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# Deloitte Thailand

## 2024 PDPA Post-Implementation Survey

*Benefits beyond Compliance*

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# Thai PDPA Compliance – where do we stand now?

## Thai businesses navigate Thailand's PDPA, prioritizing data security and staff training amidst compliance hurdles

In October 2021, Deloitte Thailand conducted a Thai PDPA readiness survey across a sample of organizations and industries in Thailand. The aim of this survey was to understand how organizations were preparing for Thailand's PDPA compliance, which came into effect in June 2022 after being postponed. After a full year of enforcement, a second survey was conducted to understand how companies are adjusting to the enforcement, what challenges they have faced and what internal process changes have taken place.

The survey reveals that while most organizations have implemented compliance processes, it remains an ongoing activity. Industries subject to stricter regulations have generally achieved faster compliance. The focus for many organizations has shifted. Consumer trust has become the primary concern, with reputational damage outweighing fears of fines compared to pre-enforcement survey.

Now that basic data security tools are now in place, organizations continue to invest in data leakage prevention, data governance frameworks, and employee training programs. These ongoing investments highlight the evolving nature of compliance.

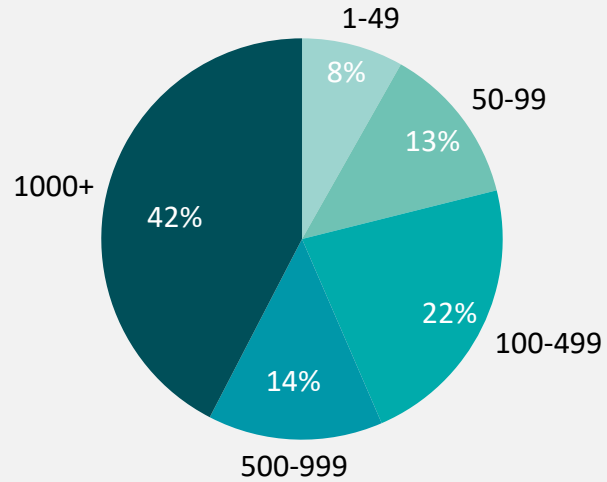
While progress has been made, challenges remain. Implementing the necessary technology and ensuring staff possess adequate knowledge are the top hurdles. Additionally, ensuring appropriate staff availability become more difficult.

Despite challenges, organizations remain confident in their ability to achieve long-term compliance. However, maintaining this requires continuous effort. Organizations must keep pace with evolving regulations, provide ongoing staff training, and ensure consistent compliance across all departments.

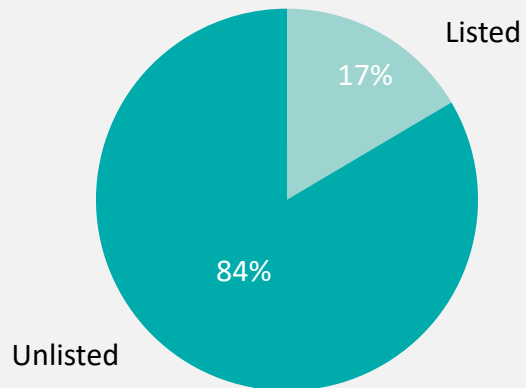


# Respondent profile overview

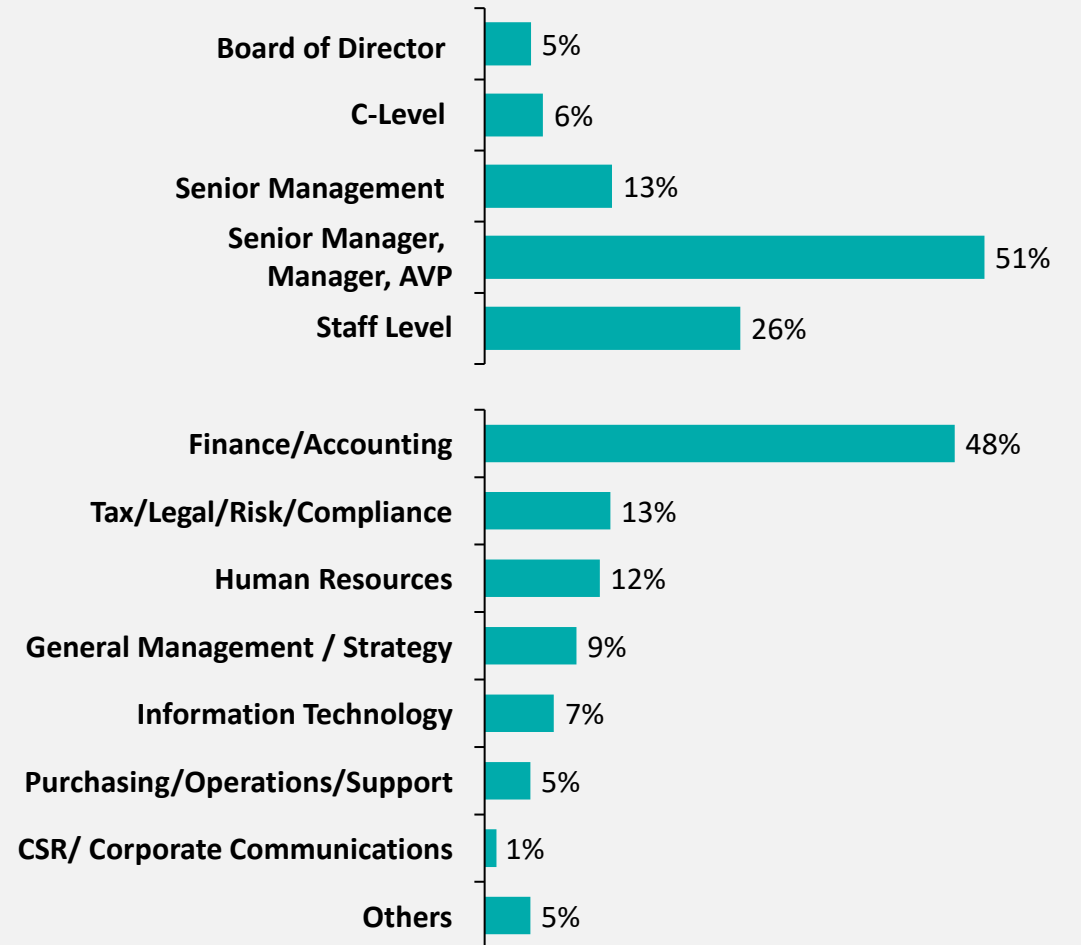
## Organisation size



## Organisation type



## Job position

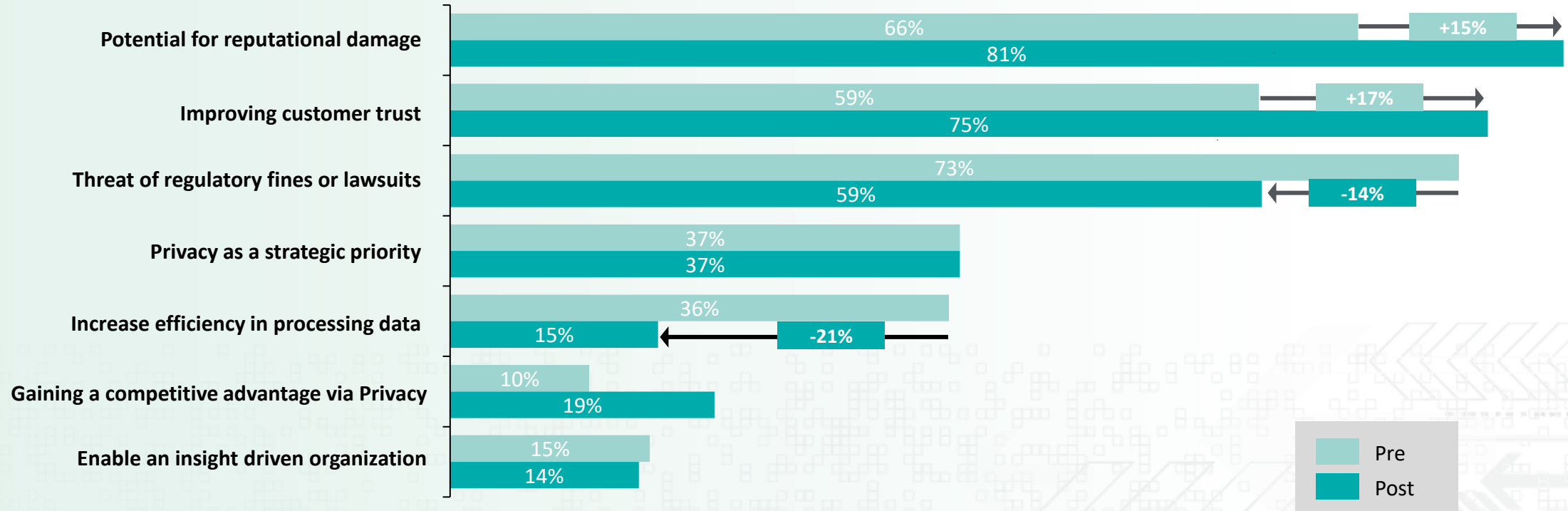


# #1 Benefits and Awareness



# Reputational damage and consumer trust are key drivers for PDPA compliance activities

## Importance of PDPA compliance activities

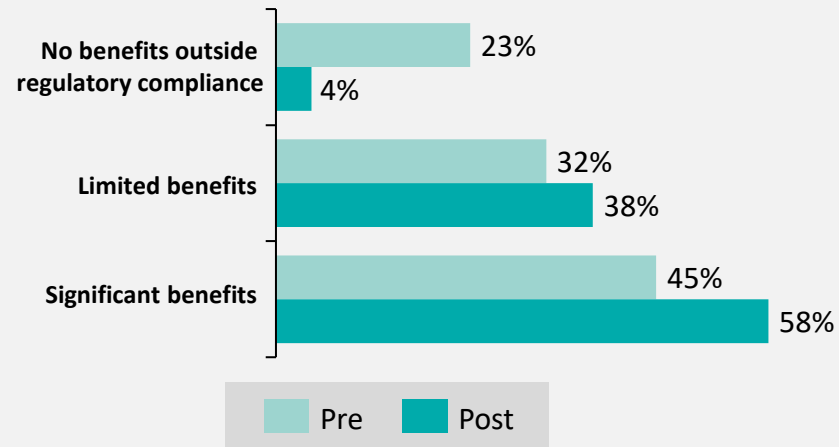


*“By adhering to these regulations, we can build trust with our customers and employees in terms of data protection.”*

Data Protection Officer at a multinational consumer product organisation

# Privacy as an enabler: More organisations now see additional benefits of PDPA outside of regulatory compliance

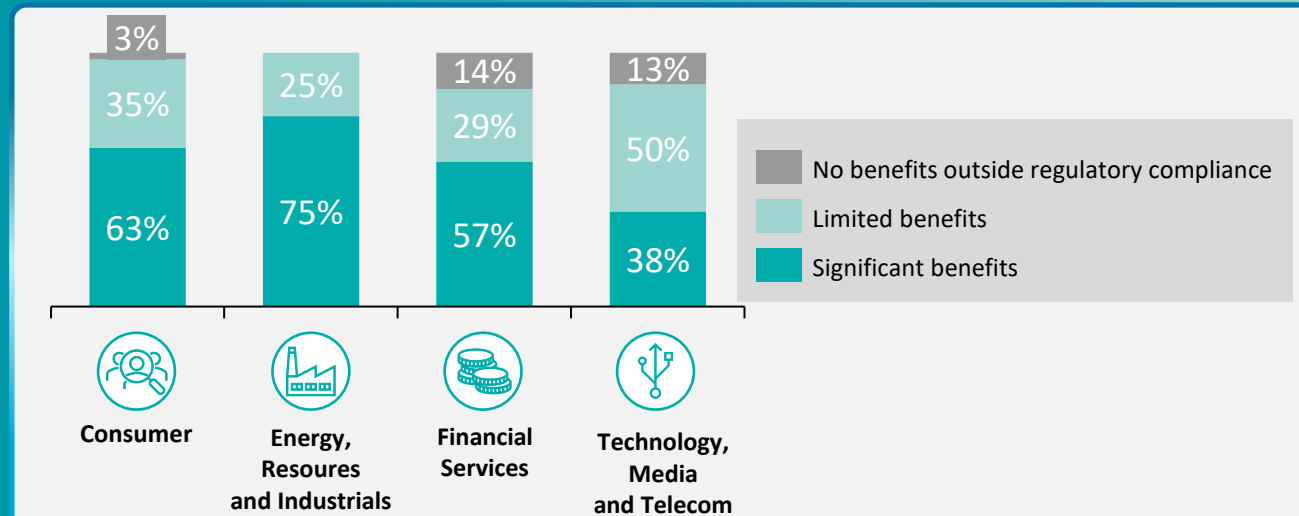
**Do you expect your PDPA compliance activities to result in additional benefits to your business?**



*"As a consumer-focused company, we've long recognized the value of data and have been actively working towards becoming a data-driven organization. The enforcement of the PDPA has been instrumental in guiding this journey responsibly. It prompted a crucial step back to evaluate our data handling practices and establish standardized procedures across all departments."*

Chief Operating Officer at a Thai consumer product company

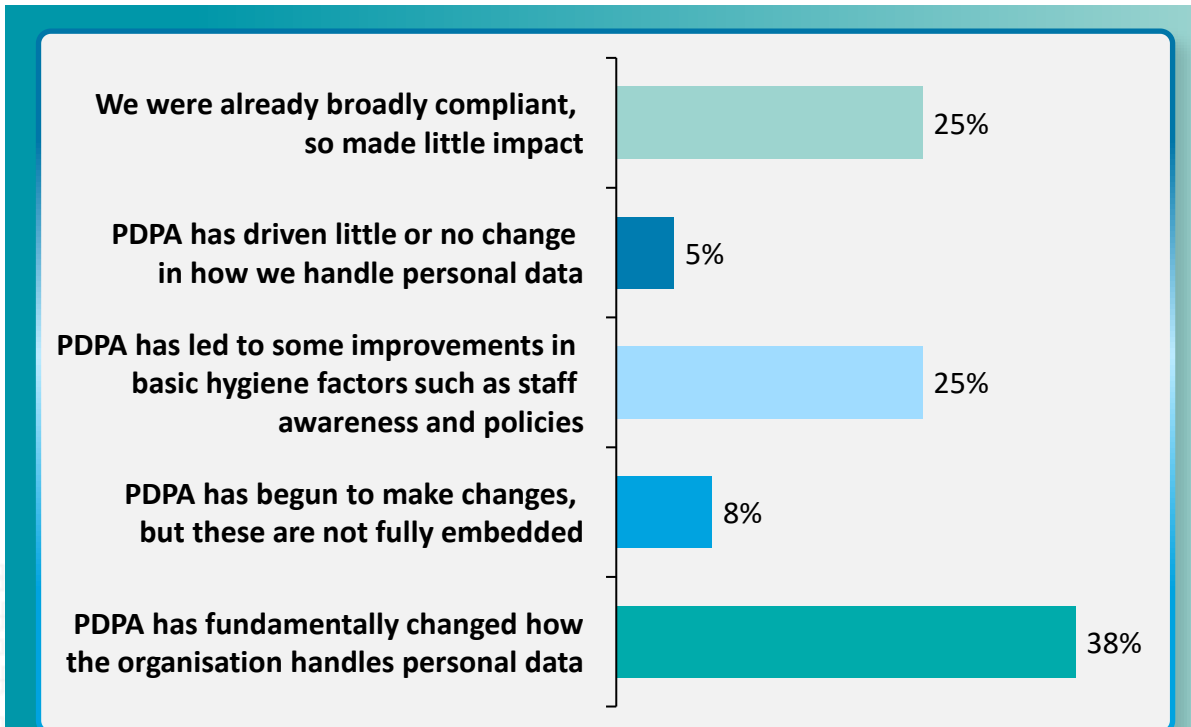
**By industry**



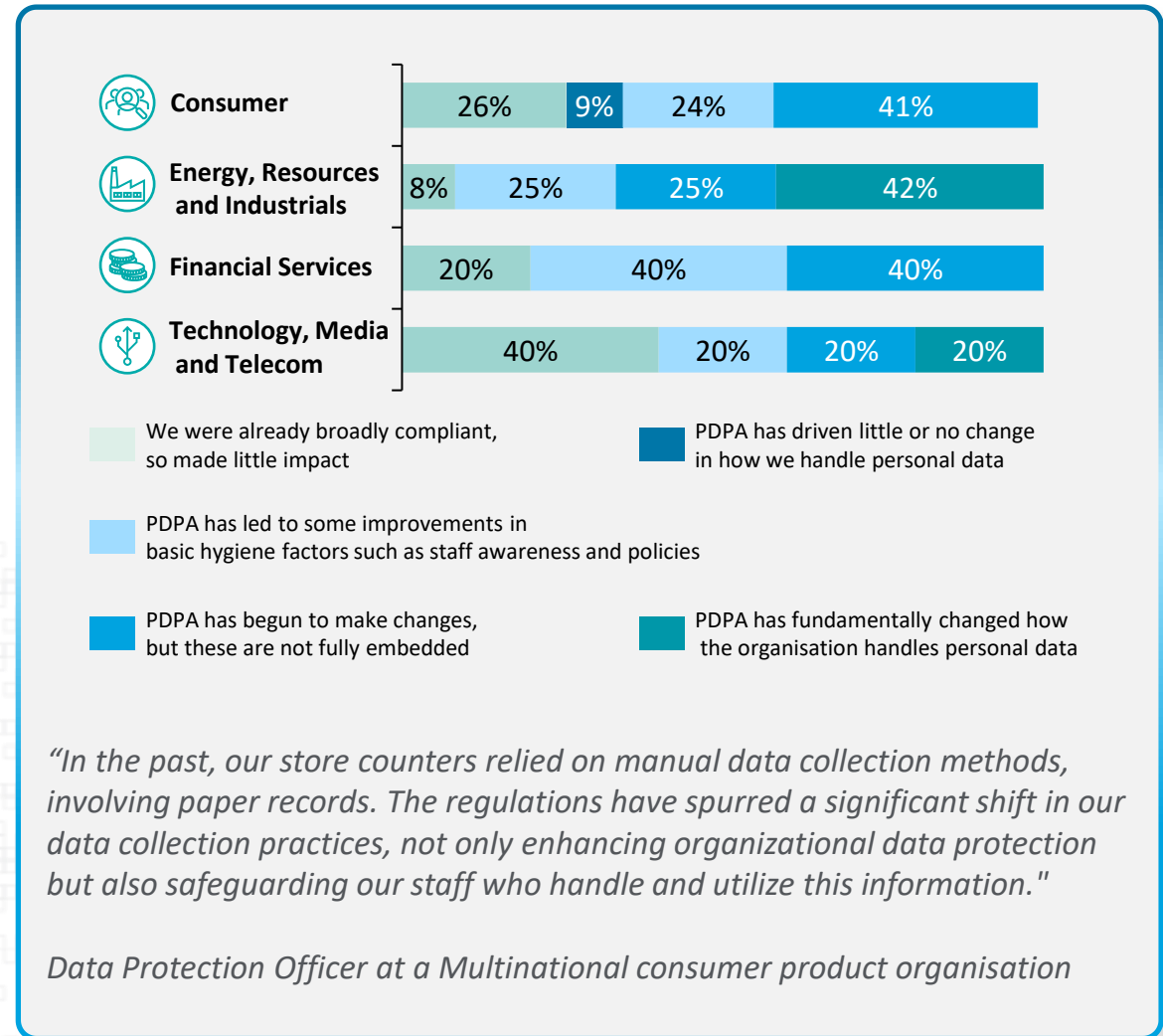
- There has been a significant rise in the perceived advantages of complying with PDPA regulations within the Consumer industry. Previously, 28% of businesses in this sector viewed PDPA compliance solely as a matter of meeting regulatory requirements, without recognizing additional benefits.
- With the growing emphasis on data-driven strategies within the industry, especially Fast-moving consumer goods (FMCG) companies, there has been a notable shift towards recognizing the broader benefits associated with PDPA compliance.

# The level that PDPA has contributed to improvements in how personal data is managed and handled differs across organizations and industries

## Has PDPA contributed to improvements in how you handle and manage personal data?



- Industries such as Technology, Media and Telecom have tight regulations due to their data driven nature
- Telecommunications companies often handle sensitive personal data, including communication records, location data, and other sensitive information. As such, there are stringent requirements for the collection, use, and protection of this data under the PDPA

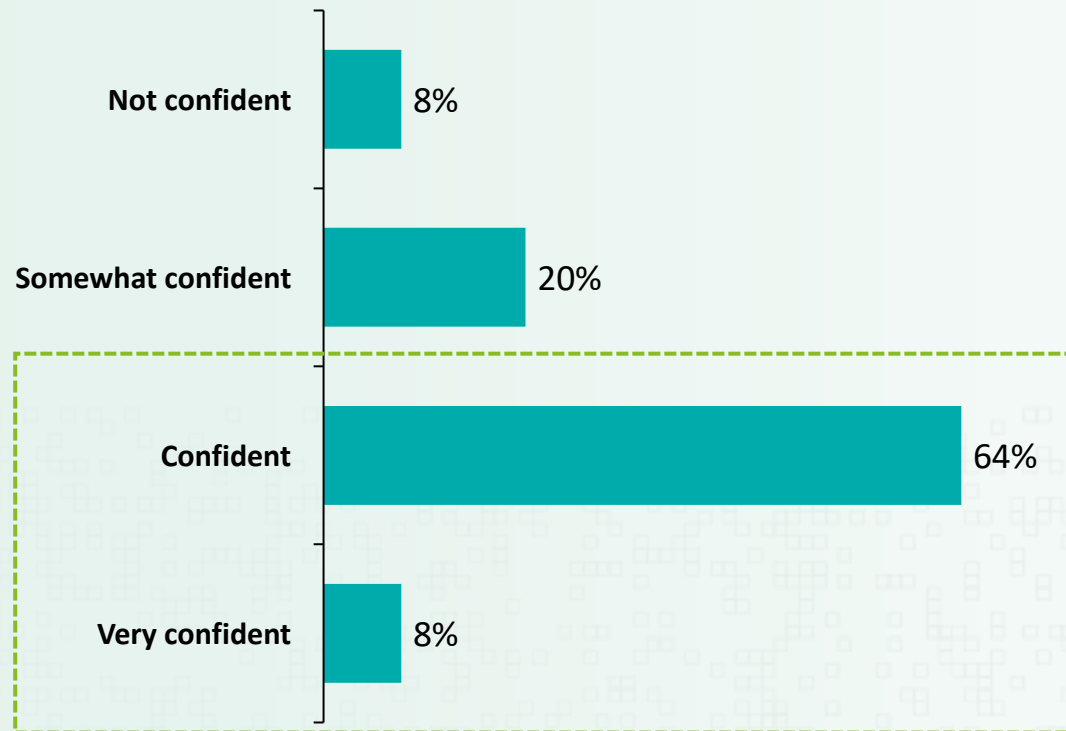




# #2 Readiness and Compliance

# 72% of organisations have high confidence in their ability to comply with PDPA requirements

*How confident are you in your overall ability to proactively demonstrate compliance with PDPA requirements in the long term?*



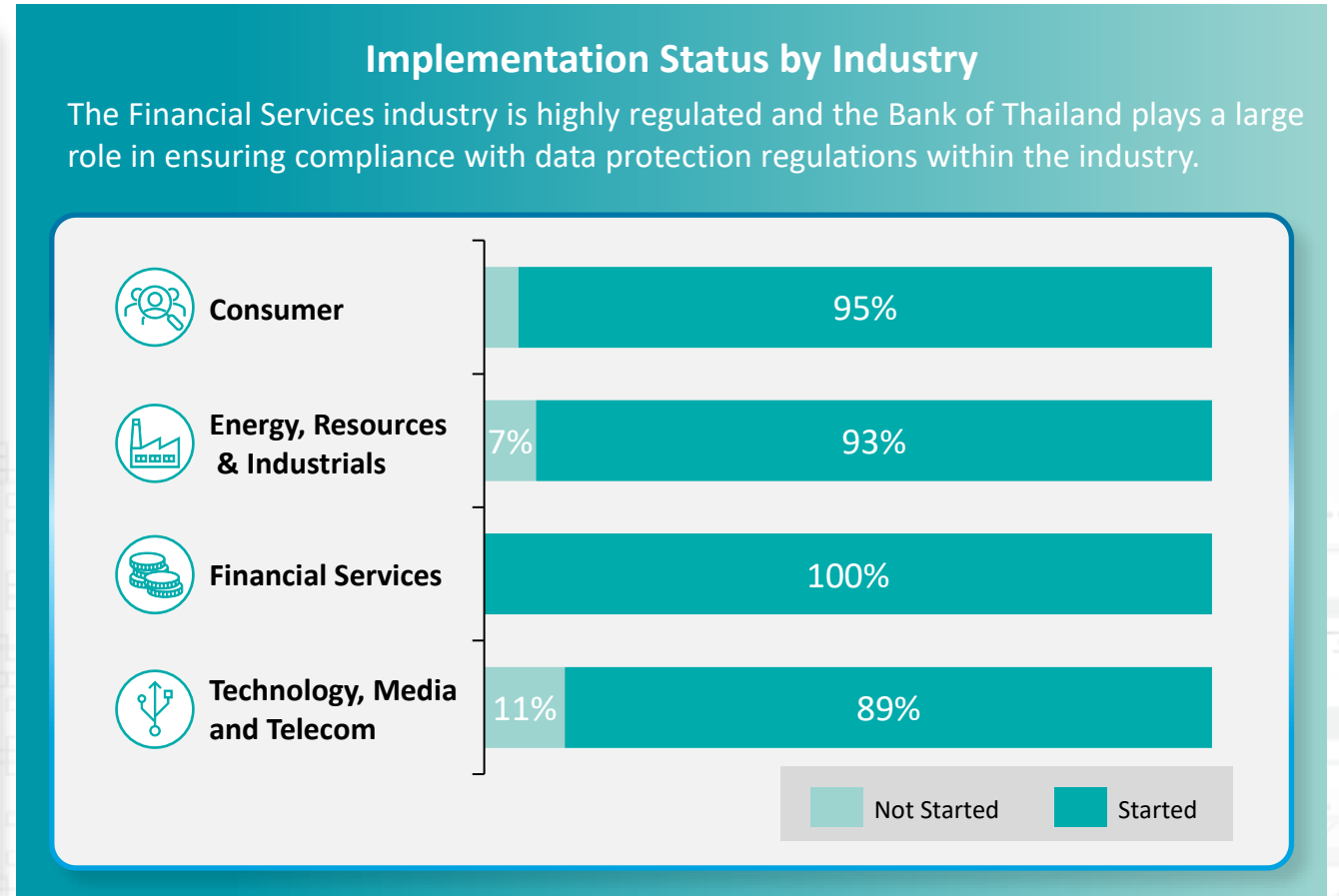
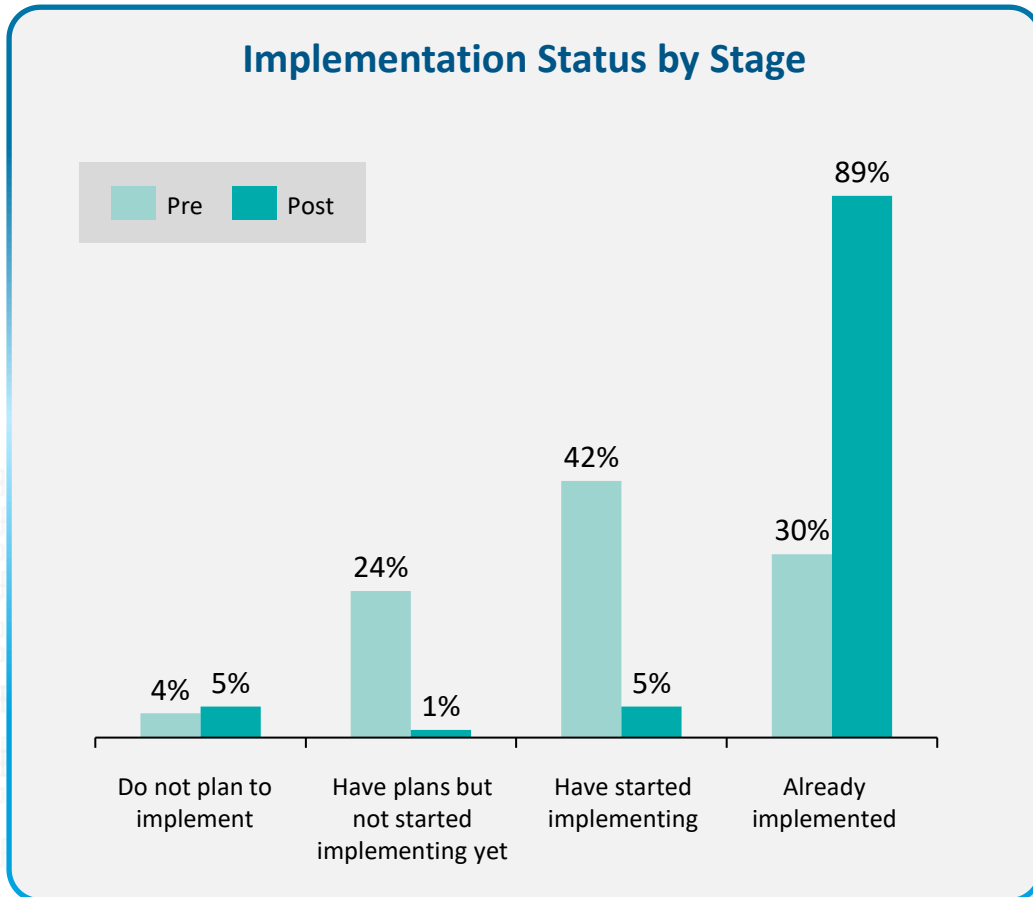
*"We benchmark our progress against industry competitors and continuously evaluate internal processes to identify gaps and areas for improvement. We maintain close attention to the evolving external environment, including monitoring regulatory changes and the issuance of new sub-laws.*

*General Manager at a building materials manufacturing company*

# Majority of respondents have already implemented PDPA processes

The implementation status by industry has seen major shift in status, with most that have already started or implemented processes for PDPA compliance.

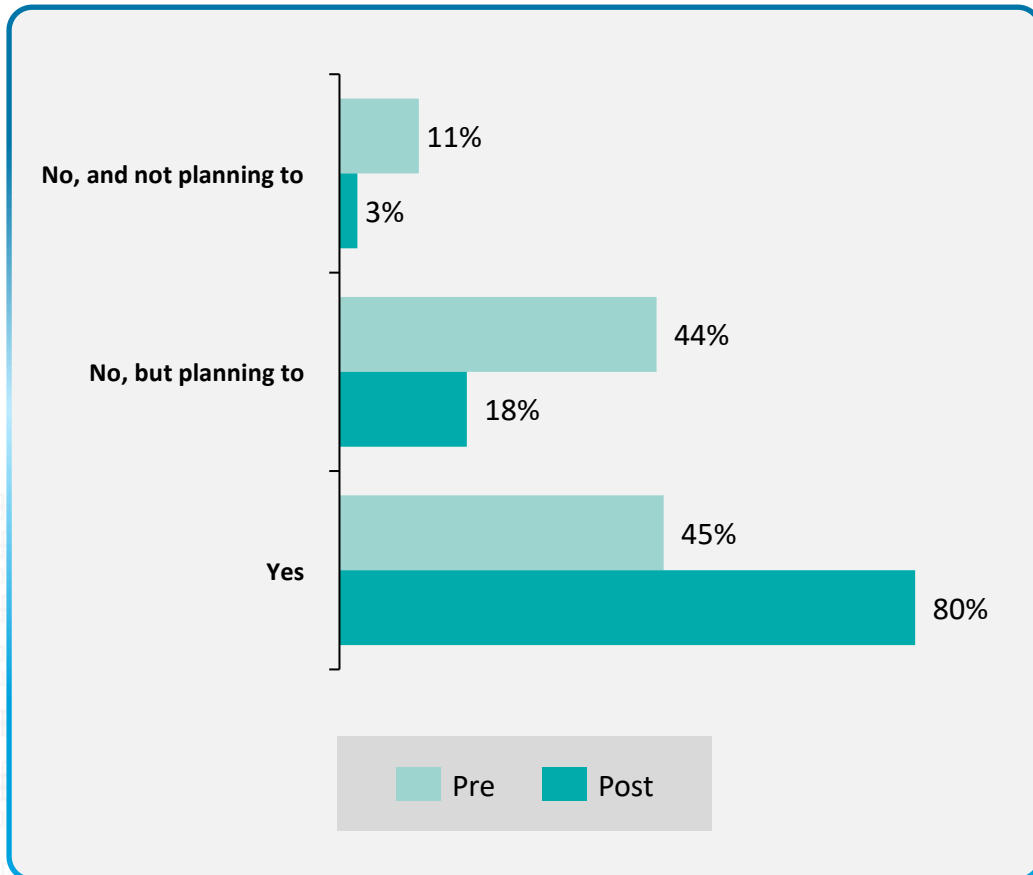
*What is your company's current PDPA implementation status?*



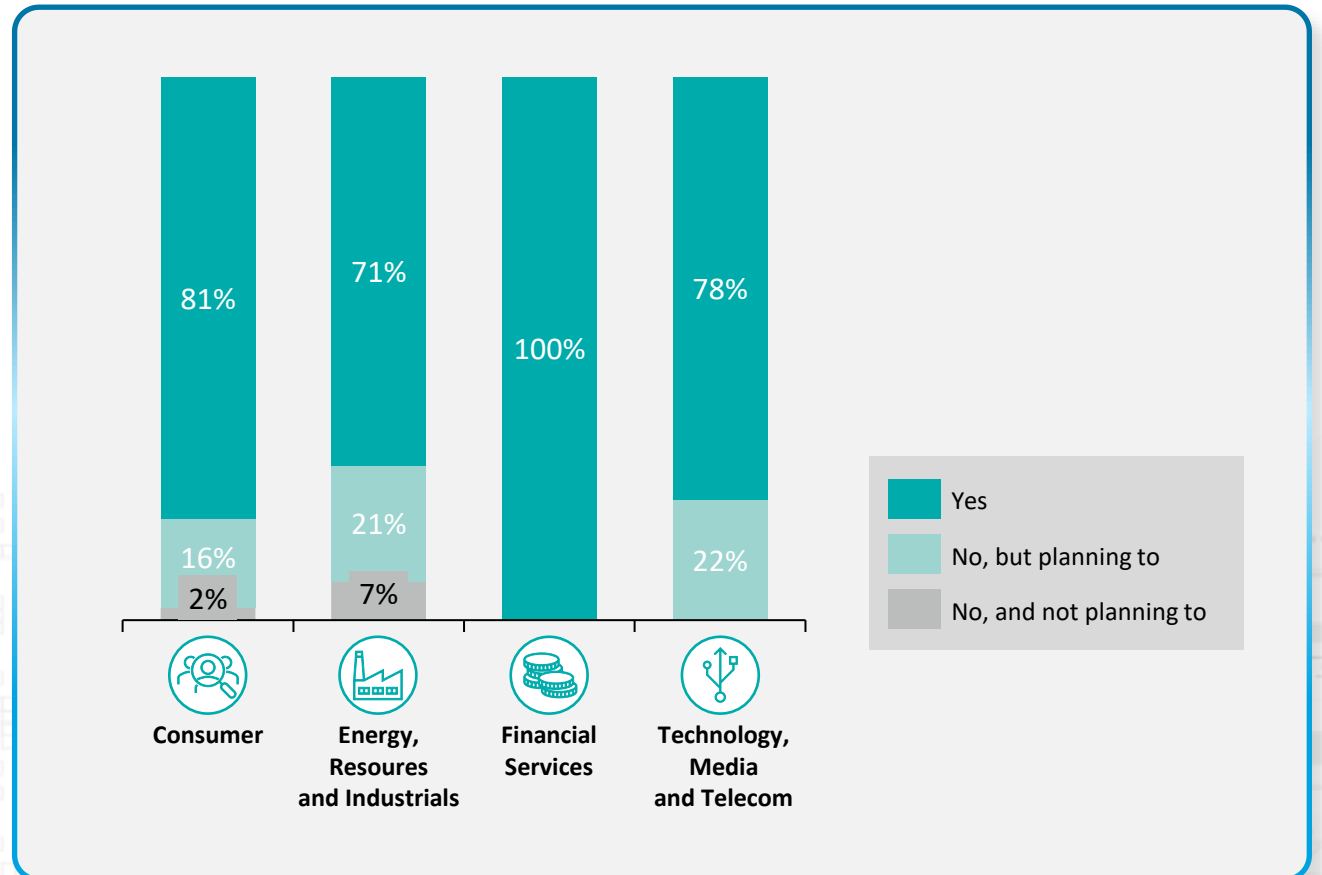


# Most organisations have already conducted a Thai PDPA readiness assessment now that the law has been enforced

## Have you preformed a PDPA readiness assessment?

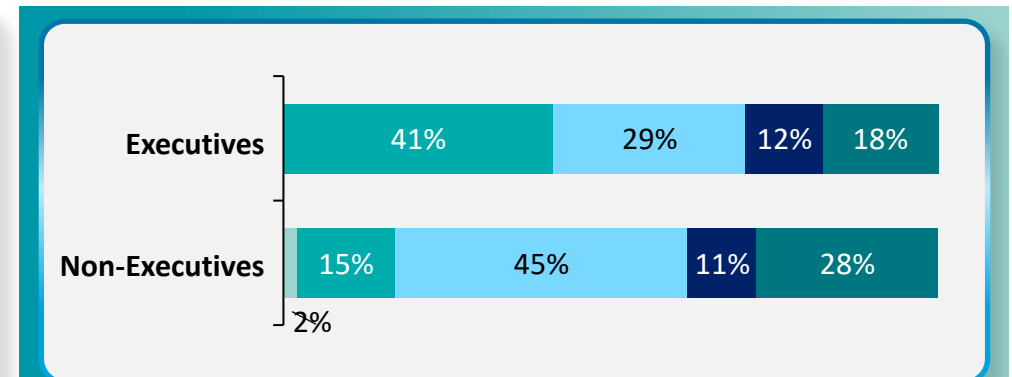
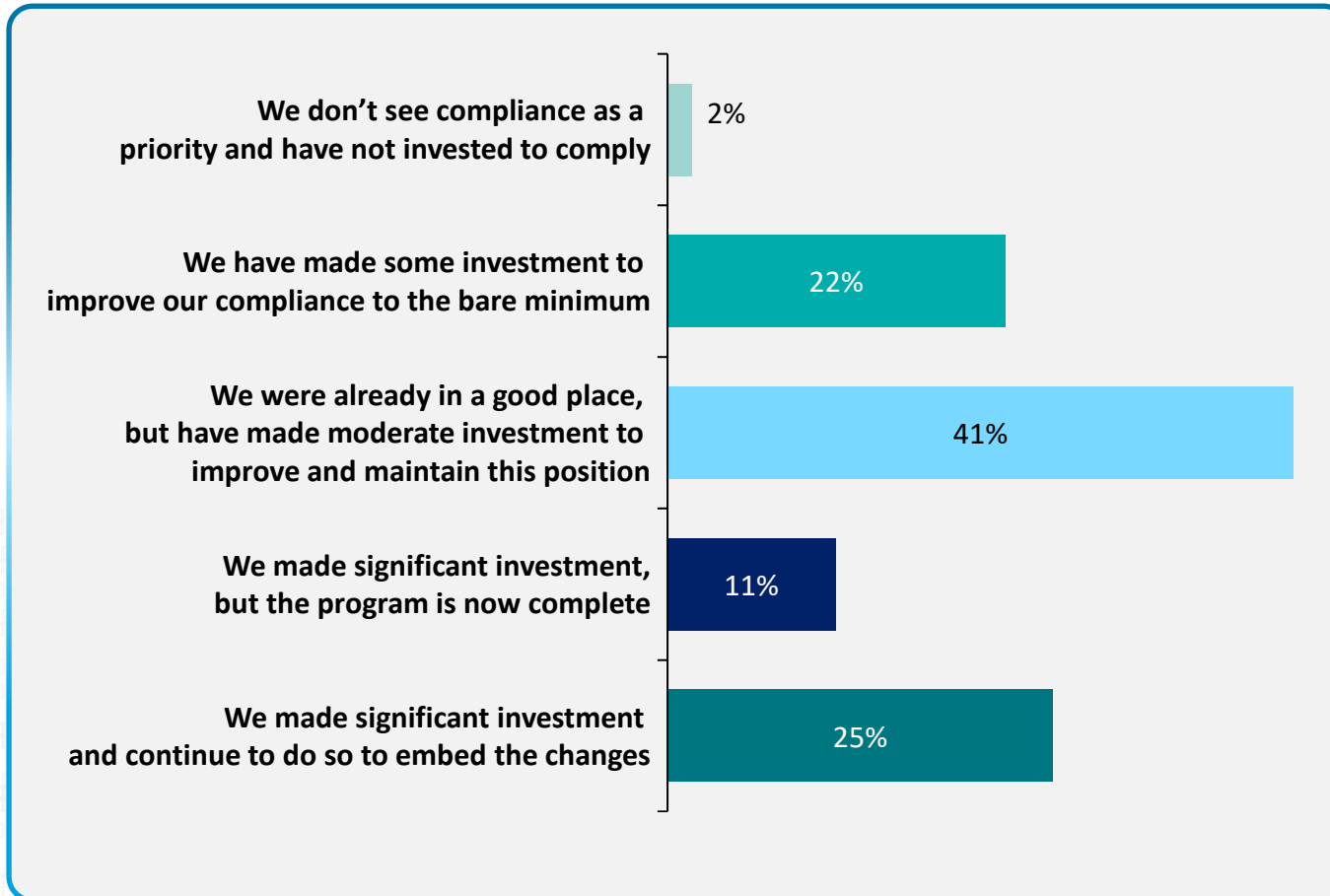


## PDPA Readiness Assessment by Industry



# Investment in PDPA compliance activities varies across organisations

*How much did your organisation invest in it's PDPA compliance activities?*



*"As a global company, we were already navigating data privacy regulations like GDPR before PDPA came into effect. This facilitated a smoother local rollout by leveraging established processes and knowledge. Initially, significant resources were allocated, including external consultants and training programs. Now we are focusing more on in-house training initiatives."*

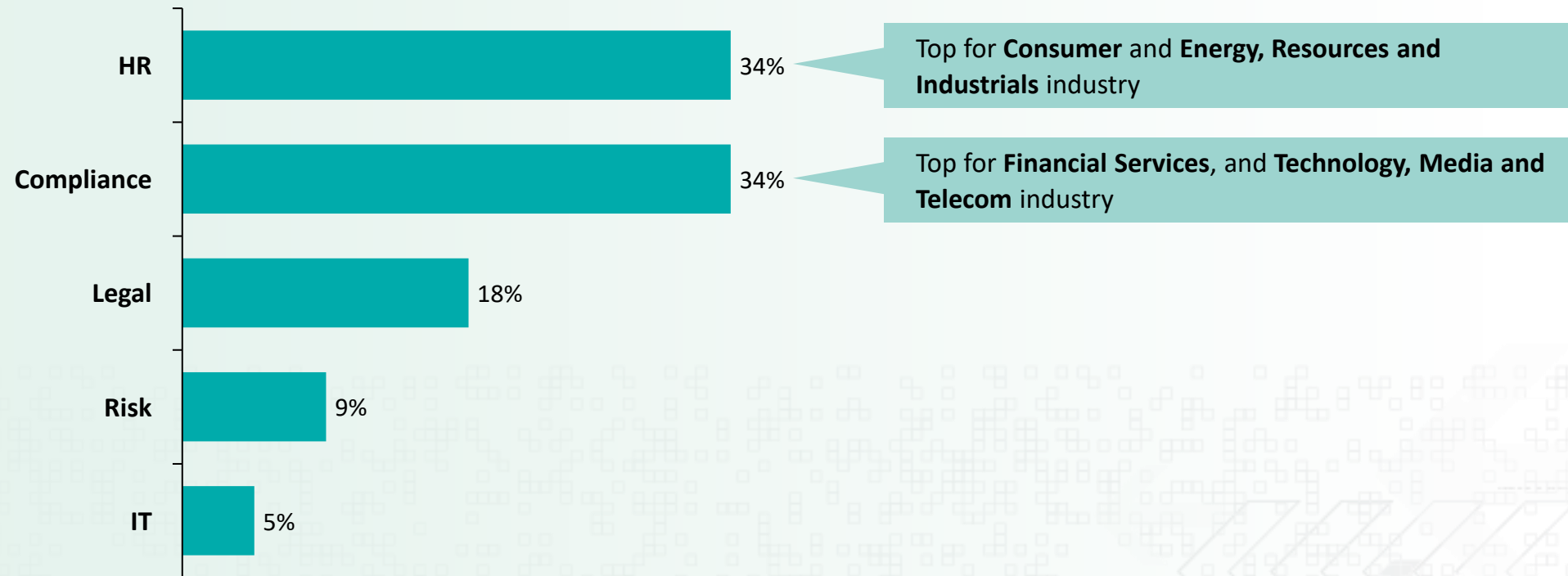
*General Manager at a building materials manufacturing company*

# #3 People, Process, and Technology



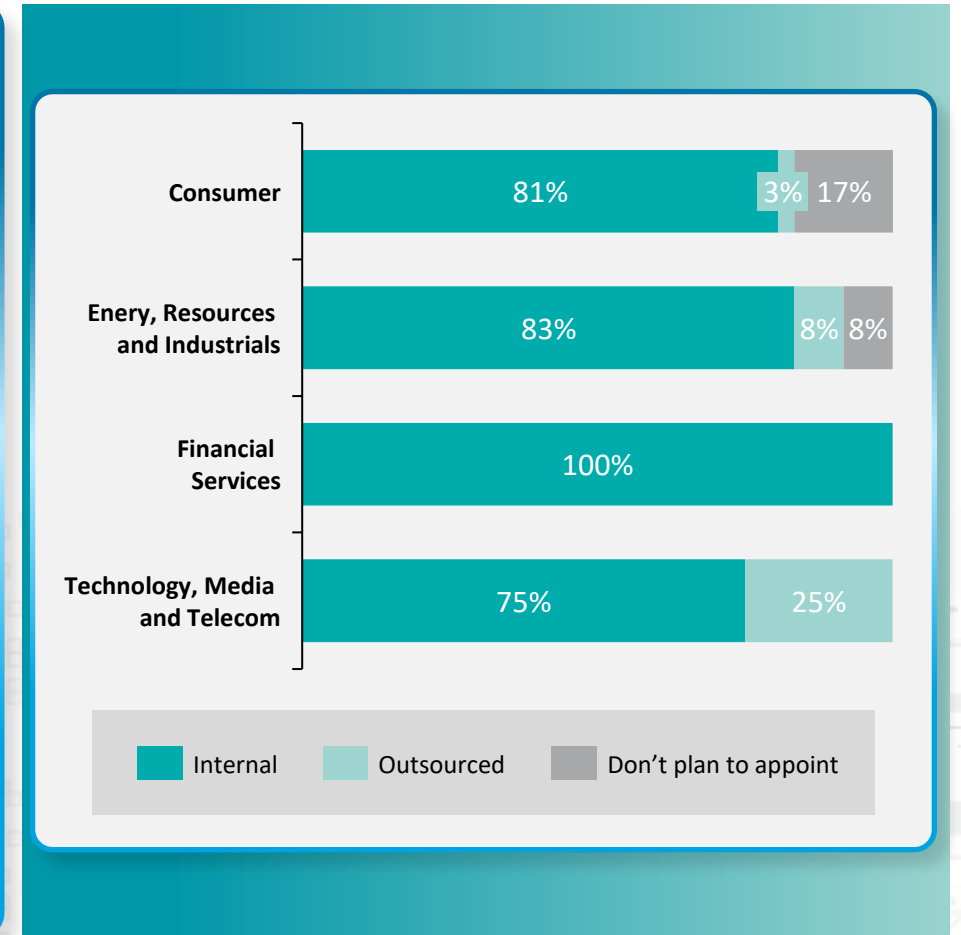
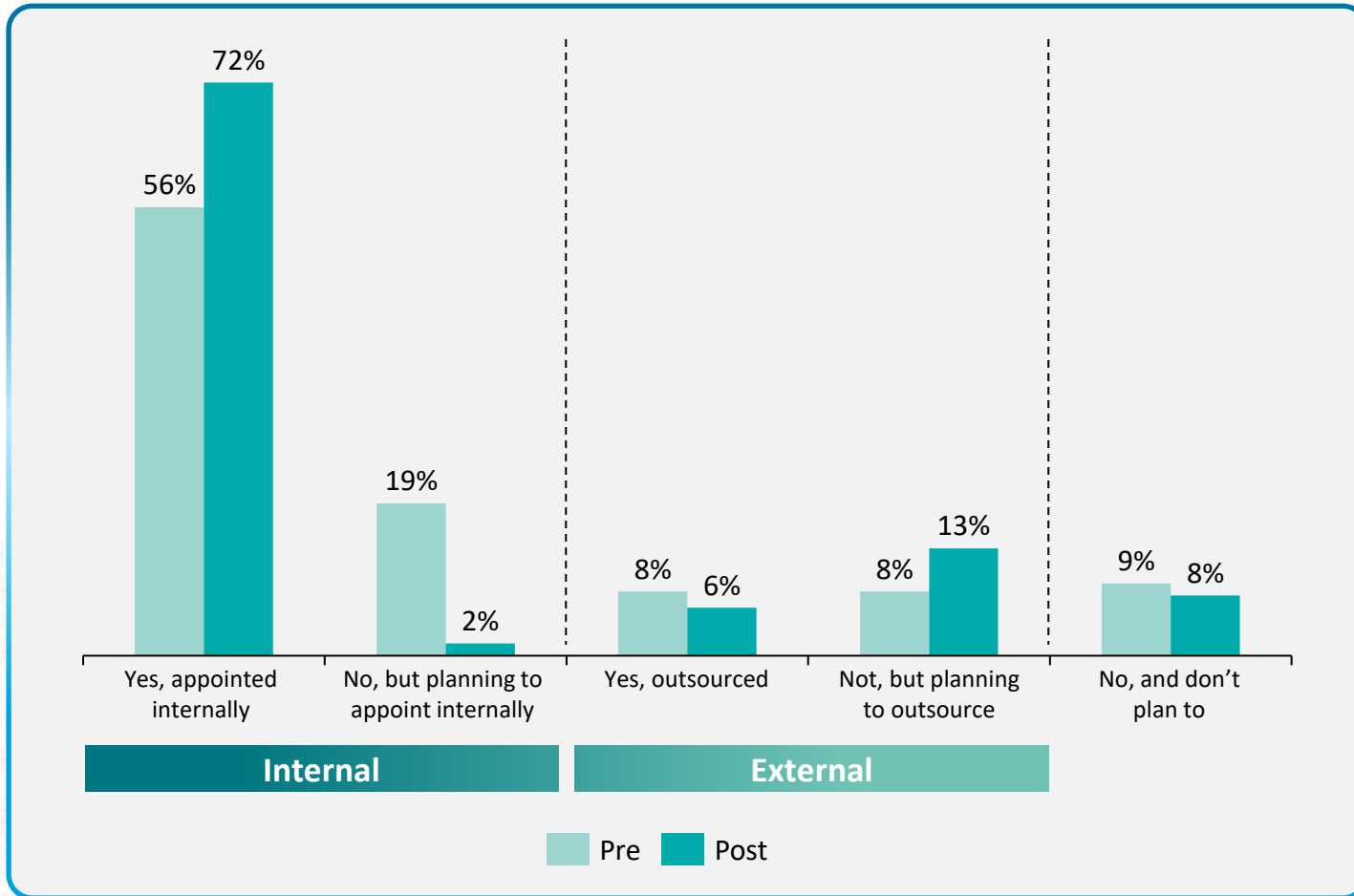
# HR and compliance are the leading functions for Thai PDPA programs and compliance activities

*What function is leading your PDPA program/compliance activities ?*



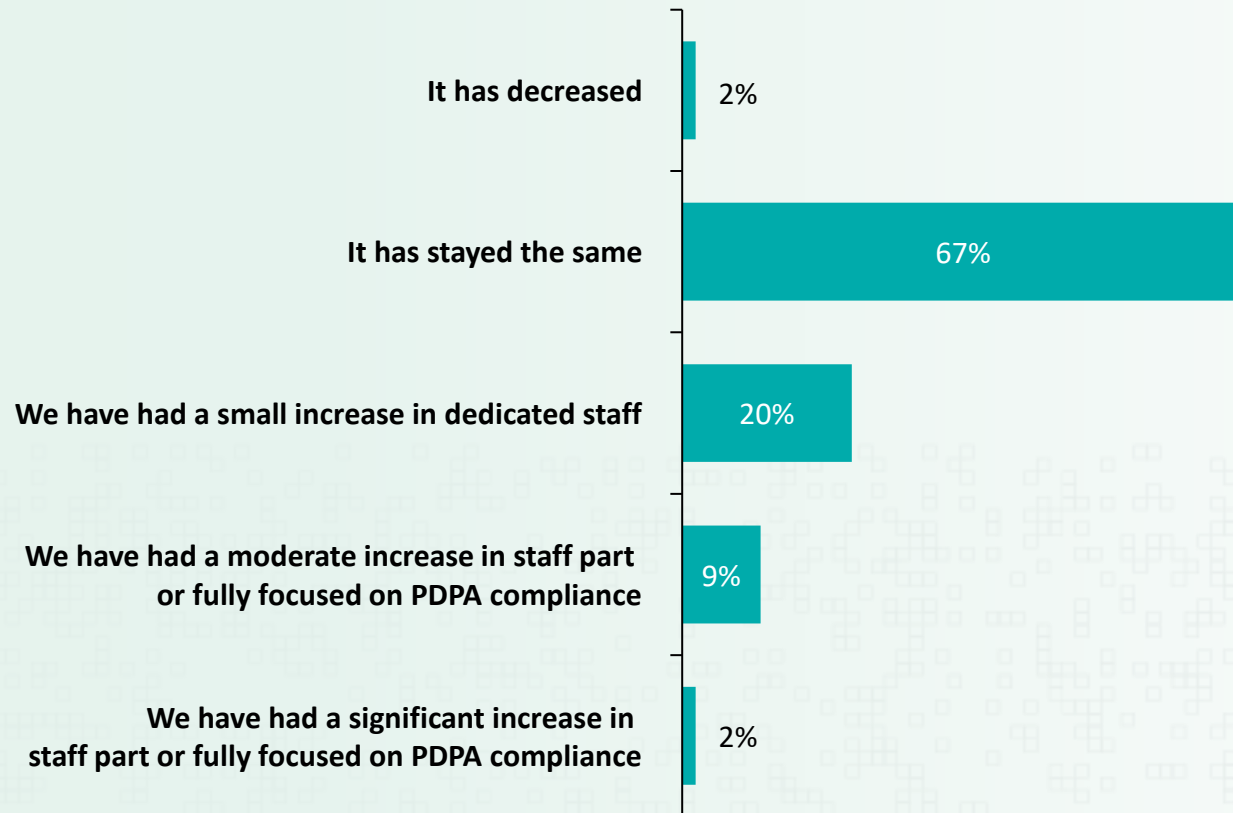
# Majority of organisations across all industries have appointed a Data Protection Officer (DPO) internally

Have you company appointed a Data Protection Officer?



# Majority of organisations have not recruited any additional staff focused on PDPA

*Has your organisation recruited additional staff related to PDPA?*



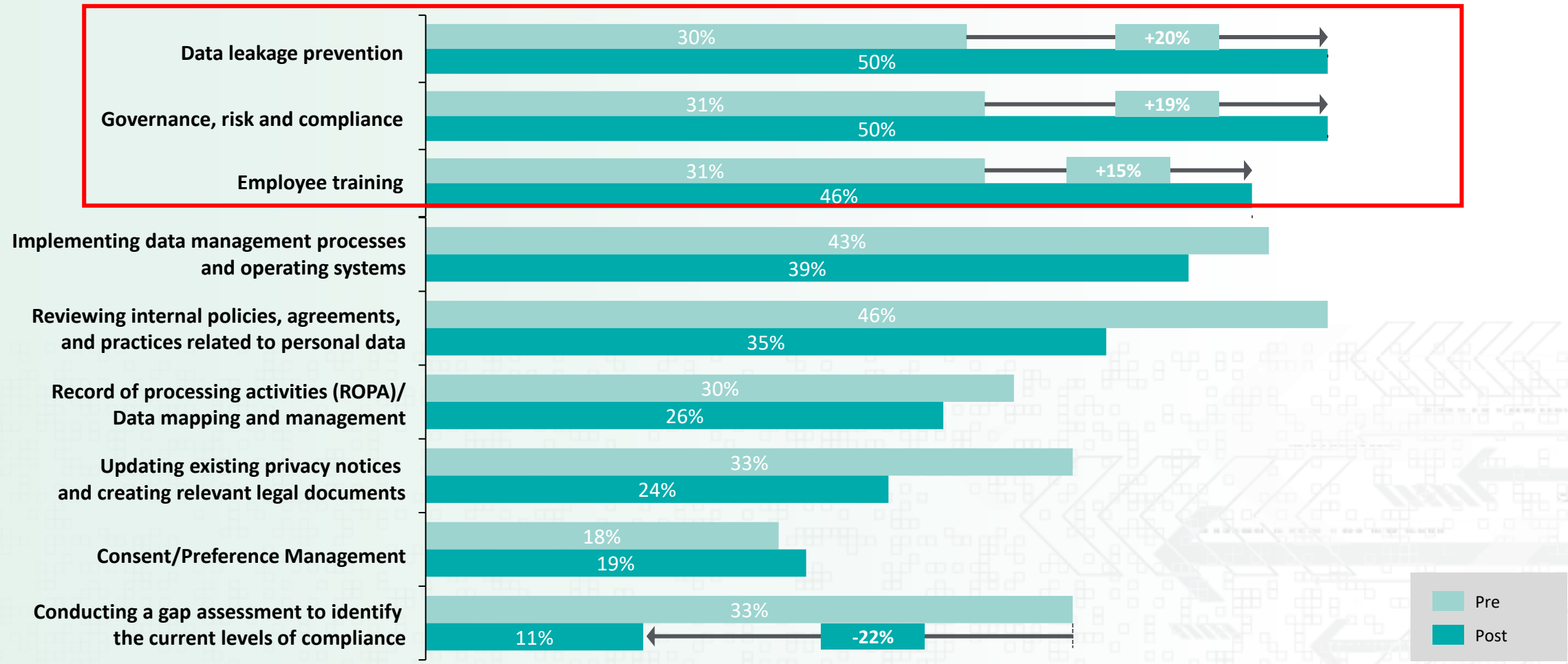
*"Compliance with Thai PDPA necessitates an organization-wide approach. Ongoing staff education is crucial to ensure everyone understands their role in data privacy. This goes beyond initial training; we must keep pace with evolving regulations and provide guidance on their practical implementation."*

*Senior Executive Director at Thai consumer product company*



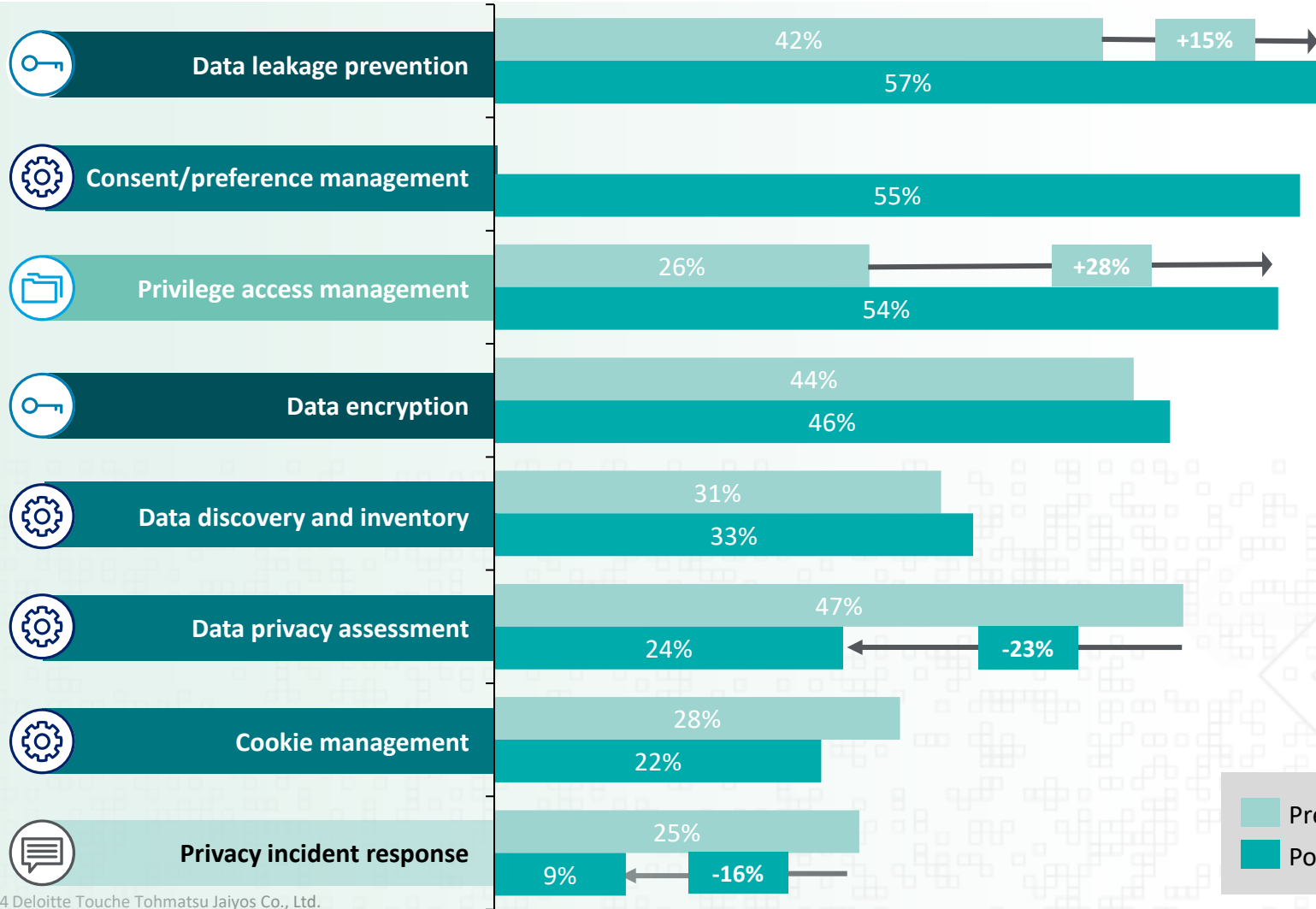
# Significant shifts in budget allocation to focus on data leakage prevention, governance, risk and compliance, and training

## Top areas of budget allocation



# Investment is being prioritized in measures to ensure increased data security

Which tools and technology have you invested in to support your compliance activities?



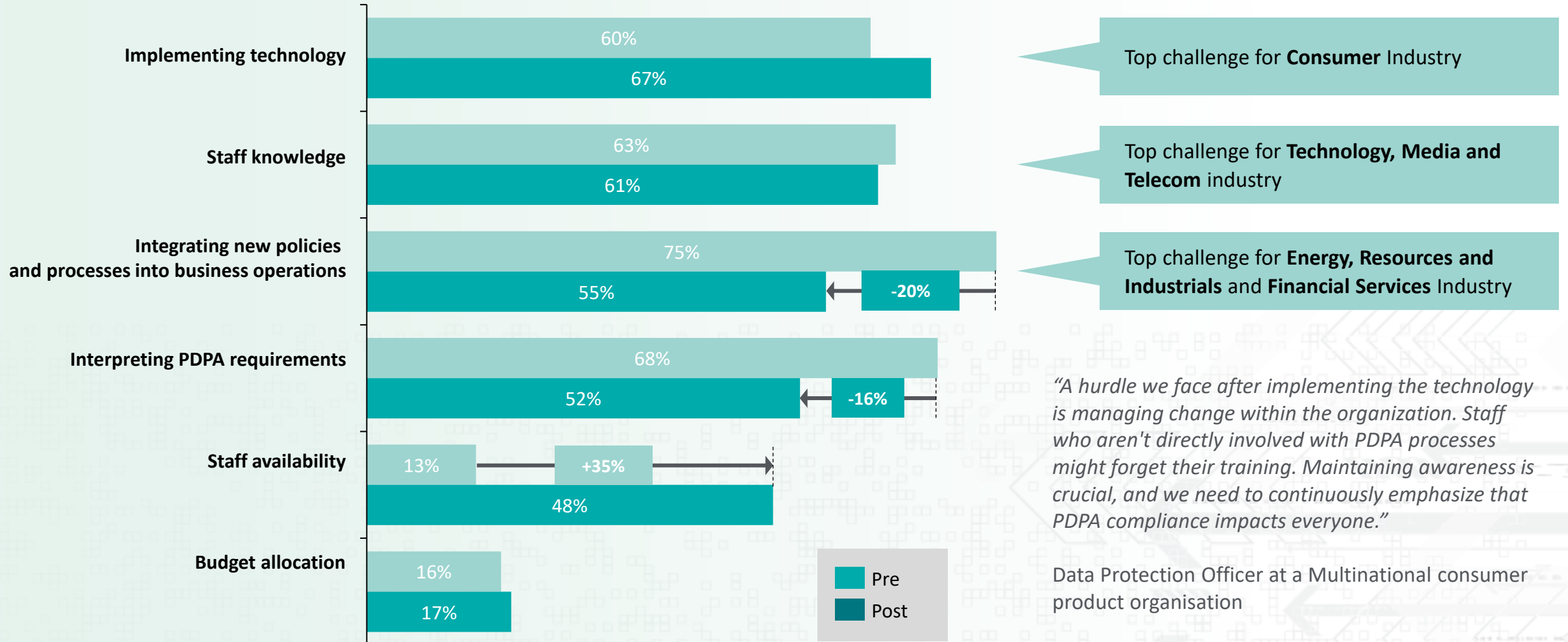
*“Implementing technology poses as a challenge. Unlike some initiatives, these technologies may not directly impact the company's bottom line, making it challenging to secure the necessary budget.”*

*Data Protection Officer at a Multinational consumer product organisation*

-  PDPA Technology
-  Protection/Security
-  Access Control
-  Response

# Technology implementation emerges a top challenge, with a growing difficulty in staff acquisition

Which implementation areas are the most challenging?



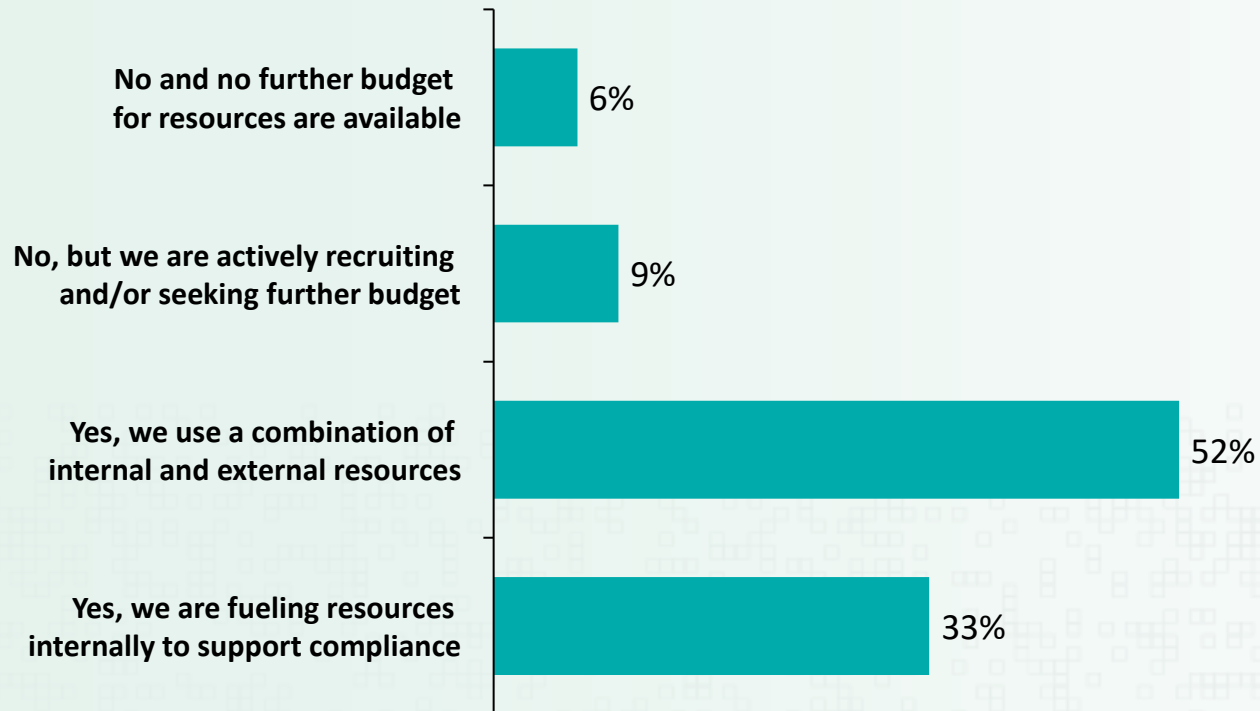
*“A hurdle we face after implementing the technology is managing change within the organization. Staff who aren't directly involved with PDPA processes might forget their training. Maintaining awareness is crucial, and we need to continuously emphasize that PDPA compliance impacts everyone.”*

Data Protection Officer at a Multinational consumer product organisation



# Around half of the respondents use a combination of internal and external resources to sustain compliance

*Does your organisation have the required resources to support sustained PDPA compliance?*



*"PDPA compliance is a top priority for management, who fully recognize the potential consequences of non-compliance. To facilitate effortless adherence across all departments, we're actively deploying technology and automating processes."*

*Data Protection Officer at a Multinational consumer product organisation*

# Conclusion

## Benefits and Awareness

Reputational damage and improved customer trust, and ultimately, benefits in building brand credibility

## Readiness and Compliance

72% of organizations are confident in their ability to comply with PDPA due to adherence to regulations and regular self-assessment of their readiness.

## People, Process, Technology

Most companies prioritize employee training on PDPA and data protection. Data Leakage Prevention (DLP) is the top investment area, reflecting the focus on preventing customer data breaches.

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