

Privacy policy

This privacy policy applies between you, the User of this Website and R/GA Creative Pte Ltd (“Agency”), the owner and provider of this Website. Agency takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Please read this privacy policy carefully.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data	collectively all information that you submit to Agency via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Data Protection Laws	any applicable law relating to the processing of personal Data, including but not limited to the Privacy and Personal Information Protection Act 1998, including the PDPA and GDPR, and all and any other national or state implementing laws, regulations and secondary legislation;
GDPR	the General Data Protection Regulation (EU) 2016/679 as may be amended, consolidated, re-enacted or replaced from time to time and any national implementing laws, regulation(s) and secondary legislations;
PDPA	the Personal Data Protection Act 2012 of Singapore as may be amended, consolidated, re-enacted or replaced from time to time.;
Agency, or us	R/GA Creative Pte Ltd, a company with registered number 197201504M and registered address at 40A Orchard Road, #05-01, Macdonald House, Singapore 238838;
User or you	any third party that accesses the Website and is not either (i) employed by Agency and acting in the course of their employment or (ii) engaged as

	a consultant or otherwise providing services to Agency and accessing the Website in connection with the provision of such services; and
Website	the website that you are currently using, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this privacy policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

- 3. This privacy policy applies only to the actions of Agency and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
- 4. For purposes of the applicable Data Protection Laws, Agency is the "data controller". This means that Agency determines the purposes for which, and the manner in which, your Data is processed.

Data collected

- 5. We may collect the following Data, which includes personal Data, from you: email addresses.

Data that is given to us by you

- 6. Agency will collect your Data when you elect to receive marketing communications from us, in accordance with this privacy policy.

Our use of Data

- 7. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us to provide you with details of the event, in accordance with this privacy policy.

8. When you register with us, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.

Who we share Data with

9. We may share your Data with our employees when implementing the software for the company as well as handling data used within the software, in accordance with this privacy policy.

Keeping Data secure

10. We will use technical and organisational measures to safeguard your Data, including:
 - a. Storing your Data on secure servers.
 - b. Restricting access to Data on a 'need to know' basis.
11. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: promptingfeelings@rga.com.

Data retention

12. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.
13. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

14. You have the following rights in relation to your Data:
 - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
 - b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
 - c. **Right to erase** - the right to request that we delete or remove your Data from our systems.
 - d. **Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.
 - e. **Right to data portability** - the right to request that we move, copy or transfer your Data.
 - f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.

15. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: promptingfeelings@rga.com.

16. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Links to other websites

17. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Changes of business ownership and control

18. Agency may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Agency. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

19. We may also disclose Data to a prospective purchaser of our business or any part of it.

20. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

General

21. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

22. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

23. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

24. This Agreement will be governed by and interpreted according to the laws of Singapore. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the Courts of Singapore.

Changes to this privacy policy

25. Agency reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website

following the alterations.

You may contact Agency by email at promptingfeelings@rga.com.

Attribution

26. This privacy policy was created on 21 August 2023.