

Pioneer Electronics AsiaCentre Pte Ltd Privacy Policy

Privacy Policy

Pioneer Electronics AsiaCentre Pte Ltd (“Pioneer”, “we”, “us”, “our”) and our subsidiaries and affiliates are firmly committed to protecting your privacy. We have created this Privacy Policy to explain how we will collect, use and disclose Personal Information that we obtain through the following URL websites:
- www.PioneerCarEntertainment.com

including their microsites (each, a “Website” and collectively, “Websites”).

“Personal Information” refers to all and any information relating to you (including, but not limited to your name, contact numbers, email address, mailing address, password and Internet Protocol address) obtained by us via your access to or use of the Websites.

Your access and use of the Websites (including providing of your Personal Information) constitutes your consent to the processing and transfer of your Personal Information in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, please do not use any of the Websites.

We reserve the right to update this Privacy Policy at any time by posting the revised Privacy Policy. Each time you visit or use a Website, the current version of the Privacy Policy applies. Please periodically review this Web page so as to be informed of any changes to this Privacy Policy.

Collection and Use

What information does Pioneer collect?

The information we learn from you helps us personalize and improve your viewing experience on the Websites. The following are the types of information we gather.

Automatic Information: We automatically receive and record certain types of information whenever you interact with us. This information may include the Internet Protocol (IP) address used to connect your computer to the Internet, your domain name, country location, computer and connection information such as browser type and version, operating system, and log files (entry and exit points/pages, date/time of access). We use this information to learn how visitors use the site, to remember your visits, and to diagnose problems.

Cookies and pixel tags: Like many other websites, the Websites use “cookies” (small text files) to record your activity while visiting and enable us to personalize your Web browsing experience, including allowing our system to record your logon and password. Additionally, “pixel tags” (lines of code and an image) are placed selectively on the Websites and in advertisements that link to it to analyze general usage patterns of visitors. These pixel tags are programmed to collect only non-personally identifiable information. We also use pixel tags in email announcements to measure, as a whole, the level of interest in them.

If you do not want Pioneer or its vendors to deploy browser cookies when you visit the Websites, you may set your browser to reject cookies. Doing so may disable the Websites’ ability to retain information you have provided and affect the use of some of the products, features, functions or services on the Websites.

Anonymous session information is collected and analyzed by Google Inc. using Google Analytics. For more information about Google, Google’s use of cookies, and Google’s privacy practices, please click here: <http://www.google.com/intl/en/policies/privacy/>.

What other communications are there?

Links: In order to improve the services offered by our Websites, we may include links to websites of third parties. Any non-Pioneer website, application or other content you may access from a Website or a Pioneer product will have its own privacy policies and practices, which you are encouraged to review as their policies and practices may differ from ours. Pioneer is not responsible for the privacy practices or the content of these providers and you access and use them at your own risk.

Advertising: Pioneer uses one or more companies to place advertisements for our products on third party sites. Cookies and other technologies such as web beacons or tags are used to measure the effectiveness of those ads and to determine the display of content and advertising to you based on your interests, both on the Websites and on third-party sites you may visit. To support this interest-based advertising, we and companies with whom we have contracted may use information about your visits to our site and other websites, unless your browser has a “Do Not Track” setting. The information collected and used by this process is anonymous and does not enable a third party to identify you individually. If your browser has a “Do Not Track” setting, such interest-based advertising will not be provided to you.

International Transfers and Storage

The Personal Information that we collect from you may be transferred to and stored at a destination across international borders as may be necessary for processing in accordance with our standard business practices. By accessing and continuing to use our website, you agree to this transfer, storing or processing.

Security and Safeguards

In order to guarantee the security of your Personal Information, we have set in place a series of security measures and safeguards. Your Personal Information is stored on secure networks that may only be accessed by a limited number of persons holding special access rights and who undertake to respect and maintain its confidential nature.

Despite these measures, whenever you provide Personal Information on the Internet, there is always a risk that it may be intercepted or used by third persons whom we are unable to control. Although we make every effort to protect your Personal Information and privacy in accordance to industry standards, we are unable to guarantee the security of the information you make available over the internet.

Disclosure and Retention

Pioneer does not sell, trade or transfer Personal Information to third party marketers, data collection companies or any other entities.

We share Personal Information with selected fulfillment companies solely to fulfill your requests such as purchases and warranties, and may allow access as needed for technical support of our systems. Each company is required to keep the information confidential and secure and use it only for the limited purpose for which we share it.

Pioneer may also disclose Personal Information if required by law, such as in response to a subpoena or similar legal process, or to report activities we reasonably believe to be unlawful, or as necessary to exercise our legal rights or defend against legal claims brought against us.

In the event that Pioneer, or substantially all of its assets, is acquired, customer information may be one of the transferred assets.

Aggregated (consolidated) demographic information that does not reveal individual information may be shared with third party advertisers to describe our customer base. This information is purely statistical in nature and cannot be tied to individuals who provided the data.

When you click the “Like” button for a Pioneer product on Facebook and Instagram, you are providing that information to META, Inc., and its use will be governed by META’s Data Use Policy: <https://www.facebook.com/about/privacy/>.

When you click the “Like” button for a Pioneer product on TikTok, you are providing that information to ByteDance, and its use will be governed by TIKTOK’s Data Use Policy: <https://www.tiktok.com/legal/page/row/privacy-policy/en>.

When you click the “Like” button for a Pioneer product on YouTube, you are providing that information to Google, and its use will be governed by YouTube’s Data Use Policy: <https://policies.google.com/privacy?hl=en-US>

We do not keep Personal Information for longer than is necessary for those purposes for which they are collected.

Minors

If you are under the age of 18 years, please do not submit any Personal Information without the consent of your parent(s) or legal guardian.

If we become aware that a user is under the age of 18 and has provided personally identifiable information without the prior consent of a parent or legal guardian, we will remove the user’s personally identifiable information from our files.

Contact Information

If you need assistance accessing, correcting or updating your Personal Information which we have collected or if you have any questions relating to this Privacy Policy, please write to our Data Protection Officer at the following email address: privacy@pioneer.com.sg

Last updated on 31 May 2024.