**Data Protection Notice**

1. This Data Protection Notice is issued by Phoenix Prints Pte. Ltd. (**“Phoenix Prints”**, **“we”**, or **“us”**).
2. We are committed to protecting the personal data about you that we have in our possession or that is under our control and do so in accordance with the Personal Data Protection Act 2012 (**“PDPA”**).
3. This Data Protection Notice sets out the basis on which we collect, use, or disclose personal data about you. Personal data is any data that identifies you either by itself (such as your NRIC) or when combined with other data available to us (such as your name combined with your handphone number or residential address).
4. Please read this Data Protection Notice carefully and contact our Data Protection Officer if you have any questions about it or about how we collect, use, or disclose personal data about you.
5. **Personal Data we may collect about you:**

We may collect the following personal data about you:

1. Personal data you give to us: You may give us personal data about you by filling up forms on our site (<https://www.phoenixprints.org/>) (**“our site”**) or by otherwise interacting with us (such as by phone, e-mail, and social media). This includes personal data you provide when you register to use our site, subscribe to our service(s), search for a product, place an order on our site, interact with us via social media, enter a competition, promotion, or survey, and when you report a problem with our site. The personal data you give us may include your name, address, e-mail address, phone number, financial and credit card information, personal description, and photograph(s).
2. Personal data we collect about you: With regard to each of your visits to our site, we may automatically collect the following information using cookies and/or other similar technology:
* Technical information, including the Internet protocol (**“IP”**) address used to connect your device to the Internet, your login information, browser type and version, time zone settings, browser plug-in types and versions, operating system, and platform;
* Information about your visit, including the full Uniform Resource Locators (**“URL”**) clickstream to, through, and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to contact us.
1. Personal data we collect from other sources: We may receive personal data about you if you use any of the other websites we operate or the other services we provide. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment, and delivery services, advertising platforms, analytics providers, search information providers, credit reference agencies) and may receive personal data about you from them.
2. **How we use personal data about you:**

We use personal data about you in the following ways:

1. Personal data you give to us: We will use this personal data with your consent (where consent is required):
* To carry out our obligations arising from any contracts entered into between you and us to provide you with the information, products, and services that you request from us;
* To provide you with information about goods or services we feel may interest you;
* To notify you about changes to our products and/or services; and
* To ensure that content from our site is presented in the most effective manner for you and for your device.
1. Personal data we collect about you: We will use this personal data with your consent, where consent is required:
* To administer our site and for internal operations, including troubleshooting, data analysist, testing, research, statistical, and survey purposes;
* To improve our site to ensure that content is presented in the most effective manner for you and for your computer;
* To allow you to participate in interactive features of our site and/or services, when you choose to do so;
* As part of our efforts to keep our site safe and secure;
* To measure or understand the effectiveness of advertising and to deliver relevant advertising to you; and
* To make suggestions and recommendations to you and other users of our site about goods and/or services that may interest you or them.
1. Personal data we collect from other sources: We may combine this personal data with personal data you give to us and personal data we collect about you. We may use this personal data and the combined personal data for the purposes set out above (depending on the types of personal data we collect).
2. **Disclosure of your personal data:** We may share your personal data with your consent (where consent is required) with selected third parties, including:
3. Business partners, suppliers, and sub-contractors for the performance of any contract we enter into with them or you;
4. Advertisers and advertising platforms that require the personal data to select and serve relevant adverts to you and others; and/or
5. Analytics and search engine providers that assist us in the improvement and optimisation of our site.
6. We may disclose your personal data to third parties:
7. In the event that we sell or buy any business assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
8. If Phoenix Prints or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets; and
9. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property, or safety of Phoenix Prints, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
10. **Where we store your personal data:** The personal data that we collect from you may be transferred to, and stored at, a destination outside Singapore. It may also be processed by staff operating outside Singapore who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details, and the provision of support services. By submitting your personal data, you agree to this transfer, storage, and/or processing. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Data Protection Notice.
11. Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site – any transmission is at your own risk. Once we have received personal data about you, we will use strict procedures and security features to prevent unauthorised access.
12. We will securely delete or destroy documents containing any personal data about you when we no longer need it for the purpose(s) for which we collected and retaining it is no longer necessary for legal or business purposes.

**Your rights**

1. Where you have consented to us collecting, using, or disclosing personal data about you, you have the right to withdraw that consent.
2. However, if you withdraw your sent, this may lead to us being unable to provide you with our products and/or services.
3. You have the right to access the personal data about you that is in our possession or under our control and for information about how we have, or may have, used or disclosed it during the 12 months prior to your request. We may charge you a fee for providing this to you. If we intend to do so, we will provide you with the information about the fee prior to charging it.
4. You have the right to require us to correct any error or omission in the personal data about you that is in our possession or under our control. If we make such a correction, we will notify all third parties who may be making any decision that affects you so that they can take the corrected personal data into account.
5. You may exercise any of these rights by writing to our Data Protection Officer at the contact details given below. We may require you to give us evidence of your identity before acting on your request.
6. Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers, and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please review these policies before you submit any personal data to these websites.

**Changes to our Data Protection Notice**

1. Any changes we may make to our Data Protection Notice in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Data Protection Notice. This Data Protection Notice was last updated on 23 January 2025.

**Contact**

1. We welcome questions, comments, and requests regarding this Data Protection Notice. Please address them to our Data Protection Officer at Contact@PhoenixPrints.org.
2. We sincerely hope that you do not have any complaints about how we collect, use, or disclose personal data about you. However, if you do, please direct them to our Data Protection Officer so we may address them.