



DISCOVERING POTENTIAL PTE LTD (201917291D)

Your privacy is important to us.

In order to provide you with the full range of services, we need to confirm your clear and unambiguous consent to receive information from us via specific marketing channels. This is in line with the Personal Data Protection Commission (PDPC) guidelines on Personal Data Protection (PDP) / Do Not Call (DNC) consent.

This Privacy Policy relates to personal information collected and the circumstances under which it may be used or disclosed by Discovering Potential Pte Ltd (Discovering Potential)

Discovering Potential is committed to respecting your privacy and we aim to maintain a high level of trust with all clients and prospective clients by adhering to the principles of applicable data protection and privacy laws in the country of operation.

Discovering Potential collects personal information so that we can provide an experience that is responsive and customised to your needs. Examples of personal information we collect include:

1. Personal data about you and your family members, which may include names, identification particulars, contact details, preferences, family background, educational information, demographic data, payment details and transaction history;
2. Information and data generated in the course of any continual relationship with Discovering Potential for example, information and records you choose to provide by various modes of communication including mail, telephone, SMS, email, internet and market research;
3. Information from cookies, other technologies deployed for the analysis of website usage or other information technology applications used by Discovering Potential;

Discovering Potential may also collect video footage, still images, or audio recordings of you ("Audio Visual Material") recorded in the course of any classes, programmes or workshops conducted, or other services rendered by Discovering Potential, its staff or contractors. The Audio Visual Material form part of the personal information collected by Discovering Potential.

Discovering Potential collects personal information from you, your family members, your authorised representatives, publicly available sources, our website, mobile or online services and other channels including emails, phone conversations and face-to-face interactions with our employees, officers and directors.

The purposes (collectively referred to as "Allowed Purposes") for which Discovering Potential collects, uses and discloses personal information include:



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1. To provide, operate and administer Discovering Potential products and services, or to process applications for Discovering Potential products and services, business or financial transactions, and to maintain service quality levels and train staff;
2. To provide product-related services and support, including the provision of administrative support, technical assistance and customer alerts;
3. To facilitate operational processes including but not limited to personality profile assessments, course and workshop management, payment administration and statistical analysis;
4. To maintain accurate client information and enable customised experiences that meet your preferences and needs
5. To manage Discovering Potential's relationship with you, which may include providing information on Discovering Potential's products, updates and services, where specifically consented to or where permissible under applicable laws and regulations;
6. Sending you marketing information about our services, and notifying you of our marketing events, initiatives and promotions;
7. For use in promotional and marketing material distributed by Discovering Potential whether online or offline, including but not limited to posts on social media, print or electronic copies of newsletters and brochures, promotional video advertisements and print advertisements;
8. To perform internal management, to operate management information systems, to carry out and enable internal and external audits;
9. To facilitate product development and service refinements via customer feedback, data analysis and market research;
10. To perform internal management, to operate management information systems, to carry out and enable internal and external audits;
11. To monitor and record calls and electronic communications with clients for course quality control, record-keeping, training and case investigations;
12. To enforce or defend the rights of Discovering Potential, its employees, officers and directors;
13. To comply with any applicable laws, regulations, codes of practice, guidelines, or rules or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority;
14. For safety, legal and regulatory compliance; and
15. Any other incidental business purpose related to or in connection with the above.

Discovering Potential may disclose personal information for any of the Allowed Purposes to:

1. Professional advisors, third party service providers, agents or contractors engaged to perform any of the above listed purposes for Discovering Potential or any Discovering Potential under a duty of confidentiality;
2. Any person or entity which is part of Discovering Potential although only to the extent necessary to fulfil the Allowed Purpose;
3. Any person to whom disclosure is required under applicable laws or regulations;
4. Any court, tribunal, regulator, or other authority to whom disclosure is necessary under applicable laws or regulations.

If Discovering Potential needs to use your personal data for any other purposes, we will notify you and obtain your consent beforehand. You will be given the opportunity to withhold or withdraw your consent for the use of your personal data for these other purposes.

We retain personal information in accordance with legal, regulatory, business and operational obligations.



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You have the right to request a copy of your personal information held by us and to request for any inaccurate personal information to be rectified. A request can be submitted in writing, by mail or email (details in the “Contact Us” section).

Please note that we may be prevented by law from complying with any request that you may make. We may also decline any request that you may make if the law permits us to do so.

Discovering Potential reserves the right to charge an administrative fee for providing a copy of your personal information. If a fee is to be charged, we will inform you of the amount beforehand and respond to your request after payment is received.

This Policy applies to all personal data that you may provide to us and the personal data we hold about you. By providing us with your personal data or by accessing, using or viewing the applicable website or any of its services, functions or contents (including transmitting, caching or storing of any such personal data), you shall be deemed to have agreed to each and all the terms, conditions, and notices in this Policy.

You may submit a request to withdraw your consent at any time by contacting us in writing, via mail or email.

Do note, in many circumstances, we need to use your personal data in order for us to provide you with products or services which you require or have requested. If you do not provide us with the required personal data, or if you do not accept this Policy (or any amendments thereto) or withdraw your consent to our use and/or disclosure of your personal data for these purposes, it may not be possible for us to continue to serve you or provide you with the products and services that you require or have requested.

Feel free to contact us for any enquiries, requests and feedback.