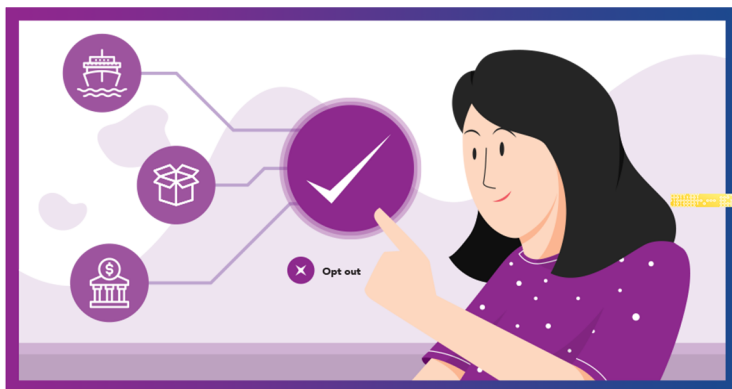


# How the enhanced PDPA will benefit you

The enhanced Personal Data Protection Act (PDPA) strengthens protection for your personal data to keep pace with today's rapidly-evolving digital economy.



## Better customer experience

Businesses have clearer options to analyse customer data and bring you **new/improved products and personalised services**.

For your convenience, businesses also have a new option to notify you before introducing new product features or services. You can **choose to opt out** of these features and services at any time.



## Stronger safeguards

Businesses must strengthen their internal governance to **manage your data more securely**.

You can enjoy **better protection from marketing messages** across all modern digital channels – voice call, SMS, email and instant messaging.



## Greater transparency

Businesses **must notify you** when a data breach that puts you at risk occurs, so you can take timely measures to protect yourself, e.g. changing your passwords.

Information is correct as of November 2020



Find out more about the enhanced PDPA  
[www.pdpc.gov.sg/enhanced-pdpa-for-consumers](http://www.pdpc.gov.sg/enhanced-pdpa-for-consumers)

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EMPOWERING POSSIBILITIES

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PROTECTION COMMISSION  
SINGAPORE