

# Privacy Policy & Data Protection

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*Policy*

4 January 2023



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Label for Recycling Ltd is a not-for-profit organisation that partners with recyclers, brand owners, and manufacturers to reduce the harmful impact of packaging in South East Asia. It equips brand owners with tools to verify the recyclability of their packaging in the local context and provides a label to make recycling easy for consumers.

For further information, please visit our website at <http://label4recycling.asia/>

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## **Revision history**

Version	Revision description	Author	Reviewer	Date
1	First draft	Alith Bacalso	Remi Cesaro	04/01/2023

## Table of Contents

Revision history.....	2
1 Notice.....	4
2 What personal data we collect and why we collect it?.....	4
2.1 When using our Site.....	4
2.2 Other tools and applications that might collect Personal Data .....	4
2.3 Other tools and applications that might collect Log Data.....	5
3 Who we share your data with? .....	5
4 How long we retain your data? .....	5
5 What rights you have over your data? .....	5
6 Changes to the Policy .....	6

## 1 Notice

Label for Recycling (“us”, “we”, or “our”) operates <https://www.label4recycling.asia/> (the “Site”). This page informs you of our policies regarding the collection, use, and disclosure of Personal Information we receive from users of the Site, in accordance with the Personal Data Protection Act (“PDPA”).

By using the Site, you agree to the collection, and use of information in accordance with this policy.

## 2 What personal data we collect and why we collect it?

### 2.1 When using our Site

While using our Site,

- you may provide certain personally identifiable information that can be used to contact or identify you (“Personal Information”),
- Also, via our third-party applications, we may collect information that your browser sends whenever you visit our Site (“Log Data”). This Log Data may include information such as your computer’s Internet Protocol (“IP”) address, browser type, browser version, the pages in our Site that you visit, what websites or search terms referred to our Site, the time and date of your visit, the time spent on those pages, some cookies that are installed on your device or computer, and other statistics.

We generally **do not collect Personal Information** unless:

- It is provided to us voluntarily by you directly
- A third party who has been duly authorized by you to disclose your Personal Information to us (your “authorized representative”)

Collection and usage of your Personal Information must be provided to us with your (or your authorized representative) consent or can be without consent if it is permitted, required, or authorized by the PDPA or other laws.

### 2.2 Other tools and applications that might collect Personal Data

We collect Personal Information and Log Data using the following technologies:

- **Contact Form, Gmail, Google Contacts** – When visitors visit our Site and click Contact, they are routed to our Contact Us page.
  - When using our contact webform, we collect your Personal Information (name and email address).
  - When sending us an email to [info@L4R.asia](mailto:info@L4R.asia), we will also record your Personal Information (name and email address).
  - In the two above cases, we use **Gmail** and **Google Contacts** to manage, store, engage and keep track of our contacts.
- **Scheduling Calendar** – We use Calendly as our scheduling calendar. Our visitors can book a schedule to meet or talk with our director. This is link to our **Google Calendar** where your Personal Information gets saved. This is use in conjunction with **Gmail** and **Google Contacts**. Calendly collection and use of information are subject to [its own privacy policies](#).
- **Newsletter Subscription** – Visitors can sign up to our newsletter by providing us with your email address and other contact details. We use Mailchimp as our third-party email marketing platform. Visitors/ users subscribed to our newsletter receives monthly updates from us. Mailchimp’s collection and use of information are subject to [its own privacy policies](#).
- **LinkedIn** – We connect and engage with people on LinkedIn. LinkedIn’s collection and use of information are subject to [its own privacy policies](#).
- **Business Cards** – when sharing your business card with us, we record the Personal Information digitally into our **Google Contacts** and physically stored them in our office drawers for safekeeping

## 2.3 Other tools and applications that might collect Log Data

We use several services that might collect and use Log Data:

- **Embedded content from other websites** – The articles in our Site may include embedded content (e.g., videos, images, etc.) These embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. They may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content.
- **Analytics** – We may use third-party services such as Google Analytics (“GA”) that collect, monitor, and analyse the Log Data. GA collection and use of information are subject to [its own privacy policies](#).
- **Website plugin** – Our Site uses different plugin to facilitate the navigation on our Site and sharing our content to their social media (Facebook, Google+, Twitter, LinkedIn and Pinterest) and others (Print, Email). The third-party services may collect Personal Information and Log Data every time you use our Site. These third-party services are subject to their own privacy policies.

Finally, note that any of the above may download cookies on your device when using the Site:

- **Cookies** – Cookies are files with small amount of data, which may include an anonymous identifier. Cookies are sent to your browser from a website and stored on your computer’s hard drive. Like many sites, we use “cookies” to collect information.

## 3 Who we share your data with?

We do not sell, trade, or otherwise transfer to outside parties your Personal Information unless we provide our users with advance notice, with the exception of Zero Waste City. Zero Waste City is a boutique engineering firm offering advisory services towards Zero Waste across APAC. We have a strong relationship with this organisation and might, time to time, share Personal Information with the authorised officer.

Note that third parties such as website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, might have a different policy on the transfer of Personal Data or Log Data with other parties.

Finally, we may also release information when its release is appropriate to comply with the law.

The security of your Personal Information is important to us but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## 4 How long we retain your data?

If you reach out to us via our Contact form, email address, our scheduling calendar, or any other methods both physical and digital, your Personal Information is retained indefinitely. This is so we can manage and engage with our contacts regularly

## 5 What rights you have over your data?

You can request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal or security purposes. If you are subscribed to our newsletter, you can unsubscribe any time you want

You may contact our Data Protection Officer, if you have any enquiries or feedback on our data protection policies and procedures, or if you wish to make any request, by sending an email to [info@L4R.asia](mailto:info@L4R.asia).

## 6 Changes to the Policy

This Privacy Policy is effective as of 4 January 2023 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Policy.