

## PERSONAL DATA PROTECTION POLICY

The Event Organiser, its Event Manager, partners and/or its affiliates respect the privacy of all our customers and visitors, and are committed to safeguarding the personal information you provide to us. Please read this Personal Data Protection Policy ("**Policy**") to learn about how we collect, use and protect your personal information.

### 1. Application of Policy

This Policy is based on the Singapore Personal Data Protection Act 2012 and all the associated regulations and guidelines which may from time to time be issued by the Personal Data Protection Commission of Singapore.

By visiting or using the Event's website and/or providing us with your personal particulars, you are deemed to have agreed to the terms of this Policy.

### 2. Collection of Personal Data

#### Personal Data

You may be requested to provide your personal particulars in relation to the Event, which may include but are not limited to the following (where applicable):

- a) Full name;
- b) Residential address;
- c) Copy of identity card or passport;
- d) Payment details, including credit card and banking information; and/or
- e) Contact details, including telephone number/s and/or email addresses.

#### Cookies

When you visit our website, we may assign your computer with one or more "cookies". By accessing our website, you agree to receive these cookies on your device.

A cookie is a small text file that contains information that can later be analysed by us to facilitate your access to our website, gather statistical data, and personalise your online experience. We currently use cookies on our website for purposes including, but are not limited to, detecting your web browser's multimedia capabilities, tracking promotional advertisements that we have displayed to you, maintaining current login and purchase information on secure portions of the website and providing a unique identifier to your computer so that we can generate statistics regarding the usage of our website.

Most browsers automatically accept cookies, but you may choose to modify your browser settings to decline cookies. If you choose not to accept our cookie(s) when you visit our website, you may be restricted from some of our interactive features and services, which may be rendered inoperable.

### 3. Use of Personal Data Collected

Any Personal Data provided by you to us may be used for the following purposes (where relevant):

- (a) Process and respond to your requests and queries;
- (b) Send you information, updates and marketing and advertising materials and information in relation to the Event (or future editions thereof), any other events/activities held at the Singapore EXPO and/or MAX Atria, or any other events/activities organized by any of us;
- (c) Update our records;

- (d) Process your personal particulars and/or to contact you with regard to any lucky draws, contests and/or games in relation to the Event;
- (e) Process your personal particulars to facilitate any payment;
- (f) Compile data and conduct statistical or demographic analysis;
- (g) Solicit and record your opinion/feedback via surveys and requests for feedback (if you consent to participating);
- (h) Send to insurance companies to process claims;
- (i) Comply with a court order, other legal processes or other legal requirements of any governmental authority (including detecting, investigating and preventing any crime, offence or breaches);
- (j) Compliance with our internal policies/procedures and any applicable laws, rules and regulations, codes of practice, guidelines and any other legal purposes;
- (k) Maintain the safety and security of its premises with the use of security cameras;
- (l) Facilitate any proposed/actual business assignments or transfers in any of our rights/obligations in relation to your Personal Data; and
- (m) Allow us to use your Personal Data in any other ways for which we have notified you and obtained your consent accordingly.

We will not use, disclose or process your Personal Data for purposes which are not stated above or for which we have not obtained your consent. If we wish to use, disclose or process your Personal Data for another purpose not covered above, we will seek your prior consent.

#### **4. Disclosure of Personal Data**

All Personal Data held by us will be kept confidential but we may, where such disclosure is necessary to satisfy the purpose, or a directly-related purpose for which the Personal Data was collected, provide such information to the following parties:

- (a) Any person or company who is acting for, jointly or on our behalf, in respect of the purpose or a directly-related purpose for which the Personal Data was provided;
- (b) Any financial institutions, charge or credit card issuing companies, credit bureau, or collection agencies necessary to establish and support the payment of any services due or requested; and
- (c) Any government authority in compliance with any applicable laws, rules and regulations, codes of practices, guidelines, court order, other legal processes or requirements.

#### **5. Withdrawal of Consent**

Should you wish to withdraw your consent from receiving marketing information and/or survey, you may send us the appropriate withdrawal request by filling up the Consent Withdrawal Form (located below) and sending the same to [dataprotectionofficer@singex.com](mailto:dataprotectionofficer@singex.com). Please note that we can only process Consent Withdrawal Forms that are properly filled up and may need to contact you for clarification if such forms are deemed to be incomplete or unclear in any way.

#### **6. Access and Correction of Personal Data**

If you wish to access, update or otherwise change or remove any information that you have provided to us, please contact us at [dataprotectionofficer@singex.com](mailto:dataprotectionofficer@singex.com) using the relevant form below.

## **7. Accuracy of Personal Data**

We will keep all Personal Data collected as accurate, complete and up-to-date as necessary, taking into account its intended use and the interests of our customers and visitors. Where possible, we will validate the Personal Data provided by using generally accepted practices and guidelines. This will include the requests to see the original documentation such as personal identifiers and/or proof of address, before we proceed to collect, use and/or update such Personal Data.

## **8. Protection of Personal Data**

We will use our best endeavours to protect your Personal Data against loss or theft, as well as any unauthorised access, disclosure, copying, use or modification with security safeguards appropriate to the sensitivity of the Personal Data, regardless of the format in which it is held.

## **9. Retention of Personal Data**

We will retain your Personal Data only for as long as the purposes for which such data is collected or used (as notified to you) continues, or where necessary, for our legal or business purposes.

## **10. Changes to Policy**

We reserve the right to modify or change this Policy at any time and will place such amendments on this webpage. Your continued use of your website after any modification to this Policy shall constitute your acceptance of the amended Policy.

## **11. Several Obligation**

Please note that our liability hereunder is several and each of the above party shall not be liable for the respective privacy breaches of the other party.

## **12. Contact Us**

For questions regarding this policy or to access or correct your Personal Data, or to withdraw consent to our collection, use, disclosure or processing of your Personal Data, please contact us at [dataprotectionofficer@singex.com](mailto:dataprotectionofficer@singex.com).

## **Forms**

Please click to download the respective forms below and email the duly completed form/s to [dataprotectionofficer@singex.com](mailto:dataprotectionofficer@singex.com):

- [Personal Data Change Form](#)
- [Personal Data Access Form](#)
- [Complaint or Feedback Form](#)
- [Consent Withdrawal Form](#)