



ADPRIMAS

AUTOMATED DATA PRIVACY MANAGEMENT SOLUTION

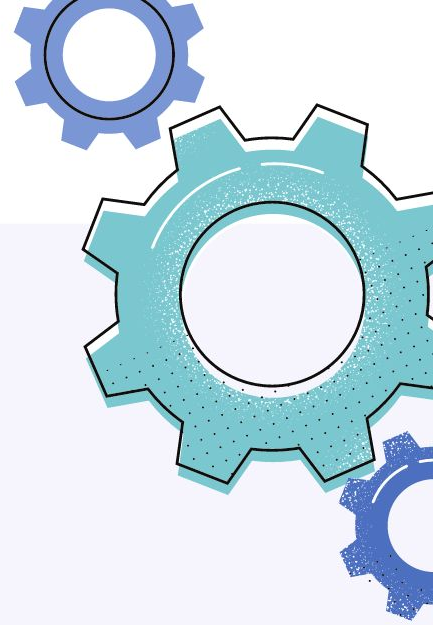


What is Data Privacy Act of 2012?

Is a law that aims to protect the fundamental human right of privacy by protecting individual personal information.

It regulates the way an enterprise or any required entity is protecting the data or information they have gathered, used, and/or stored.

DATA PRIVACY ACT OF 2012



Who are required to comply?

Any natural and juridical person involved in personal information processing.

Who will implement and monitor DPA of 2012?

National Privacy Commission

Who are required to register with NPC?

Companies with at least 250 employees or access to the sensitive personal information of at least 1,000 people are required to register with the National Privacy Commission.

What are the violations under DPA of 2012?

Unauthorized processing of personal information, improper disposal of personal information, unauthorized access of personal information, etc.

DATA PRIVACY ACT OF 2012

FINES AND PENALTIES

- Imprisonment ranging from six (6) months to six (6) years
- Fine of not less than one hundred thousand pesos (Php100,000.00) but not more than five million pesos (Php5,000,000.00)



WHY IS DATA PRIVACY IMPORTANT?

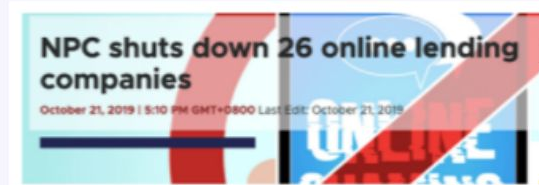
DATA BREACHES DAMAGE A BUSINESS' REPUTATION

- Customers prefer products and services that will safeguard their shared data
- Lower trust with your current customer base but also affect the way you are publicly perceived by potential customers
- They choose provider that will better protect their privacy



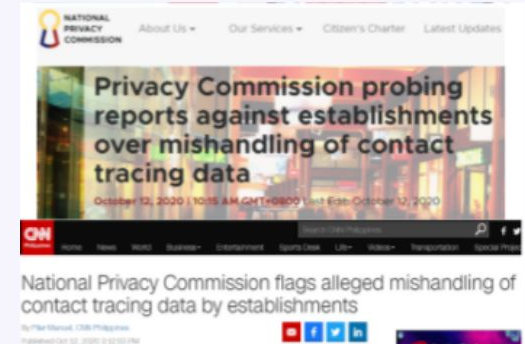
DATA BREACHES ARE COSTLY

- Not only are there fines and penalties, but you also have to consider the opportunity cost of lost customers.



LACK OF AWARENESS IS NOT AN EXCUSE

- When companies are unaware of their responsibility in protecting their customer's data, they are at risk of violating the law and losing their customers.



WHAT ARE THE CHALLENGES?

LACK OF AWARENESS OF PROPER HANDLING OF DATA

Very few people who are trained in data privacy, and limited sources for affordable capacity building for MSMEs.

LACK OF DATA PRIVACY QUALIFIED PERSONNEL

No qualified person who will handle the work of the Data Privacy Officer to assess and train personnel

LACK OF BUDGET

No budget to hire consultants that will help with data privacy audit and training



HOW CAN Globe BUSINESS HELP?



ADPRIMAS

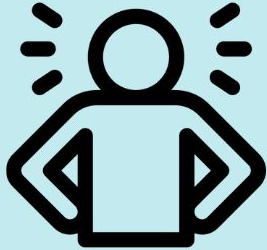
ADPRIMAS is an Automated Data Privacy Management Solution that provides assessment, online training courses, and severity reports. It is designed to guide and assist companies in defining and establishing Data Privacy Practitioners compliance with the Data Privacy Law.

Gauges data privacy competency of employees up to the level of the entire organization

Helps the organization make decisions in terms of data handling as they become aware of the level of competency / compliance of the organization

Provides continuous training to raise and achieve the desired level of competence for privacy

ADPRIMAS ensures your company is:



CONFIDENT

Assesses the data privacy competency of all employees in your organization



INFORMED

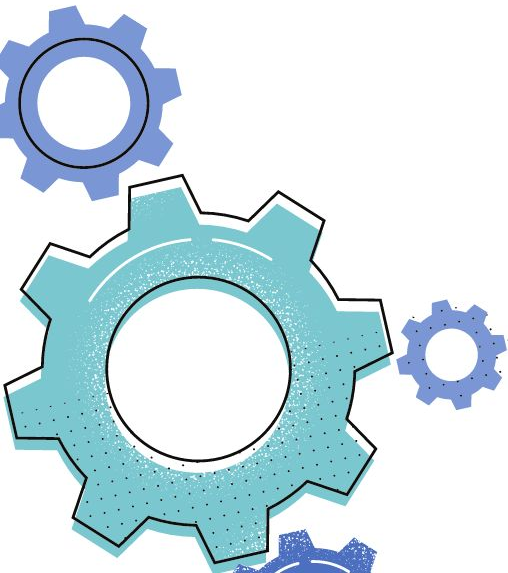
Helps the organization make well-informed decisions in terms of data collection and processing



COMPETENT

Provides continuous training to raise and achieve the desired level of competency for privacy

FREQUENTLY ASKED QUESTIONS



- **Will we have a certified DPO after completing the courses and assessments on Adprimas?**
No, but those with high assessments scores can be endorsed to another training centers for certification, and have a high likelihood of passing.
- **What is the expected outcome after getting the severity report?**
You should assign the job of data collection and processing only to those with a LOW severity rating. Those with HIGH severity rating should not handle sensitive data, to avoid risks of data privacy breach. They must take additional training and capacity building courses.
- **If I've assessed all my employees, and gained a LOW overall company severity rating, can I stop my subscription to ADPRIMAS?**
It is advised that you do not. Under the DPA 2012, companies are required to regularly test, assess, and evaluate the effectiveness of security measures.
In addition, ADPRIMAS will regularly update the assessment test and course material to be in sync with any changes to our Data Privacy regulations.