



Media Release

SMU and Straits Interactive Launch 'Trustmark Journey-as-a-Service' to speed up Data Protection Trustmark (DPTM) for Organisations

New one-stop-shop DPTM implementation and certification service to help SMEs accelerate their PDPA compliance journey

Singapore, 17 September, 2019 – Singapore Management University's (SMU) professional training arm, SMU Academy, and Straits Interactive today announced an end-to-end service to assist small and medium-sized enterprises (SMEs) to seamlessly achieve the Data Protection Trustmark (DPTM) certification from the Infocomm Media Development Authority (IMDA).

Known as 'Trustmark Journey-as-a-Service' (TJaaS), this new service offering provides a comprehensive roadmap to help Singapore companies achieve the DPTM requirements. The scope of services includes:

- Guidance towards achieving DPTM certification
- Two-day hands-on training course for the organisation, titled "Advanced Data Protection Techniques: Data Protection by Design, Data Protection Impact Assessment (DPIA) & DPTM"
- Advisory service to achieve operational compliance with the Personal Data Protection Act (PDPA)
- Software to implement a Data Protection Management Programme
- Assess conformity to DPTM requirements by an IMDA-appointed third party Assessment Body.

Interested companies are encouraged to contact SMU Academy or Straits Interactive to determine their roadmap towards DPTM certification. Organisations will also be eligible to apply for SkillsFuture Singapore (SSG) funding for training and implementation of TJaaS. The cost for a 10-person training, consultancy and DPTM assessment service starts at ¹S\$4,000 nett after funding (before GST).

Dr Lim Lai Cheng, Executive Director, SMU Academy, said, "We are seeing an increasing demand for Data Protection Trustmark certification among Singapore companies and attribute the strong interest to organisations' looking to better protect their data. Besides choosing a DPTM assessor, it is also about having the right advisory and affordable guidance in order to meet the DPTM certification requirements. With this in mind, we decided to combine forces with Straits Interactive to introduce end-to-end DPTM training and implementation services (including the bundling of the third-party assessor fees) with SSG funding to help SMEs accelerate their PDPA compliance journey."

Kevin Shepherdson, CEO, Straits Interactive, said, "SMEs can now get proper guidance to determine their DPTM certification readiness, audit their policies, procedures and processes, as well as undergo DPTM assessment by an external IMDA appointed third-party assessor, all as part of a single integrated end-to-end service. Besides guiding and training the organisation on the DPTM requirements and implementation, our certified consultants will also assist the organisation to conduct its self-assessment using the IMDA-issued DPTM self-assessment questionnaire and in any remediations and recommendations made by the external assessor."

The DPTM certification was launched by IMDA to help organisations demonstrate accountable and responsible data protection practices. It establishes a robust data governance standard to help organisations increase their competitive advantage and built trust with their clients.

More information about TJaaS can be found at www.straitsinteractive.com.

Note:

1. Any additional costs not covered under the SSG grants via the Assessment Body will be highlighted during consultation.

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 DPOinBox System 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.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About SMU Academy

Launched in April 2017, SMU Academy is the professional training arm of the Singapore Management University. With its pillars of Financial Services; Human Capital Management & Leadership; Technology & Intelligent Systems; and Service, Operations & Business Improvement; the Academy 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>

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