

# BEAUTY VALLEY PTE. LTD

1 PARK ROAD #01-36 PEOPLE'S PARK COMPLEX SINGAPORE (059108)

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GST Reg No: 201436502E

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## PDPA POLICY

**VERSION** V 1.0

**EFFECTIVE DATE** 2012-02-20

**Scope/Purpose**

**Scope:**

This Data Protection Notice applies to all personal data collected, used, disclosed, or otherwise processed by Beauty Valley Pte. Ltd. It covers all customers, including. The types of personal data covered include, but are not limited to:

- Customer names
- Contact information (email addresses, telephone numbers)
- Assessment records
- Learner data
- Identity card numbers (used in full only for registration purposes to SSG TPgateway and masked elsewhere)
- Any other personal data provided during interactions with the company

**Purpose:**

**1. Compliance with Legal Obligations:**

- To ensure that Beauty Valley Pte. Ltd. complies with the Personal Data Protection Act (PDPA) and other relevant regulations concerning the collection, use, and disclosure of personal data.
- To establish clear guidelines for the lawful and ethical handling of personal data.

**2. Enhancing Customer Service:**

- To use personal data to verify customer identities, particularly during pre-assessment authentication, to ensure secure and personalized services.
- To manage customer relationships effectively by handling queries, requests, applications, complaints, and feedback.

**3. Operational Efficiency:**

- To facilitate the seamless execution of business operations, including processing payment or credit transactions and performing obligations related to the provision of goods and services.
- To integrate necessary data into various systems such as the POS system, training management system, and accounting system, ensuring smooth operational workflow.

**4. Maintaining Data Security:**

- To safeguard personal data from unauthorized access, use, or disclosure through the implementation of robust administrative, physical, and technical measures.
- To ensure that personal data is accurate, current, and complete by relying on information provided by customers and updating it as necessary.

**5. Respecting Customer Privacy:**

- To collect and use personal data only for purposes for which the customer has provided consent, and not for unrelated marketing activities.
- To provide customers with the ability to withdraw consent, access, and correct their personal data, ensuring transparency and control over their personal information.

**6. Facilitating Training and Development:**

- To ensure that all learners and employees receive proper training and assessment, adhering to Miss Jing Bao's philosophy of professional development.
- To register learners' identity card numbers fully with SSG TPgateway, while masking the numbers elsewhere to maintain privacy.

**7. Data Retention and Disposal:**

- To retain personal data only for as long as necessary to fulfill the purposes for which it was collected, or as required by law.
- To ensure secure disposal or anonymization of personal data that is no longer needed.

**8. Handling International Data Transfers:**

- To manage and protect any personal data transfers outside of Singapore, ensuring they meet the PDPA's standards of protection.

By establishing this Data Protection Notice, Beauty Valley Pte. Ltd. aims to build trust with its customers, uphold its reputation for high-quality service, and ensure

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## DATA PROTECTION NOTICE FOR CUSTOMERS

This Data Protection Notice ("Notice") sets out the basis on which Beauty Valley Pte. Ltd. ("we", "us", or "our") may collect, use, disclose, or otherwise process pe

### PERSONAL DATA

1. As used in this Notice:
  - "Customer" means an individual who (a) has contacted us through any means to find out more about any goods or services we provide, or (b) may, or has, entered into a
  - "Personal data" means data, whether true or not, about a customer who can be identified: (a) from that data; or (b) from that data and other information to which we have
2. Depending on the nature of your interaction with us, some examples of personal data which we may collect from you include your name, email address, tele
3. Other terms used in this Notice shall have the meanings given to them in the PDPA (where the context so permits).

### COLLECTION, USE AND DISCLOSURE OF PERSONAL DATA

4. We generally do not collect your personal data unless (a) it is provided to us voluntarily by you directly or via a third party who has been duly authorized by y
5. We may collect and use your personal data for any or all of the following purposes:
  - Performing obligations in the course of or in connection with our provision of the goods and/or services requested by you;
  - Verifying your identity, including during pre-assessment for authentication purposes;
  - Responding to, handling, and processing queries, requests, applications, complaints, and feedback from you;
  - Managing your relationship with us;
  - Processing payment or credit transactions;
  - Complying with any applicable laws, regulations, codes of practice, guidelines, or rules, or to assist in law enforcement and investigations conducted by any governmenta
  - Registering your identity card numbers fully during the registration to SSG TPgateway, while ensuring they are not displayed fully elsewhere for privacy;
  - Signing a consent form during the registration process;
  - Any other purposes for which you have provided the information; and
  - Any other incidental business purposes related to or in connection with the above.
6. We may disclose your personal data:
  - Where such disclosure is required for performing obligations in the course of or in connection with our provision of the goods and services requested by you;
  - To organizations involved in our operations for the purposes listed above, ensuring your personal data is not used for other marketing purposes.

### WITHDRAWING YOUR CONSENT

7. The consent that you provide for the collection, use, and disclosure of your personal data will remain valid until such time it is withdrawn by you in writing. Yr
8. Upon receipt of your written request to withdraw your consent, we may require reasonable time (depending on the complexity of the request and its impact c
9. While we respect your decision to withdraw your consent, please note that depending on the nature and scope of your request, we may not be in a position
10. Please note that withdrawing consent does not affect our right to continue to collect, use, and disclose personal data where such collection, use, and disclos

### ACCESS TO AND CORRECTION OF PERSONAL DATA

11. If you wish to make (a) an access request for access to a copy of the personal data which we hold about you or information about the ways in which we use
12. Please note that a reasonable fee may be charged for an access request. If so, we will inform you of the fee before processing your request.
13. We will respond to your request as soon as reasonably possible. In general, our response will be within three (3) business days. Should we not be able to re

### PROTECTION OF PERSONAL DATA

14. To safeguard your personal data from unauthorized access, collection, use, disclosure, copying, modification, disposal, or similar risks, we have introduced
15. You should be aware, however, that no method of transmission over the Internet or method of electronic storage is completely secure. While security canno

### ACCURACY OF PERSONAL DATA

16. We generally rely on personal data provided by you (or your authorized representative). To ensure that your personal data is current, complete, and accurate, please update u

### RETENTION OF PERSONAL DATA

17. We may retain your personal data for as long as it is necessary to fulfill the purpose for which it was collected, or as required or permitted by applicable law
18. We will cease to retain your personal data, or remove the means by which the data can be associated with you, as soon as it is reasonable to assume that e

### TRANSFERS OF PERSONAL DATA OUTSIDE OF SINGAPORE

19. We generally do not transfer your personal data to countries outside of Singapore. However, if we do so, we will obtain your consent for the transfer to be made and we will tak

### DATA PROTECTION OFFICER

20. You may contact our Data Protection Officer if you have any inquiries or feedback on our personal data protection policies and procedures, or if you wish to make any request,
  - **Name of DPO:** [Name]
  - **Contact No.:** [Phone Number]
  - **Email Address:** Admin@BeautyValley.com

### EFFECT OF NOTICE AND CHANGES TO NOTICE

21. This Notice applies in conjunction with any other notices, contractual clauses, and consent clauses that apply in relation to the collection, use, and disclosur
22. We may revise this Notice from time to time without any prior notice. You may determine if any such revision has taken place by referring to the date on whi

**Effective date:** 06/12/2021

**Last updated:** 06/12/2022