

## **DATA PRIVACY POLICY**

### **EDUR PUMPS & SYSTEMS SDN BHD**

#### **§ 1 General**

Thank you for visiting our website. EDUR believes in protecting your information and respecting your privacy. This policy sets out how EDUR Pumps & Systems Sdn Bhd ("EDUR") collects, holds, uses, process and discloses your personal data.

By visiting EDUR's website or providing EDUR with your personal information, you consent to your personal data being collected, stored, used, processed and disclosed as set out in this policy. This privacy policy applies only to our website. If you are directed to other sites via links on our pages, please familiarize yourself with the respective use of your data there.

#### **§ 2 Types and methods of personal information collected**

We only collect certain information from you when you provide it to us, such as when you: (1) email us; (2) contact us via our contact form on the website (3) place an order; (4) complete a survey or product review online; and/or (5) participate in one of our promotions online. The information we collect from you may include your title, name, age, address, phone number, email address, and payment information.

The provision of your information is voluntary - if you choose to not provide us with your personal information or any other information requested, we may not be able to process your request.

You may be able to deal with EDUR without identifying yourself (i.e. anonymously or by using a pseudonym) in certain circumstances, such as when you make a general enquiry about EDUR's products or services. If you wish to do so, please contact us to find out if this is practicable in your circumstances.

#### **§ 3 Purposes for holding and using personal information**

We only process your personal data to the extent it is necessary (i) for the performance of your agreement with us or in order to take steps at your request prior to entering into an agreement with us; (ii) for answering and handling your enquires; (iii) for possible order processing; (iv) for direct postal marketing (v) to comply with our legal obligations; or (vi) for the purposes of our interests, including operating, evaluating and improving our business; preventing and protecting us and others against fraud, unauthorized transactions, claims and other liabilities; and ensuring compliance under commercial and tax law, company policies and industry standards. As required under law, we have carefully balanced our legitimate business interests against your data protection rights.

#### **§ 4 Duration of retention of personal data**

We store personal data only as long as necessary to fulfil the purposes for which we collect the data, except if required otherwise by law. Please contact us using our contact details provided below, if you have any questions with respect to our data retention practices.

## § 5 Disclosure of personal information

EDUR does not sell, rent or trade your personal data. However, EDUR does share your personal data with:

- (1) Entities within the EDUR Group, including employees, affiliates and subsidiaries, to whom it is reasonably necessary or desirable for EDUR to disclose personal data within or outside of Malaysia;
- (2) Service provider for direct marketing to allow communication regarding EDUR's products, services and orders within or outside of Malaysia;
- (3) Providers of Infrastructure, Platform or Software-as-a-Service solutions, software development services, information system maintenance services, record management services or marketing services within or outside of Malaysia; and
- (4) Government authorities or other third parties, if required by law or reasonably necessary to protect the rights, legal interests, property or safety of others or ourselves.

## § 6 Information about cookies

We use cookies on our site to make visiting our site user-friendly, attractive and allow the use of certain functions. Cookies are small text files that are stored on your computer. Many cookies used on our site are automatically deleted from your hard drive after you finish using the site (so-called session cookies). Other cookies remain permanently and detect your browser again during the next visit in order to increase user friendliness of the website (so-called persistent cookies).

As a user you have full control of the use of cookies. By changing the settings in your internet browser, you can disable or restrict the transmission of cookies. Cookies that have already been saved can be deleted at any time. This can also take place automatically. If cookies are deactivated for our website, it may no longer be possible to use all of the website's features in full. If you don't want our cookies to be stored on your computer, please disable the storing of cookies in your browser for our site or set your browser so that cookies are generally not stored on your computer.

## § 7 Google Analytics

This site collects and stores data for marketing and optimisation purposes using cookies-based technologies from Google Analytics, a web analysis service from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA ("Google"). From this data, user profiles can be created under a pseudonym. Cookies allow recognition of the web browser you use. The information generated by these cookies, such as time, place and frequency of your visits to our site, including your IP address, is transmitted to Google's location in the US and stored there. We use Google Analytics with an IP anonymization feature on our site. In doing so, Google abbreviates and thereby anonymizes your IP address before transferring it to another jurisdiction. The data collected with Google Analytics technologies will not be used without the explicit consent of the person concerned; it will not be used to personally identify visitors to this site and it will not be merged with personal data regarding the user of the pseudonym.

Data collection and storage can be cancelled any time with effect for the future. In this case, a cookie will be stored on your computer which indicates to us for as long as it is stored on your computer that you do not want Google Analytics to be used. Please do not delete this cookie as long as you wish to maintain your objection.

## § 8 Security of personal information

EDUR takes reasonable steps to protect personal information it holds from misuse, loss and interference and from unauthorised access, modification or disclosure.

Edur will take reasonable steps to destroy or permanently de-identify personal information it holds if it is no longer needed for EDUR's business purposes and it is permissible by law to do so.

## § 9 Sensitive information

EDUR does not generally collect any sensitive information as that term is used in the privacy legislation (including information relating to racial or ethnic origin, membership of political bodies, religion or trade unions, criminal record, state of health or medical history). EDUR will only collect sensitive information where required by law or with consent. If EDUR holds any sensitive personal information, that information will only be used and disclosed by Edur for the purpose for which it was provided.

If EDUR asks for sensitive information, EDUR will explain the reason for this.

## § 10 Your Rights

Your rights under applicable law may include **access** to the personal data we process about you, the right to have such personal data **corrected**. Where we have obtained your consent for the processing of your personal data, you have the right to **withdraw your consent** at any time. This will not affect the lawfulness of the processing that has happened based on your consent prior to the withdrawal. To exercise these rights, you should make a written request using our contact details set out below.

You have also have the right to **object**, at any time, to the processing of your personal data for the purposes stated above. Where we process your personal data for direct marketing purposes, you have the right to object at any time to such processing. If you object to processing for direct marketing purposes, we will no longer process your personal data for such purposes.

## § 11 Changes to this policy

EDUR may amend this policy from time to time, and the amended policy will be published on EDUR's website. Please review EDUR's website periodically for changes to this policy. Your continued use of EDUR's website or services or provision of further personal information to EDUR once this policy has been amended constitutes your acceptance of the amended policy.

## § 12 How to make a complaint

If you wish to make a complaint about a breach of this policy or the privacy principles of the Personal Data Protection Act 2010 ("PDPA") or any other applicable data privacy legislation, you can contact Edur using the contact details below. You will need to provide sufficient details regarding your complaint as well as any supporting evidence and information.

## § 13 Contact EDUR

If you have any comments or inquiries about EDUR and this Privacy Notice, if you would like for us to update any information we have about you, or to exercise any of your rights, you may contact Allan Tan at your local affiliate via the contact form <https://www.edur-asean.com/contact-us> by telephone at +60-3-92351957/60-127279766, by e-mail at [a.tan@edur.de](mailto:a.tan@edur.de) or by letter: EDUR Pumps & Systems Sdn Bhd, German Business Centre, Lot 20-01, Level 20, Menara Hap Seng 2, Plaza Hap Seng, No. 1, Jalan P. Ramlee, 50250 Kuala Lumpur, Malaysia.