

PRIVACY POLICY

LAST UPDATED: 20 October 2022

We are committed to respecting your privacy as we take your privacy very seriously. We ask that you read this privacy policy carefully as it contains important information about what to expect when we collect personal information about you and how we will use your personal data.

This Privacy Policy supplements our Terms of Use and explains how we, Helowatch Sdn. Bhd., our subsidiaries and affiliates, handle information collected and received in the course of your use of our websites, mobile application and services (collectively the "Services"). It also governs the collection, use and disclosure of your information.

1. General
- 1.1 This Privacy Policy applies to all users of the Services, including without limitation users who are sellers, buyers, distributors, merchants, or contributors of content, information and other materials.
- 1.2 This Privacy Policy is made in accordance with the Personal Data Protection Act 2010 of Malaysia [Act 709] ("PDPA") and related guidelines issued by the Malaysia Communications and Multimedia Commission and sets out our policies and practices with regard to the use, collection, sharing and security of your Personal Data when you use this Website under the subdomain of www.helowatch.io and the Services.
- 1.3 For ease of reference, each of Helowatch Sdn. Bhd., its subsidiaries and affiliates (where applicable) are referred to in this Privacy Policy as "Helowatch" and the terms "we", "our" and "us" in this Privacy Policy shall mean Helowatch including its subsidiaries and affiliates.
- 1.4 In the event that there is any inconsistency between this Privacy Policy and the PDPA (including any updated version of the same), the PDPA shall prevail and this Privacy Policy shall be amended accordingly.
- 1.5 In this Privacy Policy, the meaning of the term "Personal Data" is as defined under the PDPA.
- 1.6 If you do not agree with our policies and practices, please do not use or access the Services.
- 1.7 By using the Services in any manner, including but not limited to accessing, visiting, or browsing the Services and / or by providing your Personal Data to us, you will be deemed to have accepted and agreed to be bound by this Privacy Policy and you expressly consent to our use and disclosure of your personal information in accordance with this Privacy Policy.
- 1.8 We may make changes or modifications to this Privacy Policy from time to time. We may notify you of such changes by any reasonable means, including by posting the revised version of this Privacy Policy on the Services. We may amend Privacy Policy and other rules and policies relevant to the use of the Services without prior notice. You can determine when we last changed this Privacy Policy by referring to the "LAST UPDATED" statement above. Your use of the Services following changes to this Privacy Policy will constitute your acceptance of those changes.

- 1.9 This Privacy Policy is incorporated into and subject to the Terms of Use. We shall at all times respect the confidentiality of and endeavour to keep safe Personal Data collected, stored, transmitted by us and / or used for or on our behalf.
- 1.10 If you are using and accessing the Services for and on behalf of a business entity, the term “you” in these Terms of Use shall mean the business entity in which you are representing in using the Services, unless the context does not permit.
2. Personal Data we collect or receive about you
 - 2.1 We may collect and receive Personal Data in the following situations:
 - 2.1.1 When you register for an account with us (“Account”);
 - 2.1.2 When you choose to connect your Account with an external third party service or application, such as Google or Meta;
 - 2.1.3 When you use the features and functions available on our Services, for example, by creating listings, interacting with other users through our chat feature, or transacting with other users;
 - 2.1.4 If you contact us, for example, with a query or to report a problem;
 - 2.1.5 When you register for a survey, questionnaire, campaign and / or contest with us;
 - 2.1.6 When you update your Personal Data with us; or
 - 2.1.7 When you interact with us offline or through an external third party.
 - 2.2 We may also collect your Personal Data from a variety of sources, including without limitation, at any events, seminars, road shows, customer satisfaction surveys organised and / or sponsored by us, as well as from publicly available sources.
 - 2.3 In addition, we may also receive, store and process your Personal Data which are provided or made available by any third parties, credit reference bodies, regulatory and law enforcement authorities, for reasons including delivery of our Services and / or to comply with our legal and regulatory obligations.
 - 2.4 By providing us with any information relating to a third party (for example, information of your spouse, children, parents and / or employees), you represent to us that you have validly obtained the consent of the third party to provide us with their information for the respective purposes.
 - 2.5 We may collect and receive the following Personal Data. Please note that not all of our Services collect all of the Personal Data listed below:
 - 2.5.1 Account credentials such as username;
 - 2.5.2 Profile information such as name, gender, mobile or telephone number, email address, postal address, gender, date of birth and profile photo;
 - 2.5.3 Billing or payment related information such as credit or debit card details, bank account, NRIC number;
 - 2.5.4 Location information such as last known location, meet-up location and IP address;
 - 2.5.5 Details on items purchased;
 - 2.5.6 Aggregate data collected through the use of our Services; and
 - 2.5.7 Any communications between you and another user of our Services.
3. Why we collect your Personal Data and how we use it
 - 3.1 Your Personal Data is collected for the following purposes:
 - 3.1.1 To verify your identity, update our records and generally maintain your Account with us;
 - 3.1.2 Provision, facilitation and improvement of our Services to you, including, for billing and payments, for authentication purposes, measuring consumer

- interest in our Services, informing you about offers, products, services, and updates, customising the content shown to you;
- 3.1.3 Carrying out your instructions or responding to your enquiries, requests and complaints;
 - 3.1.4 To process transactions;
 - 3.1.5 Forming part of our customer database necessary for the operations carried on by us;
 - 3.1.6 General research, aggregate reporting; research and analysis for marketing and promotional purposes;
 - 3.1.7 To process or resolve any dispute arising from or in connection with any transactions, in accordance with our Terms of Use;
 - 3.1.8 To detect or monitor any frauds or other prohibited content, businesses or activities;
 - 3.1.9 Transferring, disclosing or sharing your Personal Data to/with our affiliates and business partners within Malaysia for the purposes of carrying out clauses 3.1.1 to 3.1.8 above in this section;
 - 3.1.10 Any purposes related to and/or for the furtherance of clauses 3.1.1 to 3.1.9 above in this section; and
 - 3.1.11 Direct marketing purposes carried out in relation to our Services.
- 3.2 At times, we may look across multiple users to identify problems or resolve disputes, and in particular we may examine your Personal Data to identify users using multiple user IDs or aliases.
- 3.3 We may compare and review your Personal Data for errors, omissions and for accuracy.
- 3.4 These uses improve our Services and better tailor it to meet your needs, so as to provide you with a smooth, efficient, safe and customised experience.
- 3.5 If you agree, we may contact you about other products, items and services we think may be of interest to you.
- 3.6 We may also use aggregate information and statistics for the purposes of monitoring website usage or use of our Services in order to help us develop or further improve our website and our Services. We may also provide such aggregate information to third parties. These statistics will not include information that can be used to identify you.
- 3.7 Without your consent, we shall not use your Personal Data for purposes other than those specified above and we will not sell your Personal Data to any person or company.

4. Accuracy of Personal Data

We will take all reasonably practicable steps to ensure that Personal Data collected is accurate. Please endeavor to provide us with accurate Personal Data when you register and where there are any changes to your Personal Data, please inform us as soon as possible.

5. Personal Data sharing, transfer and disclosure

5.1 We may share your Personal Data in the following ways:

- 5.1.1 When you register for an Account, the Personal Data which you make available on your profile may be viewed by other users of our Services. Other users of our Services would also be able to view the content which you upload and share on our Services.

- 5.1.2 We may share your Personal Data with third party service providers who assist us in performing certain aspects of our Services on our behalf, such as processing transactions, fulfilling requests for information, receiving and sending communications, updating marketing lists, analysing data, providing support services or in other tasks. We will use our best endeavours to ensure that such service providers will only have access to your Personal Data to the extent necessary to perform their functions;
 - 5.1.3 We may share your Personal Data with our related and associate companies and affiliates for the purposes of performing certain aspects of our Services and for the purposes as set out in this Privacy Policy;
 - 5.1.4 We may share your Personal Data with our potential partners, investors and other parties with a view to a potential business partnership, collaboration, joint venture or otherwise in furtherance of our business; or
 - 5.1.5 We may share your Personal Data collected in accordance with this Privacy Policy with any third party claimants or potential third party claimants or your card issuing bank, financial institution and / or payment service provider, to process or resolve any chargeback, payment reversal and / or dispute arising from or in connection with a transaction using our Services in accordance with our Terms of Use.
- 5.2 Your Personal Data may be collected, processed and stored within and outside of Malaysia. Where sharing, transfer or disclosure is necessary to satisfy the purpose, or a directly related purpose, for which the Personal Data was collected, we may provide your Personal Data to the following parties:
- 5.2.1 We may disclose, transfer and / or share your Personal Data with our affiliates, business partners, brand principals and / or third-party service providers; and
 - 5.2.2 Any person or persons pursuant to any statute or as required by any court of law in Malaysia, provided such person or persons are able to prove the required right / authority to access such information.
- 5.3 By using our Services, you authorise us to use your Personal Data in Malaysia and other countries where we operate for the purposes mentioned above. We will use our best endeavours to ensure that your information is transferred in accordance with this Privacy Policy and protected in accordance with applicable laws on personal data protection including but not limited to the PDPA.
6. Access to your Personal Data and updating and correcting your Personal Data
- 6.1 You may access and update your information within our Services through the "Settings" page of your Account.
 - 6.2 Where you provide your Personal Data to us, you are responsible for providing accurate, not misleading, complete and up-to-date Personal Data about yourself and any other person whose Personal Data you provide us, and to update this Personal Data as and when it becomes inaccurate, misleading, incomplete or out-of-date.
 - 6.3 In certain circumstances, you may need to provide to us Personal Data about someone other than yourself. If so, we rely on you to inform these individuals that you are providing their Personal Data to Helowatch, to make sure they consent to you giving us their information and to advise them about where they can find a copy of this Privacy Policy.

- 6.4 Subject to the provisions of the PDPA:
- 6.4.1 You may check whether we hold any of your Personal Data and, if so, you may request access (i) by sending an email to our Data Protection Officer at support@helowatch.io; or (ii) by prepaid registered post to Helowatch Sdn Bhd, #06-14, 6th Floor, Berjaya Times Square, No. 1, Jalan Imbi, 55100 Kuala Lumpur, Malaysia (Attention: Data Protection Officer);
- 6.4.2 You may ask us to correct your Personal Data which is inaccurate (i) by sending an email to our Data Protection Officer at support@helowatch.io. We may record your conversation with us for good record keeping purposes.
- 6.5 We will take reasonable steps to verify your identity before granting access or permitting corrections to your Personal Data. We will use our best endeavours to respond to any request for access or correction, if not refused by us, as soon as practicable upon our receipt of your written request. In the event we are not able to comply with your request to access the Personal Data, we will notify you in writing the reasons for such refusal as soon as practicable upon our receipt of your written request.
- 6.6 We will not correct your Personal Data upon request from any third party, unless such third party is able to produce documentary evidence of your authorisation to do so.
- 6.7 Where you have requested for a copy of the Personal Data we hold about you, we may charge a reasonable administrative fee to cover the costs of responding to your request.
7. Security
- 7.1 The security of your personal information is important to us.
- 7.2 However, while we strive to use reasonable commercial endeavours to protect your Personal Data against unauthorized or accidental access, processing, erasure or other use but at the same time, we cannot guarantee its absolute security. No method of transmission over the internet, or method of electronic storage, is 100% secure. We cannot guarantee the integrity of any Personal Data which is transferred from you or to you via the internet or via using our Services.
- 7.3 We therefore encourage you to set strong passwords for your Account. It is important that you protect against unauthorised access of your Account and information by choosing your password carefully, and keeping your Account, password and computer secure by signing out after using our Services.
8. Our use of cookies and other information-gathering technologies
- 8.1 Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. The information is used to track visitor use of the website and to compile statistical reports on website activity. For further information about cookies visit www.aboutcookies.org or www.allaboutcookies.org.
- 8.2 You can set your browser not to accept cookies and the websites listed in Clause 8.1 above tell you how to remove cookies from your browser. However, in a few cases some of our Services features may not function if you remove cookies from your browser.
- 8.3 When you visit, browse or use our Services, our company servers will automatically record information that your browser sends whenever you visit a website. This data may include but not limited to:

- 8.3.1 Your computer's IP address;
- 8.3.2 Browser type;
- 8.3.3 Webpage you were visiting before you came to our Services;
- 8.3.4 The pages within our network you visit;
- 8.3.5 The time spent on those pages, items and information searched for on our Services, access times and dates, and other statistics.

9. Retention of Personal Data

Your Personal Data will be retained for as long as is necessary to fulfill the original or the directly related purposes for which it was collected, unless this is contrary to any applicable laws.

10. Links to other websites

10.1 Our Services may contain links to other third-party websites and microsites, whose privacy practices may differ from Helowatch. Such websites are governed by their respective privacy policies, which are beyond our control.

10.2 This Privacy Policy only applies to our Services so once you leave our servers (you can know where you are by checking the URL in the location bar on your browser) or when you link to other websites, you should read their own privacy policies and the use of your Personal Data in such instance is governed by the privacy policies of the operator of the website you are visiting.

11. Privacy Policy changes

We may amend this Privacy Policy from time to time. If we make any amendments in the way we use your Personal Data, we will obtain your prior consent through your contact details provided to us. However, you are responsible for reviewing the changes which we make to this Privacy Policy. Your continuing use of our Services will be deemed as your acceptance of the revised or updated Privacy Policy.

12. Statement of Policies and Practices on Direct Marketing

12.1 Helowatch intends to use and may share, disclose or transfer your Personal Data with or to our affiliates and / or business partners, including your name, email address, mobile number, physical address and gender, and / or date of birth for direct marketing purposes as described below:

12.1 To enable Helowatch to notify you about promotions and marketing activities relating to products, services and other lifestyle accessories available for sale via our Services; and

12.2 To enable Helowatch to notify you about cross promotions and marketing activities relating to the following types of products and services offered by our business partners and / or affiliates:

Fashion, Footwear, Apparel & Accessories

Travel, Transport, Arts & Entertainment

Digital & Electronics

Hospitality, Food & Beverage

Health, Fashion, Beauty & Accessories

Home & Office

Sports, Toys & Games

12.2 You shall not receive direct marketing materials if you do not consent to Helowatch's use of your Personal Data for direct marketing purposes as described in this Privacy Policy.

12.3 In future, if you do not wish to continue receiving our newsletters, marketing and promotional materials for direct marketing purposes, please either send an email to Data Protection Officer at support@helowatch.io to notify us accordingly. We may

record your conversation with us for good record keeping purposes. Our customer database will be updated accordingly at no charge to you.