



## Privacy Notice

### PLDT Home Biz Ka-Asenso Subscribers

#### My signature below signifies that:

1. All information that I have stated in this application, including all supporting documents that I have submitted, are true and correct. I have voluntarily provided this information and supporting documents to PLDT Inc. ("PLDT")<sup>1</sup> to facilitate the processing and evaluation of this application for Ka-Asenso Service Subscription (the "Service"); and
2. As the Business Owner and/or Authorized Signatory of the Registered Business, I acknowledge that PLDT collects, uses, and shares my personal data, and the personal data of the Authorized Representative of the Registered Business to provide the Service. I also acknowledge that PLDT may publish such personal data in an internal directory listing to effectively communicate with me and provide me with necessary assistance.
3. I acknowledge that PLDT shall validate my identity as the Business Owner and/or the Authorized Signatory of the Registered Business to evaluate this application for the Service.
4. I confirm, before providing the personal data of the Authorized Representative, that I have obtained his/her consent or that I have other lawful basis to collect and share his/her personal data with PLDT and its affiliates, partners, and service providers for the processing of this application for the Service.
5. When I authorize PLDT to publish my Registered Business Name, Address, and Telephone Number in the Directory Listing (White Pages) by indicating my preference for publishing in my Service application, I understand that no warranties are agreed upon the information published in the case that I or my Authorized Representative will be reached and accessed by any person or number.
6. I acknowledge that PLDT shall send the Registered Business' Statement of Account ("SOA") for the Service three (3) calendar days after the Statement Date via electronic mail, through the email address I specified in the application. I agree to hold PLDT free and harmless from any liability for my failure to receive the SOA despite it being sent to the designated email address.

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<sup>1</sup> PLDT Inc. refers to PLDT, its assignees, and successors-in-interest.

I understand that I will no longer receive a printed copy of my SOA unless I have stated otherwise by indicating my preference for SOA delivery in my application.

7. I acknowledge that there are some instances where PLDT may be required to disclose my personal data, and the personal data of the Authorized Representative, as part of its regular business operations and for the provision of the Service. I understand that my personal data, and the personal data of my Authorized Representative, may be disclosed to:
- a. PLDT's third-party service providers, contractors, and professional advisers who help PLDT provide the Service. This includes partner companies, organizations, or agencies, and their sub-contractors. For example: PLDT's contractors for service order provisioning, installation, and activation, and the contact centers that provide hotline customer care operations; and
  - b. Law enforcement and government agencies, but only when required by laws and regulations and other lawful orders and processes.

I acknowledge that a complete list of these third parties may be accessed through <https://pldthome.com/privacy-policy-partners>.

8. I acknowledge that PLDT may process and disclose my personal data to the Government, in cases when PLDT is required to do so for purposes such as:
- a. Assisting public authorities by generating, for instance, statistical insights based on my usage of PLDT network and facilities, for public planning for healthcare, disaster management, and other similar initiatives; and
  - b. Complying with relevant legal and regulatory requirement.

9. I acknowledge that PLDT shall process my personal data based on its legitimate interests to function effectively as a business, and that this is only done when such legitimate interests cannot be overridden by my and the Authorized Representative's fundamental rights or freedoms. Such interests, include, among others:

- a. the continuous improvement of PLDT's business and operations

PLDT analyzes the use of the Service to help customers in managing their Business accounts, provide customer care activities, investigate and resolve service-related requests and concerns, monitor the quality and security of its network, train its staff, and plan for future growth.

b. the continuous improvement of the Service

PLDT may collect, use, process, and analyze the use of the Service so that it can understand how to improve it for the benefit of its customers' Businesses, improve customer satisfaction, and prevent churn.

PLDT's analysis may include information such as call and data usage history, categories of internet sites visited using the Service, and the frequency of bill payments made, and service-related complaints lodged.

c. the management of the security of its business operations

PLDT may process personal data for conducting IT security operations, managing its assets, ensuring fair use of the Service, and business continuity, disaster recovery, and audit purposes.

10. I acknowledge that PLDT will keep all information pertaining to my Business account, including my personal data and that of the Authorized Representative, for as long as the Service subscription remains active, and for a maximum period of twelve (12) years after Service termination.

In the event that I cancel this application, or in cases where the application is not approved by PLDT, I acknowledge that I may claim any information and documents that I have provided at the PLDT Sales and Service Center where I submitted the application. If such information and documentation is not claimed by me or the Authorized Representative, I acknowledge that PLDT shall dispose of these records within sixty (60) days from the cancellation or disapproval of the application.

11. I acknowledge that I, as well as the Authorized Representative, are afforded certain rights in relation to our personal data under the Data Privacy Act of 2012 (Republic Act No. 10173), and that we are entitled (in the circumstances and under the conditions, and subject to the exceptions, set out in applicable law) to:

- a. Request access to the personal data that PLDT processes about us;
- b. Request a rectification of our personal data;
- c. Request the erasure of our personal data;
- d. Request the restriction of the processing of our personal data; and
- e. Request portability of our personal data.

12. When the processing of my personal data is based on consent, I acknowledge that I have the right to withdraw such consent at any time. I understand that this will not affect the lawfulness of the processing that was carried out before I withdrew my consent or PLDT's right to continue parts of the processing based on legal bases other than my consent. If PLDT is unable to provide me with another legal basis justifying the processing of my personal data, PLDT will stop the processing and delete my personal data.

13. If my or my Authorized Representative's data privacy rights have been violated, we may get in touch with PLDT Home's Data Privacy Officer through the contact details provided below.

***PLDT Home Data Privacy Office***

*Business Address: 3F Ramon Conjuanco BLDG Makati Ave, Makati City 1200*

*E-Mail: [homedpo@pldt.com.ph](mailto:homedpo@pldt.com.ph)*

I have read and understood this Privacy Notice, and the purposes for which my and my Personnel's personal data shall be processed.

**Consent for Marketing**

I consent to receive offers, recommendations, promotions, and other similar marketing communications through my contact details using channels such as SMS, email, and voice calls. [OPTIONAL]

I consent to the profiling of how I use the Service in order to receive targeted recommendations, promotions, and other similar marketing communications that are tailor-fit to my preferences. [OPTIONAL]

Authorized Signatory's signature over printed name:

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Date signed (MM/DD/YY):

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