



## **PRIVACY POLICY / PRIVACY STATEMENT**

WOK HEY Pte Ltd ("WOK HEY", "our", "us" and "we") is committed to protecting your privacy in accordance with the Singapore Personal Data Protection Act 2012 ("PDPA"). This Privacy Policy is also referred to as Privacy Statement.

## **HOW WE COLLECT YOUR PERSONAL DATA**

"Personal Data" refers to data about an individual who can be identified from that information, or from that data and other information to which we have or are likely to have access.

Examples of the types of personal data you may provide to us include, but are not limited to, your name, contact number (telephone/mobile), mailing address (residential and/or billing), network data (such as IP address or device identifiers), and any other information relating to an identified or identifiable individual that you have submitted to us through any forms, applications, or via any other method of interaction.

This Privacy Policy outlines our practices concerning your Personal Data collected or processed when you utilize our services. This encompasses interactions such as making purchases or browsing through our websites/subdomains (the "Sites") or self-ordering kiosks, participating in promotions, offering feedback or reviews, contacting customer service, subscribing to marketing communications, or visiting our physical premises.

Providing your Personal Data is voluntary. However, if you choose not to provide the requested information, we may not be able to provide you with the products or services you request, or the quality of those services may be affected.

## **HOW WE USE YOUR PERSONAL DATA**

We may use your Personal Data for the following purposes set out in the list below ("Purposes"):

- to send you updates and information about your orders;
- to fulfill your orders and process payments and refunds;
- to provide customer support and respond to your inquiries;
- to plan and run marketing campaigns;

- to send you alerts, promotions, offers, and news about our products via email, SMS, social media, and other messaging applications (e.g. WhatsApp, Telegram, LINE, Viber, and WeChat);
- to manage your participation in contests, promotions, and special events;
- to conduct data analytics, including consumer research, trend analysis, and financial analysis;
- to analyze, operate, evaluate, and improve our business, products, services, marketing, and online platforms;
- to investigate accidents, incidents, or claims that may occur on our premises;
- to protect against fraud and other illegal activities;
- to comply with all applicable court orders, laws and regulations.

We reserve the right to disclose your Personal Data in the following circumstances: (a) to comply with applicable laws, regulations, legal processes, or enforceable governmental requests; (b) in response to a valid subpoena, search warrant, court order, or other lawful request from a competent authority; (c) to investigate, prevent, or take action regarding potential violations of our Terms of Service or other agreements; (d) to protect the security and integrity of our Sites, services, and systems; or (e) to protect our rights, property, or safety, or the rights, property, or safety of others.

## **HOW WE USE COOKIES**

When you visit our website, we use tools like cookies, pixels, and similar technologies (collectively called "Cookies"). These automatically gather anonymous information about the device you're using and how you browse our Sites.

Cookies might be stored on your device, in emails we send, or on our Sites. The data collected includes things like your browser type, IP address, time zone, which pages you visit, how you found our Sites (e.g., search terms or other websites), and how you interact with our pages.

## **MANAGING YOUR COOKIE PREFERENCES**

You have the option to disable, block, or turn off cookies. However, please know that doing so might affect your experience – some features of our website or Services may not work correctly or be available.

**How to Adjust Settings:** You can manage cookies by changing your internet browser's settings. Look for options typically located in the "History," "Preferences," "Settings," or "Privacy" section. Your browser's help guide will have specific instructions. (These sections often also allow you to clear browsing history or cache).

## **LINKS TO OTHER WEBSITES AND SOCIAL MEDIAS**

Our online services may feature links to external websites or social media platforms operated by third parties, not by us. When you follow such links, you should check the privacy policies, terms, and other rules applicable to those sites.

WOK HEY does not control and is not responsible for the policies or practices of any third-party websites or services. The handling of any information you submit to them is subject to their own policies.

## **PERSONAL DATA OF MINORS**

Our Sites are not intended for individuals under the age of majority in your country, state or province of residence, or that you are the age of majority in your country, state or province of residence.

Parents or legal guardians should ensure that individuals under their care ("minors") do not submit Personal Data to us. In the circumstance where a minor's Personal Data is disclosed to us, the parent or guardian is deemed to consent to the processing of the minor's Personal Data, accept this Privacy Policy, agree to be bound by its terms, and assume responsibility for the minor's conduct.

## **DISCLOSURE OF PERSONAL DATA**

To help us provide our services and operate effectively, we may need to share your Personal Data with companies that support our business (service providers) or collaborate with us (business partners). These include partners who assist with:

- processing payments;
- storing data in the cloud;
- managing documents and records;
- advertising, marketing, and related platforms;
- analyzing data;
- conducting research;
- educational or training initiatives;
- providing and supporting our core technology, including computer systems, networks, and potentially internet-connected device (IoT) systems.
- in the event of a proposed or actual merger, acquisition, financing, sale of assets, or any other situation where some or all of WOK HEY's business assets might be transferred; and
- essential operations, such as those offering software platforms (SaaS) or managing promotions, contests, and prize draws. This sharing only occurs when necessary for them to perform these functions. We strictly authorize these providers to use or disclose your Personal Data solely for the purpose of carrying out the services on our behalf, and not for any independent use.

## **USE OF CCTV**

We use closed-circuit television (CCTV) cameras at our physical restaurant locations for the safety and security of our customers, staff, and property. These cameras may record images and video footage of individuals within their field of view. Clear and visible signs are placed at our physical locations to notify visitors about the use of CCTV cameras.

## **PURPOSE OF CCTV MONITORING**

The primary purpose of our CCTV monitoring is to enhance safety and security on our premises. This includes deterring and detecting criminal activity such as theft, vandalism, or assault, ensuring the safety and well-being of both the public and our staff, and investigating any accidents, incidents, or claims that may occur.

In limited circumstances, we may also use anonymized or aggregated CCTV data, with safeguards to ensure no individuals are identified, to analyze customer traffic flow and improve operational efficiency. Finally, we use CCTV footage as necessary to comply with applicable laws, regulations, or legal requests from authorities.

## **TYPES OF DATA COLLECTED VIA CCTV**

The CCTV cameras may capture the following types of data:

- Images and Video Footage: Recordings of individuals, their actions, and their surroundings.
- Date and Time Stamps: Information about when the recordings were made.
- Camera Location: Information about the specific camera that captured the footage.

## **DISCLOSURE OF CCTV FOOTAGE**

We disclose CCTV footage only under limited and necessary circumstances. Primarily, this may involve sharing footage with law enforcement or government authorities when required by law or legal process, or if we have a good faith belief that disclosure is necessary to prevent harm or investigate potential criminal acts. We may also provide footage to our legal advisors for handling legal proceedings or claims, and to our insurance providers in connection with relevant incidents or claims.

Separately, third-party service providers who help install, maintain, or operate our CCTV systems might need access to footage to perform their duties. When this occurs, these providers are required by contract to uphold the confidentiality and security of the footage they access on our behalf.

## **RETENTION OF PERSONAL DATA**

We retain your Personal Data strictly for the period required to fulfill the purposes outlined in this Privacy Notice, unless a longer retention duration is mandated or permitted by applicable law (such as Singapore's PDPA).

Retention periods are not uniform; they vary based on criteria including the nature of the Personal Data, the specific reasons for its collection and processing, and pertinent legal or business operational requirements.

## **OUR COMMITMENT TO DATA SECURITY**

WOK HEY is dedicated to safeguarding your Personal Data through reasonable security arrangements, consistent with Singapore's PDPA obligations. We utilize appropriate legal, physical, administrative, and technical controls designed to protect your data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access.

However, please recognize that data transmission over the internet inherently carries risks. Despite our security efforts, no online service, website, mobile app, or computer system can provide a 100% guarantee of absolute security.

Once your Personal Data is no longer needed for the stated purposes, nor required for legal or business reasons, we will cease retaining it. This is achieved either by anonymizing the data so it can no longer identify you, or by securely disposing of it. Secure disposal methods employed include shredding physical files, secure electronic deletion, and physical destruction of storage hardware. We may carry out these procedures ourselves or engage reputable third-party data destruction services to ensure secure and compliant disposal.

## **ACCESS, CORRECTION AND DELETION OF PERSONAL DATA**

To make a request regarding your Personal Data (such as access, correction, or deletion), please email us using the contact information found at the end of this Privacy Policy. To ensure the security of your data, we will need to verify your identity before processing your request and may ask for additional details to help us respond accurately.

Please understand that fulfilling certain requests, especially for deletion, might impact our ability to provide ongoing services. In line with Singapore's PDPA, a reasonable fee may be charged for access requests; we will notify you of any applicable fee before processing your access request.

## **CHANGES TO THIS PRIVACY POLICY**

We reserve the right to review, modify, update or amend the terms in this Privacy Policy from time to time. We encourage you to check this page periodically to stay informed about our current privacy practices.

**CONTACT US**

If you have questions about this Privacy Policy, please direct your email to our Data Protection Officer at [dpo@wokhey.sg](mailto:dpo@wokhey.sg).