

PERSONAL DATA PROTECTION POLICY

This website (“**Website**”) is managed by SingEx Venues Pte. Ltd. (and for and on behalf of its affiliated company, SingEx Venues International Pte. Ltd.). We respect the privacy of all of our partners, suppliers, customers and visitors, and are committed to safeguarding the personal data that you provide to us (“**Personal Data**”). This Personal Data Protection Policy (“**Policy**”) aims to help you understand your rights over your Personal Data as well as learn about how we collect, use and protect it.

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 Website and/or providing us with your Personal Data, you are deemed to have read, understood and agreed to the terms of this Policy as amended from time to time.

2. Collection of Personal Data

Personal Data includes, but is not limited to, the following:

Personal Information

Through your use of the Website and/or via any other source (including but not limited to social media, mobile apps, participation in lucky draws, completion of registration forms and/or surveys (whether virtual or physical) and third party intermediaries), you may be requested to provide personal information for our business and operational requirements or in relation to our events, which may include but are not limited to the following (where applicable):

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

Cookies

When you visit the Website, we may assign your device with one or more “cookies”. By accessing the 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 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 device so that we can generate statistics regarding the usage.

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 to you information, updates and marketing and advertising materials and information in relation to any of our events/activities (or future editions) organised by us and/or our affiliated companies, or any other events/activities held at the Singapore EXPO and/or MAX Atria;
- (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 consented 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 or offence etc.);
- (j) Compliance with internal policies/procedures and any applicable laws, rules and regulations, codes of practice, guidelines and any other legal or regulatory purposes;
- (k) Maintain the safety and security of 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/or
- (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 your personal data for purposes other than what we have informed you, or which are permitted under local laws and regulations. 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/or
- (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 by email to dataprotectionofficer@singex.com. Please note that we can only process Consent Withdrawal Forms that are properly filled up and we 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 using the relevant form below. We may request that you provide further information and/or identification to enable us to process your request.

7. Accuracy of Personal Data

We will keep all Personal Data collected as accurate, complete and up-to-date as we deem 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 all reasonable 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 legal or business purposes.

10. Changes to Policy

This Policy is reviewed periodically and we reserve the right to modify or change this Policy at any time. Your continued use of the Website after any modification to this Policy shall constitute your acceptance of the amended Policy. We recommend that you check this Policy regularly for any updates.

11. Links to Other Websites and Several Obligation

From time to time, we may provide links to other internet websites that are not owned or controlled by us. We are not responsible for the content of such websites, the privacy policy of such websites and any personal data which such websites may collect or place on your device. 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.

Forms

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

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