WHEN CAN YOUR **DATA BE PROCESSED?**



If the data subject has given consent:



If necessary to fulfill a contractual obligation;



If necessary to protect vitally important interests of the data subject (i.e. life & health):



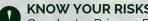
If necessary to respond to national emergency or requirements of public order & safety;



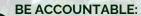
If required by law.



COMMIT TO COMPLY: Appoint a Data Protection Officer



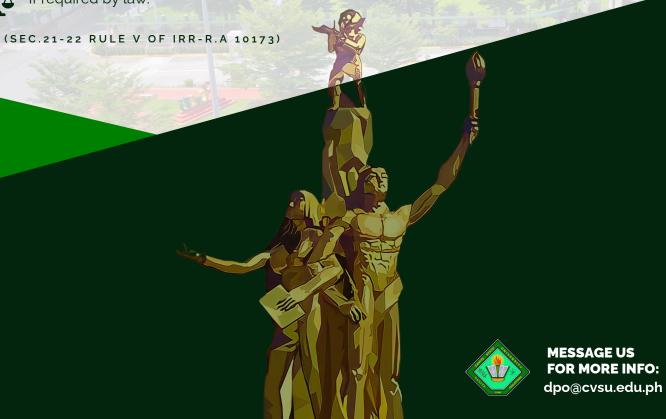
KNOW YOUR RISKS:
Conduct a Privacy Risk or Impact Assessment



Write your Privacy Management Program and Privacy Manual

DEMONSTRATE YOUR COMPLIANCE: Implement Privacy Data and Protection

BE PREPARED FOR BREACH: Implement Privacy Data and Protection





PRIVACY IN A NUTSHELL:

Things you need to know about **Data Privacy Act of 2012** and its Implementing Rules and Regulations

WHAT IS DATA PRIVACY?

"Data Privacy", also called "Information Privacy" is the principle that a person should have control over their Personal Data, including the ability to decide how organizations collect, store, and use their data, (Kosinski & Forrest, 2023)

WHY IS DATA PRIVACY IMPORTANT?

We have never given our personal information as easily as we do today. Technology, and the convenience it offers, has seduced us into handing over our names, addresses, and phone numbers so willingly. Personal data is exchanged for free online and offline services, loyalty card discounts, and personalized brand experiences, among others.

But giving out personal data comes at a potential cost. Security breaches happen where personal information gets destroyed, lost, altered or disclosed, accessed, and processed without consent. Many times, these instances lead to identity theft, fraud, duplication of credit cards, blackmail and damaged reputation — both among individuals and organizations. These breaches are on the rise as organizations increasingly rely on digital data, making data protection more important than ever.

- an excerpt from the "Message of the National Privacy Commission" at the NPC Website

WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?

"Data Subject" refers to individual whose personal, sensitive personal, or privileged information is processed.



Right to be INFORMED



Right to OBJECT



Right to ACCESS



Right to RECTIFICATION



Right to ERASURE OR BLOCKING



Right to DAMAGES



Right to DATA PORTABILITY



Right to FILE A COMPLAINT

PERSONAL VS. SENSITIVE PERSONAL INFORMATION



Refers information whether recorded in material form or not, from which the identity of individual apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together information other would directly and certainly identify an individual such as:

- Full Name
- Address
- Email Address
- Phone Number
- Date of Birth



Data on a person's race, ethnic origin, political opinion, religious/similar beliefs, health, sexual life, (alleged) offenses, and court proceedings, trade union membership.

- Health Records
- Racial or Ethnic Origin
- Religious/Philoso phical/Political Beliefs
- Sexual Orientation
- Criminal Record
- Education
- Marital Status
- Age