

AfterLifeSG

Privacy Statement

This AfterLifeSG Privacy Statement ("**Privacy Statement**") must be read in conjunction with the Terms of Use ("**Terms**") that accompany the AfterLifeSG service you are requesting from us (the "**Service**"). Unless otherwise stated or defined in this Privacy Statement, all other capitalised terms contained in this Privacy Statement shall have the meaning given to it in the Terms. In this Privacy Statement, "**we**", "**us**" or "**our**" refers to the Government Technology Agency.

1. General

1.1 This is a Government agency digital service.

1.2 Please note that:

1.2.1 We may use "cookies", where a small data file is sent to your browser to store and track information about you when you enter our digital services. The cookie is used to track information such as the number of users and their frequency of use, profiles of users and their preferred digital services. While this cookie can tell us when you enter our digital services and which pages you visit, it cannot read data off your hard disk.

1.2.2 You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the Service.

1.2.3 The Service may utilise cookies to facilitate authentication and/or login to the Service. If such cookies are rejected, you might not be able to use the Service.

1.3 Please see the Annex for any additional terms or information.

1.4 Nothing in this Privacy Statement shall be construed as limiting or prejudicing our rights at law to collect, use or disclose any data without your consent or agreement.

2. Use of data

2.1 We may request or collect certain types of data from you in connection with your access or use of the Service. The data that may be requested/collected include those identified in the Annex herein. Your data may be stored in our servers, systems or devices, in the servers, systems or devices of our third party service providers or collaborators, or on your device, and may be used by us or our third party service providers or collaborators to facilitate your access or use of the Service. We or our third party service providers or collaborators may collect system configuration information and/or traffic information (such as an IP address) and/or use information or statistical information to operate, maintain or improve the Services or the underlying service of the third party service provider or collaborator. For the avoidance of doubt, in this Privacy Statement, a reference to a third party service provider or collaborator includes other third parties who provide a service or collaborate with our third party service provider or collaborator.

2.2 If you provide us with personal data, or where we collect personal data from you:

2.2.1 We may use, disclose and process the data for any one or more of the following purposes:

- (i) to assist, process and facilitate your access or use of the Service;
- (ii) to administer, process and facilitate any transactions or activities by you, whether with us or any other Specified Entity or third party service provider or collaborator, and whether for your own benefit, or for the benefit of a third party on whose behalf you are duly authorized to act;
- (iii) to carry out your instructions or respond to any queries, feedback or complaints provided by (or purported to be provided by) you or on your behalf, or otherwise for the purposes of responding to or dealing with your interactions with us;
- (iv) to monitor and track your usage of the Service, to conduct research, data analytics, surveys, market studies and similar activities, in order to assist us in understanding your interests, concerns and preferences and improving the Service (including any service of a third party service provider or collaborator) and other services and products provided by Specified Entities. For the avoidance of doubt, we may also collect, use, disclose and process such information to create reports and produce statistics regarding your transactions with us and your usage of the Services and other services and products provided by Specified Entities for record-keeping and reporting or publication purposes (whether internally or externally);
- (v) for the purposes of storing or creating backups of your data (whether for contingency or business continuity purposes or otherwise), whether within or outside Singapore;
- (vi) to enable us to contact you or communicate with you on any matters relating to your access or use of the Service, including but not limited to the purposes set out above, via email, push notifications or such other forms of communication that we may introduce from time to time depending on the functionality of the Service and/or your device.

2.2.2 We may share necessary data with other Specified Entities, and third party service providers in connection with the Service, so as to improve or facilitate the discharge of public functions and/or serve you in the most efficient and effective way, unless such sharing is prohibited by law.

2.2.3 We may share your personal data with non-Specified Entities that have been authorised to carry out specific Specified Entity Services. We will NOT share your personal data with other non-Specified Entities without your consent, except where such sharing is necessary for fulfilling any of the purposes herein, or complies with the law.

2.2.4 For your convenience, we may also display to you data that you had previously supplied us or other Specified Entities. This will speed up the transaction and save you

the trouble of repeating previous submissions. Should the data be out-of-date, please supply us the latest data.

2.2.5 Please note that we may be required to disclose your data by law, including any law governing the use/provision of any service of a third party service provider or collaborator.

2.3 You may withdraw your consent to the use and disclosure of your data by us with reasonable notice and subject to any prevailing legal or contractual restrictions; however, doing so may prevent the proper functioning of the Service and may also result in the cessation of the Service to you.

3. Protection of data

3.1 To safeguard your personal data, all electronic storage and transmission of personal data is secured with appropriate security technologies.

3.2 The Service may contain links to external sites or services whose data protection and privacy practices may differ from ours. We are not responsible for the content and privacy practices of these other websites or services and encourage you to consult the privacy notices of those sites or services.

4. Changes to Privacy Statement

4.1 We reserve the right to change, modify or supplement the Privacy Statement at our discretion and at any time, by posting the changed, modified or supplemented Privacy Statement on or through the Service or through such other means as we may deem appropriate. Your continued use of the Service following the posting of any change, modification or supplement will constitute your acceptance of such change, modification or supplement. If you do not agree to any change, modification or supplement to the Privacy Statement, please do not use the Service.

5. Contact Information

5.1 Please contact <https://go.gov.sg/afterlifessg-feedback> if you:

5.1.1 have any enquiries or feedback on our data protection policies and procedures;

5.1.2 need more information on or access to data which you have provided to us directly in the past; or

5.1.3 wish to withdraw your consent to the use and disclosure of your data by us (whether as part of a Memorial or otherwise).

6. Definitions

6.1 In this Privacy Statement,

6.1.1 “**Specified Entity**” means any of the following entities/parties:

(i) the Government of the Republic of Singapore;

- (ii) any ministry or organ of state within the Republic of Singapore;
- (iii) any department, commission, authority, agency or other body operated by or accountable to a ministry or organ of state within the Republic of Singapore;
- (iv) any organisation which was created, constituted or given rise to by a statute enacted by the Parliament of the Republic of Singapore,

and "**Specified Entities**" means all of the aforementioned, but "**Specified Entity**" and "**Specified Entities**" shall exclude GovTech, where it is acting in its capacity as the provider and operator of the Service; and

6.1.2 "**personal data**" shall have the same meaning as its definition in the Personal Data Protection Act 2012, provided our obligations in respect of personal data under this Privacy Statement do not apply to:

- (i) business contact information; and
- (ii) personal data of a Deceased Individual. However, clauses relating to the disclosure of personal data and protection of personal data shall apply in respect of the personal data of an individual who has been dead for 10 or less years.

This version of the Privacy Statement is dated 31 Jul 2025.

Annex

Name of Service: AfterLifeSG

Data of Deceased Individuals or Persons

1. You represent and warrant that:
 - (a) all personal data that you will be providing us (including that of Deceased Individuals or other Persons) or have provided us is, complete, accurate, true and correct; and
 - (b) where you wish to publish a Memorial for any Deceased Individual, you must satisfy one of the following conditions in relation to that Deceased Individual:
 - (i) you are a person specified under paragraph 16(2) of the Personal Data Protection Regulations 2021; or
 - (ii) you have the valid written authority and consent from the person(s) described in paragraph 1(b)(i) to act on their behalf, and provide the Deceased Individual's personal data to us to collect, use, and disclose for the Approved Purpose.

Takedown requests

2. We reserve the right to disregard any request for the removal or modification of content accessed through the Service, at our sole and absolute discretion.