

PRIVACY POLICY

Version 1.0

July, 2012

Copyright © 2010 Service Distinction Consulting. All Rights Reserved

Service Distinction Consulting is a Singapore company ("SDC ", "our", "us" or "we") which has developed these general information practices to assure You that Your privacy is respected and that Your personal data submitted as registration data ("Registration Data") is protected.

Our Privacy Policy sets out in a non-exhaustive manner SDC online information practices for handling personal and non-personal information, in compliance with applicable laws and regulations. Please read this Privacy Policy carefully each time before You use any of SDC's web sites ("Site(s)").

We reserve the right to change our Privacy Policy and our Conditions of Web Site Usage at any time, without notice to You. We encourage You to refer to the current Privacy Policy each time You use our Site so that You are aware of the current terms. It is Your responsibility to review them from time to time and to keep up to date with any changes.

By accessing or using this Site or by submitting Your information to this Site, You signify and give Your consent that all information You submit may be collected and processed in the manner and for the purposes described below.

TABLE OF CONTENTS

1. Information We Collect
 - 1.1 Non-personally identifiable information
 - 1.2 Cookies
 - 1.3 Personally Identifiable Information
2. How Your Information May Be Used
 - 2.1 Service Distinction Consulting.
 - 2.2 With SDC affiliates, entities, vendors, and business associates
3. Use of IP Addresses
4. How We Protect Your Information
5. Third Party Web Sites
6. Contacting Us On Privacy Issues

I. INFORMATION WE COLLECT

I.1 Non-personally identifiable information

As a visitor to our Site, You can view our Site and engage in a number of online activities. Whilst viewing our Site and/or engaging in online activities, SDC may collect visitation data and these are collected without obtaining, and/or users do not need to provide, any personal information. Such information is not linked to any personally identifiable information. Any such information we collect is used to help us identify the most popular aspects of our Site to help determine the effectiveness of our promotional activities and to improve users' web site experience as well as help us in future planning and developing our Site further.

I.2 Cookies

Whenever You access our Site(s), one or more cookies may be sent to Your computer. SDC employs cookie technology to improve and personalize Your experience and our offerings to You, based on Your browsing history visiting SDC's web sites and/or purchasing our Products (which is defined to refer to any product listed on any of our Sites). Cookies collect information such as IP addresses, operating systems, browser software, etc but they do not collect any names or other personal information. Cookies may also be used to record anonymous information pertaining to type and frequency of web pages and web sites viewed. This helps us in analyzing trends, tracking users' movements, and gathering broad demographic information for aggregate use. As part of this effort, we may also use our own and third party measurement technologies to assist us in gathering and analyzing that data. We may let certain other parties who advertise on some of our web pages set and access their cookies on Your computer. Other companies' use of their cookies is subject to their own privacy policies, not this one. Advertisers and/or other companies do not have access to SDC cookies.

I.3 Personally Identifiable Information

At the SDC Sites, You can order Products, vote in polls, participate in surveys and other similar activities. The types of personally identifiable information that may be collected at these pages include but are not limited to name, address, e-mail address, telephone number, fax number, credit card information, and/or information about Your interests in and/or use of various Products. Such data collected online will not be stored by SDC.

2. HOW YOUR INFORMATION MAY BE USED

2.1 Service Distinction Consulting

SDC will not sell, rent, loan or lease Your personally identifiable information to others unless we have Your express permission, are authorized herein or are required by law to do so. SDC will not use or share the personally identifiable information that You provide to us online in ways unrelated to those described herein without Your prior permission.

2.2 With SDC affiliates, entities, vendors and business associates

As SDC operates globally, we may share Your information with other SDC entities (including affiliated companies), vendors and/or business associates who are acting on our behalf to provide the Products or information or content we provide to You, to consolidate data storage, or to simplify the management of customer information. Such SDC entities and/or business associates are guided in our mutual dealings by our Privacy Policy whenever Your personal data is involved, if at all.

At times we may be required by law or in association with defense efforts or protection of rights to disclose Your personal information. We may also disclose information about You, e.g. if we determine that for national security, law enforcement, or other issues of public importance, such disclosure is necessary. In summary, the information collected may be used in relation to:

- Auditing, market research and analysis in order to maintain, protect and improve our Products;
- Developing new Products;
- Ensuring the proper technical functioning of our network(s); and/or
- Protection of our rights and/or property and/or that of our users.

3. USE OF IP ADDRESSES

An IP address is a number that is automatically assigned to Your computer whenever You are surfing the Web. Our Sites can capture these IP addresses to identify a user's geographical location. We may collect IP addresses for the purposes of system administration and audit of the use of the Site. We can and will use IP addresses to identify a user when we feel it is necessary to enforce compliance with our terms and/or policies or to protect our Site, its servers, users, or others. Some e-mails sent from us, such as those dealing with registration-related matters, may display IP addresses along with the message.

4. HOW WE PROTECT YOUR INFORMATION

To help prevent unauthorized access or disclosure, to maintain data accuracy and to verify the appropriate use of Your information, we have put into place physical, electronic and managerial procedures to safeguard the information that we receive online from You. We generally use encryption technologies when collecting and/or transferring data. In the unlikely event of a security breach and where Your personal data has been abused or You have been impersonated, please Contact Us to immediately report such abuse.

5. THIRD PARTY WEB SITES

Please note that our Privacy Policy only applies to Sites controlled by SDC and links to third party web sites are provided solely as a convenience to You. You are advised to check the privacy policies of those web sites before providing Your personal information to them. SDC has not reviewed these third party web sites, does not control and shall not under any circumstances be responsible for any of these web sites, their content or their privacy policies. Thus, SDC does not endorse or make any representations about these web sites, or any information, products, or materials that may be found there.

6. CONTACTING US ON PRIVACY ISSUES

If You have any questions or wish clarification on our Privacy Policy, please write to:

Service Distinction Consulting
420 North Bridge Road#04-08 North Bridge Centre Singapore | 88727
Phone : +65 6743 2882
Fax : +65 6383 6009

Attn: SDC – Privacy Issues