

PRIVACY POLICY

This is the Privacy Policy of **BOP Pte Ltd.** (“the Company”) and applies to all personal data you provide to the Company when you access the Company’s websites and mobile applications and when you use the Company’s services.

By providing us with your personal data when you access or view the Company’s websites or use the Company’s services, you consent and agree to the Company collecting, using, and disclosing your personal data in the manner set out in this Privacy Policy.

Collection, use and disclosure

The Company offers a variety of products and services that are collectively referred to as our “**Products and Services**”. The Company collects personal data from individuals for the provision of certain offers.

The Company is committed to protecting your personal data and complying with Singapore’s Personal Data Protection Act 2012.

Notwithstanding any other provision in this Privacy Policy, you agree that the Company shall be entitled to use and disclose any information and feedback arising from your use of our Products and Services, subject to such information and feedback being anonymised and such use and disclosure being in compliance with applicable privacy laws.

What data do we collect?

When you use the Services (request for information through the Company’s websites, mobile applications and services), the Company may collect, amongst others, the following information:

- First and Last Names
- Email address
- Contact details
- Web browsing analytics data including your viewing activities on our site such as browsing duration, site search and video engagements.
- Other information including but not limited to gender, age, medical history, and family members.

If you visit the Company’s websites, we may also collect information about your device used to access the Company’s websites, your web browser type and language, your Internet Protocol (IP) address and geographic data associated with the IP address etc.

Why and how do we use the personal data?

The personal data is collected, used, disclosed and/or processed for the following purposes:

- Provide, operate, and maintain the Company's websites/apps.
- Improve, personalise, and expand the use of the Company's websites/apps.
- Understand and analyse how users use the Company's websites/apps.
- Develop new products, services, features, and functionality.
- Communicate with you, either directly or through one of our partners for customer service and marketing and promotional purposes.
- To manage and respond to requests made by you via the Company's websites/apps.
- For other legitimate purposes, including but not limited to data analysis, research and development to improve on our Products and Services, customer management, marketing activities and your experience with the Company.

With whom do we share the personal data?

The Company may disclose personal data about you to the following third parties for any of the purposes described in this Privacy Policy:

- Our affiliates (including but not limited to our parent company and subsidiaries) and third party service providers; where such disclosure is required, we will ensure our affiliates is in compliance with this Privacy Policy.
- Person or corporation to whom you have given consent to disclose your personal data.
- Law enforcement agencies, relevant government ministries, regulators, statutory boards or authorities in compliance with any laws, rules, guidelines and regulations or schemes imposed by any governmental authority.

Website Navigational Information

The Company uses commonly-used information-gathering tools, such as cookies and web beacons, to collect information as you navigate the Company's websites ("Website Navigational Information"). This section describes the types of Website Navigational Information that may be collected on the Company's Websites and how this information may be used.

We may use "cookies", where a small data file is sent to your browser to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The cookie is used to track information such as the number of users and their frequency of use, profiles of users and their preferred sites. You can usually modify your cookie preferences under your browser settings. Declining cookies may lower the user browsing experience of the website.

For more information on cookies, please visit <https://www.allaboutcookies.org/>

IP Addresses

When you visit the Company's websites, the Company collects your Internet Protocol ("IP") address(es) to track and aggregate non-personal data. For example, the Company uses IP addresses to monitor the regions from which Customers and Visitors navigate the Company's Website.

Links to other websites

- Our website may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the privacy policy of every third-party site you visit.
- We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Security

The Company uses appropriate administrative, technical, and physical security measures to protect personal data of our Visitors and Customers.

Changes to this Privacy Statement

The Company reserves the right to change this Privacy Policy at any given time. Please refer to this Privacy Policy as and when you required.

How to contact us

If you have any queries, feedback or requests with respective to your personal data, please submit in writing via email to our Data Protection Officer at support@buddyofparents.com.

