

Privacy Policy

This Privacy Policy (“Policy”) describes how Mr. Wilicks Nger Chu Fang, (S7226213A), has rights and control over the Blooms App. It can collect, use, process and disclose your Personal Data through the use of Blooms Apps and Blooms websites (including all mobile applications and websites operated by Blooms (respectively “Apps”, “Websites” and “Sites”), products, features and other services globally (collectively, “Services”).

This Policy applies to our customers, agents, vendors, suppliers, partners, contractors and service providers (collectively “you”, “your” or “yours”)

“Personal Data” is any information which can be used to identify you or from which you are identifiable. This includes but is not limited to your name, nationality, telephone number, bank and credit card details, personal interests, email address, your image, government-issued identification numbers, biometric data, race, date of birth, marital status, religion, health information, vehicle and insurance information.

Collection of Personal Data

We collect Personal Data about you in the ways listed below. We may also combine the collected Personal Data with other Personal Data in our possession.

You Provide Your Personal Data to Us

We collect your Personal Data when you voluntarily provide it to us. For example, you may provide your Personal Data to us when you:

- fill up a user profile or registration forms;
- provide information to provide services as our vendor;
- interact with our social media pages;
- participate in contests or events organized by us;
- use biometric features to identify yourself; and
- fill up demographic information in surveys.

When Our Services Are Used

Personal Data may be collected through the normal operation of our Apps, Websites, Services. Some examples are:

- your address (to provide service for your place);
- feedback, ratings and review;
- transaction information (such as payment method);
- information about how you interacted with our Apps, Website or services (such as features used and content viewed);
- device information (such as hardware model and serial number, IP address, file names and versions and advertising identifiers); and
- personal data you provided in the process of communication with Blooms.

From Other Sources

When we collect Personal Data from other sources, we make sure that that data is transferred to us in accordance with applicable laws. Such sources include:

- referral programs;
- our business partners, such as payment providers and vendors;
- insurance and financial providers;
- publicly available data;
- governmental sources of data; and
- marketing services providers or partners.

Sensitive Personal Data

Some of the information that we collect is sensitive in nature. This includes information such as national ID numbers, race, marital status, and your health or religious beliefs. We only collect this information when this is necessary to comply with legal or regulatory requirements.

Personal Data of Minors

As a parent or legal guardian, please do not allow minors under your care to submit Personal Data to Blooms. In the event that such Personal Data of a minor is disclosed to Blooms, you hereby consent to the processing of the minor's Personal

Data and accept and agree to be bound by this Policy and take responsibility for his or her actions.

When You Provide Personal Data of Other Individuals to Us

In some situations, you may provide Personal Data of other individuals (such as your spouse, family members or friends) to us. For example, you may add them as your emergency contact. If you provide us with their Personal Data, you represent and warrant that you have and you have obtained their consent for their Personal Data to be collected, used and disclosed as set out in this Policy.

Use of Personal Data

Blooms may use, combine and process your Personal Data for the following purposes (“Purposes”).

Providing Services and Features

Your Personal Data will be used to provide, personalize, maintain and improve our products and services. This includes using your Personal Data to:

- ❖ provide you with our Services;
- ❖ engage you to provide Services;
 - create, administer and update your account;
 - verify your identity;
 - validate your order and process payments;
 - offer, obtain, provide or facilitate insurance or financing solutions;
 - enable features that personalize your App
 - perform internal operations necessary to provide our Services, including troubleshooting software bugs and operational problems, conducting data analysis, testing and research, monitoring and analysing usage and activity trends;
 - protect the security or integrity of the Services and any facilities or equipment used to make the Services available;
 - process and manage your rewards; and
 - enable communications between our users.

Safety and Security

We use your data to ensure the safety and security of our services and all users. This includes:

- screening vendors before enabling their use of our Services;
- verifying your identity when you log in to Blooms;
- using device, location, profile, usage and other Personal Data to prevent, detect and combat fraud or unsafe activities;
- monitoring compliance with our terms and conditions and policies; and
- detecting, preventing and prosecuting crime.

Customer Support

We use Personal Data to resolve customer support issues. For example, we may:

- investigate and address concerns;
- monitor and improve our customer support responses;
- respond to questions, comments and feedback; and
- inform you about steps taken to resolve customer support issues.

Research and Development and Security

We may use the Personal Data we collect for testing, research, analysis and product development. This allows us to understand and analyze your needs and preferences, protect your personal data, improve and enhance the safety and security of our services, develop new features, products and services, and facilitate insurance and finance solutions.

Legal Purposes

We may use the Personal Data we collect to investigate and resolve claims or disputes, or as allowed or required by applicable law

We may also use your Personal Data when we are required, advised, recommended, expected or requested to do so by our legal advisors or any local or foreign legal, regulatory, governmental or other authority.

For example, we may use your Personal Data to:

- comply with court orders or other legal, governmental or regulatory requirements;
- enforce our Terms of Service or other agreements; and
- protect our rights or property in the event of a claim or dispute.

We may also use your Personal Data in connection with mergers, acquisitions, joint ventures, sale of company assets, consolidation, restructuring, financing, business asset transactions, or acquisition of all or part of our business by another company.

Marketing and Promotions

We may use your Personal Data to market Blooms and Blooms' partners' sponsors' and advertisers' products, services, events or promotions. For example, we may:

- send you alerts, newsletters, updates, mailers, promotional materials, special privileges, festive greetings; and
- notify, invite and manage your participation in our events or activities;

We may communicate such marketing to you by post, telephone call, short message service, online messaging service, push notification by hand and by email.

If you wish to unsubscribe to the processing of your Personal Data for marketing and promotions, please click on the unsubscribe link in the relevant email or message. Alternatively, you may also update your preferences in our App settings.

Disclosure of Personal Data

We need to share Personal Data with various parties for the Purposes. These parties include:

Users and Vendors

For example, if you are a user, we may share your Personal Data including address and contact number to the vendors. If you are a vendor, we may share your information with the users including your company name, contact number, office email, office address and etc.

With Blooms Partners at Your Request

For example, if you requested a service through a Blooms' partner or used a promotion provided by a Blooms' partner, Blooms may share your Personal Data with that Blooms' partners. Our partners include partners that integrate with our App or our App integrates with, home service partners, business partners which Blooms collaborate with to deliver a promotion, competition or other specialized service.

With Subsidiaries and Affiliates

We share Personal Data with our subsidiaries, associated companies, jointly controlled entities and affiliates.

With Blooms' Service Providers and Business Partners

We may provide Personal Data to our vendors, consultants, marketing partners, research firms, and other service providers or business partners. This includes:

- payment processors and facilitators;
- background check and anti-money laundering service providers;
- cloud storage providers;
- marketing partners and marketing platform providers;
- data analytics providers;
- research partners, including those performing surveys or research projects in partnership with Blooms or on Blooms' behalf;
- insurance and financing partners; and
- home service partners.

With Our Legal Advisors and Governmental Authorities

We may share your Personal Data with our legal advisors, law enforcement officials, government authorities and other third parties.

Retention of Personal Data

We retain your Personal Data for as long you maintain your Blooms account. Once your Personal Data is no longer necessary for the Services or Purposes, or we no longer have a legal or business purpose for retaining your Personal Data, we take steps to prevent access or use of such Personal Data for any purpose other than compliance with this privacy policy, or for purposes of safety, security, fraud prevention and detection.

International transfers of Personal Data

Your Personal Data may be transferred from country, state and city (“Home Country”) in which you are present while using our services to another country, state and city (“Alternate Country”). You understand and consent to the transfer of your Personal Data from your Home Country to the Alternate Country.

Cookies

Blooms, and third parties with whom we partner, may use cookies, web beacons, tags, scripts, local shared objects such as HTML5 and Flash (sometimes called “flash cookies”), advertising identifiers (including mobile identifiers such as Apple’s IDFA or Google’s Advertising ID) and similar technology (“Cookies”) in connection with your use of the Websites and Apps. Cookies may have unique identifiers, and reside, among other places, on your computer or mobile device, in emails we send to you, and on our web pages. Cookies may transmit Personal Data about you and your use of the Service, such as your browser type, search preferences, IP address, data relating to advertisements that have been displayed to you or that you have clicked on, and the date and time of your use. Cookies may be persistent or stored only during an individual session.

Blooms may allow third parties to use Cookies on the Websites and Apps to collect the same type of Personal Data for the same purposes Blooms does for itself. Third

parties may be able to associate the Personal Data they collect with other Personal Data they have about you from other sources. We do not necessarily have access to or control over the Cookies they use. Additionally, we may share non-personally identifiable Personal Data with third parties, such as location data, advertising identifiers, or a cryptographic hash of a common account identifier (such as an email address), to facilitate the display of targeted advertising.

Amendments and Updates

This Privacy of Policy is last updated on 11th November, 2019.

Blooms shall have the right to modify, update or amend the terms of this Policy at any time by placing the updated Policy on the Websites. By continuing to use the Apps, Websites or Services, purchase products from Blooms or continuing to communicate or engage with Blooms following the modifications, updates or amendments to this Policy, you signify your acceptance of such modifications, updates or amendments.

The original of this Privacy Statement is written in the English language. In the event of any conflict between the English and other language versions, the English version shall prevail.