

This Privacy Policy governs the manner in which My First Love collects, uses, maintains and discloses personal data collected from anyone (each, a "Data Subject") of the <https://myfirstlove.com.sg> website ("Site"). This privacy policy applies to the Site and all products and services offered by My First Love Pte. Ltd.

My First Love respects the privacy of our Data Subjects. We provide this statement to inform you of how the Company will use the personal data you submit to us. This may be through the Site, or to one of the email addresses provided on the Site, from attending our workshops, events and programmes, or otherwise. By submitting personal data to us, you are consenting to the collection, use and disclosure of the information in the manner described in this statement, as modified from time to time by us.

You have the absolute discretion to determine the type of personal data submitted, which may include personal data ("**Personal Data**"). The submission of your Personal Data is voluntary.

To the extent permitted under the law, all information submitted to us shall be deemed and/or remain our property which shall be free to use, for any purpose, any ideas, concepts, know-how or techniques contained in the information submitted by you. My First Love shall not be subject to any obligations of confidentiality regarding submitted information except as agreed in writing by us or as otherwise required by law.

## **Personal data**

We may collect personal data from you in a variety of ways, including, but not limited to, when you participate our workshops, events or programmes, participate our surveys and interviews, when you visit our Site, register on the Site, subscribe to the newsletter, respond to a survey through the Site and through emails, and in connection with other activities, services, features or resources we make available to you. You may be asked for, as appropriate, name, email address, mailing address, phone number. In certain cases, users of our Site may visit our Site anonymously. We will collect personal data from you only if you voluntarily submit such information to us. You can always refuse to supply personal data, except that it may prevent you from engaging in certain Site related activities or where a registration form requiring personal information is required for you to participate in our races, events or programmes.

## **Non-personal identification information**

We may collect non-personal identification information about you whenever you interact with our Site. Non-personal identification information may include the browser name, the type of computer and

technical information about users of our Site means technical information such as the operating system and the internet service providers utilized and other similar information.

## **Web browser cookies**

Our Site may use "cookies" to enhance the experience of a user of our Site. Your web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about you. Cookies can help a website to arrange content to match your preferred interests more quickly. Most major websites use cookies. We use cookies to compile anonymous, aggregated statistics that allow us to understand how persons using our Site use our Site and to help us improve the structure of our Site. We cannot identify you personally in this way. You may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If you do so, note that some parts of the Site may not function properly.

Types of cookies that are used on our Site include:

Session cookies which are temporary cookies that remain in the cookie file of your browser until you close the browser.

Persistent cookies which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

Some of the functions of cookies include:

Session cookies: To allow you to carry information across pages of our Site and avoid having to re-enter information.

Persistent cookies: To help us recognise you as a unique visitor (just a randomly generated number) when you return to our Site and to allow us to tailor content or advertisements to match your preferred interests.

## **How we use collected personal data**

We collect and use personal data including name, email address, birthdate and any other information submitted by you via online or hardcopy forms to keep you informed of relevant information, programmes, workshops, events, surveys and promotions.

My First Love may also use users' personal data for the following purposes:

- To improve customer service. Personal data you provide helps us respond to your customer service requests and support needs more efficiently.
- To personalize user experience. We may use information in the aggregate to understand how the users of our Site as a group use the services and resources provided on our Site.
- To improve our Site. We may use feedback you provide to improve our products and services.
- To run a promotion, contest, survey or other Site feature. To send you information they agreed to receive about topics we think will be of interest to them.
- To process your registration for the Services or event(s)
- To process payment via the the different payment gateways
- To provide customer service and support
- To diagnose, troubleshoot and resolve any problems with the Services
- To detect or investigate any prohibited, illegal, unauthorised or fraudulent activities
- To monitor and analyse user activities and demographic data including trends and usage of the Services
- To measure consumer interest in the Services or an Event
- To generate and/or track anonymous analytics data
- To back up our systems and allow for disaster recovery
- To comply with any law, court order or other legal compulsion
- To protect the rights, property or personal safety of our staff or the public

## How we protect your personal data

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal data, username, password, transaction information and data stored on our Site.

Some of your personal records may be kept, confidentially, on a database (eg. computerised system). You consent to My First Love, our partners and our external service provider(s), where applicable, holding and processing, both electronically and manually, the data which it collects relating to you for the above purposes, the purpose of its business and complying with applicable laws, regulations and procedures.

## Sharing your personal data

We may share your personal data with our affiliates, Singapore regulatory or governmental authority or any other third party where such disclosure is necessary for, or ancillary to, compliance with any applicable laws, My First Love's use of your personal data for the purposes set out in this Privacy Policy, provided that such disclosure is in compliance with the data protection laws of Singapore in force from time to time.

### **Third party websites**

You may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

We are not responsible for the content and privacy practices of these other websites and encourage you to consult the privacy notices of those sites.

### **Changes to this privacy policy**

My First Love has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage you to frequently check this page for any changes to stay informed about how we are helping to protect the personal data we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **Updating personal data**

To ensure correspondence is not misdirected, that you must assist My First Love to have your correct and up to date details on file. Should you wish to confirm, verify, modify or update your details on your personal file, you should contact My First Love. Changes to personal details can only be made on a written/email instruction from you.

### **Access of site**

This Site is operated and hosted in Singapore. If you are visiting the Website from outside Singapore, please be aware that your Personal Data may be transferred to, stored and processed in Singapore where our servers are located. By using and accessing this Site, you hereby consent

to the transfer of your Personal Data to Singapore and its collection, use and disclosure as set out in this Privacy Policy. You further agree that all payment transactions made by you through the Site shall be deemed to have occurred in Singapore.

You also acknowledge that your use or access of the Site may be subject to local laws applicable in such territory outside Singapore from where you are visiting the Site. It shall be your sole responsibility to ensure that you use and access the Site only in compliance with such applicable local laws.

### **Governing law**

This Policy is governed by and shall be construed in accordance with Singapore law including without limitation the provisions of the Singapore Evidence Act (Chapter 97) and the Electronic Transactions Act (Cap. 88), without giving effect to any principles of conflicts of law. By accessing this Site and providing information requested, you submit to the non-exclusive jurisdiction of the Singapore courts.

### **Your acceptance of these terms**

For users of this Site: By using this Site, you signify your acceptance of this policy and terms of service. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

The above consents set out in this Privacy Policy shall be in addition to the purposes and disclosure that a reasonable person would consider appropriate in the circumstances.

### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, withdraw your consent, access or update your personal data in relation to any personal data previously given to us. You may contact us by writing to [our contact page](#).