Privacy Policy

Digitrend Solution (S) Pte Ltd

Last updated: 27 November 2026

1. Who we are and what this policy covers

Digitrend Solution (S) Pte Ltd ("Digitrend") is a Singapore-based HP Master Dealer for A3 multifunction printers. We also supply HP laptops, desktops, servers and large-format printers, and IT support services.

This policy explains how we collect, use, share and protect personal data about our customers, prospective customers, business contacts, job applicants and visitors to www.digitrend.sg. We handle personal data in line with Singapore's Personal Data Protection Act 2012 (PDPA).

2. Personal data we collect

- **Business contact details:** name, job title, company, work email address and phone number.
- **Quote and purchase details:** products you are interested in, your choice of purchase, lease, hire purchase or rental, and delivery and billing details.
- **Service records:** technical support requests, toner orders, and details of the equipment we supply and maintain for you.
- **Communication records:** our emails and calls with you, including whether you open or reply to our emails.
- **Job application details:** your CV and the information you include when applying for a role.
- **Website data:** your IP address, browser type and the pages you visit.

3. How we collect it

- **Directly from you,** for example through our "Quote in 60 sec" form, newsletter sign-up, contact, technical support and toner supply forms, by phone or email, or when you apply for a job.
- **From publicly available sources,** such as company websites and professional networking profiles.
- **From third-party data and marketing service providers,** such as Sprouts Inc., which are required to collect and share personal data lawfully.
- **Automatically,** when you use our website or interact with our emails.

4. How we use it

We use personal data to:

- prepare quotes and arrange the purchase, lease, hire purchase or rental of equipment;
- deliver, install and maintain equipment, provide technical support and supply toner;
- send business communications about HP products, services and offers that may be relevant to you;
- manage our customer relationships, records and invoicing;
- assess job applications;
- improve our website and services; and

- carry out internal administration and meet our legal and regulatory obligations.

5. Marketing emails and opting out

You can stop receiving our marketing emails and newsletter at any time by clicking the unsubscribe link in any of them, emailing service@digitrend.sg or calling us on 6741 5670. We will act on your request promptly, and in any case within the time required by law. Opting out of marketing does not stop service messages about equipment or services you have bought, leased or rented from us.

6. Who we share it with

We do not sell or rent your personal data. We may share it with:

- **HP and its authorised partners,** where needed for orders, product registration, warranty or support;
- **financing, leasing or rental providers,** if you choose one of these options;
- **delivery, installation and maintenance contractors** working on our behalf;
- **service providers** that process personal data for us, such as website hosting, email delivery, sales engagement, data enrichment and IT support providers, under contract and only on our instructions;
- **our professional advisers,** such as lawyers, accountants and auditors;
- **government authorities, regulators or law enforcement,** where required by law; and
- **a buyer or successor,** if our business is sold or merged.

7. Transfers outside Singapore

Some of our service providers, including our website and email platforms, may store or process personal data outside Singapore. When this happens, we take steps to make sure your data receives a standard of protection comparable to that under the PDPA.

8. How we protect it

We use reasonable security measures to protect personal data, such as access controls, secure systems and staff training. No method of transmission or storage is completely secure, but we work to protect your data against unauthorised access, use or disclosure.

9. How long we keep it

We keep personal data only as long as we need it for the purposes above, or as required by law, or generally 5 to 7 years. After that, we delete it or remove anything that identifies you. If you opt out of marketing, we keep a minimal record of your details on a suppression list so we do not contact you again.

10. Your rights

Under the PDPA, you can ask us to:

- give you access to the personal data we hold about you;
- correct personal data that is inaccurate or incomplete; and
- stop using your personal data for marketing, or withdraw consent you have given.

You can also ask us to delete your personal data where we are not required to keep it. To make a request, contact our Data Protection Officer using the details below. We may need to verify your identity, and we will respond within the time required by the PDPA.

11. Cookies

Our website uses cookies and similar technologies to make it work and to understand how visitors use it. You can control cookies through your browser settings.

12. Links to other websites

Our website links to other websites, such as HP's product pages, that we do not control. This policy does not cover them, so please read their privacy policies.

13. Changes to this policy

We may update this policy from time to time. The latest version will always be on this page, with the date it was last updated.

14. Contact us

If you have any questions about this policy or want to make a request about your personal data, please contact our Data Protection Officer:

- **Data Protection Officer: Thomas Phua / Director**
- **Email: thomas@digitrend.sg**
- **Phone:** 6741 5670
- **Address:** Digitrend Solution (S) Pte Ltd, 998 Toa Payoh North #03-01, Mapletree Industrial, Singapore 318993