

# PRIVACY POLICY

**Last Updated: January 26, 2025**

## 1. INTRODUCTION

Elevate Cuts Pte. Ltd. ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with our marketing services.

Please read this Privacy Policy carefully. By providing your personal information to us, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy.

## 2. INFORMATION WE COLLECT

We collect the following personal information from you:

- **Contact Information:** Name, email address, phone number
- **Professional Information:** Job position/title
- **Technical Information:** When you visit our website, we may collect device information, IP address, and browsing activity through cookies and similar technologies (such as the Meta Pixel)

## 3. HOW WE USE YOUR INFORMATION

We use your personal information for the following purposes:

- To provide and improve our marketing services
- To communicate with you about our services
- To respond to your inquiries
- To maintain and improve our website and services
- To comply with legal obligations
- To advertise and market our services to you and others through platforms such as Meta (Facebook and Instagram)
- To analyze the effectiveness of our marketing campaigns

## 4. DATA RETENTION

We retain your personal information indefinitely unless you request deletion. This allows us to provide ongoing services and maintain business relationships. You may request deletion of your data at any time by contacting our Data Protection Officer.

## 5. COOKIES AND TRACKING TECHNOLOGIES

We may use cookies and similar tracking technologies (like the Meta Pixel) on our website to collect information about your browsing activities. These technologies help us analyze website traffic, customize content, and deliver targeted advertisements.

The Meta Pixel is a tracking tool that allows us to measure the effectiveness of our advertising by understanding the actions people take on our website. The Meta Pixel may collect information such as your IP address, time, referring website, browser type, and pages visited.

You can control cookies through your browser settings. However, disabling cookies may limit your ability to use certain features of our website.

## 6. DISCLOSURE OF YOUR INFORMATION

We do not sell, trade, or otherwise transfer your personal information to outside parties except as described below:

- **Service Providers:** We may share your information with trusted third parties who assist us in operating our website, conducting our business, or providing services to you (such as Meta for advertising purposes).
- **Legal Requirements:** We may disclose your information when we believe release is appropriate to comply with the law, enforce our policies, or protect our or others' rights, property, or safety.

## 7. DATA SECURITY

We implement reasonable security measures to maintain the safety of your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## 8. YOUR DATA PROTECTION RIGHTS

Under Singapore's Personal Data Protection Act (PDPA), you have the right to:

- Access the personal information we hold about you
- Correct inaccurate or incomplete information
- Withdraw consent for the collection, use, or disclosure of your personal information
- Request deletion of your personal information

To exercise these rights, please contact our Data Protection Officer using the contact information provided below.

## 9. THIRD-PARTY LINKS

Our website may contain links to third-party websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party websites or services.

## **10. CHILDREN'S PRIVACY**

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we learn we have collected personal information from a child, we will delete that information.

## **11. CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date.

## **12. CONTACT US**

If you have any questions about this Privacy Policy or our data practices, please contact our Data Protection Officer:

**Amos Tan, CEO and DPO**

Email: [amos@elevatedigital.sg](mailto:amos@elevatedigital.sg)

Elevate Cuts Pte. Ltd.

Singapore