

**GOLDILOCKS BAKESHOP, INC.**  
**FRANCHISE APPLICANT'S PRIVACY PROTECTION**  
*(as of 11 May 2022)*

This Consent Form applies to all processes relating to franchise applications for **Goldilocks Bakeshop, Inc.** (“We” or “Goldilocks”) that involve personal information. Goldilocks values the trust put upon it by its Franchise Applicants and strives to protect their privacy.

**I. INFORMATION WE COLLECT**

As a Franchise Applicant of Goldilocks, you (the “Applicant”) hereby expressly agree, consent, and authorize Goldilocks to collect and process the following pieces of personal and sensitive personal information (collectively referred to as “Personal Information”):

*1. Personal Information*

- a. Name
- b. Address (Residential, Business)
- c. Contact Details (Mobile Number, Telephone Number, Email Address)
- d. Family Information

*2. Sensitive Personal Information*

- a. Financial Background Information (Bank Account / Credit Card History)
- b. Medical Background and Information
- c. Criminal Background and other Legal Issues
- d. SSS
- e. TIN
- f. Driver's License
- g. Government-issued ID

**II. HOW WE USE THE INFORMATION**

The Applicant agrees that the above-mentioned personal information shall be processed for the following purposes:

3. To determine if the applicant is financially, physically and emotionally capable of handling a food business;
4. To protect company's image and reputation;
5. To be able to assess whether or not to approve the franchise application;
6. To obtain pertinent information about a franchise applicant;
7. To facilitate rating of franchise applicants based on interview replies and information obtained;
8. To facilitate the checks conducted by the background check service provider;
9. To validate information indicated in the franchise application form;
10. To summarize the and record the qualifications of the franchise applicant for the VP interview and the presentation to the management executive committee of the same;
11. To determine sourcing and legality of the site location;
12. To enable the processing of permits;
13. To establish, exercise, or defend legal claims; and
14. To fulfill any other purposes directly related to the above-stated purposes.

**III. WHY DOES GOLDILOCKS COLLECT YOUR INFORMATION?**

We collect, record, organize, store, update/modify, retrieve, consult, use, or consolidate your Information when you agree to be part of our organization pursuant to the purposes stated above.

Note that, while your Personal Information is entered into automated systems, no automated processing as defined under the Data Privacy Act of 2012 takes place in the processing of your Personal Information

#### IV. INFORMATION SHARING AND DISCLOSURE

Personal Information is disclosed to a *background check service provider* for the purpose of verifying the information provided by the franchise applicant. Additionally, information may be disclosed to governmental entities and other third-party service providers for the following purposes:

1. To carry out lawful business activities;
2. To comply with statutory requirements;
3. To comply with Goldilocks contractual responsibilities to its Applicants, if any;
4. For digitization and storage;
5. Data collection and analysis;
6. For the establishment, exercise, or defence of legal claims of Goldilocks.

When the processing of personal information is outsourced by Goldilocks to a third party, the processing will be subject to written agreements between Goldilocks and the third parties processing the data, in accordance with the requirements of the Data Privacy Act of 2012. These written agreements specify the rights and obligations of each party and will provide that the third party has adequate security measures in place and will only process the personal information of the Applicant on the specific written instructions of Goldilocks.

Goldilocks may also transfer the personal information of the Applicant to third parties as required by law or legal instrument, to protect Goldilocks rights or assets, to facilitate acquisition or disposition of Goldilocks businesses, and in emergencies where the health or safety of a person is endangered.

Goldilocks will not sell, rent, share, trade, or disclose any personal information of the Applicant to any other party without the prior written consent of the Applicant, with the exception of entities within Goldilocks and any third-party service providers which Goldilocks has engaged whose services necessarily require the processing of the personal information of the Applicant.

#### V. RETENTION

The Applicant agrees that the above-mentioned personal information will be retained or stored for as long as the purposes for which they are being processed have not been satisfied which in any event, shall not exceed six years. Goldilocks will retain and use your personal information as necessary to comply with its legal obligations, resolve disputes, and enforce its agreements:

7. Hardcopies of the forms the Applicant has submitted, as well as all records that shall be relevant to your tenure as an Applicant of Goldilocks, may be stored in the offices of Goldilocks or in an off-site warehouse managed by a third-party service provider.
8. Forms and documents which contain the information of the Applicant will be digitized and stored on Goldilocks information management system hosted by Goldilocks on-site or in the premises of an authorized third-party service provider.
9. Goldilocks shall ensure, using contractual and other reasonable means, that the third-party service provider implements proper safeguards to ensure the confidentiality, integrity and availability of the personal data processed, prevent its use for unauthorized purposes, and comply with the requirements of the Data Privacy Act of 2012, its Implementing Rules and Regulations, and other applicable laws for processing of personal data, and other issuances of the National Privacy Commission.

#### VI. INFORMATION SECURITY

Goldilocks has put in place physical, electronic, and managerial procedures designed to help prevent unauthorized access, to maintain data security, and to use correctly the Information we collect online. These safeguards vary based on the sensitivity of the Information that we collect and store.

## VII. ACKNOWLEDGEMENT OR RIGHTS.

The Applicant is aware of his/her rights under the Data Privacy Act, including the following:

10. The right to access his/her personal information
11. The right to make corrections to his/her personal information
12. The right to object to the processing of his/her personal information
13. The right to erasure or blocking of his/her personal information
14. The right to be informed of the existence of processing of his/her personal information
15. The right to damages
16. The right to lodge a complaint before the National Privacy Commission

For a more exhaustive discussion of the rights of a data subject, please see Goldilocks General Data Privacy **Policy** <http://www.goldilocksdelivery.com.ph/privacy-policy>.

## VIII. COMPLAINTS, CONCERNS, ACCESS, AND QUESTIONS

The Applicant understands that in case of complaints, concerns, or questions regarding the processing of his/her personal information, he/she may address them to:

**Data Protection Officer**

Goldilocks Bakeshop, Inc.

16<sup>th</sup> Floor Greenfield Tower Mayflower St.

corner Williams St., Greenfield District,

Brgy., Highway Hills, Mandaluyong City

Email: [privacy@goldilocks.com](mailto:privacy@goldilocks.com)

## IX. UPDATES AND EFFECTIVE DATE

From time to time, we may update the Goldilocks Privacy Policy governing this Consent Form. We will notify you about material changes by either sending an email message to the email address you most recently provided to us or by prominently posting a notice on our platform. We encourage you to periodically check back and review the Policy so that you always will know what information we collect, how we use it, and with whom we share it.

This consent and authorization remains valid and subsisting for a limited period consistent with the purposes above or until otherwise revoked or cancelled in writing.

Signature

Printed Name of Applicant

Date