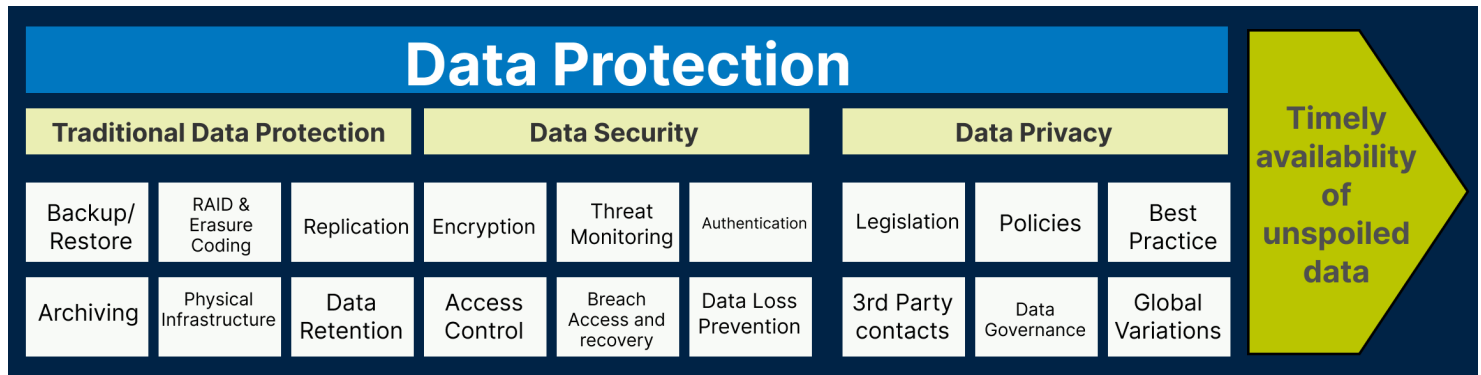


Data Protection Overview



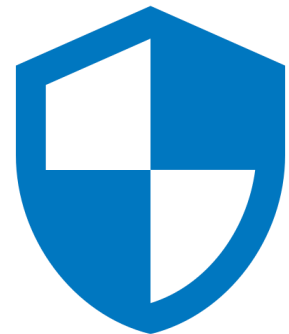
Data Protection

Data protection aims to prevent the loss, corruption, or compromise of sensitive information.



What is Data Security?

Data security refers to preventing unauthorized third parties from accessing or exploiting personal information. Its purpose is to protect personal data through various methods and techniques to ensure the privacy of that data.



What is Data Privacy?

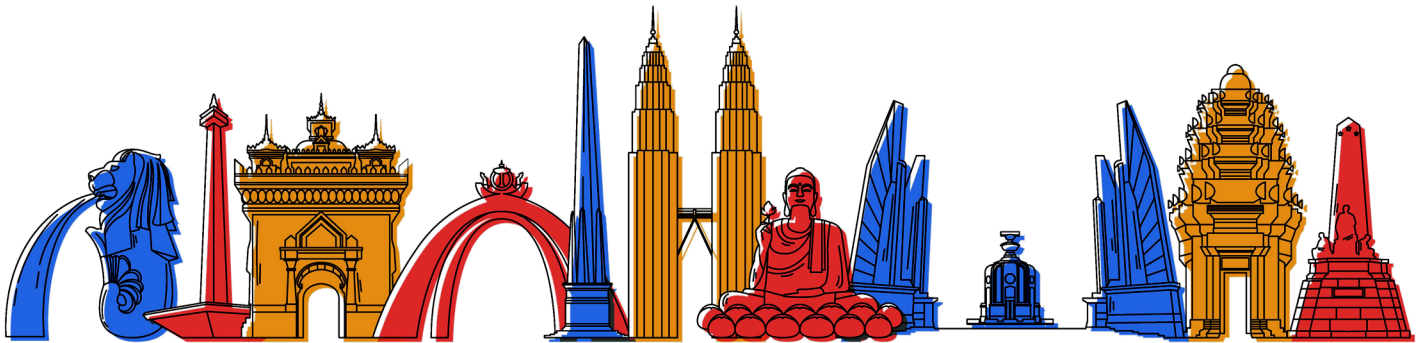
The branch of data management known as data privacy deals with handling personal data following rules, legislation, and general privacy best practices.

Data privacy involves:

- **Protecting information from unauthorized access by implementing access controls.**
- **Consenting data subjects when necessary.**
- **Maintaining data integrity.**

Importance of Data Security & Privacy

The study was conducted by Ponemon Institute and published by IBM and is based on a detailed analysis of breaches experienced by over 500 companies, including 25 from ASEAN countries (including Singapore, Indonesia, Philippines, Malaysia, Thailand, and Vietnam).



According to the report, because of the pandemic's significant operational changes, security incidents cost more money and were more challenging to contain. Nevertheless, costs in ASEAN decreased by almost 6% over the previous year.

The cost of breach was USD 430,000 higher than average. On the other hand, with over 20% of breaches investigated in ASEAN, compromised user credentials were the most typical attack vector utilized as an entry point by attackers.

Cost of a Data Breach Report 2021

20%

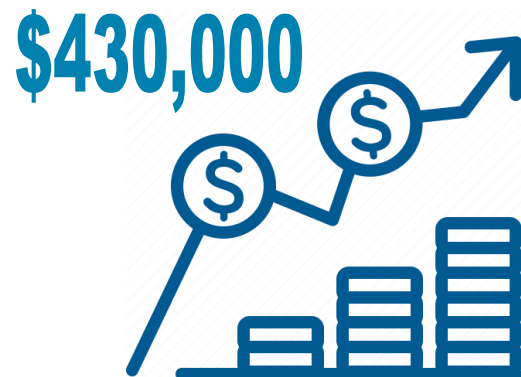
Share of breaches caused by compromised credentials

\$4.37m

Average cost of a compromised credentials breach

© IBM Security

Cost of Breach 2021



Importance of Data Security & Privacy (cont'd)

It is crucial to keep sensitive information and private data secure. Data such as financial information, healthcare records, and other personal information can pose a danger if it gets into the wrong hands. It is important to control access to confidential information to prevent fraud and identity theft.



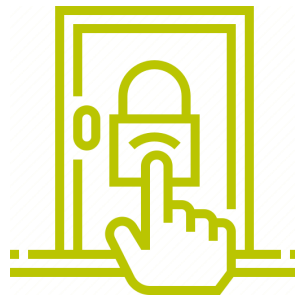
Data breaches at the government level may also threaten the entire country's security. Competitors can access your proprietary data if one occurs within your company.

There are some similarities between data privacy and security, but they are not the same. However, they do have some similar responsibilities:

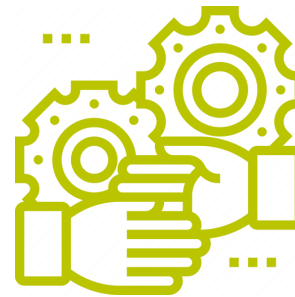
- **Integrity and accuracy:** Keeping data error-free and unaltered is a privacy and security concern.
- **Access control:** Access to data is a cornerstone of privacy, which can be achieved through security.
- **Accountability:** Companies should have an integrated data policy that considers privacy and security.



Integrity and Accuracy



Access Control



Accountability