

## DIGITAL PLATFORMS INDUSTRY ASSOCIATION CODE OF PRACTICE

**Background:** The Digital Platforms Industry Association, also referred to as “DPIA”, is registered as a Society under the Societies Act 1966 of Singapore. The association represents digital platforms in Singapore and was established to strengthen the platform economy in Singapore.

**Purpose:** This Code of Practice serves to establish industry principles and best practices, and serves as a self-regulatory, non-legally binding guideline for DPIA members, particularly in the areas of merchant development and partner support, safety and development. Signatories shall not engage, directly or indirectly, in any activities which are non-compliant with the Competition Act 2004 of Singapore, and will not discuss, disclose or exchange any commercially sensitive information.

**Commencement:** This Code will commence on 28 February 2023.

**Code review:** The Code will be reviewed regularly after its commencement, or earlier in the event of significant developments that impact any aspects of the Code.

### A) DEFINITIONS

For the purposes of this document:

- “Digital platform” refers to any digital business providing a means to connect buyers of services or products with sellers.
- “Signatories” refers to organisations that are members of the DPIA and have acknowledged the Code of Practice with the intention of applying its standards.
- “Partners” refers to individuals who find work on digital platforms, on a gig-based, independent basis, and are not employees. These could include food/goods delivery riders or private-hire drivers.
- “Merchants” refers to individuals or organisations that list their goods and/or services on digital platforms.

### B) GENERAL PROVISIONS

1. Signatories will play their part alongside all other related stakeholders in developing and supporting the continuous advancement of a thriving and sustainable digital platform industry in Singapore.
2. Signatories will work towards preserving flexibility and inclusivity as a fundamental aspect of platform to preserve the long-term viability of platform work in Singapore.
3. Signatories will contribute towards the evolving regulatory landscape within the industry, to the benefit of the digital platform industry, while also considering the interests of Partners, Merchants and other relevant stakeholders.
4. Signatories will collaborate with the relevant stakeholders to support local efforts and drive digital innovation in Singapore while tapping on their experience, expertise and knowledge.

### C) PARTNER SUPPORT AND SAFETY

1. Signatories acknowledge that safety and support for Partners are important to both digital platform companies and Partners to ensure that the platform economy in Singapore can continue to thrive.

2. Signatories will strive to balance the needs of both digital platform companies and Partners, by providing appropriate and accessible channels for Partners to give feedback and request support.
3. Signatories will strive to ensure fair and progressive practices for Partners, such as, but not limited to, the following areas:
  - a. Signatories will continue to uphold supportive practices for Partners, such as being inclusive to people who may otherwise face barriers to work.
  - b. Signatories believe in the importance of a safe working environment for all Partners and recognise that safety is a joint responsibility that all digital platform companies, Partners and the general public should uphold. Signatories will act in accordance with industry best practices, which include ensuring protection for Partners in case of work injury and enhancing road safety and health through safety protocols, training opportunities and learning resources for its Partners.
  - c. Signatories will encourage two-way communications between digital platform companies and Partners through regular feedback sessions at both the industry and platform-level to address areas of concerns for the improvement of the platform ecosystem as a whole.

#### **D) PARTNER DEVELOPMENT**

1. Signatories will strive to promote respect and recognition for our Partners during the course of their work.
2. Signatories will support professional development efforts for our Partners by working with relevant industry partners to provide learning resources on a variety of topics relevant to the platform economy.

#### **E) MERCHANT DEVELOPMENT<sup>1</sup>**

1. Signatories understand that merchant development is a crucial aspect to ensure the growth and sustainability of the platform economy in Singapore.
2. Signatories will work with external stakeholders to augment digitalisation efforts for the wider merchant community.
3. Signatories will commit to encouraging local businesses, especially small- and medium-sized enterprises, to grow and widen their customer base by supporting their digital capability development and providing on-demand services.

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<sup>1</sup> Note: This section is only applicable to Signatories with platforms that support independent third-party merchants.