

B. PRIVACY POLICY

The Company is committed to protecting and safeguarding the personal data of its users in accordance with the Personal Data Protection Act 2010 (“**PDPA**”) of Malaysia and all other applicable data protection and privacy laws. This Privacy Statement explains how personal data is collected, used, processed, stored and disclosed by the Company in connection with your access to and use of this website and the services provided through it.

By accessing or using this website, registering an account, placing an order, submitting information, or otherwise providing your personal data to the Company, you acknowledge that you have read and understood this Privacy Statement and consent to the collection, use, processing and disclosure of your personal data in the manner described herein.

The Company may collect personal data provided directly by you or generated through your interaction with the website. Such personal data may include your name, contact details such as email address, telephone number and delivery address, account registration details, communications with the Company, payment-related information and transaction records, as well as technical data such as Internet Protocol (IP) address, device identifiers, browser type, operating system, access times and browsing behaviour. The Company may also collect information relating to your preferences, purchase history and interactions with the website, together with any other information voluntarily provided by you from time to time.

Personal data collected by the Company may be used and processed for various purposes, including processing and fulfilling orders, managing payments, deliveries and returns, providing customer support and responding to enquiries, administering and improving the website, products and services, enhancing user experience, conducting marketing and promotional activities where consent has been obtained or where otherwise permitted by law, performing analytics and internal reporting, detecting and preventing fraud or security incidents, and complying with legal, regulatory and contractual obligations. Such processing may also include purposes incidental or reasonably related to the foregoing.

The Company may disclose your personal data to third parties strictly on a need-to-know basis and only for the purposes stated in this Privacy Statement. Such third parties may include logistics and courier service providers for delivery of products, payment service providers and financial institutions for payment processing, information technology service providers, cloud hosting providers, data analytics providers and other professional advisers engaged by the Company, marketing or advertising partners where applicable and subject to consent, as well as governmental, regulatory or law enforcement authorities where disclosure is required or permitted by law. All such third parties are required to handle personal data in accordance with applicable data protection laws and contractual confidentiality obligations.

The Company implements reasonable technical, administrative and organisational measures to protect personal data against unauthorised access, misuse, loss, alteration or disclosure. These measures may include access controls, encryption and anonymisation or pseudonymisation where appropriate. However, no method of transmission over the Internet or method of electronic storage is entirely secure. Accordingly, while the Company takes reasonable steps to protect personal data, it does not warrant or guarantee absolute security.

Personal data will be retained only for as long as is necessary to fulfil the purposes for which it was collected, or as required or permitted under applicable laws and regulations. Upon the expiry of the relevant retention period, personal data will be securely deleted, anonymised or destroyed in accordance with the Company's data retention policies and practices.

Subject to applicable laws, you have the right to request access to your personal data held by the Company, to request correction of inaccurate, incomplete or outdated data, to request deletion or restriction of processing of your personal data where legally permissible, and to withdraw consent for certain types of processing, including marketing communications. Any such requests may be made by contacting the Company using the contact details provided on the website, and the Company may require reasonable verification of identity before processing the request.

The Company reserves the right to amend, update or revise this Privacy Statement from time to time to reflect changes in legal requirements, business practices or operational needs. Any revised version will be published on the website and, where appropriate, notified to users.

If you have any questions, concerns or requests regarding this Privacy Statement or the Company's personal data protection practices, you may contact the Company using the contact details set out on the website.