Straits Interactive and SMU Academy Launches Data Ethics and Artificial Intelligence (AI) Governance Framework Course for Data Protection Professionals

Course available as part of Advanced Certificate in Governance, RIsk Management and Data Compliance

Singapore, 11 March, 2021 – SMU Academy and Straits Interactive today launched a new course entitled **Data Ethics and AI Governance Frameworks** for data protection professionals. The objective of the course is to extend the competencies of both data protection officers and professionals to cover data ethics and AI solutions. The course content has also been mapped to the DPO Competency Framework and Training Roadmap developed and launched by the Personal Data Protection Commission (PDPC).

Ethical implications when handling personal data
Said Kevin Shepherdson CEO of Straits Interactive and Head of the Data Protection Excellence Network, "The convergence of big data, IoT and AI has implications on data privacy. However, there are also ethical implications when handling personal data that data protection officers and professionals should be aware of, for example, people not being aware that they are interacting with a company's online web application or service. Besides those involved in data-driven technologies, we also decided to cater to those interested in emerging technologies because of the importance of the human-centric approach in governing AI solutions."

Jack Lim, Executive Director, SMU Academy, said "We are pleased to add this new course to our existing offering, aimed at expanding the competencies of data protection professionals. *Data Ethics and AI Governance Frameworks* is one of six modules of our Advanced Certificate in Governance, Risk Management and Data Compliance. Catering to SMEs and professionals, this course will support of their digitalisation efforts as they navigate the post COVID-19 challenges."

Course Curriculum
The hands-on course curriculum covers the basics of business ethics, data ethics frameworks (such as Trusted Data Sharing Framework and Ethical Data Ethics Impact Assessment), Understanding Artificial Intelligence, AI Ethics and Principles (from the European Union and OCEG) and IMDA's Model AI Governance Framework.

SMU Academy and Straits Interactive have been jointly providing data protection related courses in Singapore that lead to an advanced diploma in data protection since 2018. Riding on the demand for data protection expertise in Singapore and the ASEAN region, the year 2020 saw close to 3,000 non-unique participants attend 14 data protection-related courses delivered jointly by SMU Academy and Straits Interactive.

More information and registration for the course can be found at https://www.dpexnetwork.org/courses/data-ethics-and-ai-governance-frameworks/

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About

Singapore Management University

Established in 2000, Singapore Management University (SMU) emphasises rigorous, high-impact multi- and inter-disciplinary research that addresses Asian issues of global relevance, and for its innovations in experiential learning. With over 10,000 students, SMU offers bachelors, masters and PhD degree programmes in Accountancy, Business, Economics, Information Systems, Law and Social Sciences, and executive development programmes. Through its city campus, SMU enjoys strategic linkages with business, government and the wider community in Singapore and beyond. www.smu.edu.sg

SMU Academy

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strong links with business and industry. The Academy, with its pillars of Business Management, Finance & Technology, Human Capital Management & Leadership, Service, Operations & Business Improvement, and Wholesale Trade leverages SMU's reputation and linkages to prepare our workforce with the competencies, skills upgrading and career resilience required for the future economy. http://academy.smu.edu.sg/

Data Protection Excellence (DPEX) Network

The Data Protection Excellence (DPEX) Centre is the research and education arm of the DPEX Network, a first of its kind facility in the ASEAN region whose aim is to provide leadership, best practices, training, research and support for all things surrounding data privacy from an operational perspective. This collaboration of partnerships comprises certification bodies, law firms, universities and organisations who provide professional services and technologies relating to data privacy. An ever-

growing network, members currently include Straits Interactive, Singapore Management University, International Islamic University Malaysia, De LaSalle University, Philippines, IAPP, EXIN, OCEG and Lexxion amongst others.   More information about DPEX Network can be found at www.dpexnetwork.org

About Straits Interactive

Straits Interactive delivers end-to-end governance, risk and compliance solutions that enable trusted business and responsible marketing, especially in the area of data privacy and protection. Recently Data Protection Trustmark (DPTM) certified, we help businesses achieve operational compliance and manage risks through a combination of cloud technology and professional services. Our quest for innovation has led to us being recognised and awarded Intercon's Top 50 Tech Companies (in recognition of the company's contribution to technology) and APAC Business Headlines' Company of the Year, 2019. Our software-as-a-service solutions include DPOinBOX and Governance, Risk & Compliance System (GRACIAs), all of which are supported by professional services that include advisory services, audits, and training. More information about the company can be found on www.straitsinteractive.com.

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