



## PRIVACY NOTICE

Dear Valued Customer

The Personal Data Protection Act 2010 was introduced by the Government to regulate the processing of personal data in commercial transactions. The Act, which applies to all companies and firms that are established in Malaysia, requires us to inform you of your rights in respect of your personal data that is being processed or that is to be collected and further processed by us and the purposes for the data processing. The Act also requires us to obtain your consent to the processing of your personal data.

Consequently, we wish to inform you that the personal data and other information (collectively, “**Personal Data**”) previously provided upon your registration for Crown Line services will likely continue to be used and processed by Crown Line (M) Sdn Bhd for the following purposes:-

- a) to communicate with you;
- b) to provide services to you;
- c) to process your payment transactions;
- d) to respond to your inquiries;
- e) to conduct internal activities;
- f) to conduct market surveys and trend analysis;
- g) to provide you with information on products and services of Crown Line and our related corporations;
- h) to provide you with information on products and services of our business partners; and/or
- i) others legitimate business activities of Crown Line (M) Sdn Bhd.

Further, please be informed that if required for any of the foregoing Purposes, your Personal Data may be transferred to locations outside Malaysia or disclosed to our related corporations, licensees, business partners and/or service providers, who may be located within or outside Malaysia. Save for the foregoing, your Personal Data will not be knowingly transferred to any place outside Malaysia or be knowingly disclosed to any third party.

We protect your Personal Data against unauthorized access (both physical and logical) to, or disclosure, alteration, destruction of personal data and against its accidental loss.

Please note that it will be necessary for Crown Line to process your Personal Data, without which we will not be able to continue to use your Personal Data for any of the above Purposes.

Crown Line Malaysia Sdn Bhd will maintain accurate, complete, and relevant personal information for the purpose identified in this notice. Please notify us of any changes to your personal information.

You may at any time hereafter make written inquiries and, upon payment of a prescribed fee, request, in writing, for access to, or correction of, your Personal Data or limit the processing of your Personal Data by submitting such request to the Personal Data Protection Officer of Crown Line (M) Sdn Bhd via registered post or email (which must be sent from the email address registered with Crown Line) as set out below.

Postal address: ***Personal Data Protection Officer***  
Lot 37645, Jalan 5/37A,  
Taman Bukit Maluri, Kepong,  
52100 Kuala Lumpur. MALAYSIA

Email address: [pdpo@crowndline.com.my](mailto:pdpo@crowndline.com.my)

We trust that you will consent and agree to the terms above with respect to our processing of your Personal Data. If we do not receive any response from you on the above within fourteen (14) days of the date of this notice, we shall assume that you are agreeable to the same.