Customer No. 1523   28 November 2019
Company Ref:123

1. Customer information refers to the collection of data about individuals who purchase or interact with a business's products or services. This information typically includes personal details such as names, contact information, and demographic data, as well as behavioral insights like purchase history, preferences, and feedback.

2. Businesses use this data to enhance customer experience, personalize marketing efforts, and improve product offerings. Protecting customer information is crucial, as it involves sensitive data that, if mishandled, can lead to privacy breaches and loss of customer trust. Consequently, companies implement stringent data security measures and comply with relevant privacy regulations to safeguard this valuable asset.

Customer Information

	Address	Date	Time	Remarks
(a)	Grand Copthorne Waterfront (a hotel)	8 June 1003	-	-
(b)	Outram Park MRT	3 August 2005	-	-