

PRIVACY POLICY

May 2, 2020

OVERVIEW

Tower T5 Incorporated "The Data Controller", "we", "us", "our" operates <https://gogulong.ph/> "The Site" and is the System that stores and processes the "you", "your" personal information collected in the Site. The Privacy Policy informs you of how we handle and secure the information that you freely share with us. This Privacy Policy will cover:

- A) The Personal Information you share and why we ask for it.
- B) Other information collected.
- C) How the data is used, managed and shared.
- D) Personal information Security.

Protecting, proper and transparent usage of your personal information is our utmost importance. The Site and the Data Controller procedures adhere to **Republic Act 10173 – Data Privacy Act of 2012 of the Republic of the Philippines** to the best of its ability.

We may update this Privacy Policy from time to time. Please visit the site to be informed of the latest Privacy Policy.

PERSONAL INFORMATION

Personal information refers to any information whether recorded in a material form or not, from which the identity of an individual is apparent or can be reasonably and directly ascertained by the entity holding the information, or when put together with other information would directly and certainly identify an individual.

In using the Site, the Site will capture information to provide you with a good experience and service. This could include personal information such as Full name, email address, phone number, Car registration, billing address and others. The personal information captured will only be used to process your order, inquiry, address complaints, refunds and other services. The site does not require its users to register or sign up in purchasing tires and services. However, signing up to our site is an available option.

Personal information entered in the Site will require your acceptance and agreement to the Sites' Terms & Condition and Privacy Policy and you also need to give the Site and Data Controller permission to capture your personal information before the Site stores your personal information.

You must ensure that the personal information provided is accurate and not misleading. You must keep it up to date and inform us of any changes. We cannot guarantee an excellent service if we work with wrong information. We reserve the right to request for documentation to verify the personal information and deny service if we suspect any malicious intent to deceive.

If you provide personal information of any third party, you represent and warrant that you have obtained the necessary consent, license and permissions from that third party to share and transfer his/her personal information to the Site and Data Controller, and that you have informed the third party of our Site's Terms and Conditions and Privacy Policy.

PAYMENT INFORMATION

The Site uses accredited and reputable 3rd party payment gateways / solutions. We redirect to the payment gateway where your payment information will be captured and processed. Upon successful payment, a payment confirmation will be sent back to us to complete your order.

DEVICE INFORMATION

The Site automatically captures your device's IP address and how it interacts with our website and how you ended up in our website. This is used to improve the user experience of our site, our products and services and our Site's foot traffic.

ANONYMIZED INFORMATION

The information we capture may sometimes be anonymized and aggregated for reporting purposes. The Data Controllers analyse the data we collect to improve our offerings and the efficiency of our Site and other services.

DATA SECURITY

The Site uses the latest & industry proven technology and security measures to ensure the information in the Site including your personal information is secured. This includes but not limited to secured data transmissions, storage & processing. We reserve the right to make the appropriate judgement on what technical solution and procedural protocols to apply based on the sensitivity of information and the security threat it poses.

USER COMMENTS

The comments and ratings you share in the Site about the Site, products and tire dealers will be the ownership of the Data Controller. The Site promotes transparency. All comments and ratings will be viewable by other users of the Site to help inform them of their purchasing decision.

You should abide with the Terms and Conditions when submitting comments and ratings. We reserve the right to remove comments that violates the Sites Terms and Conditions.

Please be advised that personal information shared in the comments will be considered as unclassified personal data and will be available for everyone to view and will not follow the same security protocols of a classified personal information.

DATA USAGE & RETENTION

The Data Controller will retain the personal information you shared during the sales process for the duration required to:

1. Prepare & perform the service & goods purchased.
2. Support the services and goods purchased.
3. Perform financial processing of the sale and returns
4. Manage post sales services such as refunds, complaints
5. Prepare for BIR and other government body audits
6. Prepare evidence for any legal litigation and proceedings

The personal information you share with us during user sign up & registration will be retained until the time you unregister or request us to delete your information provided that it does not impede on any legal obligation imposed on the data.

Please note that removing your personal information would mean that we cannot provide the same level of service you have received from us.

LOCAL STORAGE and Facebook tracking pixels

Local storage is a memory in the user's browser that stores information about the device used and the interaction. The Site could store basic information of your computer or device to give you a better user experience using the Site. It also captures system generated ids of the order for functional purposes. The site does not store any other personal information that identifies you as a person. The site also uses Facebook pixels. We use this so we can gather data about the visits and interaction to the Site. This information will be used to improve the Site and its offerings.

MARKETING

We may from time to time process your personal information to send you marketing emails about our products, in each case your prior consent is required. These emails may contain features that help us make sure you received and were able to open the message.

Furthermore, these emails may contain features to identify you when you click through a marketing email to visit our Site, which enables us to show you product offers.

You may opt out of receiving marketing emails and/or product view emails at any time, free of charge, by following the instructions in any marketing communication. Furthermore, you may select the frequency at which you receive marketing emails or unsubscribe if you no longer wish to receive marketing emails and/or product view emails by clicking on the unsubscribe link of the email.

SHARING

The Data Controller securely shares information to 3rd party partners to perform the following services:

1. Site maintenance and enhancements.
2. Marketing and Search Engine Optimizations.

3. Site usage analysis and optimizations.
4. Site Hosting and database storage.
5. Customer pre & post-sales support.
6. Tire installation, collection and delivery.

CONTACTING OUR CUSTOMERS

When you purchase goods and/or services from our Site, you may receive an e-mail or an SMS regarding your order and its status. We may also contact you by phone.

If you subscribe to our Newsletter or give consent to receive it in any other way, you will be receiving Newsletter subscription according to the request. The user may unsubscribe from the Newsletter at any time, using an appropriate link in the footer of each Newsletter. He/she will not be charged with any costs except for those resulting from the Agreement concluded with the Internet provider.

CLOSING REMARKS

The Data Controller is doing its utmost best to protect your valuable information you share with us when using GoGulong.ph. You need to do your part by practicing caution and vigilance in accessing the Site. Do not share your password, payment details and refrain from leaving your device open and unattended when using the site. These are a few tips to protect your privacy. For more questions and comments about our Privacy Policy, please contact us at bes@gogulong.ph. Enjoy our services and happy shopping!