

PRIVACY NOTICE

Philip Morris Singapore Pte Ltd ("PMS" or, as appropriate in the context, "we," "us" or "our") is part of the group of companies worldwide whose parent company is Philip Morris International, Inc., referred to collectively as "Philip Morris International" or "PMI". We respect the privacy and protection of the personal information of individuals and value the relationship we have with you. This Privacy Policy describes the types of personal information we may collect from you, how we may use that information, and with whom we may share it. Our Privacy Notice also describes the measures we take to protect the security of the information you provide to us, including through this Web site and how you can choose whether or not to accept cookies. We also tell you how you can reach us to update your personal information, unsubscribe from receiving e-mails from us, ask questions you may have about our privacy practices and provide feedback on our privacy practices.

Information We Collect and How We Use It

PMS collects personal information from you only if you provide it to us. You may choose to do so, for example, by subscribing to receive PMI press releases, by registering on our site to receive E-mail Alerts, or by providing information when you contact us through our "Contact Us" page. You may also have provided your personal information to us in the course of your business dealings or other dealings/communications/transactions with PMS. Depending on the nature of your relationship with us, the personal information that we collect from you may include:

- Name
- NRIC Number, FIN Number, Passport Number
- Telephone number
- Address
- E-mail address
- Demographic information (such as your age group and gender)
- Certain financial information, such as your bank account number

We collect and use the personal information that you provide to us for the following purposes:

If you are a consumer

- To provide products or services to you
- To respond to your requests for information, queries or feedback concerning our products and services
- To operate, evaluate and improve PMI's and PMS' business, products and services
- To keep you informed of PMI press releases and E-mail alerts, if you have opted or chosen to receive these press releases and E-mail alerts
- Analyze and enhance PMI's and PMS' business strategies and trends and statistics concerning PMI's and PMS' business, products, services, and customers

If you are our Vendor/Business Partner/Retailer

- To operate, evaluate and improve PMI's and PMS' business, products and services
- For the purposes of the supply of services and support by Vendors / Business Partners to us or for PMS to supply or distribute products to our Retailers
- To keep our Vendors / Business Partners / Retailers informed and updated on any changes to PMS policies that may affect PMS' dealings with our Vendors / Business Partners / Retailers
- To communicate with our Vendors / Business Partners / Retailers on business events and communications associated with our business relationship with our Vendors / Business Partners / Retailers

- To evaluate the use of the PMS products and services and to improve PMS products and services
- Analyze and enhance PMI's and PMS' business strategies and trends and statistics concerning PMI's and PMS' business, products, services, customers, business partners and retailers.
- To conduct due diligence / background checks that are mandated by PMI and PMS' corporate policies and / or by legislation

Information We Share

PMS does not sell or rent personal information that we collect from individuals, including our Web site visitors. Under certain circumstances, we may share your personal information as described below.

- To respond to your questions, concerns, comments or feedback on our products or services, to fulfill your requests, or to share knowledge about an issue, we may share information you provide with one or more of our affiliates.
- We also share personal information provided by you with service providers (who may be outside Singapore) that have been retained to perform services on our behalf or on behalf of our affiliates, including
 - IT service providers for IT and outsourcing services such as data storage, electronic mail services, deployment of management operations for information technology
 - Financial and legal advisors
 - Agents and service providers whom PMS engages to provide products and services to you on PMS' behalf
 - Vendors, service providers and consultants that have been engaged by PMS to manage PMS' and services
 - External contractors to provide consultancy and evaluative services or organise events for PMS

PMS requires our service providers to implement adequate levels of protection in order to protect your personal information. We also require that our service providers only process your personal information strictly for purposes for which we engage them for and consistent with the purposes that we have described in the section "Information We Collect and How We Use It" or with other purposes for which your consent has been sought and obtained.

- In addition, we may disclose information about you (i) if we are required to do so by law or by an order of court, (ii) in response to a request from law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity.
- We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets but any such transfer will be in accordance and compliance with applicable laws, including the Singapore Personal Data Protection Act 2012. Should such a sale or transfer occur, we will use reasonable efforts to try to ensure that the transferee uses personal information you have provided in a manner that is consistent with this Privacy Notice.

Cookies and Similar Technologies

Our Web site uses cookies to collect certain visitor information automatically. To learn more about the cookies we use, what they do, and how you can accept or refuse cookies, please see our [Cookie Notice](#).

Links to Other Sites

Our Web site contains links to other Web sites, some of which are operated by our affiliates and others of which are operated by third parties. We provide these links solely for your convenience and information. These sites may have their own privacy notices, which we strongly suggest you review if you visit any linked Web sites. We are not responsible for the content of these sites, any products or services that may be offered through these sites, or any other use of these sites.

Security

We maintain safeguards to protect against unauthorized disclosure, use, alteration, or destruction of the personal information you provide to us through this Web site. For our E-mail Alerts Service, we use Secure Socket Layer (SSL) technology to help protect the information you provide. This Internet encryption standard scrambles data as it travels from your computer to our server. Please note, however, that perfect security does not exist on the Internet. You'll know that you're in a secure area of our Web site when a "lock" icon appears on your screen and the "http" portion of our URL address changes to "https." The "s" stands for "secure."

Retention of your Personal Information

PMS only retains personal information for as long as the retention is required for the purposes for which you have provided your personal information to us, the purposes described in this Privacy Notice and for PMS' business and legal purposes. Generally, PMS will not retain personal information for a period of longer than 7 years after the original purposes for which you have provided your personal information to us have ceased to be applicable, unless otherwise informed or otherwise required by law or other mandatory directions by court or government authorities or for purposes of legal proceedings or other similar proceedings or investigations.

Updating or correcting Your Personal Information

If there is any change or update in your personal information, we would like to know about these changes or updates. If there is a change or an update in your personal information or if there is a need to correct any personal information of yours that we have, please write to us and provide us with the following details:

- Your name and an email-address or mailing address at which we can contact you
- The personal information for which there has been a change, update or correction.

You may send your requests to:

Email: Singapore.DPO@pmi.com or Facsimile number: (65)64130948 with attention to the Data Protection Officer, Philip Morris Singapore Pte Ltd.

We will endeavour to acknowledge the receipt of your request within 3 working days after the date of receipt of your request if it is sent by e-mail or fax, or within 7 working days after the date of receipt of your request if it is sent by post. As it is important to us that the personal information that we have about you is accurate and complete, it may be necessary for us to request for supporting documentation from you. We will contact you if we require supporting documentation from you.

There may be circumstances where PMS will not update or correct personal information:

1. The relevant personal information is opinion data that is kept solely for an evaluative purpose;
2. Documents related to a prosecution if all proceedings relating to the prosecution have not been completed.

Your Requests and Feedback on your Personal Information with us

You may request for information from PMS on what personal information of yours we have and how we have used and shared your personal information during the last one year before the date of your request. To learn more about how you can request for information from PMS, please see our Request for Access Policy [http://www.pmi.com/marketpages/pages/market_en_sg.aspx]

You may also choose to withdraw your consent to PMS' use, collection, sharing or processing of your personal information at any time. To learn more about how you can withdraw your consent, please see our Withdrawal of Consent Notice [http://www.pmi.com/marketpages/pages/market_en_sg.aspx]. Please understand that your withdrawal of your consent to our use of your personal information may affect our provision of products and services to you or our business dealings with you, depending on the nature of your relationship with us.

If you have any concerns, feedback or complaints about the use and/or sharing of your personal information, we are open to receiving your feedback or complaint. To learn more about how you may submit a complaint about our use and/or sharing of your personal information, please see our Feedback and Complaint Notice at [http://www.pmi.com/marketpages/pages/market_en_sg.aspx].

Updates to this Privacy Notice

We may change or update portions of this Privacy Notice at any time and without prior notice to you. Please check back from time to time so you are aware of any changes or updates to the notice. We will indicate the effective date of the notice.

How to Contact Us

If you have any questions or comments about our Privacy Notice and PMS' collection, use, disclosure or retention of personal information, you may contact our Data Protection Officer:

Email: Singapore.DPO@pmi.com

Facsimile number: (65)64130948

Effective date: 2nd July 2014