



PwC Legal Vietnam Newsbrief

New rules dealing with violations of personal data protection regulations

September 2026





At a glance

Following the introduction of Vietnam's personal data protection framework (please refer to our previous NewsBrief on the Law on Personal Data Protection and Decree 356), the Government has issued Decree No. 330/2026/NĐ-CP on administrative sanctions in the fields of cybersecurity and personal data protection. The Decree took immediate effect on 19 August 2026.

Notably, for the first time, violations relating to personal data protection are regulated under a dedicated sector-specific sanctions regime. Decree 330 establishes a comprehensive legal basis for imposing administrative penalties on organisations and individuals that fail to comply with personal data protection requirements.

In detail



In line with the personal data protection regulations, Decree 330 applies to Vietnamese and foreign organisations engaged in processing personal data of Vietnamese citizens.

Decree 330 sets out provisions on violations of personal data protection requirements and the corresponding administrative penalties, including the following examples:

- Some violations in relation to personal data protection regulations, such as failure to obtain a data subject's consent, failure to include mandatory information in the consent forms, failure to appoint a data privacy officer, failure to establish internal privacy policies for sharing personal data, transferring personal data without a written data processing agreement, could be subject to a fine up to VND100million (per violation), depending on the specific violation;
- Other non-compliance such as not submitting assessment reports on the impact of personal data processing and cross-border transfer of personal data within the statutory timelines, could be subject to a fine up to VND50million, depending on the specific violation.
- For more serious violations, the fines could be:
 - Two to ten times the proceeds obtained from the illegal collection, transfer, purchase, or sale of personal data;
 - 1% to 5% of the organisation's preceding-year revenue in the Vietnam market for violations resulting in the leakage or loss of personal data from 10,000 or more Vietnamese data subjects in connection with cross-border personal data transfers, depending on the scale of the incident.



In detail



In addition to monetary fines, additional sanctions may also be applied, such as confiscation of assets or tools used in the violations.

In addition to fines, certain remedial measures may also be imposed such as:

- Public apology to the data subject via mass media;
- Suspension of personal data processing activities until compliance requirements are fulfilled;
- Deletion or removal of unlawfully processed personal data.



Key takeaway

To ensure they comply with personal data protection regulations, businesses must fulfil the core obligations, including but not limited to:

- Obtaining relevant consents from data subjects;
- Establishing technical and managerial measures appropriate to personal data processing activities and to address data subjects' rights upon request;
- Having assigned department/personnel in charge of personal data protection;
- Preparing and submitting personal data processing impact assessments and cross-border personal data transfer impact assessments (if applicable) as required under the laws.

Contact us

PwC Legal (Vietnam) Co., Ltd.

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. For further information, please reach out to us.

Ho Chi Minh City office:



Tran Thi Than Niem

Senior Associate

tran.thi.than.niem@pwc.com

Hanoi office:



Duong Trung Kien

Senior Associate

duong.trung.kien@pwc.com



www.pwc.com/vn