How Exotel can help organizations with PDPA compliance

Executive Summary

We are living in the age of innovation and transformation. Technology is evolving, and there is an increased impetus on organizations to hybrid their existing technology platform to meet heightened consumer expectations. With the increase in data exchange between organizations and humans, there is an increased need for data security especially with trillions of data being generated and stored in the cloud every day.

Considering the amount of information that is out there about every individual, supervision of data exchange and how it is used is necessary. To ensure the organizations do not misuse provided personal data, The Ministry of Communications and information gazetted Singapore Personal Data Protection Act 2012 (PDPA) to ensure that the data transfer complies with Singapore's data protection laws.

This whitepaper focuses on the PDPA and how organizations can work with Exotel to ensure that customer information is only shared on a need-know basis.

- What is the Personal Data Protection Act?
- What does it mean for businesses?
- Safeguarding customer privacy (phone number masking) using Exotel
- Examples of how some leading organisations in Singapore have used number masking

What is the PDPA?

The primary governing act widely recognized as the Personal Data Protection Act (PDPA) was drawn up in Singapore in 2012 and came full-voiced on 2nd July 2014. PDPA stands for the right of the consumers to have their data protected and governs the way companies in Singapore collect, store, use and disclose data.

Three main concepts constitute the PDPA:

Consent
Businesses should only collect, use, or disclose personal data about their customers, exclusively with the latter's permission.

Purpose
The data collected is used for a legitimate and justifiable purpose.

Reasonableness
Customers must be informed of the intent of the data collection.

Purpose Limitation

Donot Call

Notification

Openness

Consent

Personal Data Protection Act at a glance

Transfer Limitation

Acess & Correction

Retention Limitation

Accuracy

Protection

What does this mean for businesses?

Every business collects customer information that helps them connect to their customers. A mobile phone number or an email address has become a person's identity online. So, before starting a relationship with a potential customer or nurturing the relationship with an exisiting customer, there are a few points every business needs to ask themselves.

| What customer data your company will collect? | How you will you protect the data? | How will the data be stored? | How will the data be stored? | Who will have access to this data - employees, third party agencies, etc.? |

For example, in the case of an ecommerce, a marketplace or a third party logistics company, think about this scenario - your delivery person is out for delivery. They need to ensure that the customer is available for the delivery, you need to keep them updated about the status of the transaction. For all this, customers' phone number needs to be shared. Sometimes, you need to share it with someone who is not a direct employee but a third-party agency that makes the last mile happen for you. What happens in this case?

Safeguarding customer privacy (phone number masking) using Exotel

Mobile phones have quietly become a global identity device, and we are all at risk.

> **!** "If a customer's phone number is used for reasons for which it was not originally taken, it could be a breach of the Data Protection Act. "

Number masking is a progressive and remarkably efficient way for businesses to safeguard their customers' identity, and prevent misuse of sensitive information, enabled by anonymization of customer's phone number. It allows businesses to connect two parties - customers and their agents (delivery personnel, last mile agents, etc.) without revealing either party's phone number.

Not only this solution safeguards customer's privacy, but cloud telephony also enables businesses to track these conversations. In the case of a dispute or a complaint from the customer, it will be possible for companies to go back to the discussion and listen to what happened during the conversation.

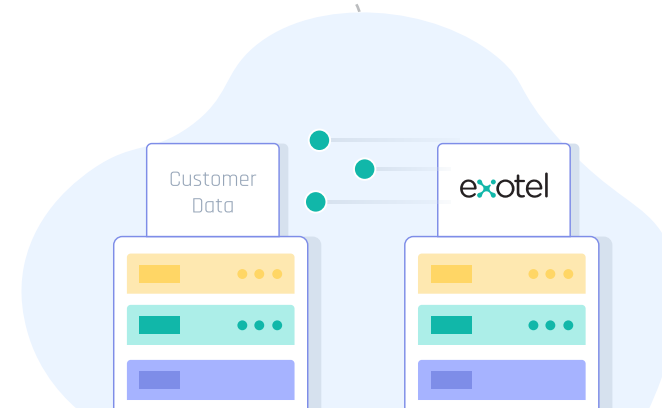# Implementing number masking using Exotel - how does it work?
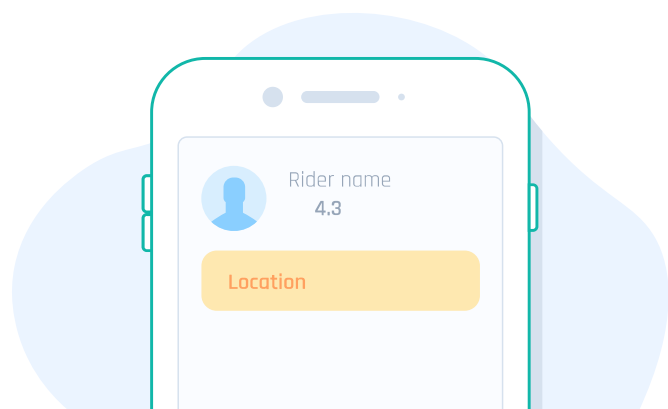
1 Driver/Executive gets assigned to a customer

Clicking on the 'call customer' button in the app, automatically makes a call to Exotel's virtual number.

2 Exotel reaches your server

Exotel pings your server with the driver's/ executive's details. Your server returns the corresponding customer's number

3 Exotel dials customer number

Exotel connects the assigned executive to the respective customer

4 Customer number masked

Customer/passenger numbers are masked from drivers/executives as virtual number acts as a bridge between the parties

![exotel]

How Exotel's number masking checks the right boxes for PDPA compliance:

Your customer's phone number is protected

It is not shared with anyone who doesn't need to have it

No personal information needs to be shared during the conversation

Every conversation is recorded and stored for future use and for the records

How businesses in Singapore use number masking

Protecting the privacy of customers has become imperative in almost every business. It's a precautionary step most businesses are willing to take. One of Singapore's largest grocery shopping and the delivery portal is a pioneer in putting the needs of their customers first. Exotel's number masking was the perfect solution that fitted their demand and expectations.

About the company

The company is Singapore's leading online supermarket, offering an unparalleled selection of groceries, household essentials, and premium specialty products. As a pioneering e-commerce and logistics company, they build cutting-edge technology to deliver an exceptional customer experience with the convenience of home delivery 7 days a week. They also have a direct retail offering and a marketplace platform for independent brands to sell on their state-of-the-art website and mobile application.

Working with Exotel

This hyperlocal marketplace uses Exotel's number masking to connect delivery agents to its customers over virtual phone numbers without revealing customer's personal contact information. When the delivery executive presses call button on the app, the virtual number dials out both customers and assigned delivery personnel. The customer numbers are then automatically masked from the delivery executives and hence, ensures customer privacy.This has made their customer experience even better along with the other efforts they already have underway - secure apps for delivery personnel, data and identity protection, etc.

Conclusion

Using or even storing personal data comes with responsibility. Any organization that wishes to continue to have access to personal data for business purposes must take this seriously.

If your organization is looking for expanding in Singapore or is already operational in Singapore and are looking for privacy solutions for your customers like number masking, please feel free to reach us.

Contact Us