



## AMARA HOLDINGS LIMITED

### **Creative Investments Pte Ltd, TTH Development Pte Ltd, Residential Development Pte Ltd, Amara Hotel Properties Pte Ltd, Amara China Investments Pte Ltd (hereby known as “Amara Group”) - Personal Data Protection Policy**

Effective as of 12 July 2021

At **Amara Group**, we strive to ensure that your Personal Data is secured and protected, in compliance with Singapore Personal Data Protection Act 2012 (No. 26 of 2012), and that it is used responsibly to deliver services and products of a standard that exceed your expectations.

This Policy will state the information we are collecting, using and disclosing in order to provide services and products to our customers as well as improvements to your experiences and provide updates on new residential commercial developments launched by the **Amara Group**.

By accessing and entering this site, you agree to the terms set forth in this Policy.

### **PURPOSE OF COLLECTING AND USING PERSONAL DATA**

#### Type of Personal Data We Collect

The information we may collect from you includes your name, gender, Identification Numbers, e-mail, contact and fax numbers for the purpose of arranging viewing of sales units or sales gallery, enquiries, the purchase or leasing of residential or commercial properties.

#### Purpose for Data Collection and Use

Viewing appointments for sales units, sales gallery  
Facilitate sale or lease of residential or commercial properties  
Analysing financial and performance reports for the Amara Group Management  
Market research via feedback, service quality audits and analysis and review of service standards  
Marketing and communications of products and services offered by the **Amara Group** and its affiliates (which include malls, hotels and restaurants) / partners

## How we use and disclose your Personal Data

We may disclose your information to affiliates or third parties:

- when we have your consent
- trusted third party service providers, under contract with the **Amara Group**, which require your information for transactional, analytical or management services such as legal services and market research
- to comply with legal, law enforcement and regulatory requirements
- in case of emergency and security concerns (eg police investigation)

Third party service providers and affiliates will comply with Singapore Personal Data Protection Act 2012 (No 26 of 2012) and applicable laws to ensure that your Personal Data is secure and protected with the fulfilment of delivery of products and services.

While we urge all trusted and carefully selected third party service providers to adhere with strict compliance to the Personal Data Protection Act, we do not hold any responsibilities for their omission or lapses when handling your Personal Data. Rest assured that we do not sell nor trade your Personal Data.

## **CONSENT**

Consent is deemed to be given when you register for viewing appointments or submit your request via email or via our website.

We will keep you updated on special offers, promotions, events or any news which may be of interest and related to the **Amara Group** and its affiliates via mail, email or telephone.

## **WITHDRAWAL OF CONSENT AND UNSUBSCRIBE**

You can withdraw your consent at any time by submitting a request stating clearly your Personal Data to: [dataprotection@amarahotels.com](mailto:dataprotection@amarahotels.com) with reasonable notice and we will endeavour to respond within a reasonable timeframe.

You can also opt to unsubscribe from our email database by clicking on the 'Unsubscribe' link located on the EDM or marketing email sent to you.

## **ACCESS, UPDATE AND STORAGE OF PERSONAL DATA**

To access and update your Personal Data, we will require you to furnish us with your current Personal Data so as to retrieve the Data and verify the authenticity of the request. The request can be sent via email only to: [dataprotection@amarahotels.com](mailto:dataprotection@amarahotels.com). An access fee may be levied.

Personal Data may be stored indefinitely due to financial or legal regulatory requirements.

## **SECURITY AND RETENTION**

Personal data collected will be stored in a secure environment on servers protected by 'firewalls' against external users or unauthorised access. It can only be accessed by authorised persons.

Personal Data submitted on our website are encrypted and protected with industry standard SSL (secure socket layer) communication protocol.

To the best of our endeavours, we will have security measures and procedures in place to secure and protect your Personal Data. However, we cannot guarantee the security of information transmitted over the internet.

### Cookies

A cookie is a unique identifier located in your computer hard drive or mobile devices when you visit our website. It does not reveal your Personal Data or identity but remembers you (via your internet protocol address on your computer or mobile devices) and your preferences when you visit our website.

Cookies can be disabled via your internet web browser setting but this may disrupt, delay or affect your user experience when you browse or make bookings via our website.

## **TRANSFER OF PERSONAL DATA TO OTHER COUNTRIES**

We currently have no residential properties abroad.

## **MINORS**

If you are below age of 16, please do not submit any personal data. Guardians of a minor can request for erasure of data if they suspect that data may have been submitted via our website.

## **LINKS TO OTHER WEB SITES**

We will not be responsible for your Personal Data once you leave our website for a third party site. You are advised to peruse the Privacy Policy of the third party sites you are visiting. This includes sharing information via third party social media sites such as Facebook or Instagram.

## **CONTACT US**

If you do not wish to receive any promotional updates or news from us, withdraw consent or to access and update your Personal Data, please contact our Data Protection Officers via: [dataprotection@amarahotels.com](mailto:dataprotection@amarahotels.com)

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## **UPDATES OF POLICY**

This Policy may be updated from time to time to comply with legal, regulatory or business requirements and environment. As no prior notice will be issued, please visit this page to peruse changes or updates to the Policy.

Your continued use of this website and our services constitute an agreement to the new and updated Policy.

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