

TFP RETAIL SDN BHD

PRIVACY NOTICE

1. Introduction

In compliance with the Personal Data Protection Act 2010 (“the Act”) and its regulations, this notice is issued to all our valued visitors, customers and/ or prospective customers (“user”, “you”, “your”). This Notice will inform you of your rights with regards to your personal data that has been and/ or will be, collected and processed by us for the purposes mentioned herein.

The Food Purveyor herein refer as **TFP** and its subsidiaries (each, the “**Company**” and collectively, the “**Group**”) needs to gather and use certain information about individuals. These can include customers, suppliers, business contacts, employees, and any other people who the organisation has a relationship with or may need to contact with by the Company.

This policy describes how this personal data must be collected, handled, and stored to meet the company’s data protection standards — and to comply with the relevant laws and regulations.

2. Collection of personal data

We have collected and will collect your personal data to be processed by us and/ or on your behalf in the course of your present or future dealings with TFP, its subsidiary (ies), its associated company (ies) (“we”, “our”, “us” or “Company”). Your personal data enables us to achieve the purposes as mentioned under Clause 4 herein that is in connection with our business.

3. Description of personal data

You may have voluntarily provided to us and the participating Third Parties as listed under Clause 6 herein your Personal Data that includes, but is not limited to:

- a) personal details such as full name, date of birth, age, gender, nationality, race, place of employment, government national registration identity card (NRIC) or passport number, biometric data, photograph and income related information;
- b) contact information, including residential, mailing, billing address, personal telephone number, facsimile number, email address;
- c) transaction and financial details, including but not limited to, the purpose of transaction, transaction history, type of services requested, first six (6) and last four (4) digits of selected Credit/Debit Card, gift voucher details and e-wallet information, including e-wallet number;
- d) We collect information from you when you register on the site, place an order, enter a contest, respond to a survey or communication such as email, or participate in another site feature.

- e) When ordering or registering, we may ask you for your name, email address, mailing address, phone number, credit card information or other information. You may, however, visit our site anonymously.
- g) We also collect information about gift recipients so that we can fulfill the gift purchase. The information we collect about gift recipients is not used for marketing purposes.
- h) personal preference and interests, including post-transactions and spending behaviour; including feedbacks and opinions such as testimonies, reviews and rating of our products and services;
- i) device related information such as hardware information, IMEI number, UUID (unique identifier), equipment devices model, application version serial number, current software version, mobile country code, mobile network code, device operating system version, settings of the device used to access the Website, IP address; and
- j) logged-in related information such as browser information, geolocation information, IP address information, time and duration of your use Website, diagnostic, technical error and view of usage information page.
- k) Sensitive personal data; and any
- l) Personally Identifiable Information (PII) defined by international privacy laws or standards.

4. Purpose of collection of personal data

You hereby agree that the Personal Data may be used by the Company, including but not limited to the following purposes:

- a) to update relevant information;
- b) to process the application for related services or contest;
- c) to manage, operate, including audit and exercising the rights of the Company under these terms and conditions;
- d) to design new or improving existing services provided by Company and our affiliates;
- e) to communicate vis-à-vis the Company and yourself;
- f) to investigate complaints on suspicious transactions;
- g) to prevent or detect crime or fraudulent transactions; and
- h) to disclose to the relevant authorities as required by law, rules, regulations, codes, or guidelines; and
- i) to gather data for research purposed and for the improvement of the service.

5. Sources of personal data

We may obtain your personal data from the following sources including but not limited to:

- a) forms or shopping basket (online shopping, microsite, online forms, WhatsApp, customer service counter) vide several occasions such as during:
 - i. order
 - ii. pre-order
 - iii. request

- iv. complaint
- v. feedback
- vi. wish list
- vii. enquiry
- b) website;
 - i. General enquiries
 - ii. Feedback form
 - iii. Career enquiries
- c) Social media;
 - i. Comment section
 - ii. Chat inbox
 - iii. Private message
 - iv. Contest participation
 - v. Post engagement
- d) In-store;
 - i. Contest participation
 - ii. Activities participation
 - iii. Forms (refer to Clause 5a)
- e) Business cards.

6. Disclosure of personal data

While the User's Personal Data shall be kept confidential by the Company, by voluntary disclosure of your personal data to the Company, you agree that for the purposes as stated above, the Company may transfer or disclose such Personal Data to the following Third Parties within or outside of Malaysia as permitted by the laws:

- (a) any participating companies which owe a duty of confidentiality to the Company and which the User has selected to submit or register;
- (b) the Company's agents or contractors under a duty of confidentiality to the Company which are providing administrative, telecommunications, data processing or other services to the Company in relation with the operation of the Card, Programme or business of the Company (such as but not limited to professional advisers, customer call centre service providers, gift redemption centres or data entry companies);
- (c) any of our affiliates which owe a duty of care to the Company; and
- (d) any law enforcement agency and/or regulatory body for compliance with applicable laws, rules, regulations, codes and/or guidelines and/or any person or entity to whom the Company and/or its affiliates are under a binding obligation to make disclosure under the requirements of any law, rule, regulations, code and/or guideline and/or order of any competent court of law, law enforcement agencies and/or regulatory bodies.
- (e) While nothing in the terms and conditions stated herein shall limit your rights under the Act, you shall also have the right to limit the processing of your personal data at any time hereinafter pursuant to with any applicable laws.

You may:

- i. access or update your personal data stored with Bites; or
- ii. to effect any amendments therein; or
- iii. to provide any feedback to the Company

by contacting us via email at dpo@thefoodpurveyor.com or contact us at the following address:

The Data Protection Officer

TFP RETAIL SDN. BHD.

D-1-5, Sunway Nexis,

No.1, Jalan PJU 5/1, Kota Damansara,

47810 Petaling Jaya, Selangor, Malaysia.

Tel: 603-6143 1366

7. Retention of Personal Data

We will only retain your Personal Data for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is permitted or required by any relevant legal and statutory requirements.

8. Security of personal data

The Company uses strict procedures and security features to prevent unauthorised access wherever possible. Personal data provided to the Company via our website, any application, physical forms are protected by our data privacy policy. When personal data is stored by the Company, we use computer systems with limited access housed in facilities using physical security measures. Data stored in cloud services is in encrypted form including when we utilize third-party storage. The level of security of personal data which kept in a non-electronic environment are also treated with strict procedures and means.

9. Use of Cookies

The cookies used by the Company's Website are solely associated to anonymous users and their computers and do not provide personal data of the users. Some cookies are used by third parties to provide the Company with data on the effectiveness of its engagements and promotions. The cookies used by the Company's Website is not in any way collect personal data that could be used to identify a specific user. In addition, cookies are of a temporary nature, used solely to improve the efficiency of the last transmission. Users may configure their browser to notify them of the reception of cookies and to prevent their installation on their computer.

10. Transfer of Personal Data

We are very serious about providing a comparable level of protection for personal data should the information be processed or used outside of Malaysia by our vendors or experts as permitted by laws.

11. Marketing and promotion purposes

Upon subscribing to our services, you will be receiving marketing and/or promotional emails or calls from us, which includes monthly promotions and information on future events. If you do not wish to receive any promotional news or calls please click the "unsubscribe" link at the bottom of the email and you will be excluded from our newsletter and contacts.

12. Data subject's obligations

It is necessary for the Company to collect and to retain the user's personal data. Therefore, it is also obligatory for the users to supply personal data to us in the most accurate manner. If the users do not provide us with the accurate personal data, the Company is unable to process personal data on user's behalf for the Purpose stated in Clause 4 herein, or effectively render our services to users. All relationship created or to be created between us shall then be terminated and ceased to be in effect immediately.

13. Changes to Privacy Policy

We reserve the right to amend this Privacy Policy from time to time without prior notice. We advise that you check our website for this Privacy Policy on a regular basis. You may view our privacy notice in the website or at www.thefoodpurveyor.com.

14. Acknowledgement and Consent

By communicating, engaging with the Company or use the Company's products and services, you hereby acknowledge that you have read and understood this Notice, agreed and consented to the use, processing, disclosure and transfer of your personal data by the Company as described in this Notice. Conversely, any email the Company sends to you will contain an automated unsubscribe link so that you can opt-out of the mailing list. You can also withdraw your consent by written notice to the email provided in Clause 6(e).

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