

DigitalFilipino E-Commerce Boot Camp



Data Privacy Act of 2012
Saturday, December 15, 2012 8:00 PM - 9:00 PM

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Do you want to put up an online business but don't know how to get started? Do you have an e-commerce site but need help in growing it further?

Join the FREE DigitalFilipino E-Commerce Boot Camp (#ecombootcamp)!

Learn how to put up a website, market your products and services, accept payments online, and make your customers loyal.



[Janette Tora](#)

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Start an online movement

Online class starts on
JANUARY 23, 2013

ENROLL NOW!

digitalfilipino.com/bsm

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1 MILLION
participants

16 Boot Camps

3rd book edition

16 E-Commerce Summit

What to expect?

- 35 Lessons are organized into 10 topic groups.
- Completion of assignment in all topic groups needed to get certificate.
- Anyone can join anytime.

3rd E-Commerce Book Edition

- More focused on helping individuals start their own e-commerce business.
- Boot camp aims to provide the necessary content validation needed.



START-UP **100 PROJECT**

DigitalFilipino Club Start-Up 100 Projects aims to help start-up entrepreneurs in the Philippines to get access to angel investors.

16 Face-to-face Boot Camps

- UP-ITTC, UP Diliman, QC – January 11
- The Center Suites, Cebu – February 9
- Fee: P700 (early bird) / P1000

16 E-Commerce Summit

- Showcase of e-commerce boot camp participant projects.
- Culminating event in various locations in the country.

The Data Privacy Act of 2012 (August 15, 2012)

Janette Toral

<http://digitalfilipino.com>

The E-Commerce Law

- *SEC. 32. Obligation of Confidentiality. – Except for the purposes authorized under this Act, any person who obtained access to any electronic key, electronic data message, or electronic document, book, register, correspondence, information, or other material pursuant to any powers conferred under this Act, shall not convey to or share the same with any other person.*

DTI DAO 8

- Protection of Personal Data in an Information and Communication System in the Private Sector.



Applies to processing of personal information (section 3G and 3L)
but excludes:

- Government transactions by officials and individuals.
- Journalistic, literary, research, artistic
- Info necessary for banks to comply with banking laws.
- Data collected from foreigners to comply with their laws.



Created the
National Privacy
Commission
(section 7)

General Principles (Sec. 11)

- Collected for specified and legitimate purpose.
- Processed fairly and lawfully.
- Adequate and not excessive.
- Retained only for purposes of fulfillment of an obligation.

Lawful processing (Section 12)

- Data subject has given consent.
- Necessary to protect interest of data subject (life, health) and for government to respond to national emergency.
- Pursuit of legitimate interest of personal information controller.

Subcontract of personal information (section 14)

- Full liability still rest with the personal information controller.

Rights of data subject (section 16)

- Data subject has the right to know if their personal information is being processed.
- The person can demand information such as the source of info and how their personal information is being used.
- One has the right to request removal and destruction of one's personal data unless there is a legal obligation that required for it to be kept or processed.

Transmissibility of rights (Sec. 17)

- If the data subject has already passed away or became incapacitated (for one reason or another), their legal assignee or lawful heirs may invoke their data subject's data privacy rights.

Security of personal information (sec. 20 and 21)

- Personal information controllers must ensure security measures are in place to protect the personal information they process and be compliant with the requirements of this law.
- In case a personal information controller systems or data got compromised, they must notify the affected data subjects and the National Privacy Commission.

Responsibility of government agencies (Sec. 22)

- Heads of government agencies must ensure their system compliance to this law (including security requirements).
- Personnel can only access sensitive personal information off-site, limited to 1000 records, in government systems with proper authority and in a secured manner.

Government contractors (Sec 24)

- Government contractors who have existing or future deals with the government that involves accessing of 1000 or individuals should register their personal information processing system with the National Privacy Commission.

Penalties (Section 25 – 35)

- Provided penalties (up to 5 million) on the processing of personal information and sensitive personal information based on the following acts:
 - unauthorized processing (sec. 25)
 - negligence (sec. 26)
 - improper disposal (sec. 27)
 - unauthorized purposes (sec. 28)
 - Unauthorized access or intentional breach (sec. 29)
 - Concealment of security breaches (sec. 30)
 - Malicious (sec. 31) and unauthorized disclosure (sec. 32)

Public officers (Sec. 36)

- For public officers (working in government), an accessory penalty consisting in the disqualification to occupy public office for a term double the term of criminal penalty imposed shall be applied.

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Access the webinar video, handout, and assignment at <http://digitalfilipino.com/ecom/>