

# Privacy Policy

We, Beutea Holding Sdn. Bhd. (Company No. [1460057-M]) (“We”, “Our” or “Us”), reserve the right to modify this privacy policy (“Policy”) at any time. We encourage you to check this page periodically for any changes. This Policy is incorporated into, and subject to, the Terms & Conditions. By using or navigating Our website, or BEUTEA Application, any mobile applications, plug-ins, or other means or any other products or services offered by Us (collectively, the “Services”), you acknowledge that you have read, understand, and agree to be bound by this Policy or any modified Policy as posted. If you do not agree to these terms, please do not use or access the Services.

## ● Information Collected

We do not collect personally identifiable information except where you specifically provide Us with such information. With your consent, We may collect your full name, e-mail address, street address, telephone number, and other contact information. Our payment gateways, which are operated by third parties, may also collect personal data from you (please refer to the payment gateway’s privacy policy for more information). We generally collect this personal information on our registration and order forms when you sign up to purchase and receive products or services through Us.

Information such as IP addresses, screen resolution, browser language, etc.) and anonymous demographic information (such as your postal code, the web site that you came from, etc.) is collected during your usage of the Services.

## ● Use of Information

We use personal information and other demographic or profile information you provide to Us to fulfil the sales order or services, to attempt to prevent fraudulent transactions, to improve the content of Our web page in order to enhance your experience, and to contact you when necessary.

Whenever possible, We use non-identifiable information (such as IP addresses and anonymous demographic information) rather than personal information. Non-identifiable information is used to tailor your experiences with Our Services by showing content in which We think you will be interested and displaying content according to your preferences. We may use aggregate data for a variety of purposes, including analysing user behaviour and characteristics to measure interest in (and use of) the various portions and areas of our Services. We also use the information collected to evaluate and improve our Services and analyse traffic to Our Services.

We may communicate with you about our store(s), existing and new products, updates, information, promotions, marketing materials, and any other relevant purposes that you may be notified of from time to time. By providing us with your Personal Information, you also consent to receiving communication through various means including but not limited to email, notification, call, text, short messaging service, or chat application.

## ● Security

We are committed to maintaining the security of your information and have measures in place to protect against the loss, misuse, and alteration of the information under our control. Our employees who have access to, or are associated with, the processing of personal information are contractually obligated to respect the confidentiality of your information and abide by the privacy standards We have established. Please be aware that no security measures are perfect or impenetrable. Therefore, although We use industry standard practices to protect your privacy, We cannot (and do not) guarantee the absolute security of personal information.

#### ● **Sharing of Information with Third Parties**

We may share your information with our agents, processors, or contractors in order to process the sales order or provide the services. We may also transfer information between our affiliates and related companies. You should note, however, that We are opposed to spam mail activities and do not participate in such mailings, nor do We release the use of data for such purposes.

We may use statistical analysis of aggregate information to inform advertisers of aggregate user demographics and behaviour, as well as the number of users that have been exposed to or clicked on their advertising banners. We will provide only aggregate data from these analyses to third parties.

We may share information We collect with third party service providers to manage certain aspects of the services We provide, such as maintaining Our servers and processing or fulfilling orders for products and services you purchase through the Services. We ensure that the third-party service providers that We share your information with have privacy policies in place substantially similar to Our own. With respect to any information that you provide to Our payment gateway providers, such information will be stored and used only to the extent necessary to process payments made to Us, and in accordance with the payment gateway provider's own privacy policy.

We may transfer your information to a third party as a result of a sale, acquisition, merger, or re-organisation involving Us, Our affiliates, related companies, or any of Our respective assets.

We may also disclose your information in special cases if required to do so by law, court order, or other governmental authority, or when We believe in good faith that disclosing this information is otherwise necessary or advisable, such as to identify, contact, or bring legal action against someone who may be causing injury to – or interfering with – Our rights or property, the Services, another user, or anyone else that could be harmed by such activities (for example, identify theft or fraud).

#### ● **Account Deletion**

You may request deletion of your BEUTEA app account at any time by contacting us at [customercare@beutea.com.my](mailto:customercare@beutea.com.my).

When an account deletion request is submitted:

- Your account profile and associated personal information will be permanently deleted from our active systems.
- Certain information may be retained where required for legal compliance, regulatory obligations, fraud prevention, dispute resolution, taxation, or other legitimate business purposes.

- Backup copies of data may remain temporarily in secure storage before being automatically deleted.
- Deleting an account may result in the permanent loss of purchase history, loyalty points, rewards, preferences, and other account-related information.

Users who are unable to access their account may contact us at [customercare@beutea.com.my](mailto:customercare@beutea.com.my) for assistance with account deletion.

Deletion requests will be processed within a reasonable timeframe in accordance with applicable laws and platform requirements.

#### ● Use of Cookies

“Cookies” are pieces of information generated by web servers and stored in your computer for future access. Cookies cannot view or retrieve data from other cookies, nor can they capture files or data stored on your computer. We, our partners, and our suppliers use cookie technology to enhance your online experience by making it easier for you to navigate through our Services or make a feature work better. We also use cookies to track affiliates that refer you to Our Services. These cookies are saved on your computer and collect no data from you. Generally, cookies can be disabled. The “help” portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you would like to use the Services, you may do so without accepting cookies. However, you should understand that if you choose not to accept cookies, some areas of the Services may not function properly or optimally and you will not be permitted to access certain secured areas of the Services.

#### ● Use of Web Beacons

“Web beacons” (also known as “web bugs”) are small images, generally a single transparent pixel, served to you as part of a web page or other document. Web beacons may be used in parts of Our Services for purposes such as site traffic reporting, unique visitor counts, advertising auditing and reporting, and personalization. These beacons do not collect personally identifiable information, and do not transfer any personally identifiable information to third parties. If beacons are used by any of Our advertising services suppliers, that supplier’s privacy policy governs their use.

#### ● Use of Advertisements

Any advertisements that may appear in the Services will generally be delivered (or “served”) directly to you by third party advertisers, and they automatically receive your IP address when this happens. These third-party advertisers may also download cookies to your computer or use other technologies to measure the effectiveness of their advertisements and to personalise advertising content. Doing this allows them to recognise your computer each time they send you an advertisement to measure the effectiveness of their advertisements and to personalise advertising content. In this way, they may compile information about where individuals using your computer or browser saw their advertisements and determine which advertisements were clicked. Third-party advertisers have no

access to the information you have provided to Us unless you choose to provide it to them yourself directly.

- **Retention of Information**

Different information is used for different purposes and is subject to different standards and regulations. In general, information is retained for such period of time as is felt necessary to provide you with services you request, to comply with applicable regulations or legislation, and to ensure that you have a reasonable opportunity to access the information. If you no longer consent to Us retaining your personal information, you can request that it be removed by contacting Us at [customercare@beutea.com.my](mailto:customercare@beutea.com.my).

If you send Us correspondence, including emails and online messages, we may retain such information along with any records of your account. We may also retain customer service correspondence and other correspondence involving you, Our partners, and Our suppliers. We may retain these records to provide you with services you request, to measure and improve our customer service, and to investigate potential fraud and violation of Our Terms & Conditions. We may, over time, delete these records.

- **Third Party Websites**

The Services may contain links to other Internet websites. By clicking on a third-party advertising banner or certain other links, you will be redirected out of the Services and to such third-party websites. We are not responsible for the privacy policies of other websites or services. You should make sure that you read and understand any applicable third-party privacy policies, and you should direct any questions or concerns to the relevant third-party administrators or webmasters prior to providing any personally identifiable information.

- **CONTACT US**

If you have any concerns or questions regarding our Privacy Policy, you may contact us at [customercare@beutea.com.my](mailto:customercare@beutea.com.my).