



### **Newsletter: A master plan for Thailand Data Protection in 2024 - 2027.**

The Personal Data Protection Committee (“PDPC”), has a master plan to encourage and protect Thailand’s personal data. PDPC aims to enhance and standardize data protection in Thailand to be universally recognized and strongly competitive in data protection on international competitions.

PDPC has adopted 4 strategies and has its focus on 7 targeted industries as follows:

#### **7 Targeted industries:**

1. Tourism
2. Public security and key government services
3. Information and communication technology and telecommunications
4. Wholesale and Retail and e-commerce
5. Finance, investment, and insurance
6. Public health
7. Education

#### **4 strategies initiatives:**

##### **1. PDPA Effective and Balanced Enforcement**

This strategy is aimed at development and improvement of criteria, conditions, measures, especially data privacy governance, including enforcement of the laws to be more stringent, transparent, efficient and verifiable in order to comprehensively protect personal data and expand the country's ability to meet universal standards. The key success of this strategy is to encourage 100 percent of listed companies and government agencies to comply with the PDPA and meet fifth level of the Privacy Maturity Model by 2027. While, other enterprises, i.e., SMEs will be aimed to meet third level of the Privacy Maturity Model by 2027. Among these enterprises, 50 percent is intended to obtain the Trust Mark certification by 2027 as well.

##### **2. PDPA Knowledge and Trust Enhancement**

It is to evaluate knowledge and trust regarding PDPA compliances or even training sessions and raise awareness to public concerning any possible change of personal data so that people can utilize such personal data safely and efficiently. PDPC also aims to contribute to professional workers in this field to serve in society and be one of essential mechanism for Thailand development onwards.

The key success of this strategy is to develop the Data Protection Officer (“DPO”) and the Chief Information Officer (“CIO”) of the enterprise to be a Data Controller/Processor who is a certified officer and authorized to proceed with their duties and be able to measure and evaluate personal data protection of the enterprise effectively.

##### **3. PDPA Digital Economy and Society Promotion**

Digital economy is very important in this era especially after COVID-19 pandemic. PDPC therefore intends to promote and contribute to make cooperative partnerships both domestically and internationally by using the Privacy Maturity Model or the Privacy Maturity Assessment Framework in order to drive a digital economy and society as well as expand its potential and ability to sustainably protect personal data in Thailand and global networks.

The key success of this strategy is to be top 30 of international rankings for Data Privacy, Personal Data Protection, and Trusted Data and develop it to be a new industry and competitive in internationals.

##### **4. PDPA R&D and Technology Adoption**

It is to contribute to good governance and environment for R&D and Technology adoption curve as well as encourage these economies to be more facilitated for PDPA Preserving Solutions such as Privacy Enhancing Technologies (PET), Data Privacy, and Data security, etc. in order to expand Thailand' ability to driven society and economic growth and value as well as reduce possible risks in any aspects.

This strategy will also open new opportunities for researchers and entrepreneurs to develop and create data protection innovations efficiently and independently and not to distract from the laws. PDPC aims to increase its PDPA services and sandbox to other industrial industries and international networks at least 1-2 services per year.

In this regard, it appears that it is time for enterprises to stimulate and develop its personal data protection compliance to meet these standards. Importantly, since hospitality and tourism sector contribute significantly to Thailand's economy, many enterprises are increasingly appointing DPOs to be responsible for data protection of the organizations. Even though exemption has been granted to certain small-medium enterprises, it is always recommended to implement a model which complies with the regulations as the best practice. Enforcement of this master plan will encourage and create jobs for Thai citizens. Likewise, in private corporations, the role of DPO is rising and increasing employment. In the same manner, we believe that due to this master plan, Thai citizens will gain knowledge and have awareness of data protection even more.

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