



PRIVACY POLICY

22 Stories is organised by Andsoforth Junior and this privacy policy will include its marketing partners which will be termed as “ANDSOFORTH JUNIOR.”

1. PREAMBLE

This Privacy Policy (hereinafter the ‘Policy’) is hereby issued pursuant to the Singapore Personal Data Protection Act 2012 (hereinafter the ‘Act’) and sets out inter alia how ANDSOFORTH JUNIOR collects, uses, discloses, stores, transfers and protects information, including ‘Personal Data’ and ‘Statistical Data’ (hereinafter collectively referred to as ‘Personal Information’, and as defined in Paragraph (4) here in below) that we learn about you (hereinafter interchangeably used with the term ‘Participant’) as a result of your interaction with us (hereinafter interchangeably used with ANDSOFORTH JUNIOR whether through the website www.22stories.com.sg (in which this Policy has been posted) or pursuant to any transaction offline (or of a similar nature) in relation to the event “22 Stories”. The Policy also stipulates ANDSOFORTH JUNIOR responsibilities in relation to the collection, use, disclosure, storage, transfer and protection of Personal Information

2. CONSENT

- 2.1** By continuing to use ANDSOFORTH JUNIOR services, accessing any part of the website www.22stories.com.sg, registering for 22 Stories, submitting information to ANDSOFORTH JUNIOR whether for the purpose of registering for the show or otherwise, as well as using any features of the aforementioned website, you signify that you have read, understood and agree to be bound by this Policy (as amended from time to time) in respect of ANDSOFORTH JUNIOR collection, use and disclosure of your Personal Information.
- 2.2** Further, you hereby agree and consent to collection, use and disclosure of your Personal Information by ANDSOFORTH JUNIOR, in the manner set forth in this Policy.

3. CONSENT

- 3.1** This Policy is meant to supplement any Agreements governing your relationship with ANDSOFORTH JUNIOR and should be read in conjunction with those Agreements.
- 3.2** Further, all consent provided pursuant to this Policy is meant to supplement and not supersede or replace any other consent you may have previously provided to ANDSOFORTH JUNIOR (and its related entities, subcontractors etc) in respect of your Personal Information.
- 3.3** This Policy is meant to supplement any Agreements governing your relationship with ANDSOFORTH JUNIOR and should be read in conjunction with those Agreements.

3.4 Further, all consent provided pursuant to this Policy is meant to supplement and not supersede or replace any other consent you may have previously provided to ANDSOFORTH JUNIOR (and its related entities, subcontractors etc) in respect of your Personal Information.

4. PERSONAL INFORMATION

The types of Personal Information collected by ANDSOFORTH JUNIOR broadly fall within the ambit of the following categories:

4.1 Personal Data

This includes (but is not limited to) the following:

- 4.1.1** Information which can be linked back to the Participant. For example, the name, gender, date of birth, Passport No., and NRIC No.
- 4.1.2** The Participant's contact information. For example, the mailing address, telephone number, and email address.
- 4.1.3** The Participant's payment information. For example, the credit card number, the debit card number, the name of the card holder, the card number, the billing address, and the expiration date of the credit/ debit card.

4.2 Statistical Data

This includes (but is not limited to) the following:

- 4.2.1** The number of Participants;
- 4.2.2** The number of hits to the website www.22stories.com.sg

For the avoidance of doubt, Statistical data is stored purely for analytical purposes, and is entirely anonymous. Statistical data will not be tied to the Participant's Personal Data, and will only be aggregated for statistical analysis so that ANDSOFORTH JUNIOR can better understand the Participant's profile and improve the service offering.

5. COLLECTION OF PERSONAL INFORMATION

5.1 The types of Personal Information collected by ANDSOFORTH JUNIOR broadly fall within the ambit of the following categories:

Generally, ANDSOFORTH JUNIOR collects Personal Information in the following ways:

- (a) When you contact ANDSOFORTH JUNIOR
- (b) When you submit forms or applications to ANDSOFORTH JUNIOR (including but not limited to the Registration Form for 22 Stories)
- (c) When you submit queries or requests to ANDSOFORTH JUNIOR
- (d) When you submit complaints;
- (e) When you provide feedback;
- (f) When you respond to ANDSOFORTH JUNIOR request to provide further information;
- (g) When you visit the website www.22stories.com.sg; or
- (h) When you submit your Personal Information to ANDSOFORTH JUNIOR for any other reasons.

5.2 If and when you provide ANDSOFORTH JUNIOR with any Personal Information relating to a third party (including but not limited to that of a dependant and/ or spouse), by submitting such information to us, you warrant and represent to ANDSOFORTH JUNIOR PTE LTD that you have obtained the consent of that third party, to your providing ANDSOFORTH JUNIOR with their Personal Information, for the respective purposes.

5.3 By providing Personal Information to ANDSOFORTH JUNIOR, you confirm that the information is complete, and accurate, to the best of your belief, and knowledge. Failure to abide by the said requirement, may result in ANDSOFORTH JUNIOR inability to fulfil your requests and/ or applications.

6. PURPOSES FOR COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

6.1 Generally, ANDSOFORTH JUNIOR collects, uses, and discloses your Personal Information for the following purposes:

- (a) To facilitate your registration for 22 Stories;
- (b) To verify your identity;
- (c) To communicate with you;
- (d) To respond to your queries;
- (e) To respond to your requests;
- (f) To manage administrative and business operations of ANDSOFORTH JUNIOR PTE LTD, and to comply with ANDSOFORTH JUNIOR internal policies and procedures;
- (g) To match any Personal Information held by ANDSOFORTH JUNIOR which relates to you, for any of the purposes specified;
- (h) To facilitate maintenance of security during 22 Stories;
- (i) For planning, research, data-planning, and data-processing activities;
- (j) For statistical and/ or risk assessment and analysis;
- (k) For fund-raising;
- (l) For analyzing the effectiveness of our advertisements, competitions and promotions;
- (m) To comply with any applicable laws, rules, regulations, and guidelines (which may be issued by the concerned authorities);
- (n) For record keeping purposes (where there are legal and/ or business reasons for retaining the said records);
- (o) For legal purposes (including but not limited to the obtaining of legal advice; to facilitate dispute resolution; and to investigate suspected unlawful activities including intellectual property infringement); or
- (p) For purposes which are reasonably related to the aforesaid

6.2 ANDSOFORTH JUNIOR may collect, use and disclose your Personal Information, under the following circumstances:

- (a) If you are a media representative: To facilitate the granting of any access pass to any of the media centers, during 22 Stories; and for any purposes which are reasonably related to the aforesaid.
- (b) If you are a contractor or service provider, providing products and services (including but not limited to the provision of hospitality, and food & beverage services) in connection with 22 Stories: To meet the relevant requirements stipulated by the applicable laws, rules and

regulations; To facilitate the granting of any access pass to any of the relevant centers, during 22 Stories; and for any purposes which are reasonably related to the aforesaid.

(c) Further, to the extent permitted by applicable law, ANDSOFORTH JUNIOR may collect, use and disclose your Personal Information, for the following:

(d) For conducting analytics of services;

(e) For organising promotional events.

(f) For organising corporate events;

(g) For sending you newsletters/ e-newsletters (only when you have subscribed to them);

(h) For sending you updates about upcoming events, promotions, rewards, including those which we have identified may be of interest to you (including but not limited to via telemarketing to such numbers as you may have provided to us, subject to your unambiguous consent) (only when you have opted in to receive such updates);

(i) For market research purposes (information is collected anonymously);

(j) For, ANDSOFORTH JUNIOR's marketing purposes; and

(k) For purposes which are reasonably related to the aforesaid.

6.3 For any other purposes, ANDSOFORTH JUNIOR shall notify you and obtain your express consent.

7. ACCURACY

You shall make a reasonable effort to ensure that the Personal Information is accurate and complete, and ANDSOFORTH JUNIOR bears no liability or responsibility for any false, inaccurate or wrong Personal Information provided by the Participants.

8. PROTECTION

ANDSOFORTH JUNIOR shall protect the Personal Information in its possession or under its control by making reasonable security arrangements to prevent unauthorised access, collection, use, disclosure, copying, modification, disposal or similar risks.

9. RETENTION

ANDSOFORTH JUNIOR shall cease to retain its documents containing Personal Information, or remove the means by which the Personal Information can be associated with particular individuals, as soon as it is reasonable to assume that (i) the Purposes (under clause 1.6) are no longer being served by retention of the Personal Information; and (ii) retention is no longer necessary for legal or business purposes.

10. LIABILITY

You agree to hold harmless and indemnify ANDSOFORTH JUNIOR against any claims by any person, including a third party or any data protection or other governmental authority, arising in connection with a breach of this Agreement or breach or non-compliance with any privacy or data protection laws, including the Act, due to any false, inaccurate, inadequate, wrong, misleading or mistaken information provided by Participant to ANDSOFORTH JUNIOR.

11. WEBSITE

Tracking technologies such as cookies may be used on our website to recognize your browser each time you visit our site and to track the pages your visit. Cookies are pieces of information that a website transfers to a computer's hard disk for record keeping purposes. Most web browsers are set to accept tracking technologies such as cookies. These tracking technologies do not personally identify you. If you do not wish

to receive any cookies, you may set your browser to refuse them. However, your use of our website may be affected, for example, banner displays may not function properly.

12. DIRECT MARKETING

The personal information you provide to us, including your name, email address, phone number and postal address for direct marketing purposes. This may include keeping you posted about 22 Stories, inviting you to events, sending you offers and promotions. We may only do so if you have given your consent, and we will therefore ask for your consent before using your personal information in this way.

If you do not consent, you may at any time withdraw your consent by using the unsubscribe link provided in our emails or by contacting us at the address provided below. If you unsubscribe, we will not contact you with marketing materials, although we may still contact you for other reasons e.g. in relation to your order.