

PRIVACY POLICY STATEMENT – FAHRENHEIT88

The Personal Data Protection Act 2010 was enacted by the government to regulate the processing of personal data. Therefore, Makna Mujur Sdn Bhd (“Makna Mujur”) is committed to ensure that your Personal Data is protected in accordance with the relevant laws.

This Privacy Policy sets out Makna Mujur’s policy and practices in collecting, using, processing and disclosing your Personal Data. It also sets out your rights in respect of your Personal Data that is being collected, used, processed and disclosed by us.

Definitions

“The Company” means as and where operated by Makna Mujur;

“We”, “us”, “our” or “Fahrenheit88” means the Company;

“Personal Data” means any information about you which you have provided to Makna Mujur/Fahrenheit88, such as your name, address, telephone number, identity card number/passport number, email address, your personal preferences and any information which may identify you that has been or may be collected, stored, used and processed by Makna Mujur/Fahrenheit88 from time to time.

“Data Subject” means an individual who is the subject of the Personal Data;

“Data Processor” in relation to Personal Data, means any person, other than our employee, who processes the Personal Data solely on behalf of us.

“Sensitive Personal Data” means any personal data consisting of information as to the data subject’s physical or mental health or condition, political opinions, religious beliefs or other beliefs of a similar nature, and the commission or alleged commission of any offence;

1. Personal Data

1.1 Personal Data that we collect includes but is not limited to the following:

Customers

- your personal details such as name, NRIC/passport number, age, birth date, race, address, gender, occupation, telephone number, mobile telephone number, email address, credit card number(s) etc;
- personal data in connection with products and services you have purchased from us;
- personal data in relation to the Fahrenheit88’s loyalty program such as points and tokens collected or redeemed by you;
- personal data about your transactions with us, our affiliates or our subsidiary companies;
- personal data which you have provided when you registered your interest with us for purchase, information, updates and inquiries;
- other personal data that are, have been or may be collected by us or which you provide to us from time to time, in connection with any service, transaction, contest, survey, promotion, questionnaire or communication with us relating to our products or otherwise;
- your image by way of video surveillance installed in certain parts of our premises as part of our security infrastructure;

- your image captured by camera or video when you attend promotional or other events held at our premises or otherwise organized by us, or captured as part of a promotional contest or other marketing activities; and / or
- information automatically collected when you visit our website such as IP address, web browser, software, transaction information and other information.

Business Partners (vendor, supplier, tenant or service providers)

- your personal details or that of your employees such as name, NRIC/passport number, address, gender, telephone number, mobile telephone number and email address, and other details as is necessary for the conduct of the business transaction between you and us;
- when you visit our premises, your image by way of video surveillance in certain parts of our premises as part of our security infrastructure;
- your image captured by camera or video when you attend promotional or other events held at our premises or otherwise organized by us; and/or
- information automatically collected when you visit our website or use the platforms that we provide to our business partners for purpose of conducting the relevant business transaction between you and us, such as IP address and other information.

1.2 Please take note that certain Personal Data requested by us are mandatory which you must provide and agree to the processing of such mandatory information by us, failing which as may be informed to you at the relevant time of request or upon refusal to disclose by you, we may not be able to:

Customers

- process or perform your request;
- approve or continue your membership with Fahrenheit88's loyalty program, if any;
- process your application for contests or redemption of complimentary gifts; and / or
- provide you with the information, updates, products or services that you have requested, or to conduct the relevant business transaction with you.

Business Partners (vendor, supplier, tenant or service providers)

- conduct or complete the relevant business transaction with you;
- allow you entry into our premises or events, for security purposes; and/or
- allow you use of our platforms provided to our business partners.

2. How is your Personal Data being collected (which is not exhaustive):

- when you apply to be a member of Fahrenheit88's loyalty program or register your interest with us to obtain information and updates on any products and services, whether in physical hardcopy or electronically;
- when you fill in various forms or questionnaires prepared by us or otherwise give us information in order for us to perform your request, or in order for us to provide you with our services;
- when you enter contests or respond to our surveys, promotions or questionnaires, whether in physical hardcopy or electronic copy;

- pursuant to any inquiry, complaint, request or communication made with or to us, whether in physical hardcopy or electronically;
- when you visit our premises or attend events organized by us (in relation to CCTV images, other camera/ video images and other personal details collected for security purpose);
- when you submit your information through our website for the purpose of obtaining information about Fahrenheit88;
- through the use of cookies on our website and other internet platforms, if any.

Business Partners (vendor, supplier, tenant or service providers)

- when you send us completed application forms, workers' list, and any other forms, documents or details pursuant to any business transaction or proposed business transaction with us, whether in physical hardcopy or electronic copy;
- when you visit our premises or attend events organized by us (in relation to CCTV images, other camera/ video images and other personal details collected for security purpose); and/or
- through the use of cookies on our website, and also through the use of other platforms provided to our business partners.

3. Purpose of collecting, processing and using your Personal Data (which is not exhaustive):

- to communicate with you, including in relation to our contests, events and promotions;
- to process your other applications, inquiries and requests;
- to provide information, updates on our, or other services;
- for database(s) record keeping, maintenance and updating;
- for administrative purposes including audits, fraud monitoring and prevention of crime;
- to conduct research and statistical analysis;
- to otherwise market and promote our services offered by us from time to time,
- to ensure the security and safety of the premises (in relation to CCTV images and other details collected for security purposes);
- to comply with any applicable laws, proceedings or inquiries from regulatory authorities and enforcement agencies; and / or
- for all other purposes incidental and associated with any of the above and/or required or permitted under the Personal Data Protection Act 2010.

Business Partners (vendor, supplier, tenant or service providers)

- to fully and properly conduct the relevant business transaction with you;
- to process any payment related to the relevant business transaction with you;
- for insurance purposes;
- for database(s) record keeping, maintenance and updating;
- for administrative purposes including audits, fraud monitoring and prevention of crime;
- to ensure the security and safety of the premises (in relation to CCTV images and other details collected for security purposes);
- to promote our products and services offered by us from time to time, and our Company (in relation to images and other Personal Data captured during attendance at events organized by us);
- to comply with any applicable laws, proceedings or inquiries from regulatory authorities and enforcement agencies; and / or

- for all other purposes incidental and associated with any of the above and/or required or permitted under the Personal Data Protection Act 2010.

4. Sensitive Personal Data

- 4.1 If you do not want your Sensitive Personal Data to be collected by us, please do not submit it.
- 4.2 If you do choose to submit your Sensitive Personal Data to us, such data shall then be deemed to be and will be treated by us as Personal Data which will be subject to the terms and scope of this Privacy Policy including collecting, processing, using and disclosing of your Personal Data.

5. Disclosure

To facilitate the purposes stated above, we may disclose your Personal Data to the following classes of third parties (which is not exhaustive):

- our affiliates, related or subsidiary companies;
- our advisors, auditors, consultants, contractors, partners, products and service providers, only on a need to know basis;
- regulatory authorities, enforcement agencies and any relevant parties in connection with any legal proceedings;
- any actual or potential assignee, transferee or acquirer of the Company or any relevant part of the Company's business, or pursuant to any corporate restructuring exercise.

6. Security of your Personal Data

We will use all reasonable and practical endeavours to protect and secure all Personal Data provided by you in order to prevent loss, unlawful disclosure and misuse of your Personal Data.

7. Links to other sites, if any.

Our website may contain links to other websites. Please be aware that we are not responsible for the privacy practice or content of those sites. We encourage you to read the privacy policy of each site that collects information from you. Our Privacy Policy applies solely to information collected by us. If for any reason you choose to access other websites linked to our website, you do so at your own risk. We shall not be held responsible for how these outside parties collect, use, protect or disclose the information you provide them.

8. Use of Cookies, if any.

When you visit our website or use our services through our website, our website may create a "cookie". A "cookie" is a piece of information stored on our hard drive containing information of your computer. The "cookie" enables our system to recognize your browser and remember your name and billing information and other information so that you won't have to retype it on your next visit. A session ID cookie expires when you close your web browser. A persistent cookie remains on your hard drive for an extended period

of time. You can remove the persistent cookie by following directions provided in your respective web browser.

9. How long is your Personal Data being kept by us

Your Personal Data will be kept by us for the duration that is necessary to carry out the purpose of which your Personal Data was collected and also for other purposes set out in this Privacy Policy. We are also bound by legal, tax, regulatory and industry requirements or guidelines for keeping records and retention of your Personal Data.

10. Access, rectify or limit the process of your Personal Data

10.1 You are responsible for providing accurate and complete information about yourself. Subject to any exceptions under applicable laws, you may at any time hereafter request for access to, or for correction or rectification of your Personal Data that is inaccurate, incomplete, misleading or not up to date, or seek further information from Makna Mujur on the Personal Data and Privacy Statement by contacting us by way of writing at the address set out in **Section 10.4** below.

10.2 Upon receiving your written request, we may:

- in certain circumstances refuse your request to access or rectify your Personal Data. In the event of any refusal, we will notify you the reasons for such refusal; and / or
- charge a reasonable administration fee for processing your request for access or rectification.

10.3 If you do not wish to receive offers, promotions and marketing materials in relation to Makna Mujur/Fahrenheit88's products and services, you may click on a link named 'Unsubscribe', which is embedded with every email sent by Makna Mujur/Fahrenheit88, in order to not receive future messages from us. Or if you would like us to cease processing your Personal Data for any other specified purpose or in a specified manner, please notify us in writing to the address set out in **Section 10.4** below, then we shall cease to process your Personal Data upon receiving your aforesaid withdrawal request wherein your Personal Data with Makna Mujur/Fahrenheit88 will be cancelled. In the absence of such written notification from you, you are deemed to have consented to the processing, usage and dissemination of your Personal Data in the manner, to the extent and within the scope of this Privacy Policy.

10.4 Kindly contact us at the following contact details:

Makna Mujur Sdn Bhd
20-1, Level 20
Pavilion Tower
75 Jalan Raja Chulan
50200 Kuala Lumpur

Email : info@fahrenheit88.com
Phone : +(603) 2088 3383
Fax : +(603) 2088 3328

11. Our Privacy Policy

We may from time to time, modify or supplement this Privacy Policy by updating this Privacy Policy on this website. The continued use of our website and our services, and provision of Personal Data by you and/or absence of notification by you in accordance with the Privacy Policy, will mean you accept any and all the changes that have been made, and the latest version of the Privacy Policy at that time.

12. Conflict

12.1 In the event of any inconsistency between this Privacy Policy, and any consent to collection, use and disclosure of your Personal Data given by you prior to this, this Privacy Policy shall prevail.

12.2 In the event of discrepancies or inconsistencies between the English language version and other languages' version(s) of this Privacy Policy, the English language version shall prevail.