

Personal Data Protection Policy

At Elsie's Kitchen Catering and its related entities ("Elsie's Kitchen", "we", "us" or "our"), we are committed to protecting your privacy and handling your personal data responsibly. We comply with the requirements of the Singapore Personal Data Protection Act 2012 ("PDPA") and take our data protection obligations seriously.

This Personal Data Protection Policy ("Policy") explains how we collect, use, disclose, and safeguard personal data provided to us, as well as the purposes for which such data may be processed. It also outlines the measures we have in place to protect the security and confidentiality of your information.

We encourage you to review this Policy carefully to understand how your personal data is managed. By providing personal data to us or continuing to engage with our services, websites, or platforms, you acknowledge and consent to the collection, use, and disclosure of your personal data in accordance with this Policy. Where you provide personal data relating to another individual, you confirm that you have obtained the necessary authority and consent on their behalf.

At Elsie's Kitchen, we value the trust you place in us and are committed to delivering service excellence while safeguarding your personal data. If you have any questions or feedback regarding this Policy, please contact us at:

Elsie's Kitchen Catering

21 Second Chin Bee Road

Singapore 618780

Tel: 6288 4457

Email: marketing@elsiekitchen.com.sg

For general information on the PDPA, please visit the Personal Data Protection Commission's website at www.pdpc.gov.sg.

Section 1: Purposes For Collection, Use, Disclosure And Processing Of Personal Data

1.1 What Personal Data We Collect

Elsie's Kitchen may collect personal data from our customers, employees, vendors, business partners, event participants, and visitors to our website or social media platforms. This information helps us provide our services, manage our operations, and improve your experience with us.

The types of personal data we may collect include, but are not limited to:

- Personal particulars (e.g. name, NRIC number / FIN number / passport number, contact details, residential address, age, gender, date of birth, nationality, race and religion);
- Contact information (e.g. postal address, telephone and mobile numbers, email address and user names on various social media websites);
- Your photos;
- Your payment related information, such as your bank account or credit card information, and your credit history;
- Personal opinions made known to us (e.g. marketing preferences, feedback or responses to surveys);
- Information and interactions with us pertaining to your order (e.g. telephone recordings, order details);
- Your employment history;
- Information relating to a related third party (e.g. information of your next of kin, spouse, children, parents, and/or employees); and
- Information about your usage of and interaction with our website and/or services including computer and connection information, device capability, bandwidth, statistics on page views and traffic to and from our website.

1.2 How and When We Collect Your Personal Data

Elsie's Kitchen may collect your personal data in the following situations:

- When you register for, access, or use any of our websites, services, or online platforms, including making online transactions or creating an account
- When you interact with our employees, including customer service representatives
- When you engage or transact with us for our products or services
- When you request us to contact you or provide additional information
- When you subscribe to our mailing lists or marketing communications
- When you participate in our promotions, campaigns, or initiatives
- When you submit a job application or employment-related information
- When we receive your personal data from business partners or third parties (e.g. referrals)
- When you voluntarily provide your personal data to us for any other purpose

When you browse our website, you generally do so anonymously. Please refer to Section 2 for information on cookies and related technologies.

1.3 Purposes for the Collection, Use and Disclosure of Your Personal Data

Elsie's Kitchen may collect, use, and disclose your personal data for the purposes outlined below.

If you are a Customer:

- Process orders, purchases, and payments
- Maintain records of your order and purchase history
- Communicate with you regarding our products, services, policies, or terms and conditions
- Respond to enquiries, feedback, or customer support requests
- Conduct data analysis and improve our products, services, and website experience
- Investigate and resolve complaints, disputes, or claims

- Inform you of new products, services, promotions, and special offers
- Invite you to events or functions and collect feedback
- Carry out purposes that are reasonably related to the above

If you are a Vendor / Business Partner:

Your personal data may be used to:

- Conduct due diligence or background checks as required by law or internal policies
- Facilitate the supply of goods and services to Elsie's Kitchen
- Evaluate and improve our products, services, and vendor relationships
- Assess products or services provided by vendors or business partners
- Organise and manage participation in corporate or industry events
- Carry out purposes that are reasonably related to the above

If you are a prospective employee / employee:

Your personal data may be used to:

- Process job applications and conduct pre-employment checks
- Obtain and provide employment or character references
- Assess suitability, performance, and development needs
- Organise training and staff development programmes
- Administer payroll, benefits, and employment-related matters
- Provide tools and resources necessary for your role
- Communicate with you in accordance with company policies and business needs
- Carry out purposes that are reasonably related to the above

1.4 Use of Personal Data for Marketing Purposes

From time to time, Elsie's Kitchen may use your personal data to provide you with information about our products, services, special offers, promotions, or contests that may be of interest to you or for which you may be eligible.

Marketing communications may be sent to you via various channels, including but not limited to email, direct mail, SMS, telephone calls, facsimile, and other mobile messaging services.

If you wish to stop receiving marketing communications or to change how your personal data is used for marketing purposes, you may contact us at **marketing@elsiekitchen.com.sg**.

Please note that even if you opt out of marketing communications, we may still send you non-marketing messages such as service updates, surveys, or customer service-related notices.

1.5 Disclosure of Personal Data

Elsie's Kitchen takes reasonable measures to protect your personal data from unauthorised disclosure. Subject to applicable laws, your personal data may be disclosed for the purposes described in this Policy to the following parties, whether located in Singapore or overseas:

- Elsie's Kitchen and/or its affiliated companies
- Business partners, vendors, service providers, contractors, or agents engaged by us
- IT and outsourcing service providers, including data hosting and email service providers
- Banks, credit card companies, and payment service providers
- Professional advisers such as auditors, lawyers, tax advisers, and insurers
- Any other party where you have provided consent for such disclosure

We require all third parties to whom personal data is disclosed to implement appropriate safeguards and to process personal data only for purposes consistent with this Policy or for purposes for which consent has been obtained.

We may also disclose personal data where necessary:

- To comply with applicable laws, regulations, or listing rules
- In response to requests from law enforcement or government authorities

- To comply with court orders or directions from regulatory authorities
- For the purposes of investigations, legal proceedings, or dispute resolution

Section 2: Cookies And Related Technologies

2.1 Servers & Cookies

Elsie's Kitchen's websites are hosted on third-party servers. When you access our websites, certain non-personal data may be automatically collected, such as browser type, operating system, referring website, number of visits, time spent on the site, and pages viewed. This information is used to analyse website usage and improve our website performance and content.

We may also use cookies to recognise your device on subsequent visits. You may disable cookies through your browser settings; however, doing so may affect the functionality or accessibility of certain parts of our websites.

2.2 Third-party Websites

Our websites may contain links to third-party websites not operated or maintained by Elsie's Kitchen. We are not responsible for the privacy practices of such third-party websites. We encourage you to review their privacy policies directly should you have any concerns.

Section 3: Withdrawal of Consent, Access and Correction of Personal Data

3.1 Withdrawal of Consent

You may withdraw your consent to the collection, use, or disclosure of your personal data at any time by contacting our Data Protection Officer.

Upon receipt of your request, we will acknowledge it within **7 days** and inform you within **30 days** of the likely consequences of withdrawing your consent. We will cease using and disclosing your personal data within **30 days** of acknowledgement, unless otherwise required by law. Relevant third parties will also be notified where applicable.

Please note that withdrawing consent may affect our ability to continue providing products or services or to maintain contractual relationships with you. Certain legal or operational consequences may continue to apply.

We may retain your personal data after withdrawal of consent where required for legal or regulatory purposes.

3.2 Access to Personal Data

You may request access to your personal data records held by us. An administrative fee may apply to cover reasonable costs incurred in processing your request. We will inform you of any applicable fee upon receiving your request.

Upon receipt of payment, we will respond within **30 days**, or notify you if additional time or information is required.

3.2 Updates & Correction of Personal Data

We take reasonable steps to ensure that personal data is accurate and up to date. If you believe that any personal data we hold about you is inaccurate or incomplete, please contact our Data Protection Officer with the relevant details. Supporting documentation may be requested where necessary.

Section 4: Security And Retention

4.1 Security

Elsie's Kitchen implements reasonable administrative, physical, and technical safeguards to protect personal data from unauthorised access, loss, misuse, or disclosure. These measures include:

- Physical security controls
- Restricting access to authorised personnel only
- Use of passwords, firewalls, and anti-virus protection

While we strive to protect your personal data, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

4.2 Retention of Personal Data

Personal data will be retained only for as long as necessary to fulfil the purposes outlined in this Policy or as required by law.

For unsuccessful job applicants, personal data will be retained for up to **one (1) year** for consideration for future employment opportunities, unless otherwise requested.

Section 5: Governing Law

This Policy is governed by and construed in accordance with the laws of Singapore. You agree to submit to the exclusive jurisdiction of the courts of Singapore for any dispute arising out of or in connection with this Policy.

Amendments and Updates of the Policy

Elsie's Kitchen may update this Policy from time to time to reflect changes in our practices or applicable laws. The latest version of this Policy will be made available on our website and will apply to all interactions with us from the effective date onward.