

DATA PRIVACY POLICY

I. INTRODUCTION

We at TFE Flower Corporation (“The Flower Estate”) value privacy and are committed to protect and respect Personal Information that may be provided to us as part of our ordinary course of business. Our Privacy Policy describes how we collect, use, protect and manage information we gather when our clients buy any of our products or inquire on any of our products and services. We ensure that our Privacy Policy is consistent with Republic Act No. 10173 or the Data Privacy Act of 2012 (“**DPA**”), its Implementing Rules and Regulations (“**IRR**”), other issuances of the National Privacy Commission (“**NPC**”), as well as other relevant laws of the Philippines.

II. PERSONAL INFORMATION THAT ARE COLLECTED

The Personal Information that The Flower Estate may collect from you may include, but are not limited to the following:

- Name, age, date of birth, gender, civil status and citizenship;
- Billing and Shipping Addresses
- Landline and/or Mobile Numbers;
- Email Address and other social media accounts;
- Educational and professional background;
- Payment records;
- Government-issued identification cards and/or numbers;
- Information about your visit and use of our websites;
- CCTV footages

Your Personal Information that we collect are those that you voluntarily submitted to us. By submitting your Personal Information pursuant to any of your dealings with The Flower Estate, you consent to the collection, use, storage and all other forms of processing of your Personal Information in accordance with this Privacy Policy.

It shall be understood that all Personal Information pertaining to any third party, such as, but not limited to, your parents, spouse, children, dependents, or relative, that you provide us shall be construed as bearing the consent of the relevant third party whose information you provide us. Such Personal Information shall be collected, stored, used and processed in accordance with this Privacy Policy.

III. PURPOSES OF COLLECTED PERSONAL INFORMATION

The Flower Estate will collect, process, and use your Personal Information to allow us to communicate and assist you with your inquiries and concerns relating to our flower arrangements and

floral services. By having a better understanding of your requirements and interests, we are able to improve and strengthen our services keeping in mind your actual needs and preferences.

The Flower Estate also gathers your Personal Information to:

- Provide you with the products and services that you have requested, including customer assistance;
- Properly facilitate delivery of products and services ordered from us
- Provide you with updates on products you have ordered
- Update you on the delivery of our products and services
- Communicate relevant information or advisories about our products and services;
- To respond to your queries, requests and/or complaints
- Send promotional advertisements and other marketing emails or messages.
- Study our customers' demographics in order to improve our customer experience

IV. STORAGE AND RETENTION OF PERSONAL INFORMATION

The Flower Estate takes the needed precautions and employs the necessary technical and physical measures to protect the safety and confidentiality of your Personal Information.

Your Personal Information are stored in a secure environment and are only accessible to designated and authorized employees, and our agents and contractors who may be required to process your information.

Our website/servers is protected by a firewall and other security tools. Such website/servers are scanned regularly for any security loopholes, in order to detect and correct avoid any vulnerabilities and to ensure that your Personal Information are always protected.

All Personal Information provided and collected by us are stored in our database and shall be stored so long as:

- You remain as one of our clients;
- Any disputes involving any transaction or dealings with The Flower Estate have not been judicially resolved with finality;
- Required by applicable law; and
- May be needed to enable us to fully and efficiently achieve the Purposes set out in Part III above.

V. THIRD PARTY TRANSFER

It is our policy not to share nor disclose your Personal Information to any individuals or entities other than our own employees and other authorized agents.

However, your Personal Information may also be disclosed to any of our affiliates, subsidiaries, and third-party service providers when necessary to do so in the ordinary course of our business, or upon properly and duly authorized in writing by the Owner of the Personal Information.

The Flower Estate may also disclose your Personal Information when it is necessary to comply with any law, rule, regulation or court order.

VI. DATA PROTECTION OFFICER

The Data Protection Officer (“DPO”) is responsible for supervising, checking and enforcing compliance of this Policy. The relevant contact details of the DPO are as follows:

Title/Designation: Data Protection Officer

Postal Address: 3rd Floor, Vivaldi Residences Cubao, 628 EDSA cor. Aurora Blvd.,
Cubao, Quezon City, Philippines, 1109

Telephone Number: +63 (2) 8891 1000

Email Address: dpo@theflowerestate.com

If you have any inquiries or concerns related to this Privacy Policy or your Personal Information, please contact our DPO through the contact details indicated above.

VII. RIGHT TO ACCESS, CHANGE OR DELETE PERSONAL INFORMATION

You have the right to access your Personal Information stored with us by requesting a copy thereof from our DPO. For any request for corrections, changes or deletion of your Personal Information, please inform our DPO as soon as possible so that the necessary changes may be reflected in our data base.

VIII. CHANGES AND UPDATES TO THE PRIVACY POLICY

The Flower Estate reserves the right to revise or change this Privacy Policy at any time. We shall inform you of such changes by posting the revised or amended Privacy Policy on our website.

DATA PRIVACY CONSENT

I have read the Company’s Data Privacy Statement and I express my consent to the collection, use, storage and all other forms of processing of my Personal Information by The Flower Estate in

accordance with the Data Privacy Act, its Implementing Rules and Regulation and any of the issuance of the National Privacy Commission as well as the Company's Privacy Policy.

I also acknowledge and warrant that all Personal Information pertaining to any third party, such as, but not limited to, my parents, spouse, children, dependents, or relative, that I provided to the Company shall be construed as bearing the consent of the relevant third party whose information I disclosed. I will forever hold The Flower Estate, any of its officers and employees, free from any and all liability arising any complaint, suit, or liability which any party may file or claim in relation to my consent.

Signed this _____ day of _____ at _____, City, Philippines.

Buyer's Signature over Printed Name

Date: _____