SAFE BARRIERS PTE. LTD.

Privacy Policy

Last updated: 30 June 2026

Safe Barriers Pte. Ltd. (“Safe Barriers”, “we”, “us” or “our”) respects an individual’s right to privacy. We are the Safe Barriers group company that owns the intellectual property in all Safe Barriers products, and we supply road safety products and support customers across Singapore, the United States, Canada, the United Kingdom, the European Union, Australia and New Zealand. This policy is based on the Personal Data Protection Act 2012 (PDPA) of Singapore. It also describes the rights of individuals in the United States, Canada, the European Union and United Kingdom, Australia and New Zealand.

By purchasing goods from Safe Barriers, communicating with Safe Barriers by email, telephone or in writing, using the Safe Barriers website, or otherwise providing personal data to us, you agree to the collection, use and disclosure of your personal data in the manner described in this policy.

Our company and group structure

Safe Barriers Pte. Ltd. is registered at 60 Paya Lebar Road #06-28, Singapore 409051. We own the intellectual property in all Safe Barriers products. Our group includes Safe Barriers, LLC (8 The Green, Suite A, Dover, DE 19901, United States) and Safe Barriers Pty Ltd (16 Cotham Rd, Suite 1054, Kew VIC 3101, Australia). We may share personal data within the group for the purposes set out in this policy.

What this policy covers

This policy sets out the principles Safe Barriers follows when collecting, using, disclosing, retaining and removing personal data, and describes other important matters relating to an individual’s privacy. It applies to the Safe Barriers website and to our dealings with customers, suppliers and other contacts.

Personal data we collect

The personal data we collect depends on the particular transaction and dealing. It may include an individual’s:

- name, title and address;
- personal identification or passport number, where required;
- telephone number;
- email address and online passwords;
- records of communications with Safe Barriers;
- responses to market surveys and contests conducted by Safe Barriers or on our behalf;

- credit card or debit card information; and
- website usage information, such as IP address, browser type, operating system, pages viewed and documents downloaded.

Safe Barriers only collects, uses and discloses personal data with an individual's consent or deemed consent, or as otherwise permitted under the PDPA or other applicable laws and regulations.

How we use personal data

Personal data is generally collected and used for the primary purposes of:

- conducting, improving, maintaining and developing a business relationship;
- processing, servicing or enforcing transactions and sending related communications;
- identification and verification in connection with services or products supplied to individuals;
- responding to an individual's queries;
- administering contests or market surveys conducted by Safe Barriers or on our behalf;
- marketing, such as providing information about our products, promotional notices and offers; and
- improving the Safe Barriers website.

Where we collect personal data, Safe Barriers takes reasonable steps to make the individual aware of the likely use of the data, the identity and contact details of the organisation, any law requiring the collection, and the main consequences of not providing the data.

Cookies and tracking

When you visit the Safe Barriers website, we may record anonymous information such as IP address (where not used to identify a specific individual), the time and date of your visit, the referring URL, pages accessed and documents downloaded, and your browser type and operating system. We also use cookies. A cookie is a small file stored on your device. Session cookies are deleted when you close your browser; persistent cookies remain until they expire. You can set your browser to disable cookies, but some features of the website may not work properly. Where required by law, we ask for your consent before placing non-essential cookies.

How we disclose personal data

Safe Barriers discloses personal data:

- to our group companies, including Safe Barriers, LLC (United States) and Safe Barriers Pty Ltd (Australia);
- to service providers who process data on our behalf, such as IT hosting, payment processing, logistics and marketing providers, under contracts requiring them to protect it;
- for the primary purpose for which it was collected, or a purpose a reasonable person would consider appropriate;

- where the individual has consented;
- for direct marketing where consent has been given, with the opportunity to opt out (our contact details appear in any direct marketing); and
- where permitted or required under the PDPA or other applicable law.

Safe Barriers does not disclose personal data for secondary purposes unless consent has been given or this is permitted or required by law. Safe Barriers will not sell or license any personal data that it collects from an individual.

Cross-border transfer of personal data

Personal data provided to Safe Barriers may be transferred to, stored by or disclosed to recipients outside Singapore, including our group companies and service providers in the United States, Australia and other countries. Your personal data may also be processed by employees or third parties operating outside Singapore who work for or provide services to Safe Barriers. Before personal data is disclosed to an overseas recipient, Safe Barriers takes reasonable steps to ensure the recipient provides a standard of protection comparable to the protection under the PDPA, and applies appropriate safeguards such as Standard Contractual Clauses where required for transfers from the European Union or United Kingdom.

Accuracy and correction of personal data

Safe Barriers takes steps to ensure personal data is accurate and up to date, and updates its records when changes come to its attention. If an individual has submitted personal data to Safe Barriers and would like it corrected, a written request should be sent by email to the Data Protection Officer at admin@safebarriers.com. Safe Barriers will comply with a request to correct personal data as soon as practicable. If Safe Barriers disagrees with a correction request on reasonable grounds, it will annotate the personal data with the correction that was requested but not made.

Access to personal data

If an individual wishes to be provided with their personal data in the possession or control of Safe Barriers, or information about how it has been used or disclosed in the year preceding the request, they may send a written request by email to the Data Protection Officer at admin@safebarriers.com. Safe Barriers will handle such requests as soon as reasonably possible in accordance with the PDPA.

Withdrawal of consent

An individual may withdraw consent for the collection, use or disclosure of personal data by giving Safe Barriers reasonable notice in writing by email to the Data Protection Officer at admin@safebarriers.com. Safe Barriers will inform the individual of the likely consequences of withdrawal, and will cease to collect, use or disclose the personal data unless otherwise permitted or required by the PDPA or other applicable laws.

Security of personal data

Safe Barriers takes reasonable steps to ensure that personal data is securely stored, and protects it from misuse or loss by restricting access to information held in electronic form and by appropriate physical and communications security. Any data that is destroyed is disposed of in a manner that protects the privacy of personal data. No system can be guaranteed completely secure, and we cannot warrant the security of information transmitted to us over the internet.

Sensitive information and government identifiers

Safe Barriers does not collect sensitive information without the individual's consent and unless it is specifically relevant and necessary for our primary purposes. Safe Barriers does not use government identifiers, such as national identification or tax file numbers, to identify individuals, except where required or permitted by law.

Anonymity and unsolicited information

Safe Barriers allows individuals the option not to identify themselves when dealing with it, where practicable. Where we receive personal data we did not ask for and are not permitted to keep, we take reasonable steps to destroy or de-identify it.

Do Not Call (DNC) Registry

Safe Barriers complies with all provisions regarding the Do Not Call (DNC) Registry under the PDPA.

Your rights by region

In addition to the rights above under the PDPA, the following rights apply to individuals in other regions.

United States (including California)

If you are a US resident, you may have the right to know what personal information we hold, to request its deletion or correction, and to opt out of the sale or sharing of personal information. We do not sell or share personal information as those terms are defined under California law (CCPA/CPRA), and we do not discriminate against you for exercising any privacy right. California's "Shine the Light" law gives California residents certain rights regarding direct marketing disclosures; we do not make such disclosures.

Canada (PIPEDA)

If you are in Canada, we handle personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial laws. You may request access to and correction of your personal information, and may withdraw consent subject to legal or contractual restrictions. Complaints may be made to the Office of the Privacy Commissioner of Canada.

European Union and United Kingdom (GDPR and UK GDPR)

If you are in the EU or UK, we process your personal data on one or more of these legal bases: your consent; performance of a contract; compliance with a legal obligation; or our

legitimate interests, where these are not overridden by your rights. You have the right to access, correct, erase, restrict or object to processing, to data portability, and to withdraw consent at any time. You may lodge a complaint with your local data protection authority. International transfers are protected by appropriate safeguards such as Standard Contractual Clauses.

Australia (Privacy Act 1988 and Australian Privacy Principles)

Personal information of Australian individuals is also handled by Safe Barriers Pty Ltd in accordance with the Australian Privacy Principles. You may request access to, or correction of, your personal information, and may complain about a privacy breach to us and then to the Office of the Australian Information Commissioner (OAIC).

New Zealand (Privacy Act 2020)

If you are in New Zealand, we handle your personal information in accordance with the Information Privacy Principles. You may request access to and correction of your personal information, and may complain to the Office of the Privacy Commissioner.

Links to other websites

The Safe Barriers website may contain links to other websites. Safe Barriers is not responsible for the privacy practices of other websites. This policy applies only to the information we collect on the Safe Barriers website. We encourage you to read the privacy policies of other websites you visit through our links.

Changes to this policy

Safe Barriers may modify this privacy policy at any time. The current version will always be published on the Safe Barriers website, with the “last updated” date shown at the top.

Contact us

If you have any queries or concerns about this policy or how we handle your personal data, please contact our Data Protection Officer:

Safe Barriers Pte. Ltd.
60 Paya Lebar Road #06-28, Singapore 409051
Email: admin@safebarriers.com