

Privacy Policy

JT International (Philippines) Inc. ("**JTI**") respects the privacy of our consumers. Here, we demonstrate how we appropriately safeguard the personal data you provide us when you participate in our programs.

Your Personal Data: Why we Collect and Use it

By contacting Sagot Ka Ni JTI, you agreed to provide us with personal data such as your Name, Birthdate, Gender, Sexual Orientation, Location, Contact Number, Email Address, Photo, Brand Preference to allow us to communicate with you in relation to your participation in the Program such as, to determine your eligibility to participate and to provide insight on the promulgation, design, and implementation of JTI's consumer plans and programs in the future.

What your Consent Covers

By joining and continuous participation in the Program, you expressly give your consent for JTI to:

1. Communicate with you, to the extent allowed by applicable laws and through the means you provided or consented to, which may include: phone calls, SMS, emails, mail, social media, and/or any digital platform, any communication relating to JTI's tobacco business including but not limited to new products / brands, marketing activities including direct marketing and interest-based/personalized advertising (in JTI's or third-party owned/managed age-gated, adult-only channels), events, partner establishments, partner designated smoking areas, and/or updates on regulations relating to tobacco sale, distribution, use, and/or advertising/promotion;
2. Contact you to participate in research / surveys regarding your experience in using JTI's brands;
3. Analyze personal information you provided via web analytics, due diligence, or any similar means in order to communicate with, and reach you in a more personal and specific manner;
4. Anonymize your personal information for statistical and product study purposes;
5. Use and store your personal information so JTI can validate your age, contact you, and comply with applicable law and its internal policies and procedures. Your personal information shall be stored at a secure cloud-based storage operating in the Philippines, Asia Pacific, or the European Union. It will be retained from collection up until five (5) years from registration, and thereafter destroyed through any means suitable as independently determined by JTI, except when you have provided your consent to remain in our database for succeeding periods of five (5) years by continued participation in our programs;
6. Allow you to exercise any of your rights as data subject under the Data Privacy Act of 2012 and contact us directly at DLdpo_ph@jti.com;
7. Conduct face-to-face or remote age verification (through presentation of a government-issued bearing your photo and date of birth) for the purpose of determining your eligibility to participate in, and for any other lawful purpose connected to the Program and JTI's brands. You also consent to the use of your photo captured during events as part of the brand's internal documentation, for promotion, and any other lawful commercial purposes;
8. Disclose your personal information to authorities (only when required by law), JTI's affiliates for the purpose of conducting the above for its own or related purpose/s, and/or JTI's third party service providers to accomplish the purposes stated above. JTI will not share your personal information to the said third parties for any other purpose other than the purposes above mentioned.

How to Unsubscribe and/or Reach Us

Except as otherwise stated, JTI will not sell or disclose your personal information to third parties without your consent. You have the right, upon reasonable request, to access personal information you shared, to ask us not to process your personal information, and/or to correct inaccurate information in our database. If you do not wish to receive marketing materials from us, wish to opt-out receiving any communication regarding JTI and its brands, or to exercise any of your rights under the Data Privacy Act of 2012 including, without limitation, your right to modify or delete your account and/or any personal information shared with us, please write to us at DLdpo_ph@jti.com.

Changes to our Privacy Policy.

JTI reserves the right to change its privacy policy at any time by posting in our Philippine brand-dedicated websites. It is your responsibility to periodically check for any changes we make. You are deemed to have been notified of and expressly accepted the changes to our privacy policy by continued membership in our websites, and participation in JTI's programs.

Last Update

This Policy was last updated in May 2022.