Personal Data Protection Law – What Accountants Need to Know to Protect The Organisation

The ultimate goal of Personal Data Protection (PDP) Act 2010 (Act 709) is to create a more accountable and responsible business environment in Malaysia. Being at the forefront of the organisation, it is imperative for accountants and financial professionals to manage personal data assets while ensuring legal compliance.
Managing Personal Data Assets, Ensuring Compliance

The enactment of Personal Data Protection (PDP) Act 2010 (Act 709) has practically changed business and corporate landscapes in Malaysia. The Act tasks the commercial data users with series of obligations in dealing with personally identifiable information (PII), to the extent that data users should now realise that personal information cannot be handled the same way like other types of commercial data assets. The ultimate goal is to create a more accountable and responsible business environment in Malaysia.

Besides, the PDP Act 2010 clearly spells out the rights of data subjects concerning the collection, processing, exploitation and retention of their personal data. Therefore, the impact of PDP Act 2010 is massive and far-reaching: Ranging from Human Resources matters to financial administration, from IT governance to data audit, and from marketing to customer relationship management (CRM).

Being at the forefront of the organisation, the responsibility of accountants and financial professionals would be among those significantly affected. Given this changing landscape, understanding the requirements of PDP Act 2010 is no longer an option. It is key to our ability to manage personal data assets while ensuring a legal compliance.

OBJECTIVES

The ultimate objective of this programme is to understand sets of obligations framed by the Personal Data Protection Act 2010. In specific, at the end of this programme, participants will be able to:

- Understand the key definitions, terms, subjects and scope of the PDP Act 2010
- Appreciate the sets of duties and responsibilities of data users before, during and after the processing of personal information in the business context
- Recognise personal data ecosystem in their workplace and identify steps and strategies to bring their business processes closer to compliance
- Assess, value and develop a good privacy policy for their work

METHODOLOGY

- Workshops & Interactive Lectures
- Multimedia Presentation
- Problem-solving Exercises
- Case Studies
- Group Discussions

WHO SHOULD ATTEND

- Accountants & Auditors
- Financial Controllers
- Human Resources
- IT Security & Assurance
- Legal & Compliance
- Marketing, Bankers
- Risk Management, etc.

FACILITATOR

SONNY ZULHUDA, DR.

Dr. Sonny teaches Cyberlaw at the International Islamic University Malaysia. He has 10 years experience on teaching, professional training, as well as research and consultancy on cyberlaw, data protection and IT governance. A web-science SDP scholar from the University of Oxford, UK, he was trained in 2008 at the Oxford Internet Institute on social and legal issues of the Internet.

He has been engaged in a series of corporate training and workshops on personal data protection and information security. To date, he has contributed over fifty papers and presentation at international seminars and conferences on IT law and governance including those in Malaysia, Singapore, Indonesia, Brunei Darussalam, Australia, UAE, Japan, Saudi Arabia, Spain, Thailand and the United Kingdom.

Dr. Sonny has helped the Governments of Malaysia and Indonesia in drafting laws and policies on cyber security, wireless security, content regulation, Internet best-practices and the personal data protection.

He holds a PhD in information security law and data protection.
COURSE OUTLINE

Understanding the Value of Personal Data Assets and What are the Liabilities

What is the strategic value of information asset? Why business needs to care? Understand your consumers’ expectation. Examine and understand your data eco-system. Why a financial controller needs to know? Lessons learned in corporate practices.

Deciphering PDP Act: Duties, Rights and Data Protection Principles

What are the key terms, scope and exemption of the Act? What are the Data Protection Principles? Is my organisation a ‘data user”? What are the duties imposed when collecting, processing and retaining the data? How can I adopt the data protection principles in my business processes? If I default the duty, what would be the potential liability? What are the data subjects’ rights?

Managing Personal Data through Contractual Instruments – Issues and Compliance

My data-processing is outsourced to a third party – Is PDP Act applicable to me? Is it applicable to my outsourced partner? How can I be sure that my outsourced partner protects my clients’ personal data? How can I avoid liabilities through contractual instruments? What if I outsource the data to a foreign entity? Why Privacy policy is crucial?

Workshop

Assessing and crafting a privacy policy – Learning and Practice
**REGISTRATION FORM**

Please select the appropriate checkboxes.

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<tr>
<th>Member</th>
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<td>Member Firm’s Staff</td>
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<td>or Sponsored Staff 1</td>
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<tr>
<th>23 August 2011 (Tuesday)</th>
<th>Seri Pacific Hotel, Kuala Lumpur</th>
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<tbody>
<tr>
<td>Contact: Meera</td>
<td>Tel: 03 2279 9360</td>
</tr>
<tr>
<td>Fax: 03 2273 5167</td>
<td>Email: <a href="mailto:mpdc@mia.org.my">mpdc@mia.org.my</a></td>
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<tr>
<td>Add: Malaysian Institute of Accountants Dewan Aktauntan No. 2, Jalan Tun Sambanthan 3 Brickfields, 50470 Kuala Lumpur</td>
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### PARTICIPANTS’ DETAILS

**Participant 1**

Full name as per I/C (Dato'/ Datin / Dr / Mr / Mrs / Ms): 

Designation: 

Membership No.:

- Vegetarian Meal | * Participant’s Classification: □ Member □ Sponsored Staff □ Non-member

**Participant 2**

Full name as per I/C (Dato'/ Datin / Dr / Mr / Mrs / Ms): 

Designation: 

Membership No.:

- Vegetarian Meal | * Participant’s Classification: □ Member □ Sponsored Staff □ Non-member

**Participant 3**

Full name as per I/C (Dato'/ Datin / Dr / Mr / Mrs / Ms): 

Designation: 

Membership No.:

- Vegetarian Meal | * Participant’s Classification: □ Member □ Sponsored Staff □ Non-member

### ORGANISATION’S DETAILS

Organisation:

Industry: 

Contact Person: 

Address: 

Email: 

Tel:  

Fax: 

Signature & Company Stamp: 

### PAYMENT DETAILS

**Payment by Cheque**

Bank & Cheque No.: 

Amount RM: 

**Payment by Credit Card**

- Visa 
- Master 

Cardholder’s Name: 

Card No.: 

Expiry Date: 

I Authorise Payment of RM: 

Cardholder’s Signature: 

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### TERMS & CONDITIONS

**PROGRAMME FEE**

Fee is payable to:

a. MIA-MPDC for programmes in the Klang Valley and other locations (other than in item b); or

b. MALAYSIAN INSTITUTE OF ACCOUNTANTS for programmes in Perlis, Penang, Kedah, Johor, Sabah and Sarawak.

Fee includes course materials, lunch and 2 tea breaks per day.

Admission will only be permitted upon receipt of full payment.

Registration made by fax must be followed immediately by payment.

**CANCELLATION / TRANSFER**

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrollment; a cancellation/transfer fee will be levied.

Written cancellations/transfer notice received:

• Five (5) working days before the event, a refund (less administrative charge of 20%) will be made.

• For no-show on the day of the event, no refund will be entertained.

You can substitute an alternate participant(s) if you wish to avoid cancellation/transfer charges.

Any difference in fees will be charged accordingly. Canceled/transferred unpaid registrations will also be liable for full payment of the registration fee.

**PARTICIPANT’S CLASSIFICATION**

Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.

For 1Sponsored Staff, sponsoring member is required to indicate his/her name, designation and membership number in the registration form. The sponsored staff must report directly to him/her in his/her firm or company, but for the latter, not in a subsidiary or related company.

**CERTIFICATE OF ATTENDANCE AND CPE HOURS**

All participants will be presented with a Certificate of Attendance upon full attendance and personal completion of the programme. For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the programme.

**DISCLAIMER**

Malaysian Institute of Accountants (MIA) reserve the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. MIA also reserve the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.