

## **PRIVACY NOTICE**

### **1 Collection of Personal Data**

This notice is issued pursuant to the Personal Data Protection Act 2010. The main purpose of this notice is to make you better understand the reasons and purposes of the collection of Personal Data by DKSH Holdings (Malaysia) Berhad and/or DKSH Group (hereafter referred to as "DKSH") as well as the DKSH's commitment to ensure that your data is securely processed and kept. We believe that our customers have an expectation to understand how their Personal Data is handled. It is part of our DKSH's values that all Personal Data and privacy of our customers are treated with care and respect. The security of your Personal Data is important to us.

As our valued customer, we would like you to understand that in connection with your commercial dealings with DKSH, it is necessary for DKSH to collect and process data about yourself and/or your business entity. Kindly spend some time to go through this notice.

### **2 Nature of Personal Data**

The Personal Data in relation to you may include copies and other details of identity documents, proof of address and other contact details, information concerning age, address, telephone number, contact person, position, types of goods/service requested, business registration number, authorized capital, paid up capital, name, identification details and address, average monthly purchases, average payment days, period of dealing, credit terms and credit limit.

The above description of Personal Data is merely a general description of the various types of Personal Data that we collect from various customers. The nature of Personal Data differs from customers to customers. Depending on the nature of business and circumstances, we may only need to collect and process a more limited form of Personal Data from them. In other situations, there may be a need to collect more Personal Data for the nature of transaction and business or as required by law.

### **3 Source of Personal Data**

Generally, the Personal Data that we collect comes from you and/or your business. By using DKSH sites and/or completing any enquiry, application or registration forms/documents that has made a reference to this notice, you are deemed to have agreed to this notice and the use of your Personal Data as described in this notice.

Apart from information provided by you, DKSH may obtain Personal Data on you, your business entity from various reference checks, background checks, various governmental authorities and cookies on DKSH websites as permitted by law.

If you provide us any personal data relating to a third party (e.g., information of your spouse, children, parents, and/or employers), by submitting such personal data to us, you represent to us that you have obtained the consent of the third party to provide us with their personal data for the purposes described in this notice.

### **4 Providing Personal Data**

It is important for you to provide the necessary Personal Data to us to facilitate the transactions and business arrangements between you and DKSH. All information requested is obligatory to be provided by you unless stated otherwise. Should you fail to provide the obligatory information, we may be unable to process your request and/or provide you with relevant services or products.

## 5 Purpose of Personal Data

Personal Data you provide will be collected, used and otherwise processed by DKSH, its related companies and/or related third-party providers to conduct the purposed activity which may include:

- a. to consider your credit account application and your credit worthiness;
- b. to facilitate the payment and refund process which could include an authorized third-party data processing company;
- c. to provide consumer and customer relationship management services – including but not limited to communicating, creating, developing, operating, delivering and improving our products, services, content and advertising;
- d. those purposes specifically provided for any particular service or product offered by us
- e. conducting marketing activities in connection with our services and related products;
- f. to enhance DKSH's loss prevention and anti-fraud security measures;
- g. our internal record keeping;
- h. collection of outstanding payments;
- i. administer your participation in contest or campaign organized by us;
- j. meeting any legal or regulatory requirements relating to our provision of services and products and to make disclosure under the requirements of any applicable law, regulation, direction, court order, by-law, guideline, circular, code applicable to DKSH;
- k. research, benchmarking and statistical analysis and/or;
- l. other reasons that are permitted under the Personal Data Protection Act 2010 or applicable laws.

The above shall collectively be referred to as "Purposes" in this Privacy Notice.

## 6 Confidentiality and secure disclosure

We treat the confidentiality of your Personal Data very seriously. Personal Data provided to DKSH by you or on behalf of you will be kept confidential. However, in certain circumstances, it would be necessary for us to provide or disclose your Personal Data for the purposes stated above to:

- a. DKSH's subsidiaries and affiliated companies as required to execute the above Purposes;
- b. any third-party to whom DKSH is compelled or required to do so under law or in response to a competent or government agency with purposes related to national security, law enforcement, or other issues of public importance;
- c. such sub-contractors or third-party service or product providers that perform services on behalf of us related to the Purposes;
- d. DKSH's suppliers and product principals (strictly for the purpose of market analysis and benchmarking to understand the needs of our customers better).

In addition, where we consider it necessary or appropriate for the purposes of the conduct of business, data storage or processing or customer / human resource management, we may transfer your Personal Data to another member of the Group or third-party service providers within or outside the country, under strict conditions of confidentiality and similar levels of security safeguards.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users or customers. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

## 7 Data security and safeguards

We implement appropriate administrative and security safeguards and procedures in accordance with the applicable laws and regulations to prevent the unauthorized or unlawful processing of your Personal Data and the accidental loss or destruction of, or damage to, your Personal Data.

## 8 Retention of data

DKSH endeavours to keep your personal information accurate and up to date. We will retain your Personal Data as long as it is required to fulfil the purposes outlined in this notice, unless a longer or shorter retention period is required or permitted by law. Thereafter, we would proceed to either permanently delete or destroy the relevant Personal Data or anonymise the relevant Personal Data.

## 9 Cookies and usage tracking

We use cookies, small text files that are automatically placed on your computer's hard drive when you access certain websites and similar technologies, directly or through third parties, such as web analytics services like Google Analytics. Cookies allow us to store information, such as your domain name, your internet service provider, your operating system, the date and time of access, the pages you visit or the types of searches you perform.

We may use this information to store your preferences and settings, help improve the contents of our website, to enable you to register to websites and applications, to compile aggregated statistics to evaluate visitors' use of our website or website activity and for internal and market research purposes.

You have the right to choose whether or not to accept cookies and to opt out of Google Analytics. You can block cookies by changing your browser settings so that cookies from the website cannot be placed on your computer or mobile device. However, please note that if you choose to refuse cookies, you may not be able to use the full functionality of the website. For further information about our use of cookies, please see below our Cookie Policy.

## 10 Cookie policy

### What is a cookie?

Cookies are small files which are stored on your computer to keep track of your visit to the website and your preferences; as you move between pages, and sometimes to save settings between visits. Cookies help the builders of websites gather statistics about how often people visit certain areas of the site and help in tailoring websites to be more useful and user-friendly.

Examples of cookies we use are session cookies and persistent cookies.

### How to control and deactivate cookies

Most browsers are set so that they automatically accept cookies. You may however, deactivate the storage of cookies or set your browser in a manner that it will notify you as soon as cookies are set.

### Links to other websites

DKSH websites may contain links to other websites. Please note that these sites have their own privacy policies and that we do not accept any responsibility or liability for the privacy practices or the content of other websites but only for the websites controlled by DKSH.

### **11 Your rights of access and correction**

You have the right to request to be notified about what Personal Data we hold from you and to request the correction or deletion of your Personal Data that is held by us or by a third party. In addition, where the processing of your Personal Data is based on your consent, you have the right to withdraw your consent at any time in writing.

### **12 Limiting processing of your Personal Data**

You may exercise your choice to limit the use or the extent of use of your personal data, including personal data relating to other persons who may be identified from that personal data. Should you wish to do so, kindly write to our Data Protection Officer.

### **13 How to contact us**

The contact to whom written requests for access to Personal Data or correction and/or deletion of Personal Data or for information regarding policies and procedures and types of Personal Data handled by DKSH is: [my.dpo@dksh.com](mailto:my.dpo@dksh.com) or please contact us at:

DKSH Holdings (Malaysia) Berhad  
B-11-01, The Ascent, Paradigm  
No. 1, Jalan SS7/26A, Kelana Jaya  
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

We will respond within a reasonable time.

DKSH reserves the right to amend this notice at any time, please visit our site from time to time.

This Privacy Notice was last updated in June 2021.

#### **Disclaimer:**

In the event of any conflict between English language Privacy Notice and its corresponding Bahasa Malaysia Privacy Notice, the provision of this English version shall prevail.