

# PRIVACY NOTICE – PROMOTIONS

Salmon Bank (Rural Bank), Inc. (“Salmon Bank”, “we”, “us”, or “our”) values your privacy and is committed to protecting your personal information in accordance with the Data Privacy Act of 2012 (R.A. 10173), its Implementing Rules and Regulations, and other relevant issuances of the National Privacy Commission (NPC).

This Privacy Notice explains how we collect, use, store, share, and protect your personal information when you participate in our promotional activities, such as raffles, giveaways, or special offers (the “Promo”). 1. Collection of Personal

## 1. Collection of Personal Information

We collect the following personal information through the official deposit form or other registration channels used for Promo participation:

- Full name
- Contact information (mobile number and/or email address)
- Deposit account number or customer ID (for verification only)
- Other details necessary to determine eligibility and facilitate prize fulfillment

By participating in the Promo, you provide your voluntary and informed consent for Salmon Bank to collect and process your personal information for the purposes stated below.

## 2. Purpose of Processing

Your personal data will be used solely for legitimate and specific purposes related to the administration of the Promo, including:

- Validating participation and verifying eligibility;
- Conducting raffle draws or prize selection (e.g., using certified randomization tools);
- Notifying winners via registered mail, email, SMS, or phone call;
- Coordinating and releasing prizes; and
- Preparing audit, compliance, and regulatory reports (e.g., submission to the DTI or BSP).

Your information will not be used for unrelated marketing activities without your separate consent.

## 3. Data Storage and Protection

All personal data collected for the Promo are stored in secure, encrypted systems protected by multi-factor authentication (MFA), firewalls, and strict access controls.

Access to personal information is restricted to authorized personnel only, and all access and processing activities are recorded through audit logs.

Regular system backups are conducted in accordance with Salmon Bank’s information security and data protection policies to prevent unauthorized access, loss, or misuse.

## 4. Data Sharing and Disclosure

We do not sell, rent, or disclose your personal data to unauthorized third parties. Your information may only be shared with the following, when necessary:

- Authorized internal departments managing the Promo;
- Third-party service providers or auditors assisting in raffle draws, verification, or prize distribution;
- Regulatory agencies such as the DTI, BSP, or NPC, as may be required by law; and
- Government authorities, if disclosure is mandated under applicable regulations.

All third parties who process data on our behalf are bound by data sharing agreements and strict confidentiality obligations.

## 5. Data Retention and Disposal

Your personal data will be retained only for as long as necessary to fulfill the purposes of the Promo, including validation, reporting, and regulatory review. After completion of the Promo and expiration of applicable retention periods, your data will be securely deleted, anonymized, or destroyed following industry standards and Salmon Bank's internal data retention policy.

## 6. Rights of Data Subjects

You have the right to:

- Be informed about how your data is collected and used;
- Access and obtain a copy of your personal data;
- Correct or update inaccurate or incomplete information;
- Withdraw consent or object to further processing;
- Request deletion or blocking of data no longer necessary or unlawfully processed; and
- File a complaint with the National Privacy Commission for violations of your privacy rights.

Requests may be submitted to our Data Protection Officer using the contact details below.

## 7. Contact Information

For any inquiries, concerns, or to exercise your data privacy rights, please contact:

Data Protection Officer (DPO) Salmon Bank (Rural Bank), Inc.

**Email:** [compliance-rb@salmon.ph](mailto:compliance-rb@salmon.ph)

**Phone number:** +639552711615

**Address:** F. Gomez Street, Poblacion, Brgy. Malusak, City of Sta. Rosa, Laguna 4026

**Effective Date:** 8 December 2025