

**COMPARATIVE ANALYSIS OF SRI LANKA'S LEGAL  
FRAMEWORK TO PROTECT THE CUSTOMER DATA  
PRIVACY IN E-BANKING – THE WAY FORWARD**

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Thesis submitted in partial fulfillment of the requirements for the degree of Master of  
Business Administration in Information Technology

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## Declaration

I declare that this is my own work, and this thesis does not incorporate without acknowledgment any material previously submitted for a Degree or Diploma in any other University or institute of higher learning, and to the best of my knowledge and belief, it does not contain any material previously published or written by another person except where the acknowledgment is made in the text.

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The above candidate has carried out research for the Masters thesis under my supervision.

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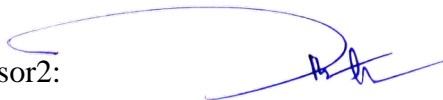
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## Abstract

New technological advancements have made it possible for Licensed Commercial Banks (LCBs) to transition from conventional banking activities to electronic banking activities. Customers no longer rely on conventional brick-and-mortar banks because they may now access a wide range of e-banking services. E-banking offers users cost-effective, efficient, and quick financial services. E-banking has a lot of advantages, but it also exposes customers to a lot of unforeseen hazards. The primary emphasis of this study is to study the eminent data privacy risk faced by customers in E-banking.

When offering E-Banking services, LCBs can collect, retain, process, disclose, and use an enormous amount of consumer information, including potentially sensitive information like customer purchasing decisions, credit card information, behavior patterns, locations, etc. Regardless of how advanced the technology is, if the data used in e-banking services is susceptible, it is likely that customers will not use them. Hence, as a result, Sri Lanka has recently introduced the Personal Data Protection Act (PDPA) to legislate the privacy of individuals.

Data has now become the most valuable resource on earth. Most countries in the world including Singapore are having their own Personal Data Protection Regulations. Large firms have changed their emphasis to data privacy and allocated a considerable amount of their budget to secure their customer data and Information assets. Given this, regulators, law enforcement authorities, and consumer advocacy organizations should evaluate the adequacy of data privacy laws to safeguard the personal information of customers.

This study offers suggestions for the Sri Lankan legal framework to address the gaps in the country's data privacy legislation and encourage users and service providers to use e-banking services ethically going forward.

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## Table of Contents

Declaration.....	i
Abstract.....	ii
Acknowledgment.....	iii
<b>CHAPTER 1</b> .....	<b>1</b>
<b>1. Introduction</b> .....	<b>1</b>
<b>1.1. Background of the Study</b> .....	<b>1</b>
<b>1.2. Significance of the Topic</b> .....	<b>3</b>
<b>1.3. Research Problem</b> .....	<b>4</b>
<b>1.4. Research Questions</b> .....	<b>4</b>
<b>1.5. Objectives of the Research</b> .....	<b>5</b>
<b>1.6. Definition of Keywords</b> .....	<b>5</b>
<b>1.7. Research Hypothesis</b> .....	<b>6</b>
<b>1.8. Limitations of the Research</b> .....	<b>7</b>
<b>1.9. Methodology</b> .....	<b>8</b>
<b>CHAPTER 2</b> .....	<b>9</b>
<b>2. Literature Review</b> .....	<b>9</b>
<b>CHAPTER 3</b> .....	<b>21</b>
<b>3. Methodology of Study</b> .....	<b>21</b>
<b>3.1. Introduction:</b> .....	<b>21</b>
<b>3.1.1. Conceptual Framework</b> .....	<b>21</b>
<b>3.1.2. Qualitative Research Approach:</b> .....	<b>23</b>
<b>3.1.3. Why not for a quantitative Research Approach?</b> .....	<b>23</b>
<b>3.1.4. Doctrinal Research Method:</b> .....	<b>24</b>
<b>3.1.5. Comparative and International Research Methodology:</b> .....	<b>25</b>
<b>3.2. Data Analysis and Interpretation:</b> .....	<b>26</b>
<b>3.3. Conclusion:</b> .....	<b>27</b>
<b>CHAPTER 4</b> .....	<b>28</b>
<b>4. Data Privacy</b> .....	<b>28</b>

4.1.	Does Data Protection and Data Privacy give same meaning? .....	29
4.2.	Why is Data Protection and Privacy Important for e-Banking Customers? .....	29
4.3.	Observations of the sample selected.....	31
4.4.	Diverse Data Privacy Approaches: A Global Jurisdictional Perspective .....	33
4.4.1.	European Union (EU) - General Data Protection Regulation (GDPR):.....	35
4.4.2.	United States (US) - Sectoral Approach and State Laws: .....	35
4.4.3.	China - Cybersecurity Law and Personal Information Protection Law: .....	36
4.4.4.	India - Personal Data Protection Bill (PDPB):.....	36
4.4.5.	United Kingdom – UK General Data Protection Regulation (UK GDPR): .....	36
4.4.6.	Singapore - The Personal Data Protection Act (PDPA):.....	37
4.5.	Conclusion:.....	38
<b>CHAPTER 5 .....</b>		<b>39</b>
5.	Laws Governing the Privacy of E-Banking Customers in Sri Lanka.....	39
5.1.	Introduction .....	39
5.1.1.	Constitution of Sri Lanka .....	40
5.1.2.	Banking Act.....	40
5.1.3.	Computer Crime Act.....	42
5.1.4.	Electronic Transactions Act.....	43
5.1.5.	The Payment and Settlement Systems Act .....	44
5.1.6.	Payment Devices Frauds Act .....	45
5.1.7.	Personal Data Protection Act .....	46
5.2.	Comparison of Sri Lanka Legal Framework with Singapore .....	50
5.3.	Singapore Legal Framework in Data Protection and Privacy.....	50
5.4.	Digital Banking Empowerment in Singapore .....	51
5.4.1.	Banking Act of Singapore .....	52
5.4.2.	Cybersecurity Act Singapore.....	53
5.4.3.	Computer Misuse Act.....	54
5.4.4.	Electronic Transaction Act .....	55
5.4.5.	Personal Data Protection Act .....	56
5.5.	Analysis and Findings of the Two Jurisdictions .....	58
5.5.1.	Banking Acts .....	58

5.5.2. Computer Crime Act of Sri Lanka and Computer Misuse Act of Singapore .....	60
5.5.3. Personal Data Protection Acts .....	60
5.6. Conclusion .....	62
<b>CHAPTER 6 .....</b>	<b>65</b>
6. Conclusion, Findings, and Recommendations .....	65
6.1. Summary of the findings and Recommendations .....	65
6.1.1 Introduction .....	65
6.1.2 Maintaining a Balance Between Data Privacy Rights and Business Needs .....	66
6.1.3 Amendments to the Banking Act of Sri Lanka .....	66
6.1.4 Adhering to the Best Practices .....	67
6.1.5 Recommendations to the PDPA Sri Lanka .....	68
6.2. Conclusion .....	69
<b>Bibliography .....</b>	<b>71</b>
<b>LIST OF FIGURES .....</b>	<b>74</b>