



# IAPP Asia 2025: Privacy Forum + AI Governance Global

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# Automate Privacy Programs - from Inhouse Perspective

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# WELCOME AND INTRODUCTIONS



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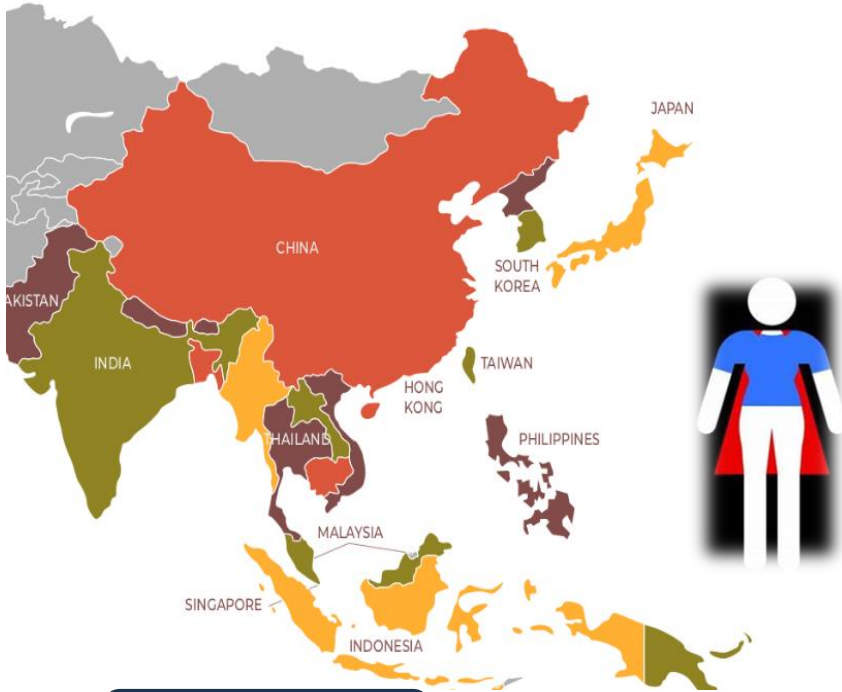


# AGENDA OUTLINE

- I. Introduction: Me & My Daily Work as Inhouse Privacy Counsel
- II. Pain Points & Solution from MNC Perspective
- III. Use Case Study 1: Training HCPs to Build Trust
- IV. Use Case Study 2: Automate Customer Inquiries
- V. Use Case Study 3: (D)PIA Automation – From DPIA to EPIA
- VI. Questions and Answers



# Me & My Daily Work



14 markets

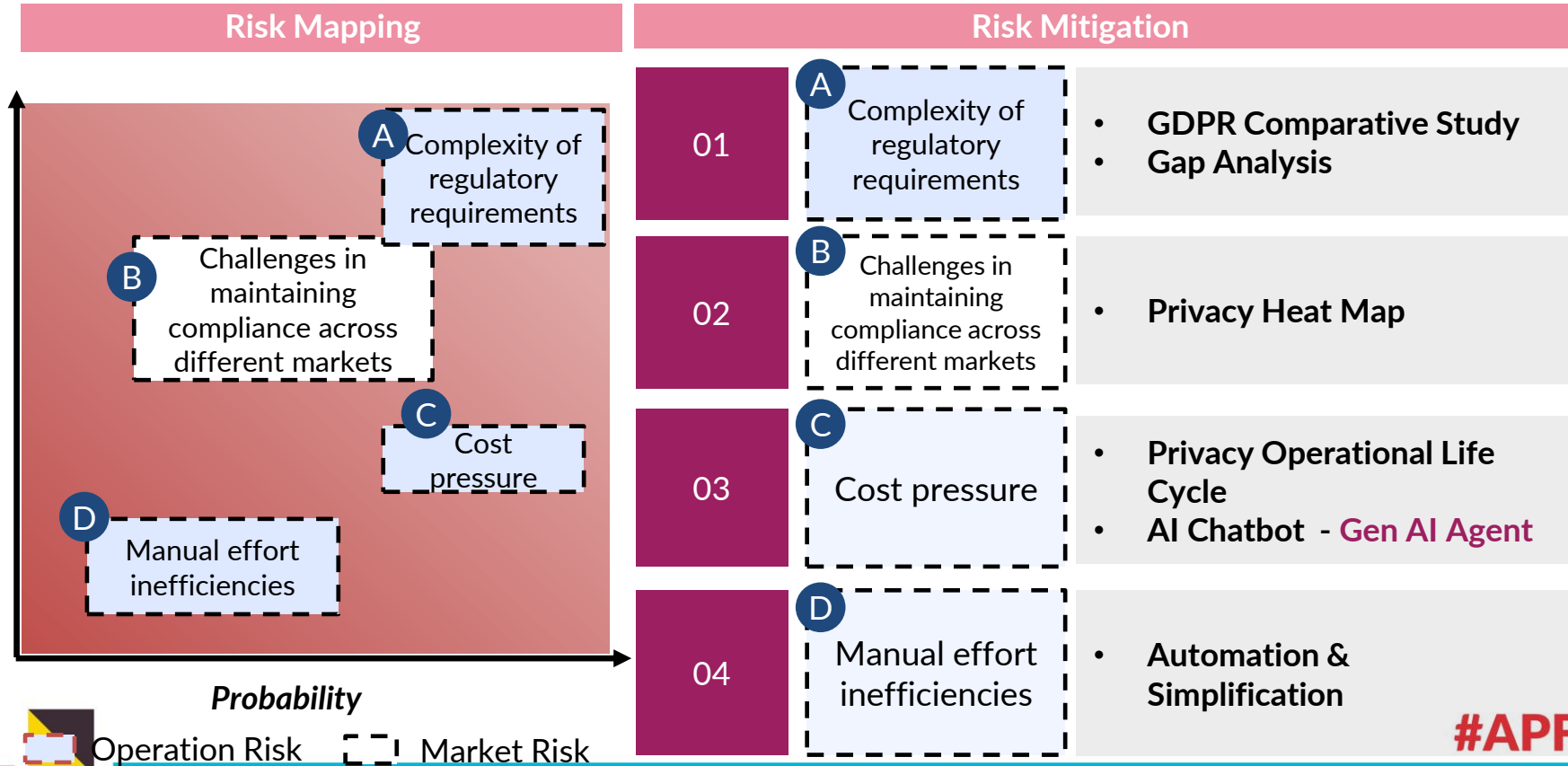
## Privacy Operational Life Cycle

Assess	Protect	Sustain	Respond
<ul style="list-style-type: none"><li>Identify legal obligations;</li><li>Gap analysis</li></ul>	<ul style="list-style-type: none"><li>Privacy by design;</li><li>DPIA;</li><li>ROPA;</li><li>DPA;</li><li>Risk remediation;</li><li>CBDT Compliance;</li><li>Data governance.</li></ul>	<ul style="list-style-type: none"><li>Establish Privacy COE;</li><li>APAC Privacy Heat Map;</li><li>Monitoring;</li><li>Privacy Audit;</li><li>Template update;</li><li>Regular training;</li><li>Privacy certification.</li></ul>	<ul style="list-style-type: none"><li>Privacy FAQs.;</li><li>DSR;</li><li>Data Breach incidence response.</li></ul>

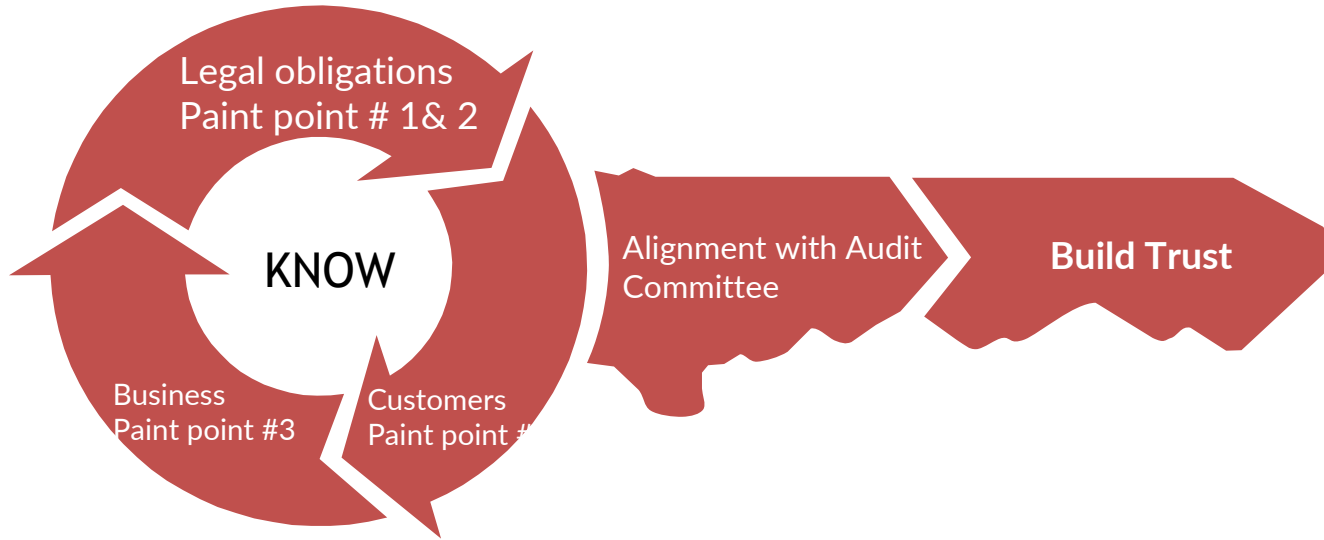
*Privacy as a competitive advantage.*

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# Pain Points from MNC perspective



# Key unlock the value



Privacy Management

Privacy Oversight



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# Know your legal obligations

## Pain Point #1: Complexity of regulatory requirements

- Over **100** regulations apply in **14** markets.



### China:

Comprehensiveness↑  
(**Data localization & CBDT, Mobile App, AIGC**).



### South Korea:

PIPA amendment: in 2023 (**separate consent** & frequent enforcement)



### Australia:

Privacy Act Amendment:  
(increased penalty for **data breach & Spam**)



### Japan:

APPI amendment:  
disclose CBDT information and update every 3 years [2021-**2024**]



### Thailand:

New rules on DPO filing and **BCR filing**



### Vietnam:

1<sup>st</sup> Privacy Law came into effect in 2023, including **DPIA/TIA filing** etc.



### India:

1<sup>st</sup> Privacy Law came into effect in 2023, introduces **blacklist for CBDT**, SDF, consent manager etc..

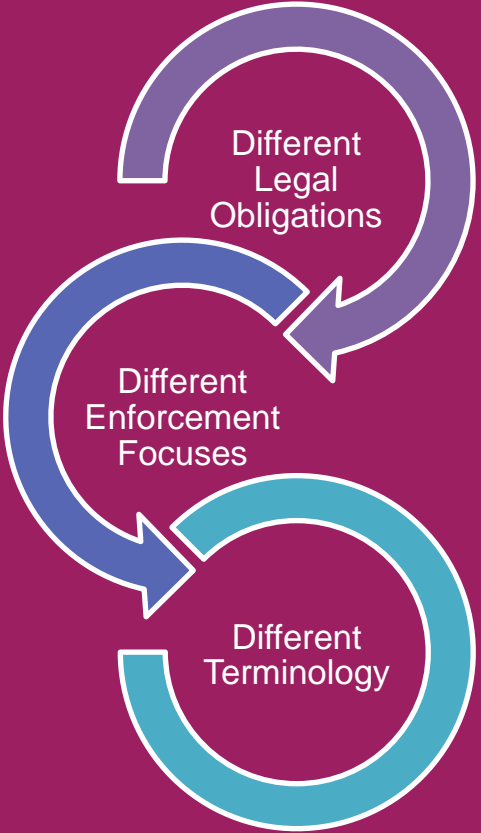
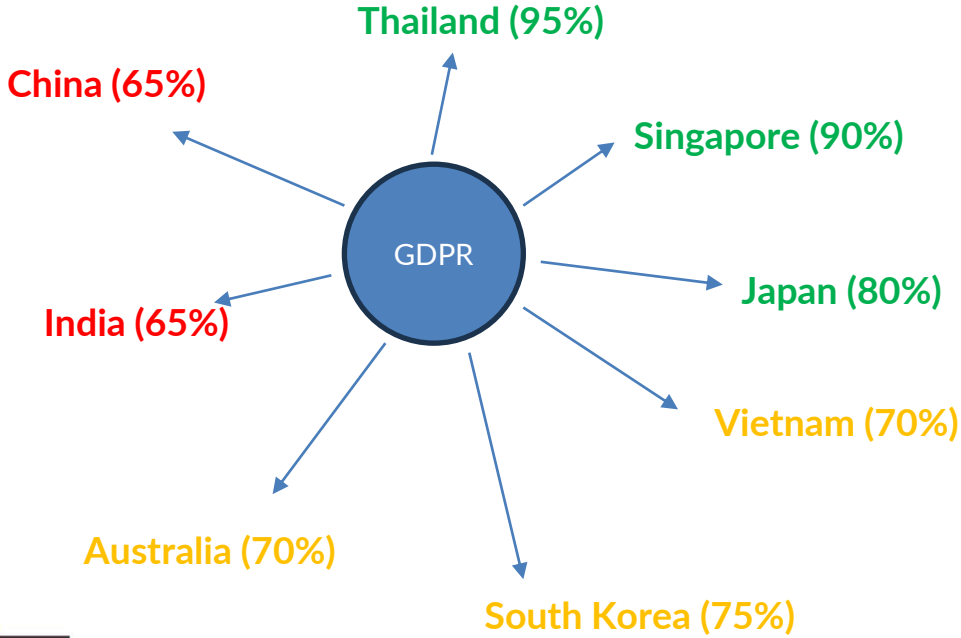


### Malaysia:

Data User & **DPO** Registration requirements

# GDPR – APAC Comparative Study

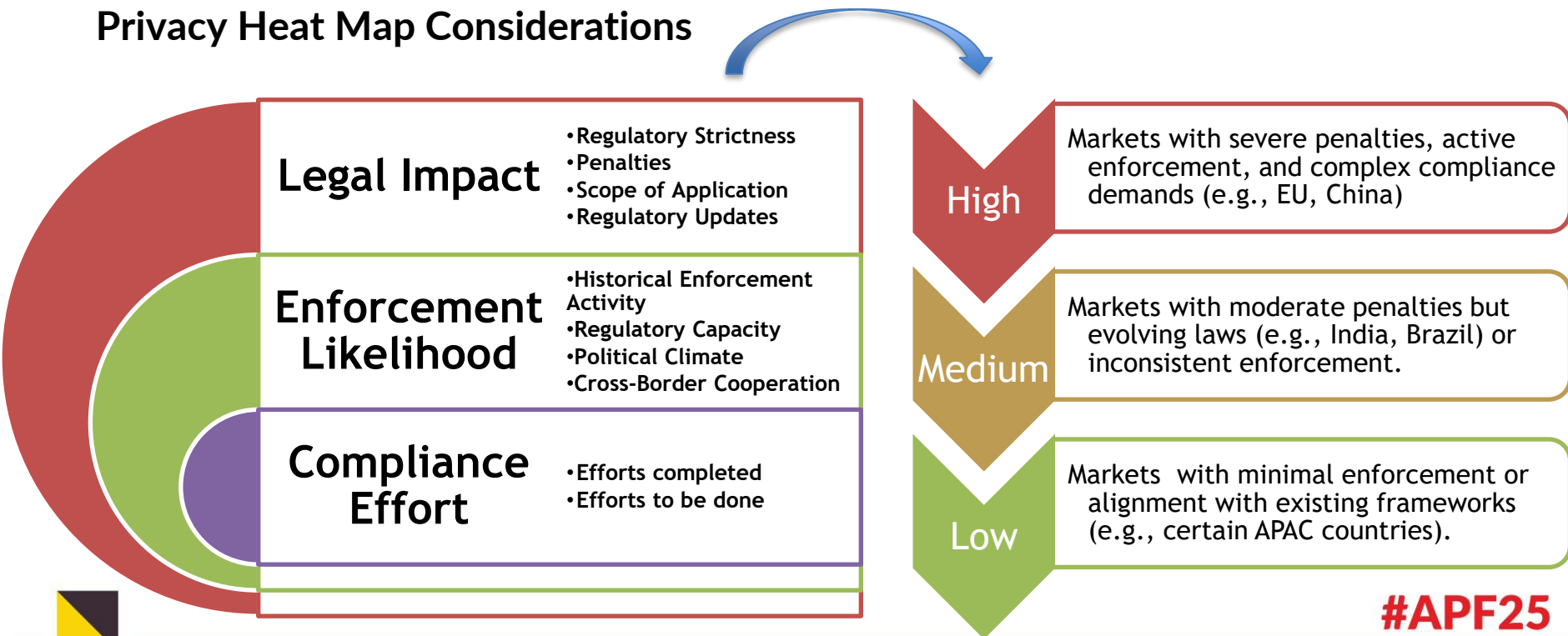
\* The percentage represents similarity rate to GDPR.



# Know your legal obligations

## Pain Point #2: Challenges in maintaining compliance across different markets

### Privacy Heat Map Considerations



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# Know your business

## Pain Point #3: Manual effort and inefficiency

Try to avoid to set up a standalone process

Integrate privacy into existing business workflow

Empower employee (legal/business counterparties)



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# Know your customer

## Pain Point #4: Cost Pressure vs. Increasing Asks from Customers



- Integrate customer focus into business strategies and inquire about how Privacy can contribute.
- Explore opportunities within Customer Frequent Asks.
- Use Case Study 1 & 2



# Oversight by Audit Committee

## Customer-centric Trust Center

### Compliance Resources

- Binding Corporate Rules (Controller & Processor)
- Sub processor List
- Country-specific requirements

### Certification

- Global Certification (e.g., ISO; SOC 2)
- Regional Level (e.g., CBPR, PRP)
- Country Level (e.g., Singapore DPTM, Japan Privacy Mark, China CPCS)

### Privacy notices

- Consumer
- Customer
- Patient
- Applicant

### CX

- Privacy Customer FAQs
- Better user access to Privacy program

Mandatory Requirements

Competitive Advantage

Transparency

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# Use Case Study 1: Training HCPs to Build Trust

**Before**

Reactive privacy support

## Building Trust

Data privacy and cybersecurity in healthcare are incredibly important. We are committed to ensuring the security and confidentiality of our patients' information.

By doing so, we aim to build and maintain trust with both our customers and patients.



**Now**

Proactive reaching out to customers

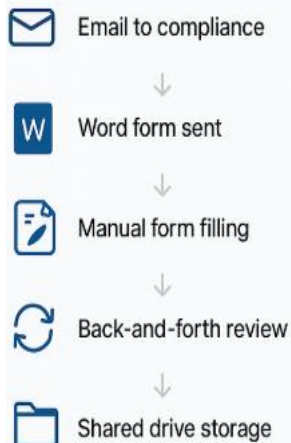
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# Use Case Study 2: Automate Customer Inquiries



# Use Case Study 3: (D)PIA Automation – Enterprise Privacy Impact Assessment

## Traditional DPIA Approach



Reactive Business-oriented Triggering

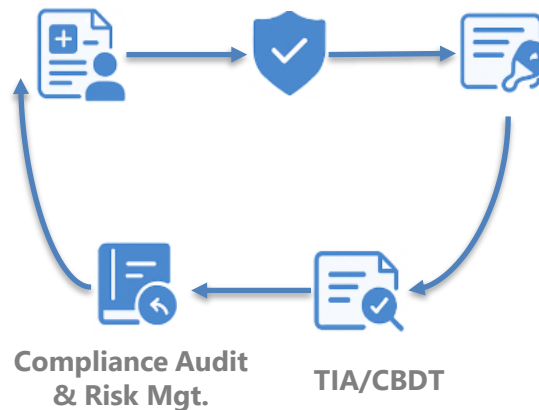
Overlap of DPIAs by markets with inconsistency

Evolving Requirements to Trigger more DPIAs

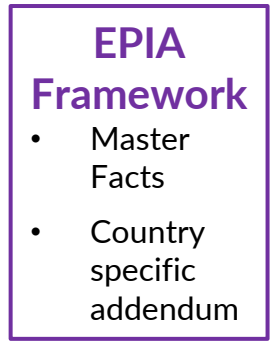
**Problems to be solved:**  
consistent impact assessment cross jurisdiction

## Enterprise Privacy Impact Assessment

Initiate EPIA      RoPA Auto-Update      Vendor Mgt.



Global approach



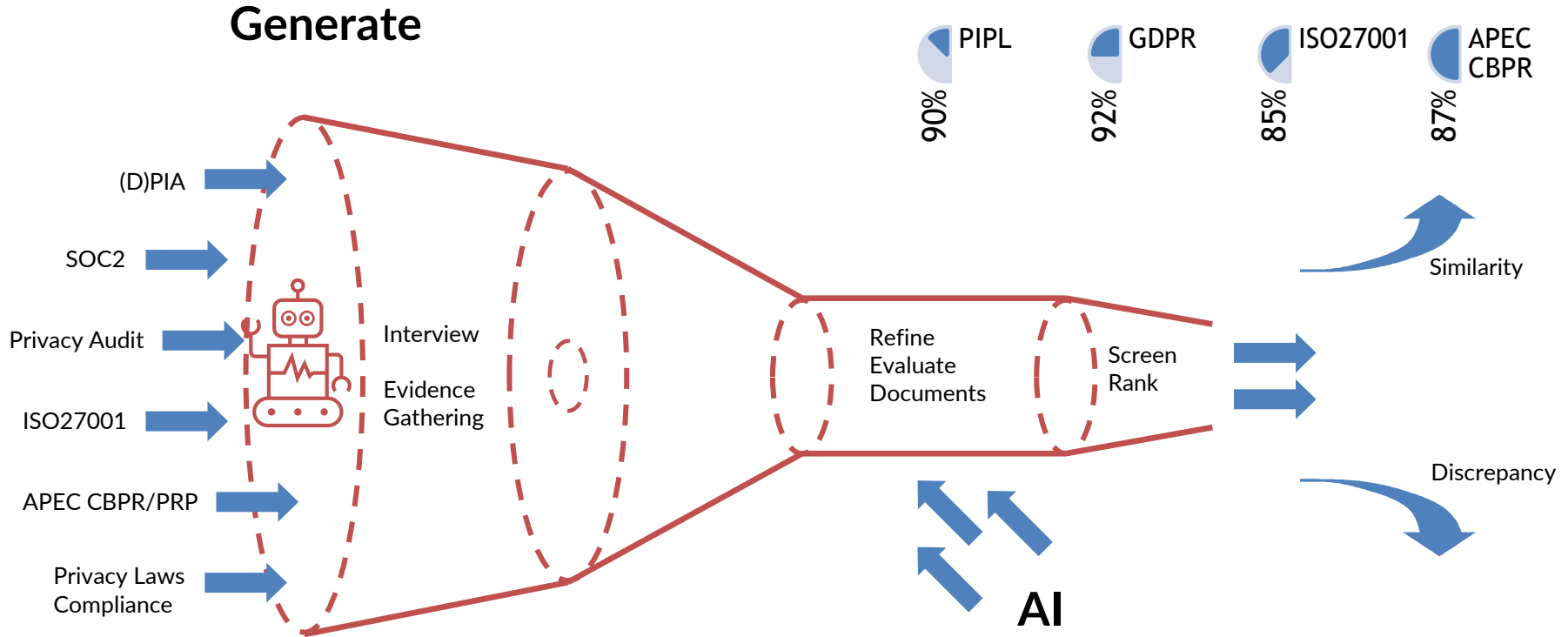
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# Automation in the Future: Agentic AI x Privacy



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# Automation in the Future: All in ONE with Agentic AI?



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# Q&A



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# How Did Things Go? (We Really Want To Know)

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