

UPSCALING DIGITAL CAPABILITIES FOR BETTER BUSINESS PRACTICES

As Singapore's digital economy grows, we will see businesses use data more frequently. Better Data Driven Business (BDDB) can help SMEs scale up, use data responsibly and leverage smart data to grow their business.

BDDB is a **programme** to help SMEs use data responsibly, while empowering them with tools such as data visualizers to **unlock data value**.

The Personal Data Protection Act was amended to enhance consumer protection, with the flexibility to allow innovative, data-intensive applications and business models to flourish.

