

## Privacy Policy

Latest update: 25/02/2026

Your privacy is important to The Cookware Company Group.

We collect and use your personal data only in accordance with the applicable data protection regulations, in particular the Personal Data Protection Act 2012 of Singapore (“PDPA”) and this privacy policy.

This Privacy Policy provides more information about the personal data that we process, why we process it, how we obtain the data, how long we retain the data, with whom we share it and how you may exercise your rights under Singapore law.

### 1. Identity and contact details

The term The Cookware Company Group means all companies directly or indirectly affiliated with The Cookware Company Asia Limited, with registered office at Unit 2002-4, Level 20, Tower 1, Enterprise Square Five, 38 Wang Chiu Road, Kowloon Bay, Hong Kong and registered under the Enterprise Number 35471949.

The Cookware Company Group holds its own brands as well as licenses. Our own brands include: Blue Diamond, BK, Chop & Grill, Gero, Greenchef, Greenlife, Greenpan, Keltum, Kochstar, Lumenflon, Moods, Merten & Storck, Royal van Kempen & Begeer, Vita Verde. Our licensed brands include: AEG, Bialetti, Electrolux, KitchenAid, Smeg.

If you have questions regarding the processing of your personal data, you can contact us at any time via e-mail ([privacy@cookware-co.com](mailto:privacy@cookware-co.com)) or by letter to the address mentioned above (Attn. Privacy).

### 2. Purposes

We will process your personal data received directly from you to handle your participation in the competition “*SMEG Signature Kitchen Elegance and win a SMEG 50’s Retro Style Minibar Fridge*” (the “Competition”). In case you are one of the winners, we will also process your personal data to notify you and deliver the prize to you. If you have given us your consent, we will also process your personal data for marketing purposes.

### 3. Legal Basis

We collect and use your personal data because you have given us permission to do so when participating in the Competition.

In some circumstances, we are also required to comply with legal obligations (e.g., tax or accounting regulations), which necessitate processing your personal data.

### 4. Categories of personal data

When entering the Competition, we process your personal identification data (name & e-mail address for all participants and additionally the address and telephone number for the winners). This personal data allows us to identify participants, select winners and award/deliver the prize.

## **5. Recipients of personal data**

If necessary to achieve the purposes listed, we may disclose your personal data to third parties, including: IT partners, brand partners and logistic providers.

Due to legal requirements, The Cookware Company may also share your personal data with third parties, including law firms, accountants and auditors, banks and insurance companies, government departments, bailiffs, court and police services. This personal data may also be shared with other companies of the group to which we belong or with third companies in the context of a merger or acquisition.

## **6. Transfer of personal data**

Your personal data may be transferred outside Singapore to jurisdictions where our service providers or group companies are located (including, but not limited to, Hong Kong and EEA). Where such transfers occur, we will ensure that the receiving organization provides a comparable standard of protection as required under the PDPA.

## **7. Expiration date**

For our administration of the competition, we will retain your personal data for a period of up to 3 months after the end of the competition or (ii) if you are selected as a winner for a period of up to 1 year after the end of the competition.

## **8. Rights**

Subject to the PDPA, you can contact us at any time to exercise the following rights:

- A request for access to or rectification of your personal data.
- A request for erasure of your personal data.
- A request to restrict the processing of your personal data.
- A request to object to the processing of your personal data.
- A request to transmit your data to another service provider.
- A complaint if you believe that we are not acting in accordance with the applicable data protection regulations. You can also submit a complaint to the supervisory authority.

You can exercise the above rights by contacting us by e-mail ([privacy@cookware-co.com](mailto:privacy@cookware-co.com)) or by letter to the address mentioned under section 1. In the case of doubt concerning your identity, we may request additional information to confirm your identity.

We respect all rights relating to your personal data to which you are entitled under applicable law.

Please also inform us if any of your personal data changes.

## **9. Automated decision-making**

We do not engage in automated decision-making.

## **10. Security**

We have implemented appropriate technical and organizational measures to ensure the confidentiality of your personal data and to protect your data from accidental and unlawful destruction, loss, alteration, unauthorized disclosure and access.

We have made the necessary contractual arrangements with the third parties with whom we work together.

#### **11. Updates**

This privacy policy may be amended from time to time within the limits of the applicable data protection regulations. Via our website you always have access to the most recent version.