

# PDPA NOTICE (PERSONAL DATA PROTECTION ACT 2010)

## Pull a Secret! Lucky Draw Campaign

This Personal Data Protection Notice (“Notice”) is issued pursuant to the Personal Data Protection Act 2010 (“PDPA”). By participating in the Campaign and providing your personal data to us, you consent to the collection, use, processing, and disclosure of your personal data in accordance with this Notice.

### 1. Personal Data Collected

We may collect the following categories of personal data from you:

- Name, contact number, email address
- Identification details required for winner verification
- Receipt information and purchase details
- Any information submitted through entry forms or digital platforms
- Any other data relevant to the Campaign

### 2. Purpose of Collecting Personal Data

Your personal data may be used for the following purposes:

- To register and verify your participation in the Campaign
- To process submissions, validate receipts, and manage lucky draw entries
- To contact winners and arrange prize collection
- To prevent fraud, duplicate entries, or misuse
- For marketing, promotional, and publicity purposes (only with your consent)
- To comply with legal, regulatory, and audit requirements

### 3. Disclosure of Personal Data

Your personal data may be disclosed to:

- Our staff involved in Campaign administration
- Third-party service providers (e.g., marketing agencies, courier services, IT vendors)
- Regulatory bodies or authorities when required by law

We will ensure that all third parties protect your data in accordance with the PDPA.

### 4. Security & Retention of Data

We take reasonable measures to protect your personal data from loss, misuse, or unauthorised access.

Your personal data will be retained only for the duration necessary to fulfill the purposes stated above and to meet legal or internal requirements.

### 5. Access, Correction & Withdrawal of Consent

Under the PDPA, you have the right to:

- Request access to your personal data
- Request correction of inaccurate or outdated data
- Withdraw your consent to the processing of personal data

(However, withdrawing consent may affect your ability to participate in the Campaign.)

#### 6. Your Responsibility

You are responsible for ensuring that the personal data you provide is accurate, complete, and not misleading. You must inform us of any changes to your details as soon as possible.

#### 7. Contact Information

For questions regarding this PDPA Notice or to exercise your rights, please contact our customer service team via email or phone.