



GUH HOLDINGS BERHAD GROUP OF COMPANIES

PERSONAL DATA AND PRIVACY POLICY

GUH Holdings Berhad Group of companies (“GUH”) views and treats your Personal Data seriously.

We have therefore developed a Privacy Policy that guides how GUH collect, process, use, disclose, transfer and store your Personal Data. Kindly study this Policy and understand your rights on the matter.

Collection and Use of Personal Data

Your Personal Data is information that relates directly or indirectly to you, who is identified or identifiable from that information or from that and other information.

During the course of your transaction and dealings with GUH, you may be requested to furnish your Personal Data from time to time. GUH and their third party service providers may share the Personal Data with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve GUH’s products and services.

Personal Data that GUH may collect

When you transact with GUH, we may collect a variety of your Personal Data, which may include your:-

- Name, Company name and job title;
- National registration identity card number;
- Gender;
- Race and religious beliefs;
- Postal address and demographic information;
- Telephone number;
- Email address;
- Medical information;
- Salary range;
- Contact preference;
- Credit card or bank account information;
- Information relevant to customer surveys and/or offers;
- Information necessary to provide you with services offered by GUH.

The list of personal data stated above is not exhaustive and may include other personal data depending on the nature of dealings or transaction.

How GUH uses your Personal Data

Your Personal Data that GUH collect allows us to process the necessary transaction in relation to the relevant matter.

Your Personal Data that GUH collect allows us to keep you posted on GUH's latest product announcements and upcoming events. It also helps GUH to improve on its products and services. If you do not wish to be on our mailing list, please let GUH know in writing.

From time to time, GUH may use your Personal Data to send important notices, emails, letters or sms, like communications about purchases and changes to GUH's terms, conditions, and policies. As such information is crucial to your custom with GUH, you are advised not to opt out of receiving such communications.

GUH may also use your Personal Data for internal purposes such as auditing, data analysis, and research to improve GUH' products, services and customer communications.

GUH may also share your Personal Data with third party providers that provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in GUH products and services and conducting customer research or satisfaction surveys.

Apart from the above, we require this information to understand your needs and provide you with a better service. The purposes for which your personal data may be used are:-

- (a) the delivery of company reports, newsletters and other investor relations information to you;
- (b) pamphlets, brochures, flyers, mails, leaflets and other advertising and promotional materials regarding our projects, products and/or services to you, which delivery may be via email, mail, fax, or hand delivery to you;
- (c) to alert and recommend properties to you (if any);
- (d) the maintenance and upkeep of shareholder's, investor's, tenant's, customer's and purchaser's records;
- (e) marketing and client/tenant profiling activities regarding our latest projects, products and/or services;
- (f) execution of necessary agreement and/or contract for our projects, products and/or services with you;
- (g) credit assessment, financial and background check as and when deemed necessary;
- (h) security and fraud prevention;
- (i) statistical analysis;
- (j) our branding, communications and corporate affairs, which include publication in our printed materials, website and/or other electronic media;
- (k) to be used for internal record keeping and our corporate governance;
- (l) ensuring compliance with and to make disclosure under any applicable law, regulation, direction, court order, by laws, guidelines and/or codes applicable to us;
- (m) any subsequent commercial transactions in relation to our projects, products and/or services; and
- (n) vacant possession, handover of keys, property/estate management, customer care and/or defect rectification works;
- (o) any other purposes related to our business.

It is necessary but non-obligatory that you supply us with the required personal data. If you fail to supply us with such personal data, we may not be able to process and/or disclose your personal data for any of the above Purposes.

Protection of Personal Data

GUH takes the necessary precautions, both administrative and technical to safeguard your Personal Data against loss, theft, misuse and unauthorized access, disclosure, usage, alternation or destruction.

Retention of Personal Data and Access

GUH shall endeavour to make it easy for you to keep your information accurate, complete and up to date. We will retain your personal data for the period necessary to fulfil the many different purposes outlined in this Privacy Policy unless a longer retention period is permitted or required by law.

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting us. For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if GUH is not required to retain it by law or for legitimate business purposes.

We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

GUH reserves the right to update and amend this policy from time to time. Any material changes will be posted on our website with the updated Privacy Policy.

Disclosure of your personal data

We may share your personal data with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law; or, (2) trying to protect against or prevent actual or potential fraud or unauthorized transactions; or, (3) investigating fraud which has already taken place.

We may also disclose your personal data for all such other purposes that are related to the Purposes for which we originally collected your personal data.

The Personal Data provided to us will be kept confidential but you agree, consent and authorise us to disclose your Personal Data to the following classes of parties:

- (a) any persons, government agencies, statutory authorities and/or industry regulators whom we are compelled or required to do so pursuant to any law;
- (b) any associated, related and/or subsidiaries companies of GUH Holding Berhad, including those incorporated in the future;
- (c) our business partners and affiliates;
- (d) our auditors, consultants, lawyers, accountants and/or advisors;
- (e) our third party service providers, third party management companies, sub-contractors or other parties as may be deemed necessary by us to facilitate your dealings with us.

Integrity of your personal data

You are responsible for ensuring that the personal data you provide us is accurate, complete, and not misleading and that such personal data is kept up to date.

We may request your assistance to procure the consent of third parties whose personal data is provided by you to us and you agree to use your best endeavours to do so.

Transferring your personal data outside of Malaysia

It may be necessary to transfer your personal data to companies within the GUH group of companies or service providers outside Malaysia for purpose of fulfilling our obligations to you in respect of the Purposes and also in providing integrated services, maintaining and storing records.

Notice and Choice Principle

Individuals, who have provided his/her Personal Information prior to this Policy, may contact GUH using the contact details set out below to know what types of Personal Information have been Processed and the purpose for the Processing.

GUH will not Process Personal Information without your prior written consent, except for the Purposes and where it is required or permitted under Malaysian law.

You will be given the opportunity to 'opt-out' of having your Personal Information used for purposes not directly related to our projects, products and Services at the point where GUH asks for information.

If you do not wish to receive our promotional updates you may opt-out of receiving these communications by writing to us at the following address:-

PERSONAL DATA PROTECTION OFFICER

No. 32 & 33
Jalan MPK6
Kepayang Commerce Square
70200 Seremban
Negeri Sembilan Darul Khusus
Tel No.: 06-6333327
Fax No.: 06-6333317

But please note that should you decide to “opt-out”, we may not be able to provide you with certain Services and your subscription to or application for certain Services may be declined, denied or refused by GUH.

Changes to this Policy

GUH may need to modify this Policy as needed, for example, to comply with changes in business operations or laws and regulations. GUH will post all changes to this policy.

GUH's Website

GUH provides information on its projects, products and Services via its various websites. When an individual visits GUH's sites, its web servers generally record anonymous information such as the time, date and URL of the request. This information assists GUH to improve the structure of its websites and monitor their performance. From time to time GUH may also use Authorised Third Parties to analyse this anonymous information.

As mandatory in the usage of the GUH's websites GUH may require standard information such as a Login ID, password, Personal Information for verification purposes, contact details and identification numbers. This information is necessary for GUH to provide the services an individual applied for. You are required to maintain the secrecy of your Login ID and Password enabling you to access GUH's website. It is strongly stressed that GUH will not be able to secure the Personal Data if you reveal your Login ID and Password to anyone.

IP Addresses and Cookies

GUH also collects Internet Protocol (IP) addresses. IP addresses are assigned to computers on the Internet to uniquely identify them within the global network. GUH collects and manages IP addresses as part of the service of providing Internet session management and for security purposes.

GUH's websites may transmit to any customer's computer a "cookie". A cookie is a package of data that allows GUH's server to identify and interact more effectively with the customer's computer having to spend time on identifying each customer user, thereby also providing additional login convenience. You may configure and personalize its current browser to refuse, reject or delete such cookies.

Interest Based Advertising

Interest Based Advertising is a way of making advertisements more relevant to the customer based on Personal Information provided by the customer. In order to provide the customer with Interest Based Advertising, GUH may collect information about a customer's activities and use that information to associate the customer's with one or more predefined interest categories. GUH may periodically provide you advertisements that are tailored to your interests.