



PERSONAL DATA
PROTECTION COMMISSION
S I N G A P O R E

PUBLIC CONSULTATION ON PROPOSED ADVISORY GUIDELINES ON USE OF PERSONAL DATA IN GENERATIVE AI

Issued 2 June 2026

Supported by:



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PART I: INTRODUCTION AND OVERVIEW

1 Introduction

- 1.1 The Personal Data Protection Act 2012 (“**PDPA**”) governs the collection, use and disclosure of personal data by organisations. The PDPA’s data protection obligations are set out in Parts III to VI of the PDPA. The functions of the Personal Data Protection Commission (“**Commission**”) include, among others, promoting awareness of data protection in Singapore and administering and enforcing the PDPA.
- 1.2 Section 49(1) of the PDPA provides for the Commission to issue Advisory Guidelines to provide guidance on how the Commission will interpret provisions of the PDPA. These proposed Guidelines are provided for situations where the development and deployment of Generative AI involve the use of personal data in scenarios governed by the PDPA. In preparing the Guidelines, the Commission has taken into consideration the state of the science and current industry practices.
- 1.3 The Commission has launched this public consultation to solicit views and comments on the proposed Guidelines, including the questions listed therein, and whether there are additional issues or common scenarios that the Guidelines should address.

2 Overview of the Proposed Guidelines

- 2.1 The proposed Guidelines address issues and scenarios such as:
 - a) The collection and use of personal data to develop Generative AI;
 - b) The allocation of personal data protection responsibilities across the Generative AI lifecycle; and
 - c) The handling of individuals’ requests concerning the processing of their personal data for Generative AI.

PART II: SUBMISSION OF COMMENTS

3 Administrative details

- 3.1 Parties that submit comments on these proposed Guidelines should organise their submission as follows:
 - a) Cover page (including particulars of the organisation and contact person);

- b) Summary of main comments;
 - c) Detailed comments; and
 - d) Conclusion.
- 3.2 Supporting material may be included in an Annex. All submissions should be clearly and concisely written and should provide a reasoned explanation for any comments. Where feasible, parties should identify the specific Part of the proposed Guidelines on which they are commenting.
- 3.3 Comments should be submitted:
- a) In soft copy (Microsoft Word format);
 - b) To the following email address: corporate@pdpc.gov.sg; and
 - c) With the header: “PDPC’s Public Consultation on Proposed Advisory Guidelines on use of Personal Data in Generative AI”.
- All submissions should reach the Commission by **1 July 2026 (5.00 PM)**.
- 3.4 The Commission reserves the right to publicly disclose all or part of any submission and the identity of the commenting party. Notwithstanding this, parties may request confidential treatment for any part of their submission which they believe to be proprietary, confidential and/or commercially sensitive. Such information should be clearly marked and placed in a separate Annex.
- 3.5 If the Commission agrees to confidential treatment it will consider, but not disclose, the information. If it rejects a request for confidential treatment, the Commission will return the information to the commenting party and not consider it as part of its review. As far as possible, parties should limit requests for confidential treatment. The Commission will not accept any submission that requests confidential treatment of all, or a substantial part, of its submission.

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