

About this Policy

Start Here

We try to use a clear way of explaining our policy which allows you to understand how we collect, use and disclose your personal information and explain how your data is handled by We Affirm Co. Pte Ltd (Singapore) and Lab Loop™ in accordance with this Privacy Policy in line with Personal Data Protection Act 2012 ("PDPA 2012"). If there's anything that is not clear from this Privacy Policy, please feel free to email us at admin@lab-loop.com.

Our Standards

Our approach to data protection and privacy means we adhere to various Privacy Data Acts and we are committed to complying with the ever-changing data protection/privacy laws globally and as are applicable to us.

Our responsibility is to inform you it is important to read this Privacy Policy together with any other applicable notices we may provide on specific occasions when we are collecting, using, disclosing and/or processing personal data about you, so you are fully aware of how and why we are using your personal data.

This privacy policy sets out how we comply with our obligations under various Privacy Acts. As a Singaporean based organisation, we are bound by the Singaporean Privacy Act ("PDPA 2012") and General Data Protection Regulation ("GDPR 2019"), which regulate how organisations may collect, use, disclose and store personal information, and how individuals may access and correct personal information held about them.

- ✓ In this privacy policy, 'personal information' or an opinion (including information or an opinion forming part of a database), we figure the information you record about you as the individual or entities is correct, and or can reasonably be determined, from the information or opinion.

Our Collection

We collect your personal information so we can provide you with the products, services or information we supply. From time to time we may collect personal information from a third party or from a publicly available source, but this is only if you have agreed to your personal information being used in this way, or would reasonably expect us to collect it in this way. We only collect this information from companies or individual sources who can disclose it to us. Below is a breakdown of the different ways your personal information is collected and used by us.

What we collect from you

- a. use our services;
- b. browse our website;
- c. engage with us through social media;
- d. access our website through a mobile device; or
- e. use our mobile applications.

Other ways we collect from you;

User contact forms

When you fill out a contact form wishing to get in touch with us, or for us to get in touch with you, we will collect your information and use it to get in touch with you in response to your query. We also may offer the option to receive communication from us and add you to our mailing list and may use the information to reach out to you to inform you of some of the services we provide inline with your industry or interests specified to us during the data collection stage.

Mailing list

If you sign up to one of our mailing lists, this means you have opted-in and have agreed to us sending you emails relating to our company. Don't worry, we are not interested in spamming you. Our emails as per the guidelines set out by the Singapore Communications and Media Authority. You can read more about this as you read on.

Credit card, Direct Payments, AliPay/PayPal Payments

If you make a payment via our website please understand your banking details will most likely be made fully available to us to enable us to process your order and payment. Don't worry we delete/destroy all banking information the moment the payment has been processed.

If you pay using other payment services such as Direct Debit, AliPay or PayPal, then we only receive basic information and confirmation of payment. Third party payments means we will not have any access to your credit card details as it will be handled by the 3rd party payment provider in line with their terms of use. If you have further questions on their Privacy Policy please make contact with them directly.

What we collect from you when you are on our websites

www.lab-loop.com and/or www.weaffirmco.com use cookies and other digital identifiers which fall into the following 3 types:

- **Advertising Cookies:** we analysis these cookies to understand what type of advertising is better suited to someone like you. That way, you would receive ads more likely to be relevant to you.
- **Site performance indicators:** we are review information on how our websites are used, so we can make any necessary improvements or updates to make your user experience a better one.
- **Analytics Cookies:** this offers us the statistics to understand how many people are on our website, what pages are popular and what pages may need work.

Cookie rights: You are advised on your first visit to our site your cookies rights, and you can disable the use of cookies by changing the security settings of your browser. Just be advised this may affect how some items are displayed on our website.

Use and Disclosure

We will only use personal information you provide for the purpose which was requested of us, or for the purposes which directly relate to one of our functions or activities. We will not provide your personal

information to other entities or bodies, or any other party unless one of the following applies (as per and in line with disclosure of personal information):

- You have agreed.
- You would reasonably expect, or have been informed information of such kind would be passed on to those individuals, entities or bodies
- It is otherwise required or authorised by law, or reasonably necessary for the enforcement of a criminal law or of a law imposing a pecuniary penalty, or for the protection of public revenue.
- It may prevent or lessen a serious and imminent threat to somebody's life or health.

Direct Marketing

Lab Loop™ or weaffirmco.com or We Affirm Co Pte Ltd, may use your personal information to send you advertising customised to your interests, industry or general location. When it comes to direct marketing, no one likes being spammed and if our information is no longer applicable to you, you can opt-out.

Opt-out: Our direct marketing correspondence you receive from us via email, you can click the unsubscribe button located at the bottom of the email or you can go to our website and at the bottom on the page you can unsubscribe.

Your Personal Information

We will always do our best to keep your personal information up-to-date and accurate as this will allow us to deliver a better service to you. If your information needs to be corrected, you can contact us directly admin@lab-loop.com.

Data Security

We actively protect the personal information we hold against loss, unauthorised access, use, modification or disclosure, and against other misuse. This includes password protection for all our IT systems. While we are unable share with you details of our entire IT systems for security reasons, you can ask any questions by contacting us directly admin@lab-loop.com.

When you no longer require us to hold your personal information, requested by you, all personal information is destroyed in a secure manner.

Right To Use and Correction

Lab-Loop.com and We Affirm Co. Pte Ltd Singapore, we do everything we can to keep your personal information correct. If you find any information we have about you is incorrect, you can contact us directly admin@lab-loop.com, we will do our best to assist you with your questions. Please bear in mind under privacy laws, from time to time we have situations where we cannot provide access to such personal information. For example, if it would reasonably affect someone else's privacy or may pose a risk to someone's life, health or safety.

Personal information collected by third parties aligned with our websites, it is best to view their privacy policy and seek assistance from those parties directly.

Complaint Handling

If you have a complaint, comment or questions about the Privacy Policy here, or if you wish to report any breaches of this Privacy Policy, please contact our Data Protection Officer referencing 'Privacy Policy' for www.lab-loop.com or www.weaffirmco.com.

If by post:

Data Protection Officer We Affirm Co. Pte Ltd

531A UPPER CROSS STREET, #04-95

HONG LIM COMPLEX, SINGAPORE, 051531

If by email:

admin@lab-loop.com Subject: Data Protection Officer We Affirm Co. Pte Ltd

If by Telephone:

65 9128 3746

How to Contact Us

We understand your personal information is important to you and are glad you made it this far! If you have any questions or concerns about this policy or our practices, you can get in touch with us in the following ways:

Admin@lab-loop.com

If by Telephone:

65 9128 3746

Contact Form

<https://www.lab-loop.com/talk-to-us>

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