

## Privacy Policy

We are a company that ensures that an individual's privacy is respected. This privacy statement covers:

1. Information collected through BiO-LiFE Privilege Consumer (BLPC) application and BLPC web site <https://blpc.biolife.com.my>
2. BiO-LiFE is dedicated to safeguarding your personal privacy. We therefore make sure that our policies and practices in relation to personal data comply with the requirements of the Personal Data Protection Act 2010 (the "Act") under the laws of Malaysia.
3. We recognize that you have a right to know how your personal information is collected and used. We know that providing personal information is an act of trust and we take that seriously. Unless you directly give us consent to do otherwise, BiO-LiFE will only collect and use your personal information as set out in this statement. We encourage you to please read this statement carefully so that you understand BiO-LiFE information handling practices.

## Personal Information

BiO-LiFE considers the protection of your personal data and privacy a very important matter. We seek to adhere to all privacy laws and enforce clear policies on protecting personal information. Our data privacy programme includes a global organisation and infrastructure as well as procedures and training to support local activities and help our efforts to ensure compliance.

BiO-LiFE will not use or disclose any information about you without your consent. There may be exceptional circumstances where this may not be possible, such as if disclosure is required by law or is necessary to protect the rights or property of BiO-LiFE, or any member of the public, or to lessen a serious threat to a person's health or safety.

BiO-LiFE will not collect or monitor any personal information about you without your consent. The only personal information we collect is what you tell us about yourself and information about how you use our services and/or our web site. While you may choose to use an alias, or remain anonymous, we hope that like most of our users and customers, you will want to provide information about yourself to us because it will help us make our services more personalized and valuable to you.

The personal information collected and processed by us may include:

1. Name, identity card number, date of birth, gender and race
2. Contact details including address, mobile number (s) and email address
3. Occupation, marital status and household income
4. Purchase history and any transaction data

5. Any other personal data required for the purposes as set out below.

### **Using and disclosing your details**

The personal information previously collected from you is being, and will continue to be used for purposes including without limitation:

1. To process your Membership application
2. To process the Membership activation, validation and verification purpose
3. To operate your Account
4. To facilitate access to and use of the web site and mobile services in relating to the Account
5. To make decisions in relation to Member, including (without limitation), suspend the provision of services or terminate the Membership
6. To confirm, update and enhance your records
7. To monitor volume and speed information
8. To identify and (if possible) prevent fraud
9. For marketing communication purposes, such as receiving newsletter, promotion information, activities notification, SMS, messages through messaging apps, mobile messaging, mobile application and so on.
10. To perform surveys, research or analysis on our products & services
11. To communicate via Points History, SMS blast or Email blast
12. To update your status as a Member
13. To promote offers and services of BiO-LiFE and that of our Business Partners
14. To reply to enquiries made via in-person, call, text, email, letter, or social media platforms
15. To fulfill your requests including redemption requests
16. To administer your participation in contests, workshops and any form of events
17. For any other relevant activities/ event from time to time

Use of the BLPC application and web site is conditional upon you agreeing to be bound by this Privacy Statement. It is important to know that by using our application:

1. You agree that if you submit your personal information to us, we may create a database record about you.
2. To receive our application and web site services, you agree that we may collect information from you and from your use of our web site, and you agree that this information may be disclosed to our service providers.
3. You agree that we may use cookies on your browser (unless you remove them, please see below for explanation).
4. You agree that we may contact you with information about products, special offers and updates (unless you have stated that you do not wish to receive these communications).

## **Accessing your details**

You may at anytime update or amend the information provided to us simply by accessing 'My Profile', or you are welcome to contact us (see below). Our Customer Care Department will assist you in determining what personal or private information may be held on you. BiO-LiFE has developed processes to ensure that any file of your information will be made available to you within 14 days wherever practicable.

## **Storage and security of your details**

BiO-LiFE will endeavor to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. Electronic information is stored on secure servers that are protected in controlled facilities. Our employees and data processors are obliged and trained to respect the confidentiality of any personal information held by BiO-LiFE. However, as we cannot guarantee the security of communications over the Internet, we cannot give an absolute assurance that your information will be secure at all times. BiO-LiFE will not be held responsible for events arising from unauthorized access to your personal information.

## **Future Changes**

Our commitment to be a leading provider of health services means that our business will continue to evolve as we introduce new services and features to our web site and our business processes. Because of this, from time to time, our policies will be reviewed and may be revised. BiO-LiFE reserves the right to change our Privacy Policy at any time and notify you by posting an updated version of the policy on our web site. The amended Privacy Policy will apply between us whether or not we have given you specific notice of any change.

## **Contact us**

If BiO-LiFE becomes aware of any problems with areas of our website or our work practices, we will take these issues seriously and work to address these concerns. If you have any concerns, reservations, or wish to see what information we may hold on you, you can contact us in any of the following ways:

By Telephone:

– Customer Care Department  
03-7499 7999

In Writing:

Attention: Customer Care Department

BiO-LiFE Marketing Sdn Bhd  
B-28-02, The Ascent, Paradigm  
No. 1, Jalan SS 7/26A, Kelana Jaya  
47301 Petaling Jaya, Selangor, Malaysia

We will endeavour to have your query answered within 5 days or earlier if possible.

## **6. Data transfer abroad**

We are part of the BiO-LiFE Group which is a global group of companies and has databases in different countries, some of which are operated by the local BiO-LiFE Group Company, and some of which are operated by third parties on behalf of the local BiO-LiFE Group Company. We may transfer your data to one of the Group's databases outside your country of domicile, potentially including countries which may not require an adequate level of protection for your Personal Data compared with that provided in your country.

However, BiO-LiFE has adopted Binding Corporate Rules, a system of principles, rules and tools, provided by Malaysian law, in an effort to ensure effective levels of data protection, in particular relating to transfers of personal information outside Malaysia.