



Privacy Policy for Online Shopping Program

Privacy Statement

Duty Free Philippines Corporation (DFPC) respects the right to privacy and confidentiality of information of our OFWs, Balikbayans, regular Filipino and International travelers. To ensure that your right to privacy is protected in the course of our dealings, we will process your personal data as may be allowed by the Data Privacy Act of 2012, its Implementing Rules and Regulations, all relevant government regulations, and issuances on the matter. By using the DFPC Online Shopping site, you consent to the collection, use, and disclosure of your information under this Policy.

Privacy Policy

This Privacy Policy explains how we collect, use, and share your personal information when you engage us through our DFPC Online Shopping Program Site, including orders processed by our third-party service provider/s and steps you could take if you want to exercise your rights as a data subject.

I. Information We Collect

When you access our services through our service provider/s, we collect the following information:

- 1) Contact information: When you create an account, we collect personally identifiable information such as full name, email address, mobile or landline number, and date of birth.
- 2) Account information: We may collect user account information which may include username (e.g. mobile number and/or email address, nominated password) and any other information you provide to us when you create an account, place an order, or contact us.
- 3) Usage information: We collect information about your browsing history and purchases on our website, including the items you viewed, added to your cart, and purchased. We may also collect information about your device, such as your IP address and browser type.
- 4) Payment Information: We collect payment information such as credit or debit card numbers, bank account details, e-wallet account numbers, and transaction details (limited to what is necessary for processing the payment). These details are used for payment verification and payment-related- concerns such as requests for refunds or similar complaints.



- 5) Other information: Any other information you voluntarily provide to us, such as reviews, feedback, and survey responses.

II. How We Use Your Information

We use your information to:

- 1) Process your orders and manage your requests.
- 2) Send you important information about your orders, such as order confirmations and order updates.
- 3) Personalize your shopping experience and recommend products you may be interested in.
- 4) Improve our website and services.
- 5) Performing data analytics and profiling for statistical, marketing, analytical, and research purposes
- 6) Prevent fraud and protect our customers.
- 7) Comply with legal and regulatory requirements.

III. Sharing your information

Your order information, including personally identifiable information and payment details, shall be processed by a third-party service provider/s. These third-party service provider/s are authorized to use your information only for the specific purpose of completing your order, following our instructions and privacy policy. We carefully select and monitor these third-party service provider/s to ensure they have adequate security measures in place to protect your information.

IV. Protecting your Personal Data

We take reasonable steps to ensure that the Personal data collected, used, or disclosed are accurate, complete, and up to date. We strictly enforce this Privacy Policy to DFPC and third-party service provider/s and require them to implement security measures to protect your personal information, including:

- encryption of data at rest or in transit
- access controls and authorization protocols
- regular security audits and penetration testing
- incident response plans and data breach notification procedures

V. Storage of Personal Data

We take the privacy and security of your personal information seriously. When we collect your personal information, we may utilize trusted third-party service provider/s to assist us in storing and processing your data. This section outlines our practices regarding storage, retention, and security measures employed by these third-party processors.

Third-Party Processors:

We engaged a reputable third-party processor who adheres to strict data protection and security standards through contractual agreements, and by engaging them, we ensure that they comply with relevant data privacy laws, rules, and regulations.

Personal data are stored in third-party facilities located in the Philippines and are retained under the above parameters, industry standards, laws, and regulations unless you request that your personal data be deleted from our systems, databases, and hardcopies immediately. Once deleted, your personal data will no longer be searchable or included in anonymous searches and will be completely removed from all storage location

VI. Retention

We retain your personal information for no longer than necessary to fulfill the purposes for which it was collected, considering the following factors:

- the nature and sensitivity of the data
- the intended purposes of the collection
- legal, regulatory, or contractual requirements
- your reasonable expectations regarding data retention

We outline specific retention periods for different types of information in our internal data governance policies. These periods are regularly reviewed and may be adjusted based on evolving legal requirements or business needs.

Once your personal information reaches the end of its designated retention period, we securely delete or anonymize it using industry-standard practices, ensuring it can no longer be traced back to you.

For more information on the collection, storage, and retention of personal information. We also encourage you to visit the third-party service providers' privacy policy.

VII. Data Security

We take reasonable measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no website or internet transmission is over the internet and the method of electronic storage is 100% secure. Therefore, we cannot guarantee the absolute security of your information. Our services may also have links to other websites as a third-party link. We strongly advise that you review the Privacy Policy of every site you visit since we do not have control over their process and assume no responsibility for the content and privacy policies of any third-party site or services.

VIII. Children's Privacy

Our DFPC Online Shopping program is not intended for children. We would never collect personal information from children under 18 years of age directly, without the

parent's consent. If you are a parent or guardian of a child under age and you believe your child has provided us with personal information please contact us.

IX. Cookies

We use cookies to collect information about your browsing activity on our website. Cookies are small files that are placed on your computer or mobile device by a website you visit. They allow the website to remember your actions and preferences (such as login, language, font size, and other display preferences) over a period of time. You can disable cookies in your browser settings. However, disabling cookies may limit your ability to use some of the features on our website.

X. Your Rights

You have the following data privacy rights regarding your information:

- 1) You can access and update your personal information by logging into your account on our website.
- 2) You can opt out of receiving marketing and promotional materials from us by clicking on the "unsubscribe" link in any email you receive from us.
- 3) You may delete your account by contacting us.

To exercise your rights which include the right to access, modify, erase, and object to processing your personal data within a reasonable time after such request or should you have any inquiries, feedback on this Privacy Policy, and personal data, you may reach us through a written letter, or through an email to our Data Protection Officer (DPO), details provided below.

XI. Changes to this Privacy Policy

We may update this Privacy Policy from time to time and will post any changes on our website.

Contact Us

If you have any questions and /or concerns about this Privacy Policy or personal data, you may contact our Data Protection Officer through the following contact details:

Title/Designation: Data Protection Officer
Address: EHA Building, Duty Free New Fiesta Mall, Santo Nino, Paranaque City
Tel# (02) 8552-4337/local 5765
Mobile No. 09285076989
Email Address: dpo@dfp.com.ph



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To exercise your rights which include the right to access, modify, erase, and object to processing your personal data within a reasonable time after such request or should you have any inquiries, feedback on this Privacy Policy, and personal data, you may reach us through a written letter, or through an email to our Data Protection Officer (DPO), details provided below.

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Title/Designation: Data Protection Officer
Address: EHA Building, Duty Free New Fiesta Mall, Santo Nino, Paranaque City
Tel# (02) 8552-4337/local 5765
Mobile No. 09285076989
Email Address: dpo@dfp.com.ph