

Asia Pacific Technology Alliance Privacy Statement.

About

This website is owned and operated by Asia Pacific Technology Alliance (APTA). We host our company on the Wix.com platform. Wix.com provides us with the online platform that allows us to provide our products and services to you. They may store your data through Wix.com's data storage, databases, and the general Wix.com applications. They store your data on secure servers behind a firewall. By using this Website and/ or submitting your personal data, you agree to the transfer, storing and processing activities described in this Privacy Policy. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Privacy Policy. By using the Website, you consent to the data practices described in this statement. Capitalized terms that are not defined in this Privacy Policy have the meaning given to them in our Terms of Service.

Welcome

We are glad you chose to visit APTA. We care about your privacy and the information you share with us and want you to understand how we are using and protecting the information we collect about you. APTA is respectful of data privacy and adopts best practice in compliance with applicable privacy law and regulations, including the EU General Data Protection Regulation ("GDPR") and the Personal Data Protection Act 2012 (No. 26 of 2012) of Singapore ("PDPA").

Use of this website

This privacy policy describes the information we collect from you and how it may be stored and processed. This website provides events, content, and services for a professional and consumer audience and is not intended for individuals under the age of 13 years old. We do not knowingly collect or store personal data provided by anyone under 13 years of age. If you are a European Union (EU) resident, please note that there are several provisions in this privacy policy that apply uniquely to you.

What information we collect

APTA collects data about you that is limited to the kind of information that can be found on a typical business card: first name, last name, job title, employer/company name, work address, work email, and work phone number. In some cases, we may ask you to provide additional professional information such as the size of the company you work for, and industry type.

To enhance and/or update the information that you have provided to us, we may combine it with professional information or personal data that we collect from third party sources. The personal data that we refer to in this document is the personal and professional information you provide, as well as information that we obtain from third party sources, both of which we typically combine as one user record.

This site also collects and stores certain information automatically using cookies and similar technologies, including IP addresses, the region or general location of a computer or device accessing the internet, browser type, operating system, page view history, and other usage information.

Use of cookies

APTA website may use cookies for various reasons. Cookies enable us to provide you with a better experience by allowing us to understand what areas of the website are of interest to our visitors. These cookies do not track individual information. APTA also uses cookies when you register for one of our web programs. In this situation, a cookie will store useful information that enables our website to remember you when you return to visit us.

If you choose to disable cookies in your browser, you can still access most of our website. However, to the extent that any cookie can uniquely identify a computer, mobile device, or tablet (“Device”), or the person using that Device, and you are an EU resident, under the GDPR, this is personal data. Therefore, this privacy policy shall apply to such personal data collected by APTA.

How do I change my cookie settings?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit www.aboutcookies.org or www.allaboutcookies.org.

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website. To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

How we collect it

We may collect your personal data when you register to receive any of the products, content or services offered by APTA or its third-party sponsors (“sponsors”) such as publications, subscriptions, contests, newsletters, memberships, premium content, webcasts, video, white papers, online seminars, conferences and events.

What happens if you do not provide personal data?

For us to provide the products, content or services you request, we need your personal data. Therefore, if you do not provide such personal data, we cannot deliver the products, content or services.

How do we safeguard your personal data?

Storage of your personal data. We host our company on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. They may store your data through Wix.com’s data storage, databases, and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

What we do with the personal data we collect

We use the personal data that we collect to communicate with you, deliver what you request, improve our service, and to present other information and offers that may be of interest. It is our policy to always keep our information as up to date as possible, in order to ensure that we provide the best possible information services.

To communicate with you

We may use your personal data to send you important notices, such as communications about your registration, transactions, and changes to APTA's terms, conditions, policies, and/or other internal purposes.

To deliver what you request

We may use your personal data to provide the products, content, or services you request. If you enter a sweepstake, contest, or similar APTA promotion, we may use your personal data to administer such promotion.

To improve our service

We may use your personal data for auditing, data analysis, and research to improve APTA's products, content, and services.

To present offers that may interest you

We may contact you to offer you additional APTA or third-party products, content or services that may interest you.

The legal basis we have for processing your personal data

The GDPR & PDPA requires data collectors, such as APTA, to have a legal basis to use the personal data. Therefore, this section shall apply to any such personal data collected by APTA.

APTA uses the personal data that you provide to supply you with high-quality products, content and services as you request, to send important notices, and for internal purposes such as auditing, data analysis, and research to provide you with the information you need to make the most informed technology purchasing decisions.

We may also use your personal data to offer you products, content or services that may be of interest to you, based upon your interests or the preferences you shared with us, and may share your personal data with third party sponsors of content, events, and other services or offers.

The legal basis for processing your personal data is your consent. In certain circumstances we may otherwise process your personal data if APTA has a legitimate interest in doing so and APTA is not infringing any of your rights and freedoms.

When APTA processes your personal data for APTA legitimate interests, APTA will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not override your interests. APTA will not use your personal data in circumstances where your rights and freedoms override our legitimate interests unless we have your consent or are otherwise required or permitted to by law.

APTA may share your personal data to deliver content and services from our sites, affiliated companies and third parties services that might interest you, including sponsored content and events, for business operations, and to comply with valid legal processes. APTA will only share your personal data with third parties outside of APTA, with your consent.

For content and services that may interest you or that you request

As we mention above, your personal data may be shared within APTA to provide you with information about products, content and services that might interest you and for internal analytical and business development purposes. We may also share your personal data with third parties to deliver third party sponsored content or other services that you request.

For business operations

We may also share your personal data with third parties we have contracted with to support APTA business operations including delivery, fulfilment, payment processing, email deployment, suppression list management and data processing.

For third party sponsored content and events

APTA partners with third party sponsors to make available a large library of content to our users, such as white papers, professional events (live or online), as well as other services or offers. In return for access to such offers, we may ask you to provide us with personal data as part of the registration.

We may use your personal data to send you the offer you request

In addition, we may share your personal data with the sponsor(s) of the offer to communicate with you regarding the offer, and additional products, content or services that may interest you. Please note that once your personal data is shared with the sponsor, the sponsor's privacy policy, including information on how to opt-out in the future, will apply to your personal data.

As required by law

Your personal data may be shared when authorized by law or necessary to comply with a valid legal process.

In the event of new ownership

If part or all the ownership of APTA or any of its products or services are sold or transferred, your personal data will be transferred to the new owner.

International Data Transfers

This section shall apply to any personal data collected by APTA from EU residents.

If APTA shares your personal data within APTA or with any other third party as described in this privacy policy and your personal data will be transferred to a State which is not a Member State of either the European Union or the EEA, or deemed adequate by the European Commission, APTA (as a data controller/data exporter) will only conduct such transfer (to a data processor/data importer) if there are suitable safeguards in place, such as binding corporate rules, standard contractual clauses, approved Codes of Conduct, or approved certification mechanism.

How long we keep your personal data

We retain your personal data for the duration of your business relationship with us, and we hold your information only if necessary, for each purpose we use it, unless we have obtained your consent to use for another or similar purpose.

Your rights and preferences

If you inform us that you want your personal data erased, or that you no longer wish for us to communicate with you for marketing purposes, or to otherwise restrict APTA processing of your personal data, we may retain some basic information in order to avoid sending you unwanted materials in the future, and to keep a record of your request and our response.

Confirming your personal data

This section shall apply to any personal data collected by APTA . To confirm that APTA is processing your personal data, or to access, update or correct the personal data APTA holds about you, or to get a copy to reuse for your own purposes, please email: contact@apactal.com. A small processing fee may apply.

Erasing your personal data

This section shall apply to any personal data collected by APTA. If you want your personal data erased, please email contact@apactal.com

To opt-out of marketing communications

If you want APTA to stop communicating with you for marketing purposes, please send an email to: contact@apactal.com

To restrict processing of your personal data

If you want to otherwise restrict APTA processing of your personal data, please send an email to: contact@apactal.com

How can we help? Getting in touch

Questions, concerns or complaints: contact@apactal.com

If you have questions complaints about APTA personal data practices or this Privacy Policy, we encourage you to get in touch at contact@apactal.com

If you believe you have suffered harm because of a breach of your rights by APTA under this Privacy Policy, and APTA has not handled your complaint reasonably sufficiently, you may also file a complaint with the applicable supervisory authority.

Feedback

Your feedback is important to us. We would love to hear your ideas, opinions and comments about APTA services. Please email: contact@apactal.com

Future Enhancements

We are committed to maintaining APTA at the forefront of the business technology community. From time to time, we will add extra features to our e-mail services and website. Because of this, our Privacy Policy will be reviewed and revised. APTA reserves the right to change its Privacy Policy and notify you by posting an updated version of the policy on its website.