Drawings

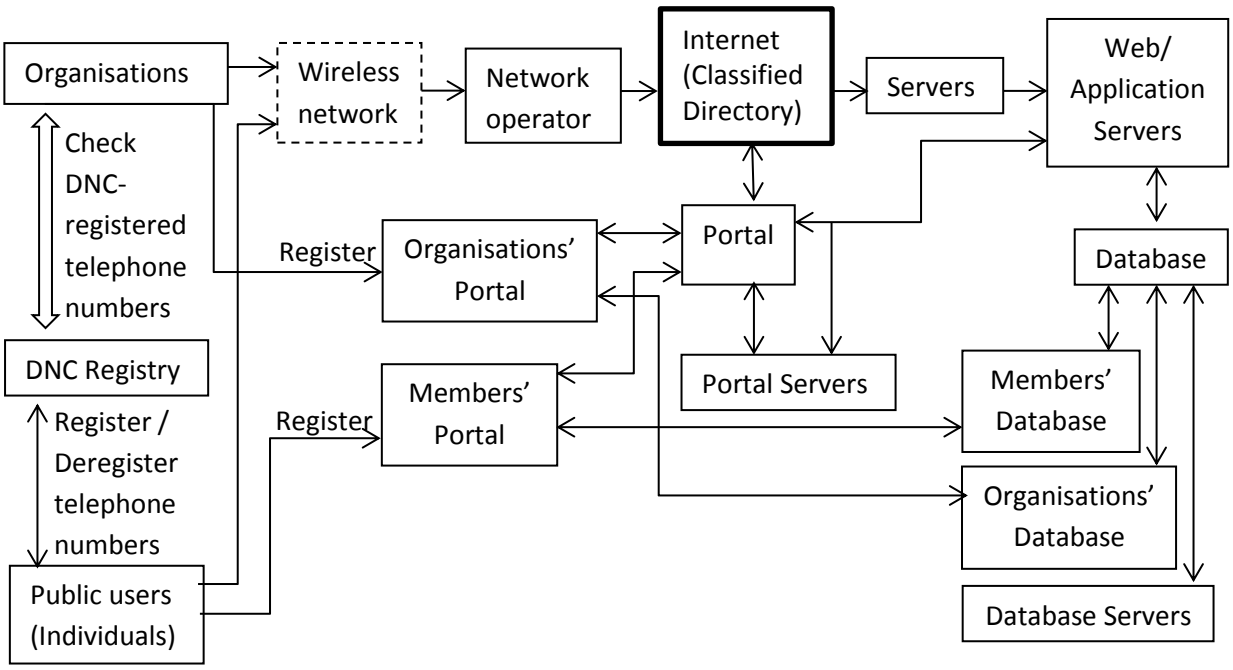


FIG. 1 Overview of Flowchart diagram of an illustrative process of using the One-stop solution platform portal for the Organisations and Individuals according to embodiments of present invention.

Role of organisations sending marketing messages to Singapore telephone numbers:	**Role of service provider platform portal with features & functions to help:**
Check with the DNC Registry, unless organisations have the recipients' clear and unambiguous consent in written or other accessible form for sending the marketing message to the Singapore telephone number.	Providing clear, express and unambiguous consent in evidential form from the user, recipients or subscriber of the number on electronic form for organisations to send marketing message to the Singapore registered telephone number.
Organisations may also send a text or fax message (but not voice call) on related products, services and memberships to individuals with whom they have an on-going relationship (a series of one-off transactions does not constitute an on-going relationship), without the need to check the DNC Registry. In the telemarketing message, they are required to provide information on how individuals can opt out of such messages using the same medium by which the message is sent. Upon receiving an individual's opt-out request, they may no longer rely on the exemption and must stop sending such messages to that individual 30 days after the opt-out.	Although this platform portal does not help organisations to establish on-going relationship with individuals, it allows the individuals to opt in and/or out of marketing messages from the list of organisations anytime, by checking the "opt in" and/or "opt out" checkboxes for the "Consent to contact" via email and/or mobile text messages such as SMS and/or MMS. The organisations can keep track of such updates daily via automatic updates shown on account's past transaction history, or full report sent at end of the day via Excel file to organisations' emails, so that they can make changes to their contactable marketing list and ensure they comply with the PDPA.
If organisation is sending a text or fax message, include clear and accurate information identifying the organisation as well as contact details within the message. This allows the recipient to contact the organisation for clarifications, if necessary.	Organisations must provide their identities and contact details when listed on this platform portal website and when they send marketing messages to recipients, so as to allow transparency and remain contactable by consumers at all times.
If organisation is making a voice call, ensure that the calling identity, or phone number from which the message is sent out from, is not concealed.	"Consent to be contacted" on the platform portal allows individuals to choose the method of communication preferred, including voice call, mobile texts such as SMS/MMS text and/or email, while excluding fax messages.

FIG. 2. Table showing comparisons on role of organisations sending marketing messages and role of service provider platform portal with features & functions, which can help organisations according to the embodiments of this present invention.

Concepts used by PDPA on how personal data may be collected, used or disclosed by organisations:		**How the embodiments of this platform portal invention complements the PDPA & DNC Registry & Spam Control Act:**
Consent	Only with the individual's knowledge and consent, but with some exceptions.	Allows individuals to opt in and/or opt out of "Consent to be contacted" of marketing messages from organisations anytime via this platform portal or directly reply to organisations via medium used to send such messages. Organisations sending marketing messages must always give individuals the option to unsubscribe via the medium used to contact.
Purpose	Appropriate data for the circumstances, and only if they have informed the individual of the purposes for the collection, use or disclosure.	Allows individuals to choose to input types of personal data and method to be contacted. Secured registration and/or login account using One-Time-Password via medium of choice, the unique login identity must be either Singapore mobile phone number (to complement DNC Registry) and/or email address (to complement Spam Control Act), any other fields of personal data are optional. Only allows organisations who have received "Consent to be contacted" replies from individuals to contact via choice of medium for marketing messages.
Reasonableness	Only for purposes that would be deemed appropriate to a reasonable person in the given circumstances.	In most situations, organisations only need personal data such as mobile phone number and/or email address to convey marketing messages. All other personal data is not needed unless the individuals choose to become a member of that organisation.

FIG. 3 Table showing how the platform portal complements the concepts used by PDPA according to the embodiments of present invention

One-Stop Solution Platform Portal for Personal Data Management

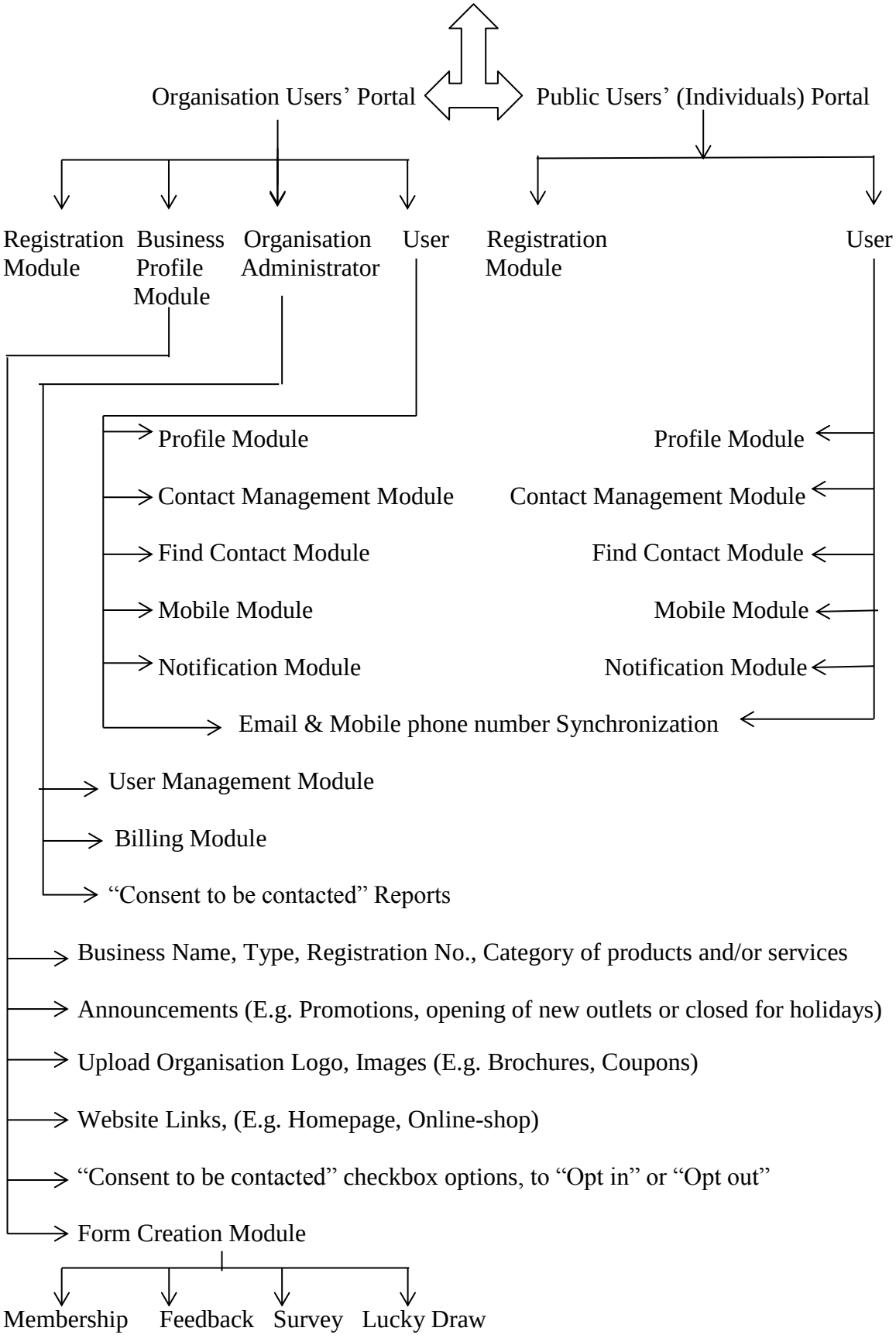


FIG.~~4~~ **2** Flowchart of One-stop solution platform portal for personal data management according to the embodiments of this present invention

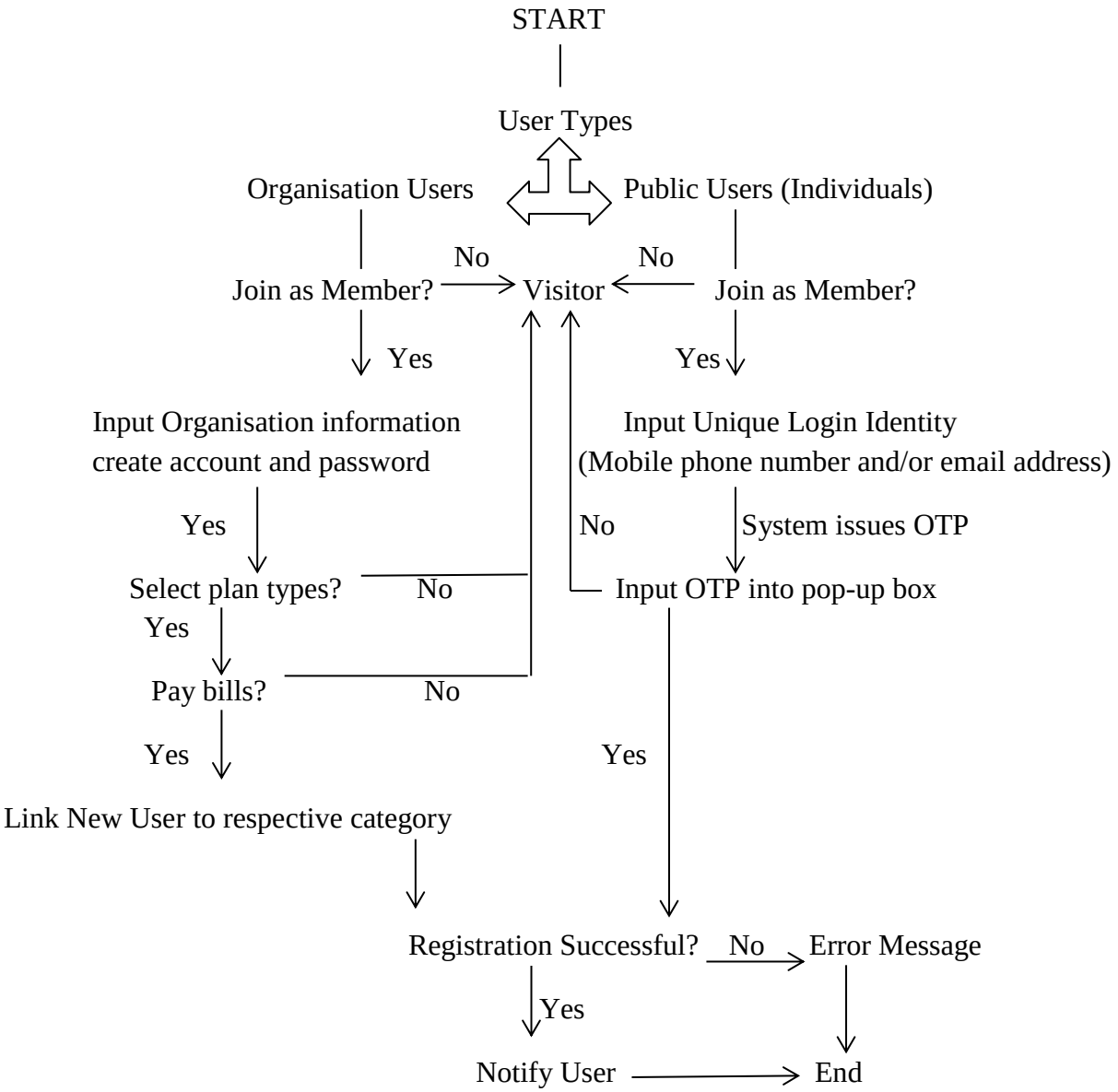


FIG. ~~5~~ **3** Flowchart of Registration module according to an embodiment of present invention

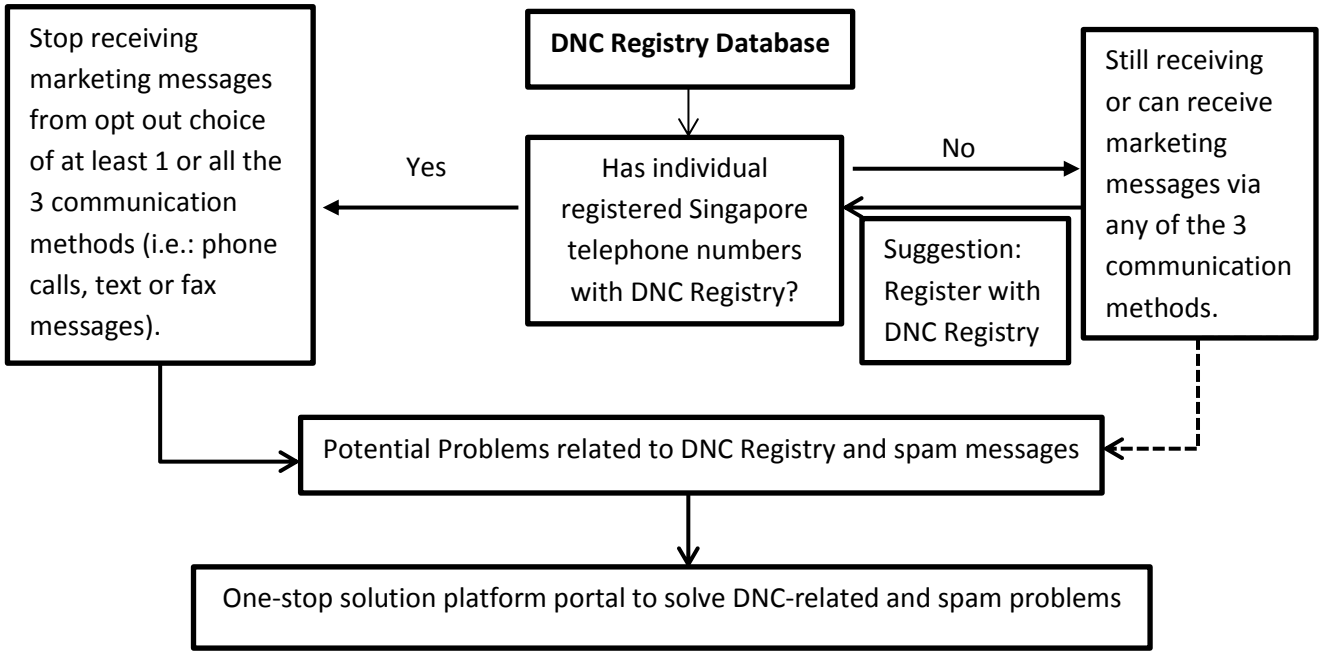


FIG. ~~6~~ **4** Flow Chart showing problems and solutions to the DNC Registry and Spam messages according to the embodiments of present invention