

# **Regulatory Issues and Challenges in the Data-Driven Economy Personal Data Protection : Thailand's Perspective**

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# Topics

- 1. Situation in Thailand: Privacy awareness and Data Protection
- 2. Timeline of Thailand Personal Data Protection Legislation
- 3. Conceptual idea of Thailand Personal Data Protection Bill
- 4. Next Steps, things to do ...

# **1. Situation in Thailand: Privacy awareness and Data Protection**

# People Awareness in Thailand?



Thailand Internet User Profile 2018 By ETDA

More than **31%** of internet users **unconcern** over their data on social media



**12.3%**

**read carefully** about a **privacy policy**

For using data or application

**67%** take a lot of time (**Lengthy Policy**)  
**42.9%** difficult to understand (**Legal Term**)

**24.4%**

**don't set privacy** on social network

**45%** of this group pointed that they **don't know how to set it up !!**

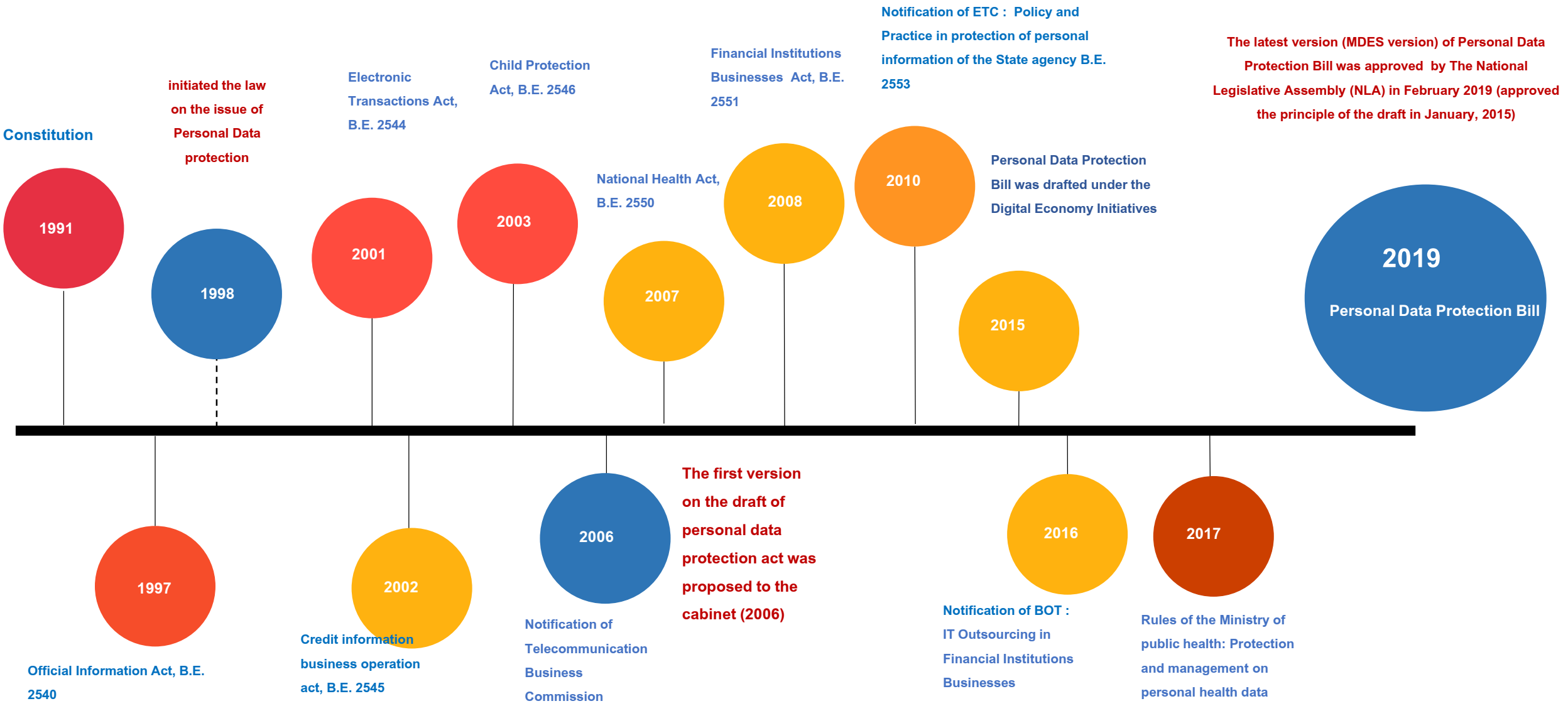
**over 70%**

**recognize** that the owner has a crucial role to protect personal data



## **2. Timeline of Thailand Personal Data Protection Legislation**

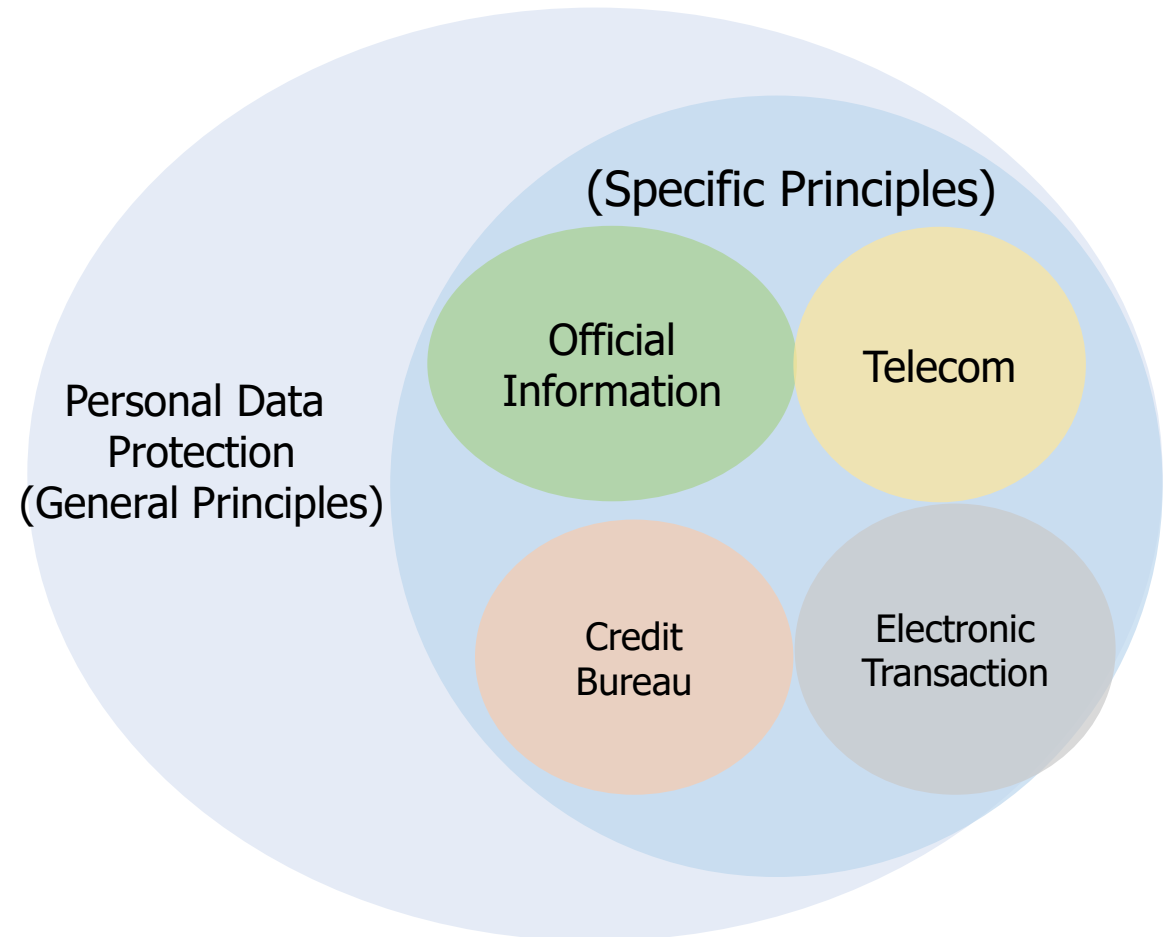
# Timeline of Thailand Personal Data Protection Legislation



## “lay down general principles and minimum standards of personal data protection”

### Limitation of existing law:

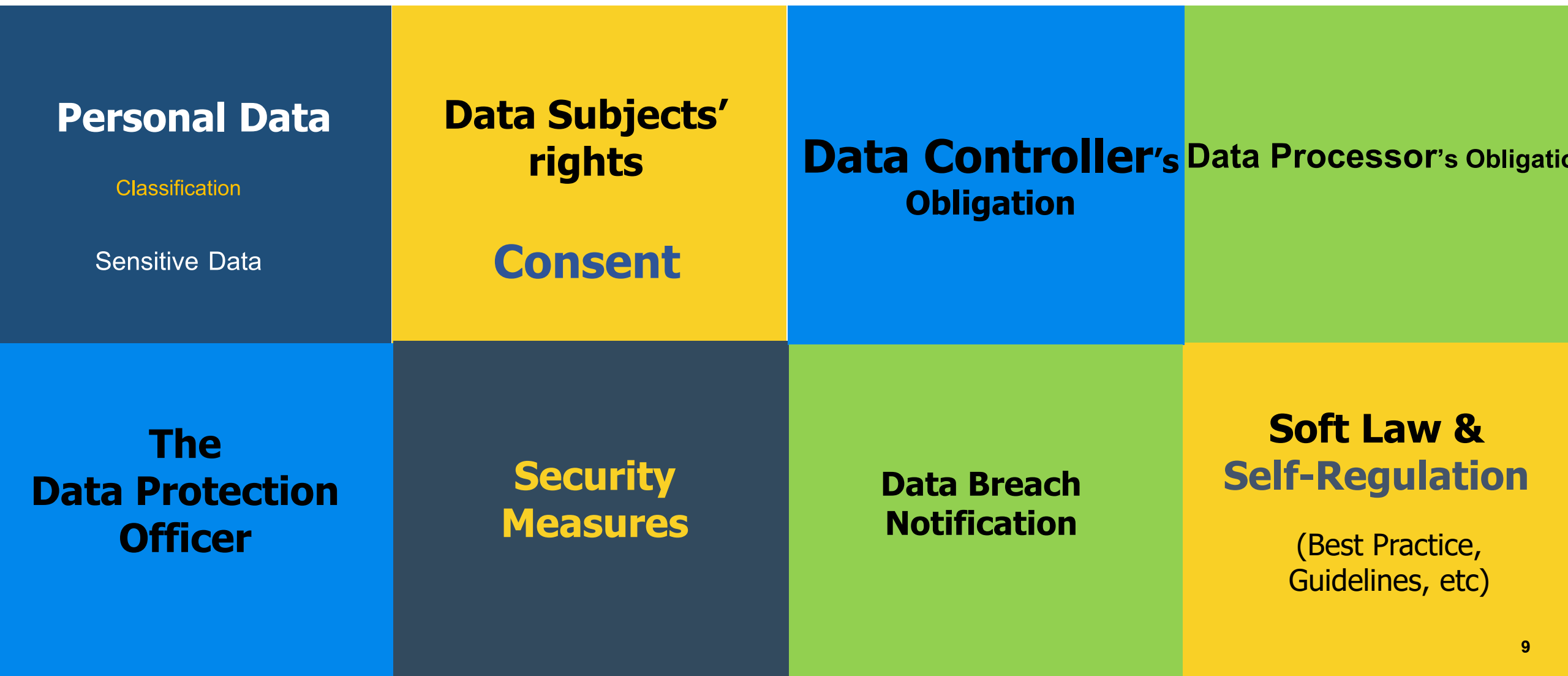
- Use for specific purposes
- Lacks of recognition of technology development
- Do not cover all aspects of personal data protection



# **3. Conceptual idea of Thailand Personal Data Protection Bill**



# Overview and Concept of Thailand Personal Data Protection Bill



# **4. Next Steps, things to do...**

## **Thailand Personal Data Protection Bill**

# Next steps, Things to do ...

## Thailand Personal Data Protection Bill

1. End user : Promoting **Public Understanding** on Privacy & Data Protection and **Digital Literacy**
2. Business Sector: **Supporting MSMEs, SMEs to ensure compliance with the laws**
3. **Self-Regulation by Industry**, such as Standards, Guidelines, Best Practices, Code of Conduct and Norms, : Drafting and enforcing their own rules, “One Size Does Not Fit All”

Different History & Background

Different Solutions ....

It is a long journey in the digital era therefore we need the collaborations between Public and Private sector for digitalization and development.

Thank you

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