



PRIVACY POLICY

3rd April 2009

This is the privacy policy for the AsiaMalls Management Pte Ltd [<http://www.tampines1.com.sg>] web site (the "Site").

AsiaMalls Management Pte Ltd, and its subsidiaries and affiliated companies, (hereinafter referred to as "AsiaMalls", "us", "we" or "our") is committed to respecting and protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner.

We have provided this Privacy Policy Statement to help you understand how we collect, use and protect your information when you visit the Site. We wish to help you make informed decisions, so please take a few moments to read the sections below and learn how we may use your personal information.

This Privacy Policy covers the information you provide to us by or through this Site.

We are always seeking to improve and update the Site to further enhance your online experience. As a result, our policies may continue to evolve. As we implement new technology and provide new services, we will update our Privacy Policy. We reserve the right to change this Privacy Policy at any time without notice. We encourage you to refer to this page on an ongoing basis for our most current privacy policy and practices.

This notice should be read in conjunction with the Terms and Conditions of us for the Site.

Acceptance

By using these Site, you signify your agreement to this Privacy Policy. If you do not agree with this policy, please discontinue use of the Site immediately. Your continued use of the Site following any posting of changes to these terms will mean you accept those changes.

What Information Do We Collect?

We collect information that falls into 2 broad categories:

(1) Anonymous, or Non-Personally Identifiable Information

This is information that cannot be tied directly to personally identifiable information. We use this information to improve our site. This information helps us focus our resources on the features that are most popular with our customers. We may collect information regarding your IP address, type of computer operating system you are using, browser type, domain name, your activities while visiting our Site, content you accessed and access time. This information is used for our own research purposes and is separate from any personally identifiable information that you may submit via this site. We do not link IP addresses to any personal information. In rare instances, IP addresses may be used to assist in deterring and/or preventing abusive or criminal activity on the website.

(2) Personally Identifiable Information

Personal data is collected if and when you provide personal data to the Site. The following forms on this Site collect personally identifiable information:

- (a) Contact us - Information provided through this form will not be stored by us and will be used solely to respond to customer enquiries and/or service requests.
- (b) Site feedback - Information provided through this form will be used solely to provide enhances to the Site.
- (c) Register for news - Information in this form will be used to send our periodic Newsletter providing customer updates.

How Can I Control My Information?

You can always update or change the information you submitted by accessing the registration section of the Site and making the appropriate changes.

We also offer visitors the opportunity to “opt out” of having personal information shared with us such as unregistering from our newsletter, or unsubscribing to our emails.

Additionally, if a visitor wishes to update personal information or objects to any usage provided herein for any reason, he/she may send an email to the address set out below.

How Do We Use It?

Our primary goal in collecting information from you is to provide you with an efficient and customized experience while using our services. This allows us to enhance your online shopping experience, by providing products and services that meet your particular needs, and making your use of our Site more satisfying.

We may use your personal information to process and respond to inquiries and requests, conduct internal research on our user’s demographics, interests, and site usage, to better understand and service you, to provide you with personalized content, for internal business purposes such as data analysis and audits, and to send you email updates about important functionality changes to the Site.

We may use your personal information to send you special offers, information about new services, and other news items from us, our affiliates, and our partners.

As a general rule, we will not disclose any specific personal information that you submit to us about you in a manner that connects you with the personal information, except when we have your explicit permission or under special circumstances, such as when we believe in good faith that the law requires it.

We may disclose your personal information to certain third parties that we have hired to perform services on our behalf. We may also disclose your personal information as required by applicable law and may perform disclosures that are necessary or advisable to: (a) protect our rights, safety or property; (b) enforce the Terms of Use; (c) respond to your requests for customer service; (d) comply with legal process; or (e) comply with or as permitted by applicable laws and regulations.

We reserve the right to transfer any and all information we collect from Site users to an affiliate, as well as to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or disposition of all or any portion of our business, assets, or stock (including without limitation in connection with insolvency or any similar proceedings) with or to such third party.

We will not use your personal information in ways unrelated to the ones described above without providing you with an opportunity to opt-out or otherwise prohibit such unrelated uses.

We also may use and share non-personally identifiable information. The use and disclosure of such information is not subject to any restrictions under this policy. Additionally, we may take personally identifiable information and de-identify it and share it in a de-identified or aggregated form with third parties, advertisers and/or business partners in order to analyze site usage, improve our services, improve our user experience, or for similar purposes.

How Do We Protect Your Information?

The security of your information is important to us. We therefore exercise the utmost care in providing secure transmission of your information from your computer to our servers. Once we receive your transmission, we use reasonable industry standard efforts to safeguard the confidentiality of your information with reasonable administrative, physical, and electronic security measures to protect against the loss, misuse and alteration of your information, and the use of mechanisms such as firewalls and secure servers.

Due to the open nature of the internet, no data transmission over the internet can be guaranteed to be 100% secure. As a result, while we strive to protect your information, we cannot guarantee that any information stored on our servers, or transmitted to or from you, will be free from unauthorized access. By using this Site, you acknowledge that you understand and agree to assume these risks.

What Are “Cookies”?

To help make the Site more responsive to our visitors’ needs, we use a standard feature of the browser software called a “cookie” to assign each visitor a unique, random number that resides on the visitors’ computer.

A cookie is a piece of data stored on the user’s hard drive, containing some information about the user. The cookie does not actually identify the visitor, just the computer that a visitor uses to access the Site. Unless you voluntarily identify yourself, we will not know who you are, even if we assign a cookie to your computer.

These cookies are restricted for use only on our Site, and do not transfer any personal information to any third party.

We use cookies to help us deliver a more personalized website tailored to your needs. For example, cookies allow us to remember user preferences, track the pages on our website you visit and how often you visit.

You can set your browser not to accept cookies; however, if you do, some parts of the Site may not function properly or may be considerably slower, there may be some features of this Site that will not be available to you, and you may not be able to take advantage of the personalized features enjoyed by other visitors to the Site.

What About Links To Third-Party Websites?

Our Site sometimes provides links to websites that are operated solely by third parties that are not under our control. This Privacy Policy applies to our Site only, and is not intended to describe the privacy policies of any third party sites.

These third party websites may not follow the same privacy policies as this Site. We have no control over any third party websites and what information third parties track or collect, and we have no responsibility or liability for any tracking, data collection or other activities of third parties. We encourage you to read the privacy policies of those third party websites to learn if and how they collect and use information about you.

Your Consent

By using this Site, you consent to the collection and use of the information described in this policy.

Will Our Privacy Policy Change In The Future?

We are always improving and updating our website to further enhance your shopping experience. As a result, our policies will continue to evolve. As we implement new technology and provide new services, we will update our Privacy Policy. We encourage you to refer to this page on an ongoing basis for our most current policy and practices.

Share Your Thoughts on Privacy?

We welcome your comments and suggestions. Please also contact us to report any known or suspected privacy or security breaches or to submit privacy related questions or complaints.

AsiaMalls Management Pte Ltd
1 Fifth Avenue
#02-04 Guthrie House
Singapore 268802
Contact@asiamalls.com.sg