

## **PERSONAL DATA PROTECTION NOTICE**

Eternal Assets Management Sdn Bhd. is committed to protecting your personal data in compliance with the Personal Data Protection Act 2010 (hereinafter referred to as the 'Act'), and developing technology to give you a powerful and safe online experience. This Personal Data Protection Notice applies to all our Agents and Retail Customers, and is intended to inform you of our privacy procedures and practices.

### **Collection of Your Personal Data**

During the course of your commercial transaction(s) with Eternal Assets Management Sdn Bhd., and/or its affiliate(s) (hereinafter referred to collectively as 'EAM', 'we', or 'us'), we may be required to collect, process, and record certain personal information about you, including but not limited to your:

- Name
- NRIC / Passport Number
- Age
- Gender
- Correspondence Address
- Contact Numbers
- Email Address
- Date of Birth
- Nationality
- Marital Status
- Credit Card Information
- Bank Account Details

In the event you give us any personal data about another person, you confirm that you have obtained his/her consent to provide such personal information, including to the processing of his/her personal data by us.

### **Purposes of Collecting Your Personal Data**

The purposes for which we collect, record, and process your personal data include, without limitation, the following:

- To assess your Agent application form;
- To manage and maintain your account with EAM, and to update, consolidate and improve the accuracy of our records;
- To deliver the services you have requested, such as to keep track of new referrals and shipments, make orders and payments, and check your transactions, activities, performances and commissions;

- To respond to your enquiries, complaints and requests;
- To allow you to subscribe to EAM's RSS feeds, newsletters, articles and updates;
- To inform you of our latest offers and promotions, and other products or services available from EAM and/or our external business partners;
- To contact you via surveys to conduct research about your opinions, needs, and suggestions;
- To deliver customised content and advertising within EAM to you based on your interests and preferences; and
- To meet any regulatory, compliance, audit or security requirements.

### **Sources of Your Personal Data**

We may obtain your personal data from one or more of the following sources:

- Any forms which you have submitted to EAM, such as application forms, order forms, survey forms, enquiry forms and complaint forms;
- Your verbal, written, and electronic communications with us and/or our authorised agents;
- Any persons authorised by you to provide your personal information on your behalf;
- Information available in the public domain;
- Cookies used on the EAM websites; and
- Any other sources in respect of which you have given your consent to disclose information relating to you.

### **Access to and Correction of Your Personal Data**

In the event you wish to request access to your personal data held by EAM or to request correction of such personal data, where the data is inaccurate, incomplete, misleading or not up-to-date, you may contact us at [waihung.loo@eternal-assets.com](mailto:waihung.loo@eternal-assets.com) or make use of the 'My Profile' feature in your account.

We will endeavour to respond to your request within thirty (30) days from the date of receipt thereof, provided that EAM may:

- Require you to provide further documentary evidence of the new information, in order to ascertain the accuracy of the same; and
- Decline or temporarily withhold your request, in the event we are unable to verify your identity, where we have reasonable grounds to believe that the request may involve an element of fraud or for other reason permitted under the Act.

## **Disclosure of Your Personal Data**

EAM may be required to disclose your personal data to the following third parties:

- Its service providers, vendors and partners who:
  - (a) Provide services to it, such as data analysis and marketing services; or
  - (b) Assist EAM in performing any services you have requested, such as customer support, payment processing and product shipment;
- Professional advisors and consultants appointed by EAM for business, legal, audit or compliance purposes;
- Any persons authorised by you to give instruction to EAM or to use your account, products and/or services on your behalf; and
- Any regulatory and/or statutory body or authority, for the performance of their public duties.

The abovementioned third parties may be located within or outside of Malaysia.

We may also disclose your personal data as required by law, such as to comply with a subpoena, or similar legal process, or when we believe in good faith that such disclosure is necessary to protect our rights, your safety or the safety of others, or to investigate fraud.

## **Limiting the Processing of Your Personal Data**

If you wish to withdraw the consent you have given to us for the processing of your personal data or to limit the processing of your personal data in any manner, kindly send your request to [waihung.loo@eternal-assets.com](mailto:waihung.loo@eternal-assets.com).

We will respond to your request within a reasonable period, subject always to our contractual rights and obligations, and to any legal restrictions under applicable laws and regulations.

## **Provision of Your Personal Data**

Whether it is obligatory or voluntary for you to supply your personal data depends on the products and/or services that you requested, as indicated in our various forms and communications with you.

In the event that you elect not to provide any compulsory personal data to us, EAM may not be able to deliver the concerned services or products to you, and/or to process your requests or applications. Failure to supply such data may also affect your ability to enjoy any rights or benefits as an agent of EAM (if applicable).

## **Security of Your Personal Data**

EAM follows generally accepted industry standards to safeguard your personal data from unauthorised access, use or disclosure, and stores your personal data on computer servers in a controlled and secure environment. When your personal data (such as your credit card number) is transmitted to other websites, it is protected through the use of encryption.

Notwithstanding the aforementioned, no method of transmission over the Internet or method of electronic storage is completely secure. Therefore, we cannot guarantee their absolute security.

### **Retention of Your Personal Data**

We will retain your personal data for as long as needed to provide you with our services or for the fulfilment of the purposes set forth in this Notice, or for such period as may be required to protect the interest of both you and EAM.

We will also maintain your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Changes to this Notice**

We may from time to time update this Personal Data Protection Notice to reflect changes to our privacy practices. If we make any changes which we deem to be material changes, we will notify you by email (sent to the email address registered to your account) or by means of a notice on the EAM website prior to the said changes becoming effective.

We encourage you to periodically review this Notice for the latest information on our privacy procedures and practices.