

# **FACEBOOK DATA PRIVACY POLICY**

## **I. INTRODUCTION**

Connie is a chatbot developed by e-Konek Pilipinas, Inc. designed to assist users by answering queries related to various systems operated by our company. Connie can connect with multiple government systems, including the Bureau of Customs (BOC), to provide updates on the status of shipments, manifests, airway bills, arrival schedules, and Single Administrative Documents (SAD).

In addition to providing information, Connie is capable of capturing any bugs or issues that users encounter while using our systems and reporting them for resolution.

At e-Konek Pilipinas, Inc., we are committed to protecting the privacy of our clients and ensuring that their personal information is handled responsibly. We adhere to the highest standards of data protection and are compliant with ISO 27001:2022 and the General Data Protection Regulation (GDPR).

## **II. INFORMATION COLLECTION**

When clients interact with Connie, e-Konek Pilipinas, Inc. collects the following types of information:

- User ID: A unique identifier assigned to each user to facilitate personalized interactions and service improvements.
- Messages: The text messages clients send to Connie during their interactions.

## **III. USE OF INFORMATION**

We will log user IDs and messages for a period of one week. This information is used for the following purposes:

- Training and Enhancement: To train Connie and enhance its service capabilities, ensuring that it can provide accurate and relevant responses to user queries.
- Issue Resolution: To properly address user queries in the event that an issue is escalated and Connie is unable to resolve it.

#### **IV. DATA SHARING**

At e-Konek Pilipinas, Inc., we are committed to protecting our clients' privacy. We will not share their personal information, including user IDs and messages, with any third parties.

Furthermore, we are not legally obligated to disclose our clients' information to any external entities. Their data will remain confidential and will only be used for the purposes outlined in this privacy policy.

#### **V. DATA SECURITY**

At e-Konek Pilipinas, Inc., we take the security of our clients' personal data seriously. To protect their information from unauthorized access, we implement the following measures:

- **Data Encryption:** All personal data transmitted through our chatbot, Connie, is encrypted using industry-standard encryption protocols (SSL/TLS) to ensure that client information remains confidential during transmission. Additionally, data stored on our servers is encrypted to protect it from unauthorized access.
- **Access Controls:** We enforce strict access controls to limit access to personal data. Only authorized personnel who require access to perform their job functions are granted permission to view or handle client data. This is managed through role-based access control (RBAC) mechanisms.
- **Regular Security Audits:** We conduct regular security audits and vulnerability assessments to identify and address potential security risks. These audits help us ensure that our security measures are effective and up to date.
- **Incident Response Plan:** We have established a comprehensive incident response plan to address any potential data breaches. This plan includes procedures for promptly notifying affected users and mitigating any potential harm.
- **Employee Training:** All employees are trained on data protection and security best practices to ensure they understand their responsibilities in safeguarding user data.

- Compliance with Standards: We adhere to ISO 27001:2022 standards, which guide our information security management practices and help us maintain a high level of data protection.

## **VI. USER RIGHTS**

Users of Connie have certain rights regarding their personal data. These rights include:

- Right to Access: Clients or users have the right to request access to the personal data that e-Konek Pilipinas, Inc. holds about their clients. This includes the ability to obtain a log of the messages they have sent to Connie during their interactions.
- Right to Deletion: Clients or users may request the deletion of their personal data within the one-week retention period. If they wish to have their data deleted, they may contact us, and e-Konek Pilipinas, Inc. will process their request in accordance with applicable laws.

To exercise these rights, clients or users may reach out to e-Konek Pilipinas, Inc. using the contact information provided in this privacy policy. We are committed to responding to our clients' requests promptly and in compliance with relevant data protection regulations.

## **VII. CHANGES TO THE PRIVACY POLICY**

e-Konek Pilipinas, Inc. reserves the right to update this privacy policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons.

When significant changes are made in the policy, we will notify our clients by highlighting the updated changes on our company website at [www.ekonek.com](http://www.ekonek.com) and [www.ekoneksolutions.com](http://www.ekoneksolutions.com). We will also provide updates on our chatbot's Facebook page at [www.facebook.com/ekonekchatbot](https://www.facebook.com/ekonekchatbot).

## **VIII. CONTACT INFORMATION**

e-Konek Pilipinas, Inc. has a designated Data Protection Officer for the personal information it processes in the framework of this Data Privacy Policy. If you have questions or comments regarding this Data Privacy Policy, our data protection policies and practices, or the information that e-Konek Pilipinas, Inc. holds about you, please contact us through [ekonek.dpo@ekonek.com](mailto:ekonek.dpo@ekonek.com).

## **IX. APPROVAL**

This Privacy Policy has been reviewed for legal sufficiency and approved by the Corporate Legal Counsel of the Lina Group of Companies, parent company of e-Konek Pilipinas, Inc.



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**ATTY. GERALDINE C. PALOMA**  
Corporate Legal Counsel  
Lina Group of Companies  
Date Signed: 032625