

Privacy Policy

1. Introduction

- 1.1 DeLuxury Paradise Sdn. Bhd. Company No. 199701008634 (424130-D)), who is the owner and operator of the platform known as “[*]” (hereinafter “**DeLuxury**”, “**we**”, “**us**”, or “**our**”) values privacy and we are committed to protecting all personal data by us, in accordance with the Personal Data Protection Act 2010 (as may be amended from time to time, hereinafter referred to as the “**Act**”). For the purpose of this personal data policy, unless the context requires otherwise, the terms “personal data” and “processing” shall have the meaning prescribed in the Act.
- 1.2 This Privacy Policy describes our gathering, storing, dissemination and processing practices in respect of personal data of individuals through your download and use of our mobile device application (the “**App**”), our Facebook and Instagram page, Whatsapp, WeChat, and Telegram group and/or other social media pages or groups (“**Social Media Page**”)(hereinafter, the App and the Social Media Page shall collectively referred to as the “**Platform**”) and all content, products, services and functionality available at or through the Platform.
- 1.3 Please read this Privacy Policy to understand how we use and process the personal data we have collected or may collect from you.
- 1.4 By providing your personal data and/or using the Platform, you are consenting to this Privacy Policy and the collection, use, access, transfer, storage and processing of your personal data described in this Privacy Policy as may be modified from time to time by us.
- 1.5 Any changes to this Privacy Policy will be updated to the Platform. Any such revised Privacy Policy will continue to apply to all personal data that has previously been collected as well as information that has been stored or processed on an ongoing basis by us. Therefore, you are encouraged to check the version of the Privacy Policy whenever you visit the Platform for any updates or changes.
- 1.6 If you are under 18, you should ensure that you obtain the consent of your parents or legal guardian before using the Platform. If you are a firm, corporation or entity supplying personal data of your partners, directors, shareholders, employees, officers and/or other persons to us, please do ensure that you have obtained their consent and bring this Privacy Policy to their attention.

2. Privacy Policy Explanation

- 2.1 This Privacy Policy sets out what kind of personal data is being processed, including but not limited to:
 - (a) the purposes for which the personal data is being or is to be collected and further processed;
 - (b) the source of that personal data;
 - (c) your right to request access and correction of your personal data and how to contact us with any inquiries or complaints in respect of the personal data;
 - (d) the persons to whom we disclose or may disclose your personal data;
 - (e) the choices and means that you may limit the processing of your personal data, including personal data relating to other persons who may be identified from that personal data;
 - (f) whether it is obligatory or voluntary for you to supply the personal data; and

- (g) where it is obligatory for you to supply the personal data, the consequences to you if you fail to supply the personal data.

3. Types of Personal Data

3.1 Personal data refers to all information that relates directly or indirectly to you, including any sensitive personal data and expression of opinion about you. Sensitive personal data refers to any personal data as to your physical or mental health or condition, your political opinions, your religious beliefs or other beliefs of a similar nature, the commission or alleged commission by you of any offence or any other personal data as may be determined by law from time to time.

3.2 The personal data collected by us may include but is not limited to the following:

(a) Information you provide to us through using the Platform

- (i) Personal Information from you, such as your name, identification or passport number, biodata/personal profile, profile picture, photos or avatar, gender, age, ethnicity, marital status, educational level, interests, hobbies, precise location-based information, contact information, e-mail address, home/ mailing addresses, phone numbers, device ID numbers, and passwords provided by you when you create an account for the Platform, and any other information you directly give us through the Platform (including, but not limited to messages that you send through the Platform).
- (ii) Information about your interactions on the Platform including, your engagement with other users, and the products and services you have purchased and/or resold.
- (iii) Information necessary to complete a transaction through the Platform, including purchase orders, refund and return request, shipping information, and/or any other requests or applications for our products and services (by phone, in person, by mail, or electronic means).
- (iv) Information such as files, pictures, graphics, videos, audios and/or messages that you store using the Platform.
- (v) Information from your interactions and communications with us, including providing review, feedback, or contacting us via telephone calls, letters, face-to-face meetings, emails or text messages.
- (vi) Information when you subscribe for our newsletters or any programmes, your respond to our promotions, activities, initiatives or to any request for additional personal data.
- (vii) Any data/information related to payment and/or transactional services that you use on the Platform either to make a payment or receive any payment, including but not limited to billing information, bank account details, payment card or account identifier, payment card or account holder, sender and receiver details, products transacted and history of transactions.
- (viii) Any other personal data submitted to us with your consent for any other reasons.

(b) Information collected by technology via the Platform.

- (i) Information from you, including your web browser type, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, user profiles, and/or a date/time stamp for your visit, and, with respect to your mobile phone, the unique device identifier.

- (ii) Information from third party service providers, with your consent, which may include your profile content or other types of personally identifiable information.
- (iii) Cookies and URL information to gather information regarding the date and time of your visit and the information for which you searched and viewed. "Cookies" are small pieces of information that a website sends to your computer's hard drive while you are viewing a website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on the Platform. Persistent Cookies can be removed by following web browser's directions.
- (iv) Information from corresponding technologies used in connection with mobile phones, including your device identifier, to record date, time, search and viewing information related to your mobile phone.
- (v) Information about how you use and interact with the Platform and the Services via third party analytics services which may use Cookies to gather information such as the pages you visited, your IP address, a date/time stamp for your visit and the sites that redirected you to the Platform.

(c) **Information in relation to third party or other sources**

Information from third parties or other sources which you have given your consent to disclose information relating to you and/or where not otherwise restricted.

3.3 You may be required to furnish your personal data upon your request for any products and services available on our Platform. If the need arises, we will obtain explicit consent from you to process sensitive personal data. We may however process personal data without your consent in limited circumstances as permitted by law.

3.4 You will remain anonymous when you browse through the Platform.

4. Use of Personal Data

4.1 We may collect and process personal data from you or from the third parties, either to respond to requests that you make, or to aid us in serving you better, for one or more of the following purposes:

- (a) to verify your identity as our user;
- (b) to facilitate the creation/registration of and secure your account opening on the Platform;
- (c) to enable you to access and use the Platform for our products and services;
- (d) to provide you with the information and/or services you have requested from the Platform;
- (e) to send you a welcome e-mail and to verify ownership of the e-mail address provided when your account with us was created;
- (f) to send you administrative e-mail notifications, such as security or support and maintenance advisories;
- (g) to operate, administer and manage our business operations, and our products and services;
- (h) to personalize, enhance, improve and customize aspects of our overall service to you, as well as the quality of experience when you interact on the Platform;

- (i) to send offers and promotional materials related to the Platform and for other marketing purposes;
- (j) to track user-specific information on what pages users access or visit;
- (k) for our day to day operations and administrative purposes including account management, billing and collection, audits, reporting and investigations;
- (l) to communicate with you, monitor or record phone calls and customer facing interactions for quality assurance, employee training and identity verification purposes, or to request any additional information from you;
- (m) to conduct credit reference checks and to establish your creditworthiness in providing you with the products and services;
- (n) to manage, respond, investigate, process and resolve any products and services issues, complaints, disputes, conservation, communications or other enquiries and requests that you may submit to us regarding the Platform;
- (o) to handle your application to purchase, refund and/or resell products, and your requests for advice and products recommendations;
- (p) to administer and process any payments and/or transactions related to our products and/or services;
- (q) to match any personal data held which relates to you for any of the purposes listed herein;
- (r) to maintain records required for security, claims or other legal purposes (including obtaining legal advice and dispute resolutions);
- (s) to establish, exercise or defend a legal claim;
- (t) to detect, investigate, report or prevent crime, such as money laundering, terrorist financing, bribery, corruption, abusive behaviour, fraudulent activity, criminal or other unlawful activities;
- (u) to conduct investigations and claims assessment relating to disputes, billing or fraud;
- (v) to comply with any applicable rules, laws, regulations, guidelines, any present or future contractual or other commitment with any legal, regulatory, judicial, administrative, public or law enforcement body, that are issued by any legal or regulatory bodies/authorities which are binding on DeLuxury, and/or meeting obligations pursuant to such law, regulations, guidelines, and/or the relevant authorities;
- (w) for security and internal audit purposes;
- (x) to provide media announcements and responses;
- (y) to publish your reviews about our products and services on the Platform;
- (z) to conduct market research and surveys, internal marketing analysis, customer profiling activities to determine customer location, preferences and demographics, to improve our services, delivery and your customer experience;
- (aa) to organize, develop and/or provide additional products and services or benefits to you, including promotional events, marketing campaigns, special offers, loyalty and reward points programs
- (bb) for digital marketing purposes, including but not limited to, social media, display advertising and/or push notifications;
- (cc) for conventional marketing purposes, including but not limited to notifying and/or sending your information about our products and services, any updates or any other information which we anticipate may be suitable for your preferences;
- (dd) for such other purposes as may be directed or consented to by you; and
- (ee) for all other purposes in relation to or incidental to the above.

4.2 You will be deemed to have given your consent (including explicit consent) to any personal data requested, collected, obtained, stored, retained and/or otherwise processed from time to time by us that are directly related to the purposes described under Clause 4.1 above.

4.3 All personal data requested by us from you are obligatory unless stated otherwise. The consequences for failing to supply the requested personal data may result in our inability to perform our obligations and to provide you with our products and services or otherwise deal with you.

5. Source of Personal Data

5.1 We may collect personal data, either directly from you, your authorized representatives, third parties, publicly available sources, or through the Platform. We may collect personal data from you during your course of dealings with us in any way or manner such as, customer application form, registration at or visit to the Platform, registration for a specific service provided by us, use of our services, participation in our survey, entry in competitions, contests, promotions, programmes organised by us, request for information regarding our products and services and the Platform, commencement of any business or commercial relationship with us and/or any transactions or communication (verbal or written) made with us, via face-to-face, phone calls or electronical means made with us.

5.2 We may also obtain your personal data from:

- (a) third parties we deal with or are connected with you in order to provide you with the products and services that we offer you through the Platform; to conduct quality assurance testing; to facilitate creation of accounts; to provide technical support and/or to provide other services to us;
- (b) professional advisors including but not limited to legal advisors, tax advisors, financial advisors, auditors, insurance brokers;
- (c) government or other regulatory authorities who have the power and/or authority to disclose such information; and
- (d) such other sources where you have given your consent for the disclosure of information relating to you where otherwise lawfully permitted.

6. Disclosure of Personal Data

6.1 We will take reasonable steps to protect your personal data against any unauthorized disclosure. We will process personal data for the purposes stated in Clause 4.1 above and may share/disclose your personal data to the following third parties:

- (a) our subsidiaries and affiliates;
- (b) our related corporations and employees who assist to provide the products and services, and/or address your queries and requests in relation to our products and services, your accounts, subscription and billing or order arrangements with us;
- (c) companies and/or organisations that assist us in processing and/or otherwise fulfilling transactions and providing you with products and services through the Platform that you have requested or subscribed for;
- (d) companies, corporations and/or entities that act as our service providers, gateway providers, agents, contractors and/or professional advisers who provide operational services in connection with our business, such as courier/logistic services, telecommunications, web hosting, data analysis, payment and billing processing, technical services, call centre, security or other services to us;
- (e) law enforcement agencies, government authorities, courts, tribunals, regulatory bodies and/or statutory agencies or bodies to detect, prevent, or otherwise address fraud, security or technical issues;

- (f) financial institutions, such as banks and/or credit card companies for purposes of collection or refund of any monies due or payable in connection with your commercial transactions with us;
 - (g) our business partners and other parties for purposes that are related to the purpose of collecting and using your personal data set out in this Privacy Policy;
 - (h) our auditors, consultants, lawyers, accountants, fund managers or other professional advisers appointed in connection with our business on a strictly confidential basis;
 - (i) we will also share your personal data with other parties, companies, organizations or individuals outside us when we obtain your consent to do so subject at all times to any laws (including regulations, guidelines and/or obligations) applicable to us.
- 6.2 We shall be entitled to retain all data and information supplied by you in compliance with this Privacy Policy and/or the terms and conditions of your agreements for the use of the Platform for the duration of your relationship with us, for such period as may be necessary to protect our interests as may be deemed necessary, where otherwise required by the law or relevant regulation.
- 6.3 We are committed to safeguarding your privacy. However, no data transmission over the internet can be guaranteed to be 100% secure. Accordingly, despite our efforts to protect your personal data, we cannot ensure or warrant the security of any information you transmit to us, or to or from our online products and services. All such transmission of information is carried out at your own risk. However, once we receive your transmission, we will make reasonable efforts to ensure its security in our systems.

7. Request for Access and correction of personal data

- 7.1 You shall provide and maintain accurate, complete and current data required to register with us. You represent and warrant that all information furnished to us from time to time through the Platform or otherwise is correct, validly issued and legally binding on you.
- 7.2 You may access or correct your personal data such as name, e-mail address, birthday, shipping and billing addresses and contact numbers by logging in to your user account on the Platform, if it is inaccurate, incomplete, misleading, contains errors or omissions, or not up-to-date. In addition, please update your personal data through your user account in a timely manner, should there be any changes.
- 7.3 For personal data that cannot be corrected by you by logging in to your user account on the Platform, you may request to access and correct such personal data by submitting a request to our data processing officer at the contact details listed in Clause 13 below. However, we may need to request additional information from you to confirm your identity before providing the access or making the correction.
- 7.4 Upon receipt of your request for correction of your personal data, we will take reasonable steps to rectify the personal data which is inaccurate, incomplete and not up-to-date unless we consider there are justifications for refusing to comply with your request.
- 7.5 You will be liable for any loss that results from any failure to notify us of such a change as a result of undue delay, your gross negligence or fraud. Where you fail to inform of any change in its address, we shall be discharged from all liabilities upon sending of any notice or document to the last known address.

- 7.6 In the event you may need to provide us with personal data relating to third parties (e.g. spouse or children or where you are the designated person in charge (from an organisation or company) for dealing with us, if you are acquiring and are responsible for a service and/or product that they will use), you confirm that you have obtained their consent or otherwise entitled to provide their personal data to us and for us to use accordingly, and have informed them to read this Privacy Policy.
- 7.7 We reserve the right at any time to satisfy itself as to your identity and personal details provided including for the purposes of preventing fraud and/or money laundering and pending verification, we may withhold your access to your personal data. In addition, at the time of your application or at any time in the future, you authorise us to perform identity verification checks directly or using relevant third parties.
- 7.8 We aim to maintain the Platform in a manner that protects information from accidental or malicious destruction. Because of this, after you correct, change or update information from the Platform, we may not immediately delete residual copies from our active servers and may not remove information from our systems.
- 7.9 Your access to most services and content are password protected. Therefore, you are solely responsible for your username and password to access the services and content. You must remember to log off from your account and close the browser window after use so that no unauthorized party can have access. You must not, at any time, divulge your password to any third party.

8. Limiting Processing

- 8.1 Whenever we send you any information, we will include instructions on how to unsubscribe and a link to do so. If you do not wish to receive further information of a similar nature and/or any information of any kind from us at all, you may directly unsubscribe from this feature in the user settings.
- 8.2 When you access our Platform for our products and services, we may send you promotional/marketing material via your email address or telephone number for direct marketing purposes.
- 8.3 All our marketing communications sent to you will contain an “unsubscribe”/“opt out” option which allows you the opportunity to choose not to receive such communications or subsequent marketing messages.
- 8.4 Should you wish to withdraw your consent for us to send you sales, marketing or promotional information or material via any of the following modes, please inform us as follows: -
- (a) Withdraw consent from receiving SMS or text messages promotions- Please unsubscribe by following the steps provided in the promotional SMS or text messages; or
 - (b) Withdraw consent from promotional emails- Please click on the Unsubscribe link in the promotional emails.
- 8.5 Please take note that once we received confirmation that you wish to withdraw your consent for any of our marketing or promotional material/communications, it may take up to thirty (30) days for your withdrawal to be reflected in our systems. Despite your withdrawal of consent for the receipt of marketing or promotional materials, we may still contact you for other purposes in relation to the products and services that you have requested from us.

8.6 Where indicated (e.g. on the Platform, registration/application forms), it is obligatory to provide your personal data to us to enable us to process your application for our services. Should you decline to provide such obligatory personal data, we may not be able to process your application or provide you with the access and/or services on the Platform.

9. Cookies

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

9.2 We may process and/or otherwise use information collected from cookies and other technologies, to improve the user experience and the overall quality of the Platform. You may set your browser to block all cookies, including cookies associated with the services on the Platform, or to indicate when a cookie is being set by us. However, it's important to remember that many of the services on the Platform may not function properly if your cookies are disabled.

9.3 Like many web site operators, we also use the independent companies to measure and analyse the internet usage across the Platform. This aggregate, non-personal data is collected by such independent companies provided to us to assist in analysing the usage of the Platform.

9.4 We also collect Internet Protocol (IP) addresses. IP addresses are assigned to computers on the internet to uniquely identify them within the global network. We collect and manage IP addresses as part of the service of providing internet session management and for security purposes.

10. Links to other sites

10.1 A link from the Platform to another site(s) does not imply endorsement of that site. We do not control the sites to which our links and assumes no responsibility for their content or privacy policies and/or statements. Therefore, you should carefully review the privacy policy and/or statements and the terms and conditions that apply to any site you access from the Platform. This includes any company providing on-line payment via credit card or e-banking.

11. Transfer of your personal data outside Malaysia

11.1 It may be necessary for us to transfer your personal data outside Malaysia if any of our service providers or strategic partners (“**overseas entities**”) who are involved in providing part of our services are located in countries outside Malaysia or if you use the services from a country other than Malaysia. You consent to us transferring your personal data outside Malaysia in these instances. We shall take reasonable steps to ensure that any such overseas entities are contractually bound not to use your personal data for any reason other than to provide the services they are contracted by us to provide and to adequately safeguard your personal data.

12. Consent/Rights to make changes

- 12.1 By accepting this Privacy Policy, you acknowledge that you have read this Privacy Policy and understand their content and consequences. You hereby agree and give consent to us for the collection, use, disclosure, and processing of your personal data in accordance with this Privacy Policy. Further, you acknowledge that the personal data that you have provided or will provide to us is true and accurate.
- 12.2 We reserve the right at any time and at its sole discretion to revise, change, alter or vary the contents of the Platform and/or terms and conditions of use and/or the Privacy Policy as herein contained. The continued use of the Platform following any such revision, change, alteration or variation shall constitute the acceptance of, and agreement to be bound by such revision, changes, alteration and/or variation. At the same time, we will notify you of such revision, modification or change by emails or related push notifications.
- 12.3 Where we have obtained your consent for any collection, use or disclosure of your personal data as indicated above, you may withdraw your consent to our collection, use or disclosure of your personal data by submitting a request at our contact details listed below. Upon your request, we will promptly cease to collect, use or disclose your personal data, unless required by law or if we have legitimate business or legal purposes for collecting, using or disclosing such personal data.
- 12.4 Depending on the circumstances and the nature which you are withdrawing, please note that by withdrawing your consent to our collection, use or disclosure of your personal data, we may not be able to continue providing you with our products and services and you agree that we will not be liable to you for any losses or damages arising out of or in relation to this.

13. Our Contact Details

- 13.1 Should you have any queries and/or questions in relation to this Privacy Policy or how we handle your personal information, or have any further queries, or would like to submit a complaint or data access or correction request in respect of your personal data, please kindly contact our data processing officer vide one of the following methods:

Contact No : [*]
Email Address : [*]
Office Address : No. 2, Jalan 15/149L
Bandar Baru Sri Petaling
57000 Kuala Lumpur
Wilayah Persekutuan