

Privacy Policy for Homa Hub

Effective Date: February 15, 2024

1. Introduction

Homa Hub ("we", "us", or "our") is committed to protecting your privacy and respecting your personal data. This Privacy Policy explains how we collect, use, disclose, and store your personal data when you use our website and mobile application (collectively, the "Platform").

2. Personal Data We Collect

We collect personal data from you in various ways when you use the Platform, including:

- **Contact Information:** Name, email address, phone number, billing address.
- **Usage Data:** Device information, browsing activity, location data (with your consent).
- **Content Data:** Feedback, reviews, and other information you submit.
- **Social Media Data:** Public information from your social media accounts when you connect them to the Platform.

3. Purposes for Processing Your Data

We use your personal data for the following purposes:

- To provide you with the services you request, such as product information and customer support.
- To personalize your experience and improve the Platform.
- To communicate with you about our products, services, and promotions.
- To comply with legal and regulatory requirements.

4. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Contractual Necessity:** To fulfill our obligations under our contracts with you.
- **Legitimate Interests:** To operate and improve our business, such as providing customer service and analyzing user behavior.
- **Consent:** For certain optional purposes, such as personalized marketing or sharing your data with third parties.

5. Disclosure of Your Data

We may share your personal data with the following third parties:

- **Service Providers:** companies that help us operate the Platform, such as cloud storage providers and payment processors.
- **Government Agencies:** when required by law or to comply with legal process.
- **Business Partners:** with your consent, for joint marketing initiatives or product offerings.

We will never sell or rent your personal data to third parties.

6. Data Security

We take reasonable steps to protect your personal data from unauthorized access, use, disclosure, alteration, or destruction. However, no website or internet transmission is completely secure, so we cannot guarantee the absolute security of your personal data.

7. Data Retention

We will retain your personal data for as long as it is necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required by law.

8. Your Rights

You have the following rights regarding your personal data:

- **Right to access and rectification:** You can request access to and rectification of your personal data.
- **Right to erasure:** You can request the erasure of your personal data.
- **Right to object:** You can object to the processing of your personal data for marketing purposes.
- **Right to restriction of processing:** You can request the restriction of the processing of your personal data.
- **Right to data portability:** You can request to receive your personal data in a machine-readable format.

You can exercise these rights by contacting us at [insert contact information].

9. Children's Privacy

We do not knowingly collect personal data from children under the age of 18. If you are a parent or guardian and you believe your child has provided us with personal data, please contact us immediately.

10. Cookies and Similar Technologies

We use cookies and similar technologies to collect and store information about your use of the Platform. You can manage your cookie preferences through your browser settings.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on the Platform.

12. Contact Us

If you have any questions about this Privacy Policy, please contact us at [insert contact information].

13. Compliance with PDPA

This Privacy Policy is intended to comply with the Singapore Personal Data Protection Act (PDPA). We encourage you to review the PDPC website for more information about your data rights: <https://www.pdpc.gov.sg/>.