Terms of Use and Privacy Policy

Monday, 03 March 2008
Last Updated Monday, 03 March 2008

Overview

This Privacy Policy covers Philippine Amalgamated Supermarkets Assocation (PAGASA) treatment of personally identifiable information (personal data) that PAGASA gathers when its users access (view) and use the website and when they use content and/or services on the website. PAGASA knows that people (users) care about how their personal information is used and shared. We take your privacy just as seriously. So, please read the following to learn more about our privacy policy.

By voluntarily providing us with personal data, you are consenting to our use of it in accordance with this Privacy Policy. If you provide personal data to this site, you acknowledge and agree that such personal data may be transferred from your current location to the offices and servers of PAGASA and the authorized third parties referred to herein.

Information Collected Through the Site

We collect Personal data through the Site when you voluntarily choose to provide us with personal data, through one or more of the following options:

Personal data:

â€¢ Registration - Our site's registration system may require individuals(users) to give us various personal data, including contact information such as their name, contact numbers and e-mail address. Such contact information is used to contact the user when necessary.

â€¢ Surveys and Questionnaires - Any online surveys and questionnaires may ask individuals for contact and demographic information. The individuals contact information is used to contact the user when necessary.

â€¢ Newsletters/RSS Feeds - Individuals may also choose to subscribe (opt-in) or to unsubscribe (opt-out) to newsletters or RSS feed on this website. This is further explained in the choice/opt-in or opt-out sections below.

Other Information:

A. Demographics - We receive and store certain types of information whenever individuals interact with our site. PAGASA automatically receives and records information on our server logs from individuals browser including IP addresses, PAGASA cookie information, and the page requested. Generally, our service automatically collects usage information, such as the numbers and frequency of visitors to our site and its components. PAGASA only uses this data in aggregate form. This as a statistical measure and would identify a user personally. This type of aggregate data enables us to figure out how often people access parts of the Site so that we can make the site appealing to as many people as possible, and improve the content. This information will not be shared with advertisers and other third parties.

B. IP Addresses - An IP address is a number automatically assigned to your computer whenever you access the Internet. All computer identification on the Internet is conducted with IP addresses, which allow computers and servers to recognize and communicate with each other. Through the site, we collect IP addresses in order to conduct system administration and to conduct site analysis. If someone requests pages from the site, our servers enter the visitor's IP address into a log. To maintain visitor anonymity, we do not associate IP addresses with records containing Personal data. However, we will use IP addresses to identify any user who refuses to comply with our in-house rules or terms of service, and to identify users who threaten our service, site, visitors or others.

C. Cookies - Cookies are alphanumeric identifiers that a Website transfers to an individual's hard disk for record keeping purposes. Our site uses cookies during your online session to deliver content specific to your interests. Cookies allow us to customize your other message repeatedly. Our cookies do not collect or contain personal data. They do enable us to relate your use of the site to information that you have specifically and knowingly provided to our site. PAGASA does not combine the general information collected through cookies with other personal data that would reveal the identity of a user, his/her user or screen name or email address. Our authorized third-party advertisers, in the course of serving ads to you, may also place and read cookies on your browser or use tracking technology to collect information. Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. We strongly recommend that you leave the cookies activated, however, because cookies enable you to take advantage of some of our Sites most attractive features.

Our Use of Your Personal data and Other Information

We use the Personal data you provide in a manner that is consistent with this Privacy Policy. If you provide Personal data for a certain reason, we may use the Personal data in connection with the reason for which it was provided. For instance, if you contact us by e-mail, will we use the Personal data you provide to answer your question or resolve your problem. Also, if you provide Personal data in order to obtain access to the certain services available through the Site, we will use your Personal data to provide access to such services and to monitor your use of such services. We may also use your Personal data and other personally non-identifiable information collected through the Site to help us improve the content and functionality of the Site, to better understand our users and to improve our services. PAGASA may use this information to contact you in the future to tell you about services we believe will be of interest to you. If we do so, each communication we send you will contain instructions permitting you to "opt-out" of receiving future communications. In addition, at any time you wish not to receive any future communications or to have your name deleted from all of our mailing lists please contact us as indicated below.

If we intend on using any Personal data in any manner that is not consistent with this Privacy Policy, you will be informed of such anticipated use prior to or at the time at which the Personal data is collected.

Our Disclosure of your Personal data and Other Information

PAGASA is not in the business of selling your Personal data. We consider this information to be a vital part of our relationship with you and will not disclose your Personal data to a third party except as set forth in this Privacy Policy. There are, however, certain circumstances in which we may share your Personal data with certain third parties without further notice to you, as set forth below:

A. Legal Requirements: PAGASA may disclose your Personal data if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of PAGASA, (iii) act in urgent circumstances to protect the personal safety of users of the Site or the public, or (iv) protect against legal liability.

B. Consent: Except as set forth above, you will be notified when your Personal data may be shared with third parties, and will be able to prevent the sharing of this information.

Linking Your Website To Our Pages

We encourage you to link to our pages. However, we ask that you abide by the following guidelines when doing so:

You may not infer or imply that PAGASA sponsors or in any way approves of your site or any other site.

You may not frame, display, or alter any material from our websites, or our web pages directly, in any way that obscures our identification, banners or site navigation. Framing does not allow users to bookmark the framed page. Also, some sites use frames to present content belonging to another site as if it was their own. We feel this is confusing to users and jeopardizes the integrity of our content.

The presentation of the material linked to must make it readily apparent that the content is the property of PAGASA.

You may not present Philippine Amalgamated Supermarkets Association website content as that of the site owner, otherwise misrepresent the content of the Philippine Amalgamated Supermarkets Association web pages or misinform users about the origin or ownership of the content of Philippine Amalgamated Supermarkets Association Website.

You may not duplicate content (including recorded broadcast, video, graphics and/or photos) from this or any related Philippine Amalgamated Supermarkets Association websites without express written permission of Philippine Amalgamated Supermarkets Association.

Exclusions

This Privacy Policy does not apply to any Personal data collected by PAGASA other than Personal data collected through the Site. This Privacy Policy shall not apply to any unsolicited information you provide to PAGASA through this Site or through any other means.

Security

We employ reasonable security measures in place to protect the loss, misuse and alteration of the Personal data under our control. We employ strict security measures to safeguard online transactions, including usernames and passwords. Personal data is stored in a secured database with appropriate security measures taken. However, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from this Site may not be secure. Therefore, you should therefore take special care in deciding what information you send to us via e-mail.

Choice / Opt-In

Our Site gives users the opportunity to subscribe to receive newsletters and other communications from us. This Site also gives users the opportunity to stop receiving these communications at any time.

Other Terms and Conditions

Your access to and use of this Site is subject to the Terms of Use.

Contacting the Website

If you have any questions about this Privacy Policy, the practices of this Site, or your interaction with this Site, please contact us by clicking on the Contact Us link at the bottom of the page.

Changes to this Privacy Policy

PAGASA may amend this Privacy Policy from time to time. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used/collected. If we make changes in the way we use Personal data, we will notify you by posting an announcement on our Site

Copyright Notice

Philippine Amalgamated Supermarkets Association logos may not be used in connection with any product or service that in any manner disparages or discredits Philippine Amalgamated Supermarkets Association.

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Questions or ConcernsIf you have any questions or concerns regarding privacy at this site, please send us a detailed message at the e-mail address under the Contact Us link below. We will make every effort to resolve your concerns.