



Policy of Privacy and Personal Data Protection

Background

Bandar Utama City Centre Sdn Bhd (Registration No. 199401036700) (“**The Operator**”) respects the privacy of our Members and visitors with regards to Personal Data. This privacy policy is prepared and formulated in accordance with the Personal Data Protection Act 2010 (“the Act”). For the purpose of this privacy policy, “Personal Data” shall have the meaning as ascribed to in the Act. The Operator is committed to processing your personal data within the ambit of the Act.

Scope of the Act

The Act primarily aims to regulate the collection, holding, processing and use of Personal Data in commercial transactions and also to prevent malicious use of personal information. This Act plays a crucial role in safeguarding the interest of individuals and makes it illegal for anyone, be it corporate entities or individuals, to sell personal information or allow such use of the data by third parties without the data subject’s consent.

The Act only applies to the processing of personal data in respect of “commercial transactions”. A commercial transaction is widely defined as any transaction of a commercial nature, whether contractual or not which includes any matters relating to the supply or exchange of goods or services, agency, investments, financing, banking and insurance. There must be a commercial element in the processing of the personal data to attract the application of the Act.

What Personal Data Do We Collect?

The Operator will collect certain Personal Data when you register an account on ONETIX, purchase any tickets on ONETIX, and may also collect any additional information required from time to time in connection with the provision of services, obtaining of feedback or conducting of surveys related to ONETIX. The Personal Data which the Operator may collect are as follows:

1. Full Name as per IC
2. NRIC/Passport number
3. Date of birth
4. Gender
5. Address
6. Mobile number
7. E-mail address
8. Financial information (debit/credit card number, expiry date)

Additionally, the Operator may use “cookies” “web beacons” and/or other similar technologies on ONETIX.

“Cookies” is small text files stored on the memory of a visitor’s browser or device to help improve a visitor’s access to a site and identify repeat visitors to the site. When you visit ONETIX, our server may record information that your browser sends, which includes the following:

- Your IP address (a number that is automatically assigned to your computer when you use the Internet)
- Browser type
- Browser history (webpage you were visiting before ONETIX)
- The pages within ONETIX which you clicked on
- The time spent on those pages, items and information searched for on ONETIX, access times and dates and other statistics.

“Web beacons” are small graphic images that may be included on ONETIX which allows the Operator to count visitors who have viewed the pages on ONETIX.



The Operator may also collect and publish any image and/or media collected from Facebook (including but not limited to ONETIX, PJPAC, ONESHOP, ONECARD and 1Utama Shopping Centre Facebook page), Instagram and Twitter ("Third Party Sites") if and when you make the aforesaid image and/or media publicly available, and/or post, upload or share an image with the hashtag "#ONETIX", "#PJPAC", "#ONESHOP" "#ONECARD" "#ONEUTAMA" "1U" "1UTAMASHOPPINGCENTRE" and/or "1Utama" ("Hashtag") on the Facebook pages and/or Third Party Sites.

The Operator may also take photographs or video recordings at events listed on ONETIX, venue or premises of our service providers or Event/Venue Host. These photographs or video recordings are taken for publicity and promotional purposes or for such other purposes notified to you at the events, venue or premises. In doing so, the Operator may capture your image or likeness as part of the wider crowd of attendees.

If you do not wish for your image and media to be used in this way, or would like the Operator to remove a photo that contains your image or publish the collected image or media, please contact us at the contact particulars provided below. Where a close-up or individual photos or video recordings of you has been taken, the Operator will seek your consent before usage of the image and/or photo.

What is the Purpose of the Collection of Personal Data?

By providing your Personal Data to the Operator herewith, you hereby agree that the Operator shall collect, retain and use the Personal Data for the purposes stated below and where required by law, where the Operator consider that such use or disclosure in necessary to respond to any claims or to comply with any legal or regulatory requirements/process, or where the Operator suspects any form of fraud or unlawful activity:

1. Registration and administration of your account on ONETIX;
2. Processing of your order and billing purposes;
3. Delivery of products purchased on ONETIX;
4. Communication of status of the order made in processing your order;
5. Customer support;
6. Provision of relevant information of the items on ONETIX;
7. Analysing of the data downloaded from ONETIX;
8. Improvisation and customisation of the contents of ONETIX;
9. Identifying visitors to ONETIX;
10. Conducting surveys and research of the demographics and spending pattern of consumers to develop new events and/or other related surveys/researches;
11. To facilitate your participation in the ONECARD and 1Pay program, or in our other promotions, rewards, lucky draws or loyalty programs as are from time to time offered by the Operator or other related corporations of the Operator.
12. Communication of any other information pertaining to products and services under the related corporations of the Operator;
13. Notification of critical alerts, special offers, new events, updates and promotions in ONETIX, PJPAC, 1 Utama Shopping Centre and /or other related corporations of the Operator.

The Operator uses your IP address to help administer our ONETIX website and to diagnose problems with our server. Your IP address is used to help the Operator identify you and your registered account, membership information and to gather broad demographic information.

Cookies and web beacons are used for statistical analysis purposes only. It allows the Operator to better understand our Members' preferences and interests. With the information at hand, the Operator aims to make ONETIX a convenient and useful shopping platform to you and to personalise the content on ONETIX to match your preferred interests more quickly. For instance, cookies are used to identify our Members, whereby Members will not be required to log in a password more than once, thus providing a better, faster, safer and more personalised user experience. A cookie also helps analyse web traffic and allows web applications to respond to you as an individual. We use traffic log cookies to identify which pages are being used. The web application can then tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences to further improve ONETIX.



We assure you that the usage of a cookie and web beacon is in no way linked to any personally identifiable information on ONETIX and that we treat information collected by cookies and other technologies as non-personal information.

Usage of cookies will not give the Operator access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline/disable cookies if you prefer. However, this may prevent you from taking full advantage of ONETIX and certain features of ONETIX may not be available once cookies are disabled. As such, Members are encouraged to enable cookies for an optimal and enhanced shopping experience using ONETIX.

Do We Share and Disclose Your Personal Data?

There are few circumstances in which the Operator may disclose, transfer or share selected personal data with entities participating in and/or providing services for ONETIX, including related corporations of the Operator, Merchants, consultants, agents, data processors and/or vendors of ONETIX without further notice to you, for instance:

1. Third party service providers (including the provider which manages the ONETIX website) who process your personal data on behalf of ONETIX;
2. Payment processing company such as credit, debit and charge card companies, banks or other entities processing payment instructions given by you through ONETIX website; .
3. Employees of the Operator (including within our group of companies), on a “need-to-know” basis of that data for business or legal reasons, including but not limited to carrying out administrative functions such as processing an invoice, communicating marketing materials which you have opted in, handling of Members’ participation in promotional activities, surveys or contests. And/or directing queries/issues/disputes to the relevant department within ONETIX);
4. Professional consultants/advisors; auditors; any agents or subcontractors acting on our behalf), government or regulatory authorities,
5. Event/Venue Host only on a need-to basis if the sharing of data is absolutely necessary for the purpose of service and/or venue administration, only to the extent required in the normal course and scope of our business in the provision of our services,
6. Social Media
 - 6.1 By posting, uploading or sharing images on Facebook and/or the Third Party Websites with the Hashtag, you agree that the Operator is providing a platform for you to post and share images publicly to permit the Operator to collect, reproduce, publish, modify, incorporate, display or otherwise use the images on ONETIX or PJPAC Facebook pages and other pages/sites related to ONETIX and PJPAC.

You may any anytime request the Operator to cease sharing your Personal Data in the manner as stated above and the said images with the Hashtag by notifying the Operator at the contact particulars provided below.



- 6.2 You can connect your ONETIX account to your accounts on third party services like Facebook, in which case we may collect, use, disclose, transfer and store/retain information relating to your account with such third party services in accordance with this Privacy Policy. For example, if you connect with Facebook, we store your Facebook ID, first name, last name, email, location, friends list and profile picture and use them to connect with your Facebook account to provide certain functionality on the Services, like recommending events that your Facebook friends are interested in and sharing the events you are interested in, or attending, with certain groups of people like your Facebook friends.
- 6.3 When you “like” or “follow” us on Facebook or other social media sites, we may collect some information from you including your name, e-mail address, and any comments or content you post relevant to us. We likewise may collect your personal data if you submit information to us through social media sites.
- 6.4 ONETIX’s website may contain links to Facebook or other social media sites, such as through the Facebook “Like” button. When you interact with these links, your browser will establish a direct link with the Facebook (or other social media site’s) servers. Using the example of the Facebook ‘like’ button, Facebook will then receive information about your browser and activity, and may link it to your Facebook user account. For more information about how Facebook and other social media sites use data, please see their own policies.

Please be aware that the Operator will not be responsible for the content or privacy practices of such other sites. We encourage Members to be aware when they leave our site and to read the privacy statements of these other sites that collect personally identifiable information.

Some of these other sites, as well as our authorised service providers may also use cookies on ONETIX. Please be aware that the Operator has no access to or control over these cookies.

- 6.5 ONETIX may provide you with opportunities to contract directly with third parties, and/or to integrate with third party services or applications, through our Site. In such instances, we will disclose your personal data to other entities in order to fulfill a request by you, or to provide services you have requested.

Except for the above, the Operator does not sell, rent, lease or otherwise disclose your Personal Data to third parties unless otherwise stated organisational security measures when processing the Personal Data collected.

What Happens If You Decide Not To Provide Personal Data?

Certain Personal Data are compulsorily required by us for the stated purposes and are as marked in asterisk (*). Should you decide not to provide the compulsory personal data required, the Operator may be unable to provide you access to ONETIX to process your ticket orders and complete the purchase transaction.

On the other hand, the Personal Data which are not marked with asterisk are not compulsorily required and as such, provision of such Personal Data is entirely at your discretion.

What Steps Are Taken to Safeguard the Security and Safety of Your Personal Data?

The Operator is required under the Act to protect and safeguard your Personal Data by taking practical steps to implement security measures thereto, i.e. to protect your Personal Data from any loss, misuse, modification, unauthorized or accidental access or disclosure, alteration or destruction.



The Operator has assigned specific responsibilities to address privacy and security related matters and do enforce our internal policies and guidelines through an appropriate selection of activities, including proactive and reactive risk management, training and assessments. The Operator takes appropriate steps to address online security, risk of data loss and other such risks taking into consideration the risk represented by the processing and the nature of the data being protected. Further, The Operator takes steps to limit access to our data bases containing Personal Data to authorized persons having the justified need to access such information.

How Long Do We Retain Your Personal Data?

The Personal Data shall not be kept for longer than is necessary for the purposes for which it is collected. This means that data and records (including personal data) are destroyed and/or permanently deleted from our systems when no longer required for the purpose for which it was processed, where permitted by applicable law, where it is no longer necessary for legal purposes or the purposes of our normal business operations.

The amount of time that records are kept for varies depending upon the type of personal data they contain.

Your Rights

The Act accords five (5) rights to individuals to safeguard their Personal Data as listed below:

1. The Right of Access Personal Data

Subject to the provisions of the Act, you have the right to access your Personal Data and/or to correct your Personal Data with The Operator should you believe that the Personal Data provided is incorrect, outdated, inaccurate or incomplete. You may access to your Personal Data at the contact particulars provided below.

2. The Right to Correct Personal Data

You may request for the Personal Data provided to be deleted and/or corrected if the data is inaccurate, incomplete, misleading or not up-to-date at the contact particulars provided below. The integrity of the Personal Data which is collected is a crucial element in the Act. The Operator shall take reasonable steps to ensure that the Personal Data is accurate, complete, not misleading and kept up-to-date.

3. The Right to Withdraw Consent

The consent which you have granted in respect of the processing of your Personal Data may not necessarily endure forever, as you may by notice in writing to the contact particulars provided below withdraw the consent granted. The Operator shall cease processing of your Personal Data upon receipt of your notice.

You are entitled to withdraw your consent at any time. The Operator shall be required to obtain your explicit consent in the event that "Sensitive Personal Data" is being processed by the Operator and "Sensitive Personal Data" shall include medical history, political opinions, religious beliefs and commission or alleged commission of any offence.

4. The Right to Prevent Processing for the Purposes of Direct Marketing

The Operator shall process your Personal Data in strict adherence to the consent which you have granted in respect of the processing of your Personal Data. As such, the Operator shall never process data for purposes of direct marketing where such purpose has not been identified and consent has not been obtained from you.



Should you receive marketing materials from the Operator via short messaging service (SMS), e-mails, telephone and/or by post and you wish to discontinue such receipt of marketing information, you may provide You may also unsubscribe from the marketing-related communication/notification received at any time by using the unsubscribe function within the communication/notification itself.

With a "opt out" notice to remove/delete your Personal Data from the Operator's database. Once an "opt out" notice has been received from you, the Operator shall within a reasonable time remove/delete your Personal Data from our database.

5. The Right to Prevent Processing which is likely to cause Damage or Distress

We reiterate that the Operator shall process your Personal Data only where you have granted your consent for the processing of your Personal data for the abovestated purposes only.

You have the absolute right to prevent the processing of your Personal Data where your consent has not been obtained for such specific purposes and such processing of your Personal Data will cause or is likely to cause substantial unwarranted damage or distress to you or another person.

Change/Amendments to this Privacy Policy

The Operator may from time to time change this Privacy Policy. However, if the changes made are material, the Operator will post a notice advising of such change at the beginning of this Privacy Policy and use reasonable means to communicate to you such change within twenty one (21) days from such change. It is your responsibility to review this Privacy Policy every time you submit information to us.

You may at any time hereafter make written enquiries about this Privacy Policy and/or to enforce any of the abovestated five (5) rights by contacting the Operator via post, telephone, fax or e-mail at: BANDAR UTAMA CITY CENTRE SDN. BHD. (Malaysian Company Registration No. 199401036700) 4th Floor, 1 Utama Shopping Centre, Lebuhraya Bandar Utama Bandar Utama 47800 Petaling Jaya Selangor Darul Ehsan Malaysia

Tel: (03) 7732 4988 Fax: (03) 7722 5788 E-mail: support@onetix.com.my