covering the following objectives:

- Understand and interpret the requirements of PDPA
- Overview of the 7 Principles according to the PDPA requirements
- How to assess gaps in Data Processing & Protection
- How to identify organization's maturity for PDPA
- Introduction to example techniques for acceptable use of personal data against the PDPA
- Defining the Compliance Criteria of PDPA
- Offenses and liabilities of PDPA

The workshop is meant to be a **non-technical overview** of PDPA, catered to management and executives who are dealing with day-to-day personal data processing. At the end of the workshop, you will have a better understanding of **what** is PDPA, **why** it is important, **where** it fits into their organisation and **how** to take the necessary steps to address it.

## WHO WE ARE

**PKF Avant Edge**, a team of IT Advisory experts help align IT with the goals and objectives of your organisation. Our consultants have experience in information security consulting in banking, telco, manufacturing, enterprise and government industries, dealing with not just IT issues, but compliance requirements to cyberlaws and their technical interpretation.

We believe that as technology becomes more and more integrated into the daily business needs, we need to ensure proper governance of data and information. The PDPA is aimed at regulating the processing of the personal data of an individual who is involved in commercial transactions, by the data user, to provide protection to the individual's personal data and thereby protect the interest of the individual concerned.