



PRIVACY POLICY

Xperience DMC Private Limited ("Xperience", "we" or "us") shall ensure that all personal data which it collects is managed in accordance with the relevant provisions of the Singapore Personal Data Protection Act ("**PDPA**").

This privacy policy ("**Privacy Policy**") provides for how your personal data will be collected, for what purpose, and to whom such data may be shared. It also states the options that you have in relation to how your personal data may be used by us.

1. What is Personal Data?

Your personal data includes your name, designation, contact details (eg. email, telephone and fax numbers), and any other information which would allow you to be identified (directly or indirectly), any reviews, feedback and opinions and any other personal information which you may have provided to us.

It may also include information about your use and navigation of the **Xperience** website <https://www.xperiencedmc.com>, including:

- (a) IP address;
- (b) other device identifiers;
- (c) the operating system you used;
- (d) browser type; and
- (e) information about the website pages that you had accessed as collected by cookies or other tracking technologies.

2. What is Online Tracking Technology?

2.1. Cookies are small text files that are stored on your browser or device by websites, applications, online media and advertisements. Other similar identification technologies include web beacons and pixel tags,. These may be used for various purposes, including remembering user preferences and settings in order to:

- (a) enhance your experience when you return to our website;
- (b) deliver relevant content based on your preferences, location and usage patterns;
- (c) monitor, evaluate and optimise the operation of our website; and
- (d) analyse traffic on our website.

- 2.2. You may choose whether or not to accept cookies by adjusting your browser settings to modify your cookie preferences. Most browsers are set to accept cookies by default, but you may remove or block all browser cookies. However, if you turn off your cookies, some of our services may not function properly, and you will not be able to receive the most efficient and personalised experience.

3. Use of Personal Data Collected

We are collecting personal data for one or more of the following purposes, including, but not limited to:

- (a) performing obligations in the course of, or in connection with, our provision of the goods and/or services requested by you (including any enquiries, and provision of any related payment, identification, registration, billing);
- (b) verifying your identity;
- (c) responding to, handling and processing queries, requests, applications, complaints, and feedback from you whether via mail, electronic mail, telephone, SMS, fax or online (including on social media and other platforms);
- (d) managing your relationship with us;
- (e) administration, maintenance and operation of our website, including processing of records of your activities on our website;
- (f) investigation or handling of any incidents, claims or disputes, defence or bringing of any claims or actions, complying with any applicable laws, regulations, codes of practice, guidelines, or rules, or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority;
- (g) any other purposes for which you have provided the information;
- (h) transmitting to any unaffiliated third parties including our third party service providers and agents, and relevant governmental and/or regulatory authorities, whether in Singapore or abroad, for the aforementioned purposes; and
- (i) any other incidental business purposes related to or in connection with the above.



4. How is Your Personal Data Stored, and Used?

- 4.1. All personal data will be kept strictly confidential and secure. It will not be maintained for longer than is necessary to serve the purpose for which it was collected, unless a longer retention period is required under law. We will securely destroy all personal data once we no longer need it.
- 4.2. We shall not share, sell, trade or rent any personal data collected to any third parties for their own use except that we may disclose or transfer personal data where such disclosure is necessary to fulfil any of the purposes for which it was collected or for a directly related purpose (including, without limitation, debt collection or payment services, telecommunications, IT and computer services, marketing, communications, distribution or other services). Personal data may also be shared with our employees, agents, advisers, auditors, contractors, financial institutions and service providers in connection with our operations or services, and as required to be disclosed under applicable laws and regulations.
- 4.3. We will use all personal data collected only for the purposes for which it was collected.

5. Access to Your Personal Data & Enquiries

- 5.1. Any enquiries relating to, and any application to access, your personal data may be made at any time, in order to correct any data, or request that we do not use such data, by writing to :

The Data Officer

Xperience DMC Private Limited
331 North Bridge Road
#22-01/06, Odeon 331
Singapore 188720
(Email: contact@xperiencedmc.com)

- 5.2. If you no longer wish to receive any marketing communications sent by us, you may unsubscribe at any time on our website, or by contacting the Data Officer above.

6. Amendments to this Policy

We may update or amend this Privacy Policy from time to time as is deemed necessary, and the amendments will come into effect immediately upon the revised Policy being posted on the Xperience website.