

This Privacy Policy applies only to data gathered on The Gift Website, which is run by Singapore Art Museum (SAM).

### **Information Collected**

We automatically collect and store the following aggregated tracking data when visitors interact with The Gift Website, as follows:

- The Internet domain (for example, "xcompany.com" if you use a private Internet access account, or "yourschool.edu" if you connect from an educational institution's domain) and IP address from which you access our website;
- The country destination, i.e. Singapore or overseas, that you access this website from;
- The date and time you access this website;
- The amount of time spent on this website;
- The pages, files, and documents you visit;
- The files, documents, or images that you download;

We use the aggregated tracking data to help us make this website more useful to visitors — to learn about the number of visitors to this website and the pages visitors browse. We use this information to improve our website.

### **Collection of Personal Information**

We do not capture personal information about visitors to our website unless you choose to provide that information to us. Personal information will not be disclosed or used for purposes other than those specified without your consent, except as authorised by law.

### **Cookies and Tracking Pixels**

The Singapore Art Museum Website uses technologies such as "cookies" and "tracking pixels" to improve the functioning of the website and user experience.

The Museum also works with third-party analytics and marketing partners who use technologies such as cookies and pixel tags on our behalf.

### **Other Websites**

Our website contains links to other websites that are beyond our control and are not covered by this Privacy Policy. If you access other websites using the links provided, they will be at your own risk and subject to the privacy policy of each individual website you enter.

**Changes to Privacy Policy**

This Privacy Policy may be revised at any time. We encourage you to visit this page periodically to review our latest policy so that you will always know what information we gather and how we may use that information.