

FORMASIAN LABEL PTE. LTD.
PRIVACY POLICY

Introduction

This Privacy Policy describes how personal information (including but not limited to “personal data” as defined under the Personal Data Protection Act 2012 of Singapore) are collected, stored, used, disclosed and/or processed by us and applies to our internet portal and online store at www.formasianlabel.com (“our website”), the products and services offered by us.

By visiting or using our website, you expressly consent to the collection, storage, use and disclosure of your personal information and agree to the terms of this Privacy Policy (which terms may be amended and updated from time to time).

Collection of Personal Information

You may visit our website anonymously. However, your personal information may be collected if you voluntarily give us your personal information, for example, by creating an account with us, making a purchase through our website, subscribing to our newsletter, or filling out a form.

If you use your social media account to sign or link to your account in our website, or use related social media features on our website, we may access your personal information which you have voluntarily provided under your social media provider in accordance with the provider's policy and we will manage your personal information we collected in accordance with our privacy policy.

Personal information may also be collected through other sources, including without limitation, from our forwarders, carriers or other third parties which we use to update and correct our records and deliver your purchase or communication, purchase or redemption information, account information and page-view information from other merchants who we have co-branding, affiliated or joint venture business(es) with.

Cookies

We or certain third-party vendors (if any) may use small text files placed on your browser or hard drive (“cookies”) and/or other similar technologies on our website. The data that can be collected this way may include your computer's internet protocol address, browser type, access times and dates, frequency of visits, and web-pages you have visited etc.

The information is collected for analysis and evaluation in order to help us improve our website and the services and products we provide. You may choose to set your web browser or device to refuse cookies, or to alert you when cookies are being sent. However, please note that if you do so, some parts of our website may not function as smoothly, efficiently or properly.

Use of Personal Information

Personal information collected by us are used to improve our customer service, enhance and administer our website, disseminate marketing and promotional information, process transactions, and provide a more personalised user online experience. You agree that we may use your personal information for and in connection with:

- (a) processing, facilitating and completing your transaction;
- (b) delivering our services or products to you;
- (c) providing customer service and support to you;
- (d) resolving any dispute and/or troubleshooting any problem you may have;
- (e) customising, enhancing, administering and improving our services, products and/or our website content for your benefit;
- (f) the management and maintenance of your online account with us;
- (g) advertising, marketing and promoting third party vendors and our services, products and our website to you;
- (h) disseminating or communicating information and updates relating to us, our or third party services and products which may be of interest to you;
- (i) preventing potentially prohibited, illegal or criminal activities, and/or enforcing our User Agreement;
- (j) verifying information for accuracy with third parties.

If you do not wish to receive advertisements, marketing or promotional communications from us, please email us at contactus@formasianlabel.com or indicate your preference by following the directions provided with the advertisement, marketing or promotional communications that you received from us.

We do not sell, lease, give, trade or exchange your personal information to third parties for their marketing purposes or any purpose without your express consent.

Disclosure of Personal Information

We may disclose and share your personal information with:

- (a) law enforcement or other governmental authorities or agencies and their officers in connection with a criminal investigation or alleged illegal activity;
- (b) enforcement agencies or bodies in connection with an investigation or enforcement action in respect of a fraud, tax issues, intellectual property infringement, piracy, or other unlawful activity;
- (c) any person to whom we are required under law, a court order, an order or directive from a relevant competent authority to disclose or share your personal information with;

- (d) third party service providers, suppliers or contractors who assist us with our business operations including but not limited to activities such as order fulfillments, package deliveries, postal services, e-mail and our website maintenance, marketing research and assistance, processing of credit card payments, credit assessments, and customer service;
- (e) third parties whom you explicitly request us to send your information (or third parties whom you have been expressly notified about and had consented for your personal information to be send to when using a specific service);
- (f) such other entities and potential assignees, who are planning and intend to merge with or acquire us; and
- (g) any person we deem absolutely necessary and expedient in order to enforce our privacy policy and User Agreement, or protect our and/or another person's legitimate rights, property, or safety.

You hereby agree that you waive your rights to take any action against us for disclosure of your personal information to the above parties in the circumstances set out above.

Security

We adopt and implement best practices in the collection, storage and processing of personal information. We also take reasonable precautions and implement industry standard security measures to protect your personal information, username, password, transaction information and data collected and stored on our website or server against unauthorised access, alteration, disclosure or destruction.

We endeavour to protect the security of your personal information and are constantly reviewing and enhancing our security measures. However, no amount of best practices and security measures are entirely proven secured against unlawful interception or interference, access or abuse by third parties of transmissions, private communications and personal information over the internet. It is therefore important that you also take necessary steps and measures to minimize such risks by securing your password, restricting access to your computer and your personal information online.

To protect your personal information or communication from being disclosed to others unintentionally, you should always log out and close the web browser after use, especially if you are accessing our website from a shared computer or a computer in a public place such as an internet cafe, the airport, or a library, for example.

You should not reply to suspicious messages, advertisements or requests online. Care and precaution should be taken with regard to your password to your account on our website. You should use unique numbers and alphabets for your password and should not disclose your password to anyone. As you are responsible for all actions taken in the name of your account, if you share your password or personal information with others, you may be subject to legally binding actions taken on your behalf and also lose substantial control over your personal information. Therefore, if your password has been compromised and or if you suspect it is so for any reason, you should immediately notify us and change your password.

We will never request or require you to disclose your password by letter, phone, fax or e-mail. If you receive such a request allegedly from us, please report it to us at contactus@formasianlabel.com.

Third Party Web Links

Our website may include advertisements, promotions or web sites that offer products or services from our partners, suppliers, advertisers, sponsors, licensors or other third parties etc. These third party sites may have their own separate privacy policies, terms and conditions. We are not responsible or liable for the contents and activities of these third party websites that are linked. If you have any complaint or feedback regarding these linked sites, you can inform us at contactus@formasianlabel.com.

Spam, Spyware And Viruses

Spam, spyware or virus is strictly not allowed on our website. Please set and maintain your communication preferences so that we send communications to you as you prefer. You are not authorised or allowed to use our website, your account in our website, email or such other social media features and functions on our website to send any message which:-

- (a) contains spam, spyware, malware or virus;
- (b) discloses personal or confidential information of or about other users or persons without their express consent; and
- (c) has disparaging, potentially defamatory or defamatory, inappropriate, obscene, racists or hate remarks, comments, statements, materials or contents.

Please report any suspicious message by contacting us at contactus@formasianlabel.com.

Privacy Policy Amendments

We reserve the right to amend, modify or change any of the terms of our privacy policy above at any time. We encourage you to review this page periodically for such amendments and changes.

You agree and are deemed to have consented to all amendments and changes to our privacy policy by your continued use of our website and acceptance of our services after such amendment and change to our privacy policy has been made.

Contact us

If you wish to withdraw your consent to our use of your personal information, or if you have any concern, query or require clarification of our privacy policy, please contact our personal information protection manager at contactus@formasianlabel.com.