

DATA PRIVACY NOTICE

(Customers' Shopping Registration)



STATEMENT OF POLICY

The Duty Free Philippines Corporation (DFPC), respects the right to privacy and the confidentiality of information of our OFWs, Balikbayans and regular Filipino travelers. When you interact with us, we will only collect, store, disclose, transfer and use your personal data as outlined in this privacy notice. To ensure that your right to privacy is protected in the course of our dealings, we will only process your personal data as may be allowed under Philippines' Data Privacy Act of 2012, its Implementing Rules and Regulations, and all relevant government regulations and issuances on the matter. It is recommended that you read this privacy notice to understand how we collect, use, and process, store and dispose your personal data.

WHAT INFORMATION DO WE COLLECT AND PROCESS:

The DFPC may collect and process the following personal data and non-personal data:

A. PERSONAL DATA:

1. Name, Passport Number/Seaman's Book Number, birthday/age, nationality, gender, civil status, landline/mobile number, Philippine address/Office address, Email address;
2. Shopping Card Number;
3. Video footage for security monitoring;
4. Photograph(s) when you participate in events hosted by Duty Free Philippines Corporation;
5. IP address;
6. Financial account information such as credit history, bank account, credit card, and debit card information.

B. NON-PERSONAL DATA:

1. Country of origin, flight number, flight date, income range, reason for travel, length of stay abroad, Customers classification, tour guide and travel agency;
2. Comments, feedback, questions or suggestions, and other information on subjects which may interest you whenever you participate in a DFPC conducted survey or interact with us in various ways;
3. Communication that DFPC receives from you related to the service or through any other statement such as email, correspondence, fan page, as well as other DFPC portal; and
4. Location and activity information that may be transmitted from your smartphone handset or other location- aware device when you use the service.

HOW WE USE YOUR INFORMATION:

We use the information collected to deliver and provide the products and services that you have availed to:

- a) Facilitate, register and process shopping cards;
- b) Respond to query(ies), request(s), complaint(s) and to improve our interaction with you;
- c) Reach out regarding our products, services, advertisements, including offers, promotions, discounts and

rewards;

d) Personalize your experience with our various touchpoint such as our store outlets, e-mail, SMS and other channels;

f) Determine the effectiveness of our marketing efforts and initiatives;

g) Communicate with you by post, telephone, email, SMS, about your online order(s), purchase(s), or services availed of;

h) Grant access and maintain the security within our premises; and

i) To comply with legal, regulatory, and contractual requirements or obligations.

As we respect your privacy, DFPC will only use your personal data for this purposes when you are aware thereof and if required, we will request your consent prior to using your personal data.

The DFPC will not re-use your personal data without your consent and only after the declared and specified purpose.

HOW DFPC COLLECT YOUR PERSONAL DATA:

When you access our website, communicate or interact with us in various portals, DFPC may collect your personal data and non-personal data:

1. Personal data sent to us by your web browser

Your web browser may automatically send us personal data, which may include your IP address, location, or non-personal data as well as the pages you access, the operating system you use, and the name and version of your web browser. These are collected to improve your browsing experience.

You may want to check your web browser to know more about the personal data sent to us by your web browser and modify your web browser settings as you see fit.

2. Personal data collected by placing cookies and similar technologies on your computer

DFPC sites may use "cookies," small text files that can be read by a web server in the domain that put the cookie on your hard drive. We may use cookies to store your preferences and settings, help with sign-in, provide targeted ads and analyze site operations.

If you do not wish to receive cookies, you may modify your web browser settings to turn them off or delete them from your computer. If you reject our cookies, however, our website may not function properly.

We also use web beacons to help deliver cookies and compile analytics. These may include third-party web beacons, which are prohibited from collecting your personal information.

You have a variety of tools to control cookies and similar technologies, including:

- a) Browser controls to block and delete cookies;
- b) Advertising controls; and
- c) Controls from some analytics providers to opt out of data collection in web beacons.

3. Personal data you knowingly and voluntarily provide

DFPC may also process the personal data you knowingly and voluntarily provide when you contact us. The personal data you provide will then be used to provide the service you requested. For instance, when you e-mail us a query, necessarily, we will collect your name and e-mail address to reply back.

Why does DFPC collect and process your personal data:

DFPC collects only the personal data needed to effectively serve you. For various purposes such as customer service, market research, and business development, including the personal data collected to respond to your queries, to process your requests, applications and to create services that will respond to

your needs, and to otherwise carry out our business operations.

Where does DFPC store your personal data:

Your personal data is stored in our Data Center controlled by Duty Free Philippines Corporation, the Personal Information Controller (PIC) with principal office address at Fiestamall, Ninoy Aquino Avenue, Columbia Complex, Parañaque City.

For how long does DFPC retain your personal data:

DFPC will retain your personal data as provided by existing rules and regulations and to the extent necessary in fulfilling the purposes outlined in this privacy notice and communicated to you (e.g. for government mandated use such as reportorial requirements and lawful order of any court or tribunal), unless a longer period is allowed or required by law.

To whom are your personal data disclosed:

DFPC will not disclose your personal data to third parties without your consent. It may however share your personal data to other government agencies in order to fulfill the purpose for which it was originally collected and consented to and in further compliance to the Data Privacy Act 2012, its Implementing Rules and Regulations, and all relevant regulations and issuances on privacy and data protection.

We may also share your personal data with third parties who perform services for us. Under such circumstances, we require our service providers to limit the use of your personal data to extent necessary to fulfill our transaction with you, its use and only for the purpose to which you consented to. Our service providers will not process your personal data for any other purpose to which DFPC have not agreed to.

Finally, we may share your personal data to unrelated third parties, upon your request and when we are legally required to do so, or when we believe it is necessary to protect and/or defend our rights, property, or safety, and those of other individuals. Nevertheless, we will take utmost care of your personal data.

How DFPC dispose your personal data:

Your personal data shall be disposed in a secure manner after the required retention period. Paper records are to be shredded properly while storage media of the digital devices must be electronically wiped/deleted, including back up data, to ensure that stored personal data are beyond recovery.

What are your rights relative to your Personal Data:

The Data Subject shall have the following rights in connection with the processing of his/her Personal Data:

1. Right to Information
2. Right to Object;
3. Right to Access;
4. Right to Rectification/Correct;
5. Right to Erasure or Blocking;
6. Right to Damages;
7. Right to Portability; and
8. Right to file a Complaint

How such rights may be exercised:

To exercise said rights, the Data Subject may write us indicating therein the right he/she wishes to exercise with respect to his/her Personal Data, and transmit the same to DFPC through its Data Protection Officer.

How to contact the Data Protection Officer:

If you have any questions and/or concerns regarding your personal data, you may contact our Certified Data Protection Officer thru the following contact details:

Data Protection Officer

Tel #: (02) 552-43-37 local 3136

Email address: manalogs@dfp.com.ph

How you will be notified of changes to our policy:

DFPC reserves the right to modify this Data Privacy Notice at any time in our sole discretion, and will publish notice of any such modification on our Facebook page and website. Any modification is effective immediately upon posting.

Prepared by:



GEORGE S. MANALO

Data Protection Officer

Certified DPO by TUV Rheinland

Approved/Disapproved:



VICENTE PELAGIO A. ANGALA

Chief Operating Officer

