

Privacy Policy

Effective Date: 22 July 2024

Introduction

Smilemakers Entertainment ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or use our services. Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access our website or use our services.

1. Information We Collect

We may collect and process the following types of information:

Personal Information:

- Name
- Email address
- Phone number
- Postal address
- Physical Address
- Payment information

Non-Personal Information:

- Browser type
- IP address
- Operating system
- Pages visited on our website
- Time and date of visit

2. How We Use Your Information

We use the information we collect for various purposes, including:

- Providing and managing our services
- Processing your transactions
- Sending you updates, promotional materials, and other information
- Responding to your enquiries and customer service requests
- Improving our website and services
- Conducting market research and analysis

3. Sharing Your Information

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information except as described below:

- **Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as entertainment and event management.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the new owner.

4. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

5. Your Data Protection Rights

You have the right to:

- Request the personal information we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your personal information
- Object to the processing of your data
- Request the restriction of processing your personal information
- Request the transfer of your data to another party
- Withdraw your consent at any time where we rely on your consent to process your data

To exercise any of these rights, please contact us using the contact information provided below.

6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track the activity on our website and hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our website.

7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy