



EA Technology Asset Management Pte Ltd Privacy and Cookie Policy



Classification : Public

Date: 13 June 2025




1. Who We Are

EA Technology Asset Management Pte. Ltd. (UEN: 201115883W) is a company incorporated in Singapore and is part of the global EA Technology Group.

We are committed to protecting your personal data in accordance with the Personal Data Protection Act 2012 (PDPA) of Singapore.

This policy applies to individuals we interact with in Singapore and across Southeast Asia, including through our websites, online services, and regional consulting or product engagements.

Contact details for all privacy-related matters:

-  sales@eatechnology.sg
-  +65 6443 3833
-  4 Kaki Bukit Avenue 1, #01-02, Singapore 417939

2. What This Policy Covers

This Privacy Policy explains:

- What personal information we collect
- Why and how we collect and use it
- Where it is stored and with whom it is shared
- Your rights and choices under the Personal Data Protection Act (PDPA)
- How we use cookies
- How to contact us or make a complaint

3. What Personal Information We Collect

Depending on your interaction with us, we may collect:

Category	Examples
Identity data	Name, job title, employer
Contact data	Phone number, email, address
Technical data	IP address, browser type, device
Usage data	Website activity, page views
Marketing preferences	Opt-in status, interests

We do **not** collect sensitive data (e.g. health, ethnicity) unless required and with your explicit consent.

4. How We Collect Your Data

We collect personal data via:

- Direct interaction (e.g. calls, contact forms, meetings)
- Use of our website and online tools
- Event participation and training registrations
- Automated technologies such as cookies and analytics

5. How We Use Your Information

We use your data to:

- Provide and support our products and services
- Respond to enquiries and deliver customer support
- Improve our offerings and website performance
- Comply with legal and regulatory requirements
- Send you updates and marketing (with consent)

We collect, use, and disclose personal data only with your knowledge and consent, unless otherwise permitted or required by law. Where we rely on consent, you may withdraw it at any time by contacting us.

Our business purposes include delivering efficient customer service, improving our products, and maintaining network and data security.

6. Overseas Disclosure and Data Hosting

Your personal information may be accessed, stored, or processed by other EA Technology Group companies or third-party service providers located outside Singapore, for operational, administrative, or support purposes.

These jurisdictions include:

- The United Kingdom
- China
- Australia
- The USA

In particular, our business systems (including CRM and SharePoint) are hosted on Microsoft Azure servers located in the United Kingdom.

Where we transfer personal data outside Singapore, we take reasonable steps to ensure that the overseas recipients provide a standard of protection comparable to that under the PDPA. This includes implementing contractual safeguards, such as our Intra-Group Data Sharing Agreement dated 10 June 2025.

7. Cookies and Tracking Technologies

Our website uses cookies to improve functionality, analyse usage, and enhance your browsing experience. Cookies are small text files that may be stored on your device when you visit our site.

We use:

- Essential cookies – required for website operation
- Performance cookies – to understand how visitors use our site and to help us improve it

You can manage or disable cookies via your browser settings. If you choose to block all cookies, some parts of the website may not function properly.

If you have questions about how we use cookies, you can contact us at sales@eatechnology.sg. You can also visit www.allaboutcookies.org or consult your browser's help function for guidance on managing cookie settings.

8. Data Security

We implement reasonable technical and organisational measures to protect your personal data from unauthorised access, disclosure, modification, or loss. These include:

- Encrypted storage (AES standard)
- Role-based access controls
- Regular audits and monitoring

Access to personal data is limited to authorised personnel who require it for legitimate business purposes.

9. Data Retention

We retain your personal data only for as long as needed to:

- Fulfil the purposes for which it was collected
- Comply with legal, regulatory, and tax obligations
- Handle complaints or defend legal claims

Where appropriate, data may be anonymised and retained for research or analytics purposes.

When personal data is no longer required for any legal or business purpose, we will cease to retain it, or ensure it is anonymised in accordance with the requirements of the Personal Data Protection Act (PDPA).

10. Your Rights

Under Singapore's Personal Data Protection Act (PDPA), you have the right to:

- Request access to the personal data we hold about you
- Request correction of your personal data if it is inaccurate or incomplete
- Withdraw your consent to our collection, use or disclosure of your personal data
- Ask us to stop using your data for marketing or promotional purposes
- Lodge a complaint with the Personal Data Protection Commission (PDPC) if you believe we have breached your rights under the PDPA

To exercise these rights, please contact us at sales@eatechnology.sg or call +65 6443 3833.

11. How to Make a Complaint


We encourage you to contact us directly in the first instance if you have any concerns about how your personal data has been handled. We will endeavour to resolve any issues promptly and fairly.

If you are not satisfied with our response, you may lodge a complaint with:

Personal Data Protection Commission (PDPC)

 +65 6377 3131

 www.pdpc.gov.sg

 10 Pasir Panjang Road, #03-01 Mapletree Business City, Singapore 117438

12. Policy Updates

We may update this Privacy and Cookie Policy from time to time to reflect changes in legal or regulatory requirements, business practices, or technology. Any updates will be published on our website and marked with the latest revision date.

Where appropriate, we may also notify you of material changes by email or through a prominent notice on our website.



Safer, Stronger, Smarter Networks

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