

PRIVACY POLICY

Article 1

INTRODUCTION

ACTIVE BORNEO TECHNOLOGIES ("ABT", "we", "us", "our") operates MyBorneoShop in Malaysia. ABT values privacy and we are committed to protecting all Personal Information (as defined below) kept by us, in accordance with the relevant applicable laws and regulation (including the Personal Data Protection Act, 2010), this Privacy Notice and our Agreement. For the avoidance of doubt, unless the context requires otherwise, the words used in this Privacy Notice shall have the same meanings stipulated in the Agreement.

This Privacy Notice describes our practices regarding the Personal Information we collect through your use of smartphone and mobile device application (the "App"), and the usage of or access to our website MyBorneoShop (the "Website")(collectively, together with the App, the "Platform") and all content, products, services and functionality available at or through the App and the Website (collectively, together with the Platform, the "Service").

To process, administer and/or manage your relationship with us, we will need to collect, use, disclose and/or transfer your personal information. This Privacy Policy applies to personal information about you (User, ABT Partners, business/marketing partners, agents, vendors, distributors, suppliers, contractors, service providers etc) and/or individuals provided by you, possessed by us or that we obtain about you, whether now or subsequently. We will only process your personal information in accordance with the prevailing personal information protection and privacy laws of the countries we operate in and this Privacy Policy.

If you are a company, an entity or an organisation, references to the term "you" and "your" shall also include your employees, representatives and agents.

If you do not agree with the terms, do not access or use our Platform and/or Service.

By accessing, browsing our Platform and/or Service, or by dealing with us, you acknowledge that you have read and understood this Privacy Policy and agree to us processing your personal information in accordance with the manner as set out in this Privacy Policy, amended from time to time.

We may revise or update this Privacy Policy at any time by posting a revised/an updated version on the Platform. Unless stated otherwise, any revision or update will take effect immediately. Your continued access and/or use of our Platform and/or Service or dealing with us after update to this Privacy Policy constitutes your binding acceptance of the revised or updated Privacy Policy.

It is necessary for us to collect and process your personal information. If you do not provide us with your personal information, or do not consent to this Privacy Policy or any amendments to this Privacy Policy, we may not be able to render all services to you and you may be required to terminate your relevant agreement with us and/or stop accessing or using the Platform and/or Service.

ARTICLE 2

THE INFORMATION WE COLLECT

The term "personal information" refers to any information in our possession or control that relates directly or indirectly to an individual to the extent that the individual can be identified or is identifiable from that information such as name, address, telephone number, passport/identification card number, date of birth, email address, gender, race, bank details, credit/debit card details, etc. The types of personal information collected depend on the purpose(s) of collection. We may "process" your personal information by way of collecting, recording, holding, storing, using, disclosing and/or deleting it. Personal information may be collected from you during the course of dealing with us in any way or manner including pursuant to any transactions and/or communications made from/with us. We may also collect your personal information from a variety of sources, including without limitation, at any meetings, events, activities, contests, customer satisfaction surveys organised and/or sponsored by us, as well as from publicly available sources such as directories and ABT / MyBorneoShop's social media pages, if you follow, like or are a fan of such pages. Further information may also be collected when we exchange communications with you, for example, if you submit a request, file a complaint or contact our support team.

2.1 Information Collected

Through utilizing Platform and/or Service, we may collect certain technical data concerning your usage such as, internet protocol (IP) address, information as web pages previously or subsequently viewed, duration of every visit/session, the internet device identity (ID) or media access control address, and also information regarding the manufacturer, model and operating system of the device that you use to access the Platform and/or Service.

Through utilizing the Platform and/or Service, certain information may also be collected on an automated basis using cookies. Cookies are small application files stored on your computer or mobile device. We use cookies to track user activity to enhance user interface and experience. Most mobile devices and internet browsers support the use of cookies; but you may adjust the settings on your mobile device or internet browser to reject several types of certain cookies or certain specific cookies. Your mobile device and/or browser would also enable you to delete at any time whatever cookies have previously been stored. However, doing so may affect the functionalities available on the Platform.

In addition to using cookies and related technologies as described above, we may also permit certain third-party companies to help us tailor advertising that we think may be of interest to User and use other data about user activities on our Platform and/or Service (e.g., to allow them to tailor ads on third party services). These companies may deliver ads that might also place cookies and otherwise track user behaviour.

We will collect and use your personal data, in accordance with this Privacy Policy. These uses includes, but not limited to, linking your personal data with your Account. Most mobile platforms (iOS, Android, etc) have different permission systems for obtaining your consent. The iOS platform will alert you the first time our mobile application wants permission to access certain types of data and will let you consent (or not consent) to that request. Android devices will notify you of the permissions that our mobile application seeks before you first use the mobile application, and your use constitutes your consent.

The Platform and/or service may integrate with social sharing features and other related tools which allow you to share information with your friends or the public, depending on the settings you establish with the social sharing network. The social sharing network's use of your personal information made available by ABT is governed by that social sharing network's privacy policy, not by this Privacy Policy. By connecting your social sharing network account through the Platform and/or Service, you agree that we may collect your personal data from your social sharing network account only in accordance with your privacy settings you have set up under your social sharing network account and for the purposes provided under this Privacy Policy.

When utilizing the Platform and/or Service through your mobile device, we will track and collect your geo-location information in real-time. In some cases, you will be prompted or required to activate the Global Positioning System (GPS) on your mobile device to enable us to give you a better experience in using the Platform and/or Service (for example, to give you information as to how close a service provider is to you). You can always choose to disable the geo-location tracking information on your mobile device temporarily. However, this can affect the functionalities available on the Platform and/or Service.

Should you use the Platform and/or Service with location services enabled, you automatically render consent to our collection and dissemination of your computer or mobile device location information through the Platform and/or Service, as specified in this Privacy Policy. Under no circumstances shall we be liable for claims or for any damages therefrom, arising out of your informed decision to allow other users to see your computer or mobile device location information, as specified in this Privacy Policy.

2.2 Information Collected from Third Parties

We may collect your Personal Information from third parties (including our agents, vendors, suppliers, contractors, partners and any others who provide services to us, perform functions on our behalf, or whom we collaborate with). In such cases, we will only collect your Personal Information for or in connection with

the purposes for which such third parties are engaged or the purposes of our collaboration with such third parties (as the case may be).

Further, we may also receive, store and process your personal information which are provided or made available by any third parties whom you have authorised, credit reference/reporting bodies, regulatory and law enforcement authorities, for reasons including delivery of our Service, performance of conditions of agreements and/or to comply with our legal and regulatory obligations.

ARTICLE 3

USE AND DISCLOSURE OF PERSONAL INFORMATION

The personal information as provided/furnished by you to us or collected by us from you or through such other sources as may be necessary for the fulfilment of the purposes at the time it was sought or collected, may be processed for the following purposes (collectively referred to as the "Purposes"):

3.1 Where you are a User

- Identifying and to register you as a user and to administer, verify, deactivate, or manage your Account
- To facilitate or enable any verification as we may in our discretion consider necessary before the service provider provide you with the services or before we register you as a User
- Providing, maintaining and improving the Platform and/or Service to you
- Fulfilling and validating your purchases/redemptions
- To process payment from you, including authorising and processing online banking, e-wallets and sending receipts to you
- Communicate with you and to maintain and improve customer relationship
- To enhance personalization and improve your user experience with the Platform and/or Service
- To support and handle requests and complaints
- To facilitate your participation in, and our administration of, any of our activities including contests, promotions, campaigns, polls or surveys
- In conducting market research or surveys, internal marketing analysis, customer profiling activities, analysis of customer patterns and choices, usage and activity trends analysis in relation to the Platform and/or Service and our users' demographics (on an anonymised basis);
- Protecting and/or enforcing our legal rights and interests, including defending any claim
- To comply with our legal and regulatory obligations under the applicable laws, legislation, regulations or court orders

- To comply with or as required by any request or direction of any governmental/law enforcement authorities; or responding to requests for information from public agencies, ministries, statutory bodies or other similar authorities
- Detect, investigate and prevent any fraudulent, prohibited or illegal activities or misuse of the Platform and/or Service
- Transferring or assigning our rights, interests and obligations under any agreements entered into with us
- For internal administrative and updating purposes, such as auditing, data analysis, record keeping, contact lists, risk management, security, etc
- For our storage, hosting back-up (whether for disaster recovery or otherwise) of your personal information, whether within or outside your country

3.2 Where you are our ABT Partner, business/marketing partner, agent, vendor, distributor, supplier, contractor, service provider

- To engage you to provide products and/or services to us/on our behalf
- To process any payments related to your commercial transactions with us
- To communicate with you and to maintain and improve customer relationship
- To provide you with support and handle requests and complaints
- To conduct credit reference checks and establish your credit worthiness
- To carry out due diligence or other monitoring or screening activities (including background checks) in accordance with legal or regulatory obligations or risk management procedures that may be required by law or that may have been put in place by us
- To send you seasonal greetings messages, gifts, newsletters from time to time
- To protect and/or enforce our legal rights and interests, including defending any claim
- To comply with our legal and regulatory obligations under the applicable laws, legislation, regulations or court orders
- To comply with or as required by any request or direction of any governmental/law enforcement authorities; or responding to requests for information from public agencies, ministries, statutory bodies or other similar authorities
- To detect, investigate and prevent any fraudulent, prohibited or illegal activities or omission or misconduct
- To transfer or assign our rights, interests and obligations under any agreements entered into with us
- For internal administrative and updating purposes, such as auditing, data analysis, record keeping, contact lists, risk management, security, etc
- For our storage, hosting back-up (whether for disaster recovery or otherwise) of your personal information, whether within or outside your country

3.3 Marketing and Promotional

We may also use and process your personal information for the following marketing and promotional purposes ("Marketing and Promotional Purposes"):-

- In sending you information, alerts, newsletters, updates, promotional materials, special privileges announcements on products, services, upcoming contests, events, activities, promotions, campaigns, polls or surveys offered/organised by us and/or our selected third parties (business/marketing partners, sponsors, advertisers) which may be of interest to you
- In sending you seasonal/festive greetings or messages
- To notify and invite you to events or activities organised by us and/or our selected third parties (business/marketing partners, sponsors, advertisers) which may be of interest to you
- To process your registration to participate in or attend an event or activity and to communicate with you regarding your attendance at the event or activity
- To share your personal information within our organisation and our selected third parties (business/marketing partners, sponsors, advertisers) who may communicate with you to market their products, services, events or promotions, from time to time by SMS, phone call, email, fax, mail, social media and/or any other appropriate communication channels

You have the right at any time to request us to stop sending you any marketing and promotional materials or contacting you for Marketing and Promotional Purposes. You may also click on the "Unsubscribe" link embedded in the relevant marketing and promotional email in order not to receive any marketing and promotional email in the future. If you unsubscribe, we may still send you non-marketing and promotional communications, such as those about your Account, about the Platform and/or Service or our ongoing business relations.

We may also use, process and share non-personally identifiable, aggregated, statistical and/or anonymous data with third parties for data analytics and to analyse and develop our marketing strategy and further improve and enhance the Platform and/or Service. You agree and consent to us using and processing your personal information for the purposes as identified in this Privacy Policy.

We will seek your separate consent for any other purposes which do not fall within the categories stated above.

ARTICLE 4

IMPLICATIONS

The collection of your personal information by us may be mandatory or voluntary in nature depending on the Purposes for which your personal information is collected. Where it is mandatory for you to provide us with your personal information, and you fail or choose not to provide us with such data, or do not consent to the above or this Privacy Policy, we will not be able to provide our Platform and/or Service to you (if you are a User) or engage you to provide products and/or services to us or on our behalf or issue payments to you for products and/or services provided (if you are our ABT Partner, business/marketing partner, agent, vendor, distributor, supplier, contractor ,service provider)

ARTICLE 5

DISCLOSURE TO THIRD PARTY

We may disclose to or share with affiliates and other parties your Personal Information for any of the following purposes as well as for such other purposes as are permitted by applicable law:-

- Where you are a User, for the purpose of enabling a service provider, to perform or deliver a service
- Where you are a service provider, for the purpose of enabling a user to request or receive a service from you
- Where required or authorised by applicable law (including but not limited to responding to regulatory enquiries, investigations or directives, or complying with statutory or regulatory filing and reporting requirements), for the purpose specified in that Applicable Law
- Where there is any form of legal proceeding between you and us, or between you and another party, in connection with, or relating to the services, for the purposes of that legal proceeding
- Government agencies, law enforcement agencies, courts, tribunals, regulatory/professional bodies, industry regulators, ministries, and/or statutory agencies or bodies, offices or municipality in any country, if required or authorised to do so, to satisfy any applicable law, regulation, order or judgment of a court or tribunal or queries from the relevant authorities
- Any Individual under a duty of confidentiality to which has undertaken to keep your personal data confidential which we have engaged to discharge our obligations to you
- In relations to any verification as we or a service provider may in our discretion consider necessary before we register you as a User
- Data centres and/or servers located within or outside your country for data storage purposes
- Storage facility and records management service providers

- Credit reference/reporting agencies for the purpose of credit checking on you; financial institutions for the purpose of applying and obtaining credit facility(ies), if necessary
- Banks and financial institutions, merchants and credit/debit card companies in connection with your commercial transactions with us
- The general public when you become a winner in a contest, participate in our events or activities, submit your rating and/or review or other features of the Platform and/or Service that are viewable by the general public without compensation for advertising and publicity purposes
- Any third party (and its advisers/representatives) in connection with any proposed or actual reorganization, merger, sale, consolidation, acquisition, joint venture, assignment, transfer, funding exercise or asset/share sale relating to all or any portion of our business or in the unlikely event of insolvency, bankruptcy or receivership
- any other person reasonably requiring the same in order for us to operate and maintain our business or carry out the activities set out in the Purposes or as instructed/authorised by you
- in an emergency concerning your health and/or safety (whether you are a user or a service provider) for the purposes of dealing with that emergency
- in connection with, any merger, sale of company assets, consolidation or restructuring, financing or acquisition of all or a portion of our business by or into another company, for the purposes of such a transaction (even if the transaction is eventually not proceeded with)
- in connection with insurance claim, we will share your Personal Information for the purpose of processing the insurance claim to the insurance company that we engage or have collaboration with
- Our agents, vendors, suppliers, contractors, partners and any others who provide services to us or you, perform functions on our behalf, or whom we enter into commercial collaboration with) for or in connection with the purposes for which such third parties are engaged or the purposes of our collaboration with such third parties (as the case may be), which may include allowing such third parties to introduce or offer products or services to you, authenticate you or connect with your Account, or conducting other activities including marketing, research, analysis and product development
- We may disclose to or share with affiliates and other parties your Personal Information for any of the following purposes as well as for such other purposes as are permitted by applicable law

ARTICLE 6

THIRD PARTY SERVICES

The Platform and/or Service may contain links to websites that are operated by third parties such as our business affiliates, merchants or payment gateways. We do not control nor accept liability or responsibility for these websites and for the collection, use, maintenance, sharing, or disclosure of data and information

by such third parties. Please consult the terms and conditions and privacy policies of those third-party websites to find out how they collect and use your Personal Information.

Advertisements contained on our Platform and/or Service operate as links to the advertiser's website and as such any information they collect by virtue of your clicking on that link will be collected and used by the relevant advertiser in accordance with the privacy policy of that advertiser.

ARTICLE 7

Questions, Feedback, Concerns, Suggestions or Complaints

If you have any questions regarding this Privacy Policy or you would like to obtain access and/or make corrections to your Personal Information, please contact _____