

# Data Privacy and Protection Corporate Policies



SECRETSOF® **will only collect information necessary** for it to ethically run as a company and business and to be able to provide the Company's products or services to its customers/clients and/or business partners to the best of the Company's ability relative to current or special circumstances and status and scale of business and other related resources.

## Definition of Privacy Policy Terms

**Company** - pertains to SECRETSOF® as a Business and Commercial Entity

**Essential Uses** - the Main Uses of Private Data for business operations and promotions and customer management

**Ethical Discretion** - logical judgment of the ethical use of confidential private data and information

**Ethical Data Disclosure** - the proper ethical disclosure of data that respects confidentiality as a primary rule

**Essential Data Collection** - Information or Data necessary to help Product Improvement, Customer Management and Sales and Promotional Actions for the benefit of both the Company and its customers

**Reasonable Data Sharing** - sharing private information properly without violating ethical confidentiality and data privacy which may include - but are not limited to - Customer Survey Data used to enhance products or craft PR Promotions and Sales Offers or business or communication systems enhancement.

## Data Protection and Ethical Discretion

No Information collected from clients, customers or business partners or affiliates will be sold or improperly shared.

No Data and Information will be shared without the proper authorization and ethical reasoning.

In essence, under normal operating circumstances, Private Data and Information will only be used for Product Enhancement and Service-Providing Purposes and Reasonable Ethical Communications and Promotions which may include - but are not limited to - Sales Promotion Events and PR-Campaigns and essential business operations or matters that may require such data.

Customer, Business Partner and Affiliate Data may be stored - digitally or otherwise- with reasonable high confidentiality.

## Essential Uses of Information

Information Collected will essentially be utilized for the following purposes:

1. To better serve the Company's clients or customers
2. To enhance and improve SECRETSOF® Products for the best interest of both the Company and its customers
3. To craft tailor-made promotions that suit the different categories of customers or client's and their wants and needs
4. To be able to maintain ethical communications or correspondence with new and established customers or clients
5. To hold events, sales promotions or PR-related Campaigns that may require some Private Data Collection
6. To investigate matters pertaining to the Company's own survival, to the solve client or customer problems and to ethically manage and handle concerns pertaining to business partners and affiliates and the like
7. To maintain sufficient or expanding awareness of essential or specialized data to improve products, serve customers and streamline and improve business and communication systems - while maintaining reasonable confidentiality.
8. If Company, Business or Product or Customer Surveys or any similar data collection may require some data, then necessary or required Private Data may be collected from customers or business partners or affiliates.

Such actions are aligned with Ethical Data Disclosure and Reasonable Data Sharing Principles of SECRETSOF®.

Ethical Data Disclosure is defined as necessary or practical or moral disclosure of data and information that strikes the balance between Privacy Protection and Moral or Practical Necessity of such use or disclosure.

Collected Customer, Business or Company Data are kept confidential as a primary rule and is governed by ethical use.

This is Essential Data Collection for business use and customer satisfaction and services and PR and Sales Promotions.

## Reserved Right of Future Modifications

SECRETSOF® reserves the right to modify this Privacy Policy - along with reasonably informing those involved.

## Assumed User Agreement

Using, Viewing, Watching, Playing, Buying or Purchasing or Testing any SECRETSOF® Product is a communication of assumed agreement - which is also a Statement of Full Agreement from the person or entity involved - with the Privacy Policies of the Company.

This applies whether the person or entity involved - has read or did not read - this Privacy Policy Document

# Essential Privacy Policy Statement

## A Data Privacy Summary of Policy

In essence, SECRETSOF® respects Data Privacy and necessity for Ethical Confidentiality and the Company's reasonable utilization of Customer Data or other related data is primarily for business or product or communication systems enhancement and for improving and developing ways and technologies to better serve customers with wanted and needed products or services and effective promotions which includes sales offers and estimation of proper pricing and better product development and marketing and customer satisfaction.

### **SECRETSOF Data Privacy Policy**

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