In the Philippines

PROMOTING PRIVACY RESILIENCE AND DATA PROTECTION
PHILIPPINE HISTORY AND HONG KONG

Fernando Amorsolo’s “The Making of the Philippine flag” 1892-1972

Spanish soldiers and Filipino Auxiliaries escort two Filipino prisoners
- Southeastern Asia, archipelago
- Capital City: Manila
- 7,100 islands (high tide)
- 7,107 islands (low tide)
Superimposed tracks of typhoons that entered PAR from 1951-2013
RESILIENCE AND THE FILIPINO SPIRIT
RESILIENCE AND THE FILIPINO SPIRIT

It's more fun in the Philippines
Resilience

• resilience
• rɪˈzɪlɪəns/
• *noun*
  • 1. the capacity to recover quickly from difficulties; toughness.
  • adapt well to change
  • keep going in the face of adversity
CYBER ATTACKS (REAL-TIME) 2017

Norse – Superior Attack Intelligence

Norse maintains the world’s largest dedicated threat intelligence network. With over eight million sensors that emulate over six thousand applications – from Apple laptops, to ATM machines, to critical infrastructure systems, to closed-circuit TV cameras - the Norse Intelligence Network gathers data on who the attackers are and what they’re after. Norse delivers that data through the Norse Appliance, which pre-emptively blocks attacks and improves your overall security ROI, and the Norse Intelligence Service, which provides professional continuous threat monitoring for large networks.
55M at risk in ‘Comeleak’

By: Tina G. Santos - Reporter / @santostinaINQ  Philippine Daily Inquirer / 12:44 AM April 23, 2016

DECEPTIVE CALM The Comelec office at Palacio del Gobernador in Intramuros, Manila, after office hours. The Comelec says the hacking of its website will not compromise the integrity of national elections on May 9.

EDWIN BACASMAS
Nat'l Privacy Commission probes Comelec hacking

ABS-CBN News

Posted at 29 Apr 2016 04:45 PM

MANILA - The National Privacy Commission has started its investigation into the recent hacking of the Commission on Elections (Comelec) after receiving an initial report from the poll body Friday.

Under the Data Privacy Act, the National Privacy Commission has to be notified about the hacking. The body is tasked to monitor government agencies and private organizations handling sensitive data.
Privacy Risk = Probability of a Problematic Data Action * Impact of a Problematic Data Action

**Probability** is a contextual analysis that a data action is likely to create a problem for a representative set of individuals

**Impact** is an analysis of the costs should the problem occur
What is a Privacy Risk?

A Personal Data Breach and a Data Privacy Violation that has NOT happened yet.
What is Privacy Resilience?

A Personal Data Breach and a Data Privacy Violation that was prevented.
A breach and privacy disaster that did not happen.
Disaster
Wedding is more fun in the Philippines!
Extensive internet and social media use in the Philippines

- **World’s no.2 in terms of growth in number of internet users** (27%, +15M users)
- **World’s no.1 in terms of time spent on the internet** (8.59 hours/day)
- **World’s no.7 in terms of growth in number of social media users** (25%, +12M users)
- **World’s no.1 in terms of time spent on social media** (4.17 hours/day)

Source: Hootsuite & We Are Social Ltd. Digital in 2017
THE BPO SECTOR

NO. 1
IN CALL CENTER
CUSTOMER SATISFACTION
Survey Results

Importance of The Rights of A Data Subject, Philippines, Jun 2017

85% of Adults

[PERCENTAGE]

Net* +83

*Net figure % Likes to know minus % Does Not like to Know, correctly rounded

*Based on the SWS Survey “FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE” June 17-21, 2017 National Survey
Extent of Liking or Not Liking to Know Where The Personal Information They Have Provided During Transaction or Application Will Be Used, Philippines, Jun 2017

Survey Results

94%

Net* +89

Note: No answer/Don’t know/Refused responses are not shown.

*Net figure % Likes to know minus % Does Not like to Know, correctly rounded

*Based on the SWS Survey "FILIPINO PUBLIC OPINION ON DATA PRIVACY AND ATTITUDES AND BEHAVIOUR TOWARDS INTERNET USAGE" June 17-21, 2017 National Survey
Philippine Constitution Article 3: Bill of Rights

Section 2. Right to be secure in their persons, houses, papers, and effects against unreasonable searches
Section 3. Privacy of communication and correspondence
Section 5. Free exercise and enjoyment of religious profession and worship
Section 6. Liberty of abode and the right to travel
Section 8. Right to information, and access to official records
Other Philippine Laws

Republic Act 1405  Secrecy of Bank Deposits Act
Republic Act 6426  Foreign Currency Deposits Act
Republic Act 4200  Anti-wiretapping Act
Republic Act 9775  Anti-child Pornography Act
Republic Act 9995  Anti-photo and Video Voyeurism Act
Republic Act 10173  Data Privacy Act
THE DATA PRIVACY ACT OF 2012

“An Act Protecting Individual Personal Information in Information and Communications Systems in the Government and the Private Sector, Creating for This Purpose a National Privacy Commission, and For Other Purposes”
THE DATA PRIVACY ACT OF 2012

R.A. 10173

GDPR
EU General Data Protection Regulation

APEC

NATIONAL PRIVACY COMMISSION
1. Right to be Informed
2. Right to Access
3. Right to Object
4. Right to Rectification
5. Right to Erasure or Blocking
6. Right to Damages
7. Right to Data Portability
8. Right to File A Complaint
OBLIGATIONS OF A PERSONAL INFORMATION CONTROLLER

- The PIC should collect personal information for specified and legitimate purposes determined and declared before, or as soon as reasonably practicable after collection.

- The PIC should process personal information fairly and lawfully, and in accordance with the rights of a data subject.

- The PIC should process accurate, relevant and up to date personal information.

- The PIC should collect and process personal information adequately and not excessively.

- The PIC should retain personal information only for as long as necessary for the fulfillment of the purposes for which the data was obtained. The information should be kept in a form which permits identification of data subjects for no longer than is necessary.

- The PIC must implement reasonable and appropriate organizational, physical and technical measures intended for the protection of personal information.
Philosophy

Risk management approach | Prevention and mitigation | Building the culture of data privacy and protection
THE FIVE PILLARS OF COMPLIANCE
Commit to Comply:

1. Appoint a Data Protection Officer
2. Conduct a Privacy Risk / Impact Assessment
3. Create a Privacy Management Program
Be Accountable: IMPLEMENT YOUR PRIVACY AND DATA PROTECTION MEASURES

REGULARLY EXERCISE YOUR BREACH REPORTING PROCEDURE
NPC SECTORAL APPROACH

- TELCO
- Banks & Non-Bank Financial Institutions
- Education & Research
- Media & Social Media
- BPO
- Retail, Hospitality, Tourism
- Transportation & Logistics
- Real Estate
- Direct Marketing & Networking
- Pharmaceutical Industry
- Workplace
- Utilities
- Government
- Health
Stakeholder Engagement
DPO1: Government Sector
DPO2: Banking Sector
DPO4: CHED Sector
DPO5: Business Process Outsourcing Sector
DPO6: Media Sector
DPO6: Healthcare Sector
NPC Privacy Toolkit
A Guide for Management & Data Protection Officers
April 5, 2017
I WANT TO
Know More

- Know Your Rights
- The Data Privacy Act and its IRR
- Memorandum Circulars
- Advisories
- Advisory Opinions
- 30 Ways to Love Yourself Online
- Other Resources
- Questions? AskPriva

I WANT TO
Comply

- Register
- Appointing a Data Protection Officer
- Conducting a Privacy Impact Assessment
- Creating a Privacy Manual
- Implementing Privacy and Data Protection Measures
- Exercising Breach Reporting Procedures

I WANT TO
Complain

- Mechanics
- Submit a Complaint
Building Awareness. Promoting a Culture of Privacy and Data Protection
Privacy is Personal

In the Philippines, we have a recent phenomenon called “Hugot,” which quite literally means to draw or pull out. Quite recently it’s come to mean often very emotionally charged jokes about love and heartbreak.
Will fight for my data privacy rights

The One

❤️ Tall

❤️ Dark

=:D= ipaglalaban ang data privacy rights ko

facebook: privacy.gov.ph
twitter: privacyPH
Ang personal info mo parang pagmamahal lang.

Dapat sa tamang tao napupunta.

Personal information should be like your love and affection – it should only go to the right person/s.
The different ways to say I love you.
I will fight for your data privacy rights!
COMICS

Comics on everyday privacy risks to better concretize the concepts and issues surrounding privacy to the everyday Filipino.
MA'MI!
FREE BRITNEY SPHERES TICKETS PO! JUST FILL OUT OUR FORM TO WIN.

OOPS!
I THINK I'M IN LOVE~
THAT FORM IS SENT FROM ABOVE.

OK!

BES, 'WA AA AAAA AAAAAAG!!

PAANO MO MALALAMAN KUNG SAAN AT KANINO, MARUPUNTA ANG PERSONAL INFORMATION MO KUNG 'DI MO PA NAKIKITA ANG PRIVACY NOTICE NILA?
INGAT, BES!
APP PERMISSIONS

OK ‘TONG BAGONG GAME APP, AH
To continue, sign in with Boggle.

OK.

Grant access to contacts.

OK, PARANG HARMLESS.

(ACTUALLY, HINDI)

Grant access to photos and location.

HA? ANONG KONEK SA GAME?
(WALA.)

Grant full internet access and access to microphone, camera, phone state and identity.

...OK?

ANG MANILENYO

SHH! NAG-LEAK ANG FINALE NG ANG MANILENYO SA FORUM SITE!

SURE BA ‘YAN? MATAGAL PA DAPAT YAN ‘DI BA?

HAY... SI JOJO MARVIN TALAGA.

LEAKED!!!
Ang Manilenyo Finale
DOWNLOAD mo na!

OO NGA! DOWNLOAD MO NA DAL!

Download...
POP CULTURE

Keeping up with current trends, such as movies, TV series and others.
NATIONAL PRIVACY COMMISSION presents

Beauty and the Breach

Facebook privacy.gov.ph Twitter privacyPH
THE FORCE IS STRONG WITH THIS ONE.

RA10173
The Data Privacy Act of 2012

#PrivacyisARight
#PrivacyPH
...But that’s what we were made to handle. For #DataPrivacy concerns and complaints, e-mail us at complaints@privacy.gov.ph.
Sprinkling symbols into my password
to make it extra secure.
DATA PRIVACY REMINDERS

Posts aimed at informing data subjects of their rights, data hygiene practices and others.
Roses are red
violets are blue
and if you are a data subject,
we’re here to help you.

HAPPY WORLD POETRY DAY
FROM THE NATIONAL PRIVACY COMMISSION.

facebook privacy.gov.ph twitter privacyPH
Happy birthday, Harry Potter!

The Boy Who Protected His Privacy

31 July 2017
“Laws too gentle are seldom obeyed; too severe, seldom executed.”  

Benjamin Franklin
The Data Protection Golden Rule

If you Can’t Protect It
...Don’t Collect It.
PRIVACY.GOV.PH

facebook.com/privacy.gov.ph
twitter.com/privacyph
info@privacy.gov.ph

NATIONAL PRIVACY COMMISSION