



# Privacy Statement

## 1. Introduction

Singapore International Water Week Pte Ltd, a fully owned subsidiary of PUB, Singapore's National Water Agency, is the organiser of the Singapore International Water Week ("**SIWW**"). Together with our appointed event organiser(s) (including but not limited to Experia Events Pte Ltd ("**Experia**")), we collect Personal Data about our customers, partners, service providers and other interest groups (where they are natural persons, or, of their employees, agents and representatives), about the users of our website, and about the individuals (including any attendees, delegates, exhibitors, speakers or invitees) that attend and/or participate in any events organised by us, including but not limited to the Water Leaders Summit, Young Water Leaders Programme, Water Convention, Lee Kuan Yew Water Prize, TechXchange, Business Forums, Site Visits and SIWW Spotlight etc. (collectively, the "**Events**").

We may also collect Personal Data about job applicants, and other interest groups of Experia (where they are natural persons, or, of their employees, agents and representatives).

These individuals about whom we collect Personal Data shall herein be referred to as "**you**" in this Privacy Policy.

## 2. About this Policy

This Privacy Policy (“**Policy**”) sets out the essential details relating to your Personal Data relationship with us, particularly under the Personal Data Protection Act (No. 26 of 2012) of Singapore (“**PDPA**”) and the European Union General Data Protection Regulation (Reg. 2016/679) (“**GDPR**”), and applies to all our services, any associated services, and our Events (“**Services**”). It sets out how we collect your Personal Data, what Personal Data we collect, how we use it, and what rights you have in relation to our processing of your Personal Data.

For the purposes of this Policy, “**Personal Data**” refers to data, whether true or not, about an individual who can be identified (a) from that data; or (b) from that data and other information to which the organisation has or is likely to have access.

## 3. Our role in processing your Personal Data

Under this Policy, a “**Data Controller**” is an individual or entity (such as a company, public authority, agency or other body) which determines the purposes and means of the processing of your Personal Data.

A “**Data Intermediary**” means an organisation which processes personal data on behalf of another organisation but does not include an employee of that other organisation. The terms “**process**” or “**processing**” and means the carrying out of any operation or set of operations in relation to the personal data, and includes any of the following: (a) recording; (b) holding, (c) organisation, adaptation or alteration; (d) retrieval; (e) combination; (f) transmission; (g) erasure or destruction.

We are the Data Controller of the Personal Data that we hold about you in relation to the Services and will only process the Personal Data in accordance with this Policy. We may from time to time engage third parties to facilitate the administration of our Events and the provision of our Services. When engaging such third parties, we will only disclose your Personal Data where it is necessary, and provide that they work strictly in accordance with our instructions. These third parties will not use any Personal Data for their own purposes except as permitted under any applicable law. Where appropriate, we shall also ensure that the third parties have in place appropriate technical and organizational security measures to protect your Personal Data and undertake to comply with all their obligations as a Data Intermediary of your Personal Data

#### **4. How we collect Personal Data**

Depending on the nature of your interaction with us, we use different methods to collect Personal Data from and about you, including without limitation, through:

(a) Direct Interactions

We may collect your Personal Data when you engage us for employment opportunities and in relation to any of our Services, whether in writing, orally or through our website, and/or attend any of our Events (e.g. registration forms, subscribe to our mailing list, and photographs, videos and/or audio recordings taken by us or our representatives at our Events). We may also collect Personal Data to comply with any Services you request, to correspond with you and/or where you submit your Personal Data to us for any other reason (whether voluntary or otherwise).

(b) Automated Interactions

We may automatically collect your Personal Data when you interact with us (e.g. via the use of our website or electronic communications). For more information on cookies, please refer to Clause 10 below. Additionally, we may capture your image through CCTV recordings when you participate in our Events or are within our premises.

(c) Third Parties

We may collect your Personal Data from third parties (e.g. recruitment/employment agencies, vendors, business partners, regulatory authorities, your employer or other organizations with whom you have dealings with) for the purposes of providing our Services and/or in connection with our Events, including Personal Data in publicly available sources.

Where your Personal Data is collected from third parties, we will only use such Personal Data where you have provided your consent to the third party which would also cover our processing of your Personal Data, where you have provided consent directly to us for such processing, or where we have a legitimate interest to use the Personal Data in order to provide you or a third party with our Services.

If you are submitting Personal Data of another individual to us, you confirm that such Personal Data is true and correct. You further confirm that you will not provide us with any Personal Data unless you have ensured that you have obtained all necessary consents and/or have provided any required notices to the individuals. Alternatively, you may provide Personal Data to us if you have another legal justification to provide such information to us so that we can use it for the purposes and on the bases set out in this Policy.

## 5. What Personal Data we collect

The type and quantity of Personal Data we collect and how we use it depends on the purpose for which you provided such Personal Data. We will seek to minimise our collection to what is needed to perform each relevant function or service.

Generally, we may collect, use, process, store and transfer different kinds of Personal Data about you when you participate in our Events or engage us for our Services, including the following:

- Identification information (including photographs, videos and audio recordings);
- Contact information;
- Business or employment information;
- Special and dietary requirements;
- Payment information;
- Information relating to the usage of our Services and/or in connection with our Events; and
- Other information you may choose to provide us.

When you seek employment with us, we may collect, use, process, store and transfer the following personal data:

- Identification information (including photographs);
- Contact information;
- Resume;
- Educational qualifications, professional qualifications and certifications;
- Employment history;
- Employment references;

- Employment training history;
- Work related health issues and disabilities; and
- Other information you may choose to provide us.

## **6. How do we use your Personal Data**

Generally, we collect, use, and/or disclose your Personal Data for the following purposes:

- to administer and manage any registration, participation, nomination, or the alike, for our Services;
- execution of Event in adherence to Safe Management Measures (SMMs) stipulated by local government;
- to send communications requested by you (including via email, mail, SMS, telephone calls, or faxes) and to update you with news, information or advice about our existing Services, and potential new services, events and publications;
- to answer enquiries and provide information or advice about existing Services and new events;
- to assess the performance of our website and to improve the operation of our website;
- to conduct business processing functions including to provide personal data to our related entities, contractors, service providers or other third parties;
- for our administrative, marketing (including direct marketing), planning, product or service development, quality control and research purposes, or those of our contractors or external service providers;
- to provide your updated Personal Data to us, our contractors or external service providers;
- to update our records and keep your contact details up to date;

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- to analyse our Services and customer needs with a view to improving our Services and developing new Services;
- to conduct market research or surveys, analysis, profiling activities, planning, statistical and trend analysis in relation to the Event
- to process and respond to any complaint made about, or by, you or if we have reason to suspect that you are in breach of any of our terms and conditions or that you are, or have been, engaged in any unlawful activity; and
- to comply with any law, rule, regulation, lawful and binding determination, decision or direction of a regulator, or in co-operation with any governmental authority of any country.

If we need to use your Personal Data for a purpose that is not specified above, we will only do so if legally permitted and/or where you have provided your consent for such purpose.

To the extent permitted under the PDPA, we may process your Personal Data based on consent. Such consent may be expressed, based on your agreement to any agreement which incorporates these terms or deemed based on the circumstances by which we interact with you. We may also process your Personal Data where permitted by any exception in the relevant schedules to the PDPA.

Notwithstanding the above and where permitted under any other applicable law, and where the GDPR applies, we will generally process your Personal Data in accordance with one or more of the following:

- (a) it is necessary for the performance of a contract with you;
- (b) it is necessary in connection with a legal obligation;
- (c) you have provided us with consent;
- (d) it is necessary to establish, exercise or defend a legal claim;
- (e) the information is available in the public domain; and/or
- (f) it is necessary for our legitimate interest (or those of a third party)

The particular legitimate interest upon which we rely on includes, without limitation, the following:

- (a) to perform our obligations in connection with an Event or in the course of providing our Services;
- (b) to manage our relationship with you and facilitate the provision of our Services;
- (c) to monitor, analyse and protect our business, including the activities of individuals at our Events;
- (d) to facilitate our internal business operations including but not limited to recruitment and employment purposes;
- (e) to comply with any requests from you;



(f) to comply with any legal, regulatory or professional obligation; and/or

(g) to personalize your customer experience, develop our business and/or improve on our Services.

Please note that if you choose not to provide us with your Personal Data or choose not to consent to our processing of your Personal Data, we may not be able to provide some or all of our Services to you or respond to your other requests; for job applicants, we would not be able to evaluate your suitability against our employment opportunities.

These purposes may continue to apply even in situations where your relationship with us has been terminated or altered in any way. In such cases, we may still retain personal data relating to you and use or disclose such information for legal or business purposes, including for compliance with the PDPA, GDPR and/or other applicable laws.

## 7. Disclosing your Personal Data

We may disclose your Personal Data to third parties from time to time, but will only transfer such Personal Data in these circumstances where we are satisfied that it will be subject to an appropriate level of protection and in accordance with any safeguards that may be legally required. Some of these parties may include:

(a) third party service providers (e.g. event venues, IT services, data analytics, payment providers);

(b) our affiliates or partners;

(c) event attendees, exhibitors or sponsors; and/or

(d) regulatory or supervisory authorities.

## 8. Data Protection and Retention

### (a) Protection and Security

As part of our commitment to protecting your privacy, we implement reasonable security arrangements to prevent unauthorised access, collection, use, disclosure, copying, modification, disposal or similar risks. Some of the measures we have taken include pseudonymization, encryption, access controls and robust retention policies.

Nevertheless, do note that while we will endeavor to take all reasonable measure to protect your Personal Data, you should similarly take all necessary precautions, such as implementing strong passwords, limiting access to your computer and avoiding misplacing any documents or access passes.

(b) Retention

We keep your Personal Data only for as long as necessary to provide you with the Services, to fulfil our processing purposes, in accordance with our legal obligations and for legitimate business purposes.

The retention period for your Personal Data may vary based on the specific circumstances. Nevertheless, in determining the appropriate period to lawfully retain your Personal Data, we will consider *inter alia*, the:

- (i) amount, nature and sensitivity of Personal Data;
- (ii) purposes for which Personal Data is retained;
- (iii) appropriate security measures and, if any, relevant technical constraints; and
- (iv) applicable legal requirements.

Kindly note that if you request that we stop sending you marketing materials, we may keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us. In such instances, we will endeavor to retain only minimal Personal Data to effect the above.

Nonetheless, if you withdraw your consent (where we rely on consent as our legal basis) or object to our processing of your Personal Data, you may at any time request that we erase or delete your Personal Data. Upon receipt of such request, we shall, within a reasonable

time, delete or anonymize your Personal Data unless we are legally permitted or required to retain such Personal Data (e.g. ongoing dispute, tax or obligations, accounting purposes, compliance with any legal obligations).

Please note that if you wish to withdraw your consent to our collection, use or disclosure of your Personal Data, we may not be in a position to continue to provide you with our Services or perform on any contract we have with you, and we will not be liable in the event that we do not continue to provide the Services, or perform our contract with you.

## **9. Transfer to other countries**

In the provision of our Services, the Personal Data we collect may be transferred to and processed by third parties in other countries. In all such instances, we shall ensure that the transfer of your Personal Data is carried out in accordance with any applicable laws and that appropriate safeguards (e.g. contractual, technical and organizational measures) are put in place before such transfer takes place.

## **0. Cookies and Website**

### **(a) Cookies**

Our website uses cookies in order to facilitate your experience when browsing our website and accessing any of our online pages.

For the purposes of this Policy, a “**cookie**” is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser.

We use cookies which are necessary for the functioning and operation of our website. In addition, we may also use cookies that allow us to track, record and analyze data in relation to the activity on our website (e.g. site traffic and volume, site usage statistics, operating system, referral source or device information), or that allow us to recognize you whenever you return to our website for us to customize your browsing experience based on your preferences.

If you wish not to receive cookies, kindly change your cookie setting in your browser under the “options” or “preferences” tool selection. As the process to disable cookies through your browser may vary from browser-to-browser, please visit your browser’s help menu for further information.

Please note that if you choose not to receive cookies, you may still continue to use our website, although we may not be able to provide you with the full functionality of our website.

(b) Website

On our website, we may, from time to time, display advertisements from third parties or provide links to third party websites. In these instances, kindly note that we cannot be held responsible or liable for the privacy practices and policies of the third party. As such, please read the privacy policies of such third parties to find out how they process and collect your Personal Data.

## **11. How to Access and Control your Personal Data**

Individuals are given rights in relation to their Personal Data pursuant to the applicable law. We respond to all requests we receive from individuals wishing to exercise their data

protection rights in accordance with applicable data protection laws. Where we are Data Intermediaries, we will assist the Data Controller as far as reasonably possible to help them respond to your requests.

For security reasons, kindly note that, in relation to certain rights, we may request for information to verify your identity before processing your request.

In general, the rights afforded to individuals are:

(a) Right to Access

The right to be informed of and request access to the Personal Data that we process about you. This will enable you to check what Personal Data we are processing and whether the processing is lawful.

However, there may be instances where we cannot grant you access to the personal data we hold. For example, we may need to refuse access if granting access would unreasonably interfere with our organisation because of the repetitious or systematic nature of the requests, or if the request is otherwise frivolous or vexatious. If that happens, we will give you written reasons for any refusal.

(b) Right of Correction/Rectification

The right to request that we amend or update your Personal Data where it is inaccurate or incomplete. Kindly note that while we shall make a reasonable effort to ensure that the Personal Data we collect is accurate and complete, you are responsible for ensuring the accuracy of the Personal Data that you provide to us directly.

(c) Right to Withdraw Consent

You have right to withdraw your consent at any time, where consent is the legal basis of the processing of your Personal Data. Kindly note that depending on the nature and scope of your request, we may not be in a position to continue performing our obligations in the course of or in connection with the Event to you.

For individuals covered by the GDPR, they also have the following rights (as available and subject to any applicable law):

(d) Right to Erasure

The right to request that we temporarily or permanently stop processing all or some of your Personal Data.

(e) Right to Object

The right to object to your Personal Data being processed by us for direct marketing purposes, or to, at any time, object to us processing your Personal Data on grounds relating to your particular situation.

(f) Right to Data Portability

The right to request a copy of your Personal Data in electronic format and the right to transmit that Personal Data for use in another party's service.

(g) Right not to be subject to Automated Decision-making

The right to not be subject to a decision based solely on automated decision-making where the decision would have a legal effect on you or produce a similarly significant effect.

If we send you electronic marketing messages based on your consent or as otherwise permitted by applicable law, you may, at any time, respectively withdraw such consent or

declare your objection at no cost. The electronic marketing messages you receive from us will also include an “unsubscribe” option within the message itself to enable you to manage your Personal Data. Please note that if you opt-out of receiving direct marketing materials, we may still send you non-promotional messages, such as receipts or information about the Services we are providing to you.

Additionally, you have the right at any time to lodge a complaint with your local Data Protection Authority if you are unhappy with the way in which we are using your Personal Data.

In order to enable you to exercise these rights with ease and to record your preferences in relation to how we use your Personal Data, you may manage your privacy preferences at any time by contacting Singapore International Water Week at [dpo@siww.com.sg](mailto:dpo@siww.com.sg).

## **12. Changes to this Policy**

Kindly note that from time to time, we may amend the terms of this Policy in order to respond to changes in any applicable law or where we develop or offer new Services.

Where the terms of this Policy change, we will provide you with notice as appropriate under the circumstances, including by displaying the notice within our website or by sending you an email. Additionally, you may also wish to refer to the “last modified” date at the end of this Policy.

To the extent permitted under applicable law, by engaging us for our Services after such notice, you consent to our updates to this Policy.



### 13. Contact Us

If you have any questions about your privacy, your privacy rights, or how to exercise them, please feel free to contact the **Singapore International Water Week Data Protection Officer** (DPO) at [dpo@siww.com.sg](mailto:dpo@siww.com.sg).

We will respond to your request within a reasonable period of time upon verification of your identity (if applicable).

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