

PRIVACY POLICY

PRIVACY NOTICE (FOR CUSTOMERS)

We, **Prominent Excel Sdn Bhd** [199701009593 (425089-X)] (hereinafter referred to as “PESB”, “we”, “us”, “our” and other similar expressions), value and respect the privacy rights of all our customers across all aspects of our business and we strive to protect your personal data in compliance with the laws of Malaysia.

PESB will only collect and use your personal data in accordance with the Personal Data Protection Act 2010 (and any other such laws that may be enacted from time to time), with this Privacy Notice and such other term(s) in the agreement(s) that you may contract with us or have contracted with us.

We highly encourage that you carefully read this Privacy Notice to allow you to understand how we collect, use, handle, retain, disclose, and protect your personal data.

The Personal Data That We Collect

In order to provide you with our service(s), deal with your inquiry(ies), open and operate an account with us, and/or to inform you of current and upcoming changes, updates, and promotion(s), we need to collect and use your personal data or the personal data of a third person. In the event that we are not provided with all the personal data that we request, we may not be able to provide you with our service(s) or continue to provide you with our service(s).

The extent and type of personal data that we collect from you depends on our service(s) that you subscribe to and/or the purpose of the collection of the personal data. The personal data that we collect may include, but not limited to, your name, NRIC number, nationality, passport number, address, email address, mobile phone number, date of birth, gender, photograph, image, video/video surveillance, employment status, employer’s details, parking habits and lifestyle choices, motor vehicle registration number, bank & bank account number, credit card details, and/or debit card details, username and other identifiers when you register at our website/mobile app. If you are a company, we may collect such data including, but not limited to, your company registration number, your company email address, your phone and/or fax number, bank & bank account number, your business and/or registered address, and/or your employee’s personal data.

How We Collect Your Personal Data

We will collect your personal data when you apply with us for The Season/Reserved Parking Application and when you registered with us on our website/mobile app or social networking sites. We may also collect your personal data such as a photo and/or video of you and your vehicle when you enter our parking area, make payment at the parking ticket payment machine, and/or when you exit our parking area. We may also collect your data for/from third party related application(s) or software(s) for the purpose of providing you with our services or

related services. We may also collect your personal data from your employer where the services we provide are related to your employer-employee relationship and we may collect your personal data from your employees. In addition to the above, we may also collect your personal data from any third-party that you have authorised to disclose your personal data to us.

The Purpose of The Collection of Your Personal Data

We collect your personal data for the following purposes:

1. to verify, authenticate and identify users of our service, potential users and their representatives;
2. to provide our services;
3. to provide related services;
4. to manage and maintain your account with us;
5. for administration purpose(s);
6. to develop and/or implement initiatives to improve our services;
7. to seek your opinions or comments about our services;
8. to inform you about promotions, offers and/or other benefits, including from third parties that may become available;
9. to carry out our management, administrative, quality assurance, marketing and complaint handling activities in a professional and efficient manner;
10. conduct consumer and market research;
11. to follow up or pursue any queries you make;
12. for any other purpose(s) related thereto; and
13. for any purpose(s) required or permitted by any law, regulations, guidelines, and/or relevant regulatory authorities.

Use and Disclosure of Personal Data

We shall use and disclose your personal data for such purpose(s) that the personal data was collected, as indicated above and for any other secondary purpose(s).

We shall disclose, where necessary, your personal data to our related entities, landlord(s), service providers, and/or contractors, who assists us in providing and/or supplying our product(s) and service(s).

Notwithstanding the above, we may be required, as a result of our contractual obligation(s) to you or to any other third-party, to disclose your personal data to the landlords of a particular car parking facility that we manage and operate, and to our auditors who shall conduct audits of our business and services.

Except where indicated above, we will not use and/or disclose your personal data unless:

1. we have obtained the consent from the individual concerned;
2. the third-party we disclose the personal data to are our agent, service provider and/or contractor, in which case we will require them to only use and disclose the personal data only for the purpose for which it was provided to them;
3. the third-party is a person involved in a dealing or proposed dealing (including but not limited to a sale) of all or part of our assets and/or business;
4. the third-party is a credit reporting agency, your creditor, banker, financier, and/or credit provider; and
5. the disclosure is permitted, required and/or authorised by or under law.

Marketing

In addition to the above, we may use your personal data to advise and inform you of new product(s), service(s) and/or marketing initiative that we think may be of interest to you. This may include, but not limited to, product and/or service offerings, newsletters and general information about us and/or third-parties.

If you prefer not to receive information about such product(s) and service(s), you can contact our company and request to be removed from the relevant circulation list.

We would like to highlight to you that your act of unsubscribing any marketing information will not end the transmission of service-related emails from us, such as administrative email alerts in relation to your account settings except where you have terminated your account with us.

Safety and Security of Personal Data

We have implemented reasonable technology, policies and measure designed for securing and protecting your privacy from unauthorised access, improper use, disclosure and alteration, we will make reasonable updates to its security measures from time to time and ensure authorised third parties use the Personal Data for the purpose set herein and to adequately ensure the confidentiality of the Personal Data.

Whilst we will use its best endeavours to maintain a security plan deemed adequate by us to protect your Personal Data, we make no guarantee that the website/mobile app will be free from security breaches, especially due to unauthorised actions of third parties such as, but not limited to spoof attacks, session hacking, sniffing or tampering. We shall not be held responsible for any loss or damage, misuse, modification, unauthorized or accidental access or disclosure, alteration or destruction as a result of such actions. Our web site/mobile app may contain links to other sites and pages. By activating a link, such as for example by clicking on the banner of an advertiser, you leave our web site/mobile app and we do not exercise control over any Personal Data or any other information you give to any other entity after you have left our web site/mobile app.