

## Pringles' Privacy Policy

This Privacy Policy sets out how Pringles International Operations SARL Singapore Branch ("Pringles") collects, uses and discloses certain personal information and complies with the Personal Data Protection Act 2012 ("PDPA").

### Summary

Pringles approaches communications with consumers on the Internet, on the telephone and by written communications with respect for, and commitment to, individual privacy rights, and the different sensibilities of our child consumers. We support active self-regulation of this new environment to ensure that responsible marketers can maintain the right to use all communication media to interact with its consumers.

In summary, while you should read each provision in this Privacy Policy, by providing your personal information to Pringles or by using the Pringles website:

- a) we may contact you for the purpose of notifying you of any prizes being awarded to you;
- b) in the event you are a winner of the promotion or contest organised by Pringles, you agree to Pringles sharing your personal information with our appointed external service provider for the purpose of conducting and fulfilling the promotion or contest.

Where indicated (for example in the contest entry form, requests forms for information from Pringles or where required by law), it is obligatory to provide your personal information to us. Failure to provide such personal information may result in us being unable to provide you with the services or information requested.

You may contact us in writing as set out below if you want to know what personal information we hold about you, correct any of your personal information or if you have any complaints or queries in respect of your personal information.

### Pringles Privacy Policy Statement

Pringles recognises its obligation to its customers and community to adhere to the highest standards of decency, fairness, and integrity in all its operations. Likewise, we're dedicated to the fundamentals of protecting consumer privacy, especially for children. This means that, from time to time, our policies will be reviewed and may be updated, revised, modified and supplemented. Pringles reserves the right to change the information, features, products, disclosures and this Privacy Policy at anytime and notify you by posting an updated version of the Policy on its website. Please check this Privacy Policy periodically for changes. Or you can contact us (see below) to receive an updated hard copy. Your continued use of the Pringles website following the posting of changes to this Privacy Policy indicates that you have read the Privacy Policy in place at that time. By continuing to use this website after any changes are made means that you accept those changes.

This Privacy Policy is based on the PDPA to protect personal information. Unless you provide us with your consent to do otherwise, Pringles will only collect and use your personal information as set out below.

### Gathering and Use of Information

Pringles may collect and retain personal information as a result of a consumer contacting us (either writing or telephoning or by visiting our website or participating in an event, promotion or contest organised by Pringles). Any personal information which Pringles does receive is used for internal Pringles purposes and will not be sold or provided to any third parties without your consent unless:

- (a) required by law; or
- (b) to implement our Terms and Conditions (for example a contest); or
- (c) to protect the rights, property or the safety of any member of the public or Pringles.

However, we contract out some of our functions to external service providers (such as mailing houses, our call centre, prize fulfilment agencies and information technology service providers). We may disclose your personal information to these service providers but only so that they can provide the services that we have contracted out to them. The personal information that Pringles collects may include such things as name, address, date of birth and telephone number. It may be collected for a variety of reasons including as required by law on contest entry forms, individual requests for information from Pringles, to respond to you when you request information from Pringles or as part of a request to be included in our updates list. Occasionally we may also ask on a voluntary basis for personal information for our own internal use (e.g. for marketing and research), but we still maintain yours and your children's privacy and will not sell this information to third parties. Only those who ask for information from us will receive communications from us (if we email you, then please refer to our online privacy policy on our website). Any personal information that you provide Pringles will be stored on a secure server located in the United States of America. The server is maintained by Pringles ultimate parent company, Kellogg Company. As the server is maintained by Kellogg Company, Kellogg Company may access your personal information however any such use will be for internal purposes only.

#### Questions

If you want to know what personal information Pringles holds about you, in most cases you are able to gain access to this personal information by contacting us in writing directing your enquiry to Privacy Manager, Pringles International Operations SARL Singapore Branch Pringles International Operations SARL Singapore Branch 238B Thomson Road, #10-01/08 Novena Square, Tower B, Singapore. A request to update or correct any information, any complaints or inquiries should also be directed to that office. To protect the security of your personal information, you may be required to provide identification before you are given access to your personal information.