

# PRIVACY POLICY

## Pull a Secret! Lucky Draw Campaign

We are committed to protecting your personal data and privacy. This Privacy Policy explains how we collect, use, store, and safeguard your information when you participate in the Campaign.

### 1. Information We Collect

We may collect the following information:

- Personal data such as name, email address, phone number, and any details submitted during entry.
- Receipt information used for Campaign validation.
- Information related to your participation, such as the number of submissions or entries.
- Non-personal data including device information, IP address, and browser type (for online forms or submissions).

### 2. How We Use Your Information

Your information may be used for:

- Verifying your entry and eligibility for the Campaign
- Conducting the lucky draw and contacting winners
- Preventing fraudulent or invalid submissions
- Improving Campaign processes and customer experience
- Fulfilling legal or regulatory requirements
- Promotional and marketing purposes (only with your consent)

### 3. Disclosure of Information

We do not sell or rent your personal data.

Your information may only be shared with:

- Service providers assisting with Campaign administration
- Regulatory authorities if required by law
- Internal staff responsible for processing entries and prize distribution

### 4. Data Protection & Retention

We implement reasonable security measures to protect your data.

Personal data will be retained only for the duration necessary to complete the Campaign and comply with legal obligations.

### 5. Your Consent

By participating in the Campaign, you:

- Consent to the collection, use, and processing of your data as described in this Policy
- Confirm that the information you provide is accurate and truthful

### 6. Your Rights

Under the Personal Data Protection Act (PDPA), you have the right to:

- Request access to your personal data
- Request correction of inaccurate, incomplete, or outdated data
- Withdraw consent (may affect your eligibility)

## 7. Contact Us

For any privacy-related questions or requests, please contact the shop's customer service team.