

# The Personal Data Protection Act (PDPA) for Consumers

The Personal Data Protection Act (PDPA), which regulates organisations' proper management of personal data, has been enhanced to better protect your personal data while providing organisations with clearer options to analyse customer data to innovate and improve consumer products and services.

Find out more about how the PDPA can help and protect you at [www.pdpc.gov.sg/enhanced-pdpa-for-consumers](http://www.pdpc.gov.sg/enhanced-pdpa-for-consumers) or through these handy resources:

		
<p><a href="#">Access the Guide here</a></p>	<p><a href="#">Learn more about the PDPA – 2012 vs 2020</a></p>	<p><a href="#">Benefits of the Enhanced PDPA</a></p>

Or play the online game here!



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