

Privacy Policy

In compliance with the Personal Data Protection Act 2010 and its regulations, this notice is issued to all our valued guests and/ or prospective guests. 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.

The Personal Information which you provide to us now or from time to time or have provided to us previously will be used and processed, and continued to be used and processed by us, in accordance with this Privacy Policy (as amended, varied or revised from time to time). We will take reasonable care and precaution to prevent the loss or misuse of your Personal Information. We may amend, vary or revise this Privacy Policy from time to time. If we revise the Privacy Policy, we will post the changes on our website or send a copy of the revised Privacy Policy to you by post or email, in accordance to your preferred manner of receiving notices from us. In this Privacy Policy:

“**KRR Marketing Campaigns**” means the marketing campaigns executed by us.

“**Business Partners**” means the merchant that provide, supply, execute, distribute or deal in general with our services or products in connection with our business and in relation to our marketing campaign;

“**Personal Information**” means any information in our possession or control that relates directly or indirectly to you (or any other individual) to the extent that you (or such other individual) are identified or identifiable from that information or from other information in our possession.

“**We**”, “**us**” or “**our**” means Berjaya Roasters (M) Sdn Bhd (Company No. 278605-A).

1. Personal Information

1.1 What we collect from you

Personal Information we collect about you, include but is not limited, to the following: -

- personal details such as name, identity card number, age, gender, nationality, date of birth, address, telephone number, email address and other details you provide when you sign up for our marketing activity, subscribe to our electronic newsletter or upon joining our online campaigns.
- other information that are, have been or may be collected by us or Business Partners, or which you provide to us or Merchants from time to time, in connection with any service, transaction, contest, survey, promotion, questionnaire or communication with us relating to KRR Marketing Campaigns or otherwise
- personal interests or preferences such as language, product or content interests, communicating and marketing preferences
- username, password and other identifiers when you register at our website

Certain information requested by us are mandatory which you must provide and agree to the processing of such mandatory information by us, failing which, we will not be able to approve or continue your membership with KRR Marketing Campaigns or provide you information, updates, products or services you requested or relating to the KRR Marketing Campaigns.

1.2 How your Personal Information is collected

- when you sign up for our marketing activity
- when you subscribe to our electronic newsletter
- when you join our online campaigns

- when you visit our website or social networking sites
- when you enter contests or respond to surveys, promotions or questionnaires
- from our Business Partners
- pursuant to any transaction or inquiry or communication made with or to us

1.3 Purpose of collecting and processing your Personal Information

- to communicate with you
- to process your application, inquiry or request
- to provide the products and services relating to the KRR Marketing Campaigns or such other goods and services you requested
- for administration of KRR Marketing Campaigns
- to respond to your queries
- to conduct surveys, research and statistical analysis
- to help us monitor and improve our services
- to comply with applicable laws, proceedings or inquiries from regulatory authorities, and enforcement agencies
- any other purposes permitted by applicable laws
- to market and promote other products and services that are or may be offered by us, our Business Partners or sponsors from time to time
- for direct marketing purposes

1.4 Sensitive Personal Data

- We do not collect Sensitive Personal Data from you unless required by applicable laws. If you do not want your Sensitive Personal Data collected by us, please do not submit it.
- “Sensitive Personal Data” means any personal data consisting of information as to physical or mental health or condition, political opinions, religious beliefs or other beliefs of a similar nature, the commission or alleged commission of an offence or any personal data prescribed under law as sensitive personal data.
- 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 Information which will be subject to the terms and scope of this Privacy Policy including as to processing, usage and disclosure thereof.

2. Disclosure

To facilitate the purposes above and the provision of products and services to you, we may process, use and disclose your Personal Information to the following classes of third parties: -

- regulatory authorities and enforcement agencies
- any court of law or any relevant party in connection with any claim or legal proceedings
- our contractors, service providers, consultants, auditors and advisors on a need to know basis
- our Business Partners and sponsors
- any actual or potential assignee, transferee or acquirer of our company or business

3. Transfer of Personal Information outside Malaysia

We may also share information with local or overseas companies or third parties that provide support services to us (such as credit card processors or other payment services providers, mailing houses or website hosts) and that help us market our products and services (such as email vendors). These companies may use information about you to perform their functions on our behalf.

4. Access or Update your Personal Information

4.1 You are responsible for providing accurate and complete information about yourself and any other person whose personal information you provide us (for e.g., your spouse, children, relatives or third parties), and as such, as and when such information becomes incorrect or outdated you should correct or update such information by contacting us or submitting fresh information.

4.2 You may, by writing to us at the address set out in Section 6 below:

- request for a copy of the Personal Information we hold about you
- request to rectify or update your Personal Information

Please provide proof of your identity, address and sufficient information to enable us to identify you when submitting your request to us.

4.3 On receipt of your written request, we may:

- comply or refuse your request to access or rectify your Personal Information. If we refuse, we will notify you the reasons for such refusal
- charge a fee for processing your request for access or rectification.

5. Limit the process of your Personal Information

By giving or making available your Personal Information or using our website, you expressly agree and consent to the use and process of your Personal Information in accordance to this Privacy Policy, including but not limited to, consenting to receiving communications, offers, promotions and marketing materials from us from time to time. If you:

- wish to opt out from receiving offers, promotions and marketing materials and information on other products and services from us our Business Partners or sponsors
- or would like us to cease processing your Personal Information for a specified purpose or in a specified manner

please notify us in writing to the address set out in Section 6 below. In the absence of such written notification from you, we will deem it that you consent to the processing, usage and dissemination of your Personal Information in the manner, to the extent and within the scope of this Privacy Policy. If you do not consent to the processing of your Personal Information as above, we may not be able to include you in any future KRR Marketing campaigns, provide you information, updates, products or services you requested or relating to the KRR Marketing Campaigns.

6. How to Contact Us

- Write in to us at:
Berjaya Roasters (M) Sdn Bhd
Level 9 East Wing, Berjaya Times Square,
No. 1, Jalan Imbi, 55100 Kuala Lumpur
Email: broasters@krr.com.my
- Contact us at: **03-2119 9888**