Ministry of Communications and Information
An Engaged and Connected Singapore

Embargoed until specific announcements are made during MCI POHs' speeches at COS 2024

Annex F

PDPC publishes finalised Advisory Guidelines on the use of Personal Data in AI Recommendation and Decision Systems.

Businesses today collect personal data as part of their business operations but may face uncertainty as to whether such data can be used to develop AI systems, which may hamper their willingness to undertake AI innovation. The Advisory Guidelines are intended to give certainty to businesses over circumstances in which the PDPA allows them to use personal data for trusted AI innovation, without having to re-seek consent. This will save businesses time and money, while helping them obtain access to more data for AI innovation.

Businesses either develop AI applications in-house or outsource application development to third-party developers, who may take on the role of data intermediaries. The Advisory Guidelines also clarify how these third-party developers should protect the personal data that businesses supply to them for AI system development, and how they can support businesses deploying these AI systems in their compliance with the PDPA.

The Advisory Guidelines also provide consumers with assurance that their personal data is used by AI systems in appropriate ways which are consistent with organisations' obligations under the PDPA. For instance, the Advisory Guidelines encourage businesses to be more transparent when seeking consent for personal data use, including through disclosure and notification. It also encourages businesses to share information about the safeguards and practices which they have put in place to ensure that AI systems are trustworthy, which can provide consumers with confidence over how their personal data is being used in AI systems to make decisions or recommendations about them.

PDPC has been developing these Advisory Guidelines through closed and open consultations through 2023. These guidelines have been finalised and will be published on 1 Mar 2024.