

# Privacy at Pisay

Importance, The Law, and Staying Safe

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# Jan Michael R. Ibanez

Data Protection Officer

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- I keep Pisay's data safe
- I ensure Pisay CLC's compliance with RA 10173 "Data Privacy Act of 2012"
- I work with the PSHSS DPO and NPC for programs promoting data privacy
- I report data breaches to the PSHSS DPO and NPC as needed

# Privacy at Pisay



Why Privacy  
Matters



The Law



Keeping  
Safe



Why Privacy  
Matters



## Short Film: Ordering a Pizza in the near future

<https://www.youtube.com/watch?v=sENv5vlXiu4>

# News Articles

# **Public school teacher in debt because of identity theft**

Published February 26, 2016 10:48pm

A public school teacher may be a victim of identity theft as he owes three banks P800,000 for loans he did not apply for, according to a report by John Consulta on GMA-7's "24 Oras" on Friday.

Mark Joseph Lontok said he received notifications from three banks saying that he borrowed a total of P800,000 in salary loans. He denied applying for the loans.

However, Lontok remembered posting a photo of his Professional Regulation Commission (PRC) ID online.

"Iyong time na nakapasa ako sa LET (Licensure Examination for Teachers), nag-post

# Massive data breach exposes all Philippines voters

*Eden Estopace* | April 12, 2016 | eGov Innovation



The Philippines' 55 million voters are now susceptible to fraud and other risks after a massive data breach leaked the entire database of the Commission on Elections (Comelec), security firm Trend Micro has warned.

The defacement of the Comelec website by a hacker group called Anonymous Philippines happened at near midnight on March 27. In a message to the government, the group said they want the poll body to implement tighter security measures on the precinct count optical scan (PCOS) machines to be used in the May 9 polls.

"But what happens when the electoral process is mired with questions and controversies? Can the government still guarantee that the sovereignty of the people is upheld?" the hackers posted in the defaced Comelec website.

# **Yahoo Says 1 Billion User Accounts Were Hacked**

Dec. 15, 2016

Will Donaldson, chief executive of the data security service nomx, said more problems with cloud data security were likely to surface. Image by Victor J. Blue/Bloomberg

SAN FRANCISCO — Yahoo, already reeling from its [September disclosure](#) that 500 million user accounts had been hacked in 2014, [disclosed Wednesday](#) that a different attack in 2013 compromised more than 1 billion accounts.

The two attacks are the largest known security breaches of one company's computer network.

The newly disclosed 2013 attack involved sensitive user information, including names, telephone numbers, dates of birth, encrypted passwords and unencrypted security questions that could be used to reset a password. Yahoo said it is forcing all of the affected users to change their passwords and it is invalidating unencrypted security questions — steps that it declined to take in September.

If you are still using Yahoo! Mail for your personal e-mails, consider Gmail or Outlook.

**If you are still using Yahoo! Mail for your office e-mails, stop today.  
Use Pisay's G Suite mail to stay safe.**

# **Far more than 87m Facebook users had data compromised, MPs told**

Former Cambridge Analytica employee gives evidence before parliamentary committee

Alex Hern • Tue 17 Apr 2018 13.23 BST

Far more than 87 million people may have had their Facebook data harvested by [Cambridge Analytica](#), according to evidence from former employee Brittany Kaiser.

Speaking to the Commons digital, culture, media and sport select committee, Kaiser said Cambridge Analytica had a suite of personality quizzes designed to extract personal data from the social network, of which Aleksandr Kogan's This Is Your Digital Life app was just one example.

# **Cambridge Analytica exec reveals there were more quizzes used to collect data**

Rachel Kaser • 3 months ago



A former employee of the notorious data broker Cambridge Analytica (CA) today testified the company had several other quizzes on Facebook besides the one which started Facebook's current audit — and potentially they could have compromised far more than the 87 million people Facebook estimated.



vonvon

December 20, 2016 · ②

...

Click to see who is your celebrity look alike! 😊



**Click To Reveal Who You Resemble!**

Which Pop Star Do You Look Like The Most?!

We'll scan your photo and compare it to our database of the best looking pop stars on the planet! Click and see who you resemble the most!

[EN.VONVON.ME](http://EN.VONVON.ME)

Like

Comment

Share

600

Most Relevant ▾

50 Shares

47 Comments

Remember:

Anything posted online is there forever-  
kahit i-delete

Nakakatakot manakawan ng pera

Nakakatakot manakawan ng pera

**Mas nakakatakot manakawan ng sikreto /  
identity**



## MOCHA USON BLOG

@Mochablogger

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Info and Ads

Create a Page

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MOCHA USON BLOG

July 13 at 10:19 AM ·

...

ANG "40x4=1600" AY HINDI MALIIT NA BAGAY

Alam niyo po bakit nanggililang taumbayan sa pagkakamali ni LENI. Hindi dahil nagkamali lang siya. Dahil lahat naman tayo nagkakamali. Ulitin ko po - LAHAT TAYO NAGKAKAMALI. Ang mahirap sa kanya hindi marunong umako ng pagkakamali. Pinatunayan lang niya na hindi lang siya INCOMPETENT ngunit hindi karapatdapat na maging isang leader. Ang katangian na dapat meron ang isang leader ay marunong umako ng pagkakamali. Kaya nga inis na inis a... [See More](#)

Ang 40 x 4 =1600  
ay hindi malit na bagay



What is the most pervasive element in this page?

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Artist

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Invite your friends to like this Page

5,685,542 people like this

5,674,518 people follow this

Kim Kim U. Lazo and 34 other friends like this



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## MOCHA USON BLOG

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Create a Page

# Online Trolls

Like Follow Share ...



Write a comment...



**Bong Odirolfoir Ollicnoga** Nong si Mocha ang nagkamali sa bulkan naging big issue tapos kay Leni na lumabas ang pagkamahina sa Math hindi manlang naibalitang media 😂

Like · Reply · 5d

864

124 Replies



**Jasper Casia Asec** mocha thank you very much kagabi pinagbigyan mo kami lahat maka pag picture sayo, malaking bagay na yun samin mga ofw Makita ka in person,

Like · Reply · 5d

343

32 Replies · 8 hrs



**Keith Christian Tan** hindi po sya nagkaMALI.. intensyon nyang palalain ang sitwasyon kaya lahat ng di maganda sasabihin nya dun.. eh nagbackfire.. bumalik sa kanya yung masamang intensyon nya.. ayan , magdusa sya gaga pla sya eh..

Like · Reply · 5d

260

33 Replies



**Terrence Mike Solis** Hindi lang nman iisang beses nagkamali yan sa sinasabi nya..

1. Nababalot tayo ng kadiliman kaylan gawing legal ang druga sa bansa..... See More

Like · Reply · 5d · Edited

207

28 Replies



**John Hans Dinopol** Mayroon din dati tga Yellowshit dahil sa Martelyo Gang... ang sagot naman nya ay bawasan o e

Send Email

### About

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MOCHA GIRLS

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Where do trolls get their data to look legit?  
**Anything you publicly share / posts with  
weak privacy settings**



Why Privacy  
Matters

# Privacy at Pisay



Why Privacy  
Matters



The Law



Keeping  
Safe



The Law

# privacy

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pri·va·cy | \'prī-və-sē \

- 1 a : the quality or state or being apart from company or observation  
b : freedom from unauthorized intrusion
- 2 *archaic* : a place of seclusion
- 3 a : secrecy  
b : a private matter : secret

UNITED NATIONS // December 10, 1948

# Universal Declaration of Human Rights

Article 12

No one shall be subjected to arbitrary interference with his **privacy**, family, home or correspondence, nor to attacks upon his honour and reputation.

Everyone has the right to the protection of the law against such interference or attacks.



PHILIPPINE GOVERNMENT // October 12, 1986

# 1987 Constitution

## Article III – Bill of Rights

Section 3, Item 1

The **privacy** of communication and correspondence shall be inviolable except upon lawful order of the court, or when public safety or order requires otherwise, as prescribed by law.



Republic Act 10173

# Data Privacy Act of 2012

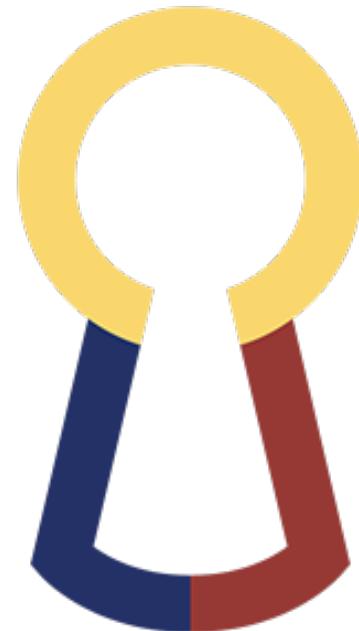
## Section 4: Scope

This Act applies to the processing of all types of personal information and to any natural and juridical person involved in personal information processing including those personal information controllers and processors who, although not found or established in the Philippines, use equipment that are located in the Philippines, or those who maintain an office, branch or agency in the Philippines...

Republic Act 10173

# Data Privacy Act of 2012

Chapter 2: The National Privacy Commission



**NATIONAL  
PRIVACY  
COMMISSION**

[privacy.gov.ph](http://privacy.gov.ph)

Campus Director

Campus DPO



Executive Director  
Lilia T. Habacon



System DPO  
Atty. Kristine T. Bartolome



Campus Director



Campus DPO



Campus Director



Campus DPO

# Know your Data Privacy Rights

They're kinda like your consumer rights only data-oriented

1/8

## Right to be informed



You have the right to know how your data is collected, used, stored, shared, and deleted.

2/8

## Right to access



You have the right to know if an organization or entity has data about you and gain reasonable access to it.

3/8

## Right to object



You have the right to object if processing is based on consent such as for marketing, profiling, or automated processing. This excludes legal obligations.

4/8

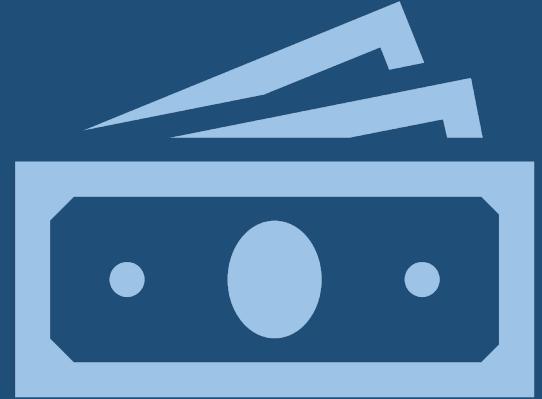
## Right to erasure / blocking



You have the right to have your personal data deleted upon proof / discovery that your data is being unlawfully processed, incomplete / false, or even illegally obtained.

5/8

## Right to damages



You may claim compensation if you suffered damages due to inaccurate, incomplete, outdated, false, unlawfully obtained or unauthorized use of personal data, considering any violation of your rights and freedoms as a data subject.

6/8

## Right to complain



If you feel that your personal data was misused or your privacy rights violated, you may file a complaint with the NPC

<https://privacy.gov.ph/mechanics-for-complaints>

7/8

## Right to rectify



You have the right to dispute and have corrected any inaccuracy or error in the data a personal information controller (PIC) may hold about you.

8/8

## Right to data portability



Data portability allows you to obtain and electronically move, copy or transfer your data in a secure manner, for further use.

# Transmissibility of Data Subject Rights

Just like any physical property, such as real estate, you can assign your rights as a data subject to your legal assignee or lawful heir. Similarly, you may assert another person's rights as a data subject, provided he or she authorized you as a "legal assignee".

# Limitations on Rights

The provisions of the law regarding transmissibility of rights and the right to data portability will not apply if the processed personal data are used only for the needs of scientific and statistical research and, based on such, no activities are carried out and no decisions are taken regarding the data subject. There should also be an assurance that the personal data will be held under strict confidentiality and used only for the declared purpose.

RA 10173 – Data Privacy Act of 2012

Requires data processing entities to protect  
the data they keep

CONFIDENTIALITY | INTEGRITY | AVAILABILITY

OH NO!!!

May nagcreate ng fake account ko sa FB  
and nagkakalat sya ng false info (libel)

Does RA 10173 protect me?

RA 10175 – Cybercrime Prevention Act of 2012

**Defines punishable acts committed through computer-related means**



The Law

# Privacy at Pisay



Why Privacy  
Matters



The Law



Keeping  
Safe



Keeping  
Safe

# SIGN IN TO WI-FI NETWORK

<https://wifi.philcom.com.ph>

**Register & Win  
P10,000**

WORTH OF SHOPPING MONEY

JOIN NOW





Enter your mobile number  
to get 1-hour FREE WiFi.

09XXXXXXXXX

- By providing your personal data and clicking Continue, you agree to our [Terms & Conditions](#) and that you have read our [Data Privacy Policy](#).

Continue

Such is the case with Redditor u/joshbeouluve. According to his Reddit [post](#), he found evidence that the Philippines-based SM Tickets Online sold (or at least, gave) his data to another party (in this case, Manulife).

 Manulife Philippines - i.	You're invited to MANULIFE CAREER RECRUITMENT EVENT (Jun 2, 2018) (smtickets: message 1 of 20) – This invitation was sen...	    
 [REDACTED]	One OK rock – ... DATE/TIME 29-January-2018 08:00 pm VENUE Mall Of Asia Arena E-MAIL ADRESS smtickets.20. [REDACTED]@spamg... 2017/11/20	 One OK Rock 2...
 [REDACTED]	ESGS tix – ... E-MAIL ADRESS smtickets.20. [REDACTED]@spamgourmet.com Complex, Pasay City MOBILE NUMBER [REDACTED] DAT... 2017/10/13	 voucher
 [REDACTED]	voucher.pdf – ... E-MAIL ADRESS smtickets.20. [REDACTED]@spamgourmet.com Complex, Pasay City MOBILE NUMBER [REDACTED] ... 2017/09/30	 voucher
 SM Tickets Announcements .	A Hilarious Weekend for Everyone! (smtickets: message 2 of 20) – , March 20 at 2:00 pm, 5:00 pm, and 8:00 pm Since its Manila debut a ... 2016/03/18	
 SM Lifestyle Entertainmen...	March on with these cool & exciting promos! (smtickets: message 1 of 20) – Having trouble seeing this email? Click here for the web versi... 2016/03/16	
 SM Tickets Announcements .	Exciting Events Came MARCHing In! (smtickets: message 11 of 20) – www.smtickets.com or call 470 2222. For the complete list of autho... 2016/03/03	
 SM Lifestyle Entertainmen...	SHOP n' FLY with SM and Hong Kong Disneyland! (smtickets: message 10 of 20) – Having trouble seeing this email? Click here for the we... 2016/02/27	
 Blink - announcements@bli...	You're Invited to the Blink Free Movie Weekend at SM City Manila! (smtickets: message 9 of 20) – Having trouble viewing this email? Click... 2016/02/25	



GADGETMATCH

## SM Tickets caught selling their users' data [Updated]

Additionally, according to SM Tickets' privacy [policy](#), users will receive "a User ID which shall not be transferred or sold to another party" when they sign up for the service.

Unfortunately, the policy does not clarify what it means by "User ID" or "another party." With the lack of clarity, the policy becomes another battle over legal lingo.

Regardless, the management and misuse of data is one of the most controversial topics today. Countries worldwide are cracking down on violations against user privacy. In the Philippines, the recently minted [Data Privacy Act of 2012](#) has policed Philippine companies against privacy violations.

**Update (6/2/2018):** Since the incident, a representative from Manulife has reached out to Gadgetmatch with the following statement:

**Manulife Philippines does not engage in list buying, and does not have any existing**

today. Countries worldwide are cracking down on violations against user privacy. In the Philippines, the recently minted [Data Privacy Act of 2012](#) has policed Philippine companies against privacy violations.

**Update (6/2/2018):** Since the incident, a representative from Manulife has reached out to Gadgetmatch with the following statement:

**Manulife Philippines does not engage in list buying, and does not have any existing arrangements or agreements with any party that would have allowed the unauthorized use of data or of any official documents.**

According to the company, the email was sent by a newly employed insurance adviser. After the incident, Manulife has placed the individual under investigation.

Currently, SM Tickets has not spoken out about the issue.

# More ways to stay safe

- Have a password / pin on your computer / phone
- Keep your browser, OS, and anti-virus updated
- Avoid browsing in sites of poor reputation
- Change your password once in a while
- Try not to have one password for all sites
- Never give out personal details to strangers

# More Questions?



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