

## Privacy Policy

### PRIVACY POLICY

#### 1. INTRODUCTION

1.1 Welcome to the HouzMAKEOVER platform operated by MHF Distribution Sdn Bhd (1144564-T) and its associated entities (collectively referred to as "HouzMAKEOVER," "we," "us," or "our"). HouzMAKEOVER is dedicated to upholding its obligations under relevant privacy laws and regulations ("Privacy Laws") with a firm commitment to respecting the privacy rights and concerns of all users of our HouzMAKEOVER website (referred to as the "Site") and the products and services presented on our Site, collectively referred to as the "Services." We acknowledge the significance of the personal data that you have entrusted to us and consider it our duty to effectively oversee, safeguard, and process your personal data. This Privacy Policy ("Privacy Policy" or "Policy") has been crafted to provide you with insights into how we gather, employ, disclose, and process the personal data you furnish us with, both presently and in the future. It also serves to aid you in making informed decisions prior to divulging any of your personal data. We encourage you to meticulously review this Privacy Policy. Should you have any queries regarding this information or our approach to privacy, please refer to the "Contact Us" section located at section 19 of this Privacy Policy.

1.2 "Personal Data" or "personal data" refers to information, whether accurate or not, pertaining to an individual who can be identified directly from that data, or in conjunction with other data and information that an organisation has access to or is likely to have access to. Common examples of personal data encompass details such as a person's name, identification number, and contact information.

1.3 By using the Services, registering for an account with us, visiting our website, or engaging with the Services in any capacity, you affirm your awareness and consent to abide by the procedures, prerequisites, and/or policies delineated in this Privacy Policy. Furthermore, you hereby grant your consent for us to collect, use, disclose, and process your personal data as delineated herein. SHOULD YOU NOT CONSENT TO THE PROCESSING OF YOUR PERSONAL DATA IN ACCORDANCE WITH THE SPECIFICATIONS SET FORTH IN THIS PRIVACY POLICY, WE KINDLY REQUEST THAT YOU REFRAIN FROM USING OUR SERVICES OR ACCESSING OUR WEBSITE. In the event of alterations to our Privacy Policy, we will duly communicate such modifications or the revised Privacy Policy on our website. We reserve the right to amend this Privacy Policy at any time.

#### 2. WHEN WILL HouzMAKEOVER COLLECT PERSONAL DATA?

2.1 We will/may collect personal data about you in the following circumstances:

(a) When you register and/or use our Services or Site, or establish an account with us;

- (b) When you complete any form, including, but not limited to, application forms or any other forms related to our products and services, irrespective of whether these forms are submitted online or in physical format;
- (c) In conjunction with the initiation of any agreement or the submission of other documents or information regarding your interactions with us, or when you avail yourself of our products and services;
- (d) Through diverse interactions with us, which may encompass telephone conversations (potentially recorded), written correspondence, facsimiles, in-person meetings, engagement on social media platforms, and email exchanges;
- (e) When you use our electronic services or engage with us through our application or when you access services on our website. This includes, but is not restricted to, interactions involving cookies that we may employ when you engage with our application or website;
- (f) When you conduct transactions through our Services;
- (g) When you provide us with feedback or lodge complaints;
- (h) When you participate in a contest or campaign;
- (i) When you submit your personal data to us for any purpose;

The statement above is not intended to be comprehensive and delineates some prevalent scenarios in which personal data concerning you may be gathered

2.2 When you visit, use, or engage with our mobile application or the Site, we may employ various technologies for automated or passive data collection, and these technologies may be downloaded onto your device, potentially adjusting or configuring settings on your device. The data we collect may include, but is not restricted to, your Internet Protocol (IP) address, the operating system of your computer or mobile device, browser type, mobile device type, the attributes of the mobile device, the unique device identifier (UDID) or mobile equipment identifier (MEID) associated with your mobile device, the reference website's address (if applicable), and the webpages you access on our website and mobile applications, along with the respective visitation times. The collection, usage, disclosure, and/or processing of this information will be exclusively for the Purposes, as defined below.

2.3 Our mobile applications have the capability to collect precise location information from your mobile device, employing technologies such as GPS, Wi-Fi, and similar means. This information is collected, used, disclosed, and/or processed for one or more specific purposes. These purposes include, but not limited to, fulfilling location-based service requests, delivering relevant content based on your location, and facilitating location sharing with other Users as a component of the services provided through our mobile

applications. For the majority of mobile devices, you possess the ability to revoke permission for us to access your location information via your device settings. If you require guidance on disabling location services on your mobile device, please consult your mobile device service provider or the device manufacturer.

### 3. WHAT PERSONAL DATA WILL HouzMAKEOVER COLLECT?

3.1 The personal data that HouzMAKEOVER may collect includes but is not limited to:

Name;

Delivery Address;

Phone Number;

Mobile Number

Date of Birth;

Email Address;

Gender;

Identity Card Number;

Bank Account details;

Credit Card / Debit Card Information;

Any additional information in regards to the User is collected when the User registers to use our services or website. This includes information about how the User interacts with our services or website, as well as aggregated data regarding the content the User engages with.

3.2 If you prefer that we do not collect information or personal data stated above, you have the option to opt out at any time by providing written notice to our Data Protection Officer through our Customer Service. It is essential to note, however, that opting out of the collection of your personal data or withdrawing your consent for us to collect, use, or process your personal data may have an impact on your usage of the Services. For instance, opting out of the collection of location information will result in the deactivation of location-based features.

### 4. SETTING UP AN ACCOUNT

In order to access specific features of the Services, it is necessary to create a user account, which involves the submission of specific personal data. During the registration and account creation process, your name and email address will be required for creating an account with us. Additionally, we may request various details about yourself, including your telephone number, email address, delivery address, photo identification, bank account particulars, age, date of birth, gender, identification photo verification, and credit score information. Upon account activation, you will be prompted to select a username and password, which will serve as your secure means of accessing and managing your account.

## 5. VIEWING WEB PAGES

Similar to the majority of websites, when you navigate our Site, your computer transmits information, which may include personal data about you, and this data is recorded by a web server. Such information typically includes, but is not limited to, your computer's IP address, operating system, browser name/version, the referring web page, the requested page, date and time of access, and occasionally, a "cookie" (which can be disabled through your browser settings) to facilitate the site in recalling your prior visit. When you are logged into your account, this information is linked to your personal account. Moreover, this information contributes to anonymous statistics that aid us in comprehending how visitors engage with our site.

## 6. COOKIES

6.1 Periodically, we may implement "cookies" or other mechanisms designed to facilitate the collection or sharing of information, either by us or third parties. These mechanisms are intended to aid in the enhancement of our Site and the Services we provide, as well as to assist in the introduction of new services and features. "Cookies" are unique identifiers transmitted to your computer or mobile device, allowing us to recognize and understand how the Services or website are used, including factors such as the frequency of use, the number of users, and user navigation within our website. It is important to note that we may associate cookie information with personal data. Furthermore, cookies help us track the items you've selected for purchase and the pages you've viewed, which is especially useful for monitoring your shopping cart, for instance. Additionally, cookies are used to provide relevant content to your preferences and monitor website usage.

6.2 You have the option to decline the use of cookies by configuring the settings on your browser. Nevertheless, it is essential to be aware that opting for this action may limit your ability to use the complete range of functionalities provided by our Site and the Services.

## 7. VIEWING AND DOWNLOADING CONTENT AND ADVERTISING

Similar to the process of browsing web pages, when you engage with content, advertising, and use other software on our Site or through the Services, your computer transmits a

comparable set of information to us, which may include, but not limited to, your IP Address, operating system, and more. However, instead of page views, your computer provides us with details regarding the content, advertisements viewed, and/or software installed via the Services and the website, along with timestamps.

## 8. COMMUNITY & SUPPORT

8.1 We extend customer service support through email, SMS, and feedback forms. To provide effective customer support, we will request your email address and mobile phone number. Information received through customer support requests, including but not limited to email addresses, is exclusively utilised for the provision of customer support services, and we do not transmit or share this information with any third parties.

8.2 You also have the option to post questions and respond to queries from other Users in our community forums. Participation in our forums and messaging services permits engagement within our community. To enable this, we retain specific information, such as your user ID, contact list, and status messages. Furthermore, these services, along with any similar services introduced in the future, may necessitate the retention of your user ID and password.

## 9. SURVEYS

On occasion, we may request information from Users through surveys. Participation in these surveys is entirely voluntary, you have the option to determine whether you wish to provide your information. The requested information may include, but not restricted to, contact details (such as your email address) and demographic information (such as interests or age level). Survey data will be used for the purpose of monitoring and enhancing the utility and satisfaction derived from the Services. This data will not be shared with third parties, except for our contracted partners who aid us in the survey administration or action.

## 10. HOW DO WE USE THE INFORMATION YOU PROVIDE US?

10.1 We may gather, use, disclose, and/or process your personal data for one or more of the following purposes:

- (a) To assess and/or facilitate your application/transaction with us or your transactions or communications with third parties through the Services;
- (b) To oversee, operate, deliver, and/or manage your usage of and/or access to our Services and our website, in addition to your relationship and user account with us;

- (c) To manage, operate, and provide you with, as well as facilitate the provisioning of our Services, including, but not limited to, remembering your preferences;
- (d) To personalize your experience within the Services by presenting content based on your interests and preferences, offering an expedited method for accessing your account and submitting information to us, and enabling us to contact you when necessary;
- (e) To address, process, manage, or complete a transaction, as well as to fulfill your requests for specific products and services, and to inform you of any service-related issues and unusual account activities;
- (f) To enforce our Terms of Service or any applicable end-user licence agreements;
- (g) To safeguard personal safety and the rights, property, or safety of others;
- (h) For purposes of identification and/or verification;
- (i) To oversee and administer any necessary software updates and support that may be required from time to time to ensure the seamless operation of our Services;
- (j) To handle or facilitate customer service, execute your instructions, address or respond to any inquiries made by you or alleged to be made by you or on your behalf;
- (k) To contact you or engage in communication with you via voice call, text message, email, postal mail, or other means for the purpose of administering and managing your relationship with us, as well as your use of our Services. This includes, but is not limited to, communicating administrative information related to our Services. You acknowledge and consent to such communication, which may involve sending correspondence, documents, or notices to you, potentially disclosing certain personal data about you for the purpose of delivery, including on the external cover of envelopes or mail packages;
- (l) To facilitate interactions and connections with other users on the Platform, including notifying you when another User has sent you a private message or posted a comment on the Site;
- (m) To conduct research, analysis, and development activities, which includes, but are not limited to, data analytics, surveys, product and service development, and profiling. This aids in the analysis of your usage of our Services, with the goal of improving our Services, products, and enhancing your overall customer experience;
- (n) To facilitate audits and surveys, which, among other objectives, serve to validate the size and composition of our target audience and gain insights into their experiences with HouzMAKEOVER's Services;

(o) With your prior consent, for marketing purposes, which includes sending you marketing and promotional information and materials related to products and/or services through various communication methods, such as postal mail, email, location-based services, or other means. This information may pertain to products and/or services, including, but not limited to, those offered by third parties with whom HouzMAKEOVER may collaborate or enter into partnerships, whether these products or services currently exist or are developed in the future;

(p) To respond to legal processes or to comply with, as required by, any applicable law, governmental or regulatory requirements of any relevant jurisdiction. This includes meeting disclosure requirements under the laws that bind HouzMAKEOVER, its related corporations, or affiliates;

(q) To generate statistics and conduct research for internal and statutory reporting and record-keeping obligations;

(r) To perform due diligence and other screening activities, including background checks, in accordance with legal or regulatory mandates or our risk management procedures;

(s) To conduct audits of our Services or HouzMAKEOVER's business;

(t) To prevent or investigate actual or suspected violations of our Terms of Service, fraud, unlawful activities, omissions, or misconduct, whether related to your use of our Services or any other matter arising from your relationship with us;

(u) To store, host, and back up your personal data, whether for disaster recovery purposes or other legitimate reasons, whether within or outside of your jurisdiction;

(v) To manage and/or facilitate a business asset transaction or a potential business asset transaction. Such transactions may involve HouzMAKEOVER, its related corporations, or affiliates, as well as other third-party organizations. A "business asset transaction" includes activities like the purchase, sale, lease, merger, amalgamation, or any other acquisition, disposal, or financing related to an organization or a portion of an organization, or its business or assets;

(w) For any other purposes that we inform you of at the time of obtaining your consent.

10.2 You acknowledge, consent, and agree that HouzMAKEOVER may access, preserve, and disclose your Account information and Content if required to do so by law or pursuant to an order of a court or by any governmental or regulatory authority with jurisdiction over HouzMAKEOVER. This access, preservation, or disclosure may be reasonably necessary for the following purposes:

(a) To comply with legal processes;

(b) To fulfill a request from any governmental or regulatory authority with jurisdiction over HouzMAKEOVER;

(c) To enforce the HouzMAKEOVER Terms of Service or this Privacy Policy.

(d) To respond to threatened or actual claims asserted against HouzMAKEOVER or other claims that any Content violates the rights of third parties;

(e) To respond to your requests for customer service;

(f) To protect the rights, property, or personal safety of HouzMAKEOVER, its users, and the public.

10.3 Since the purposes for which we will/may collect, use, disclose, or process your personal data can vary depending on the specific circumstances, such purposes may not be listed above. However, we will inform you of any additional purposes at the time of obtaining your consent, unless processing the relevant data without your consent is permitted by the Privacy Laws.

## 11. SHARING OF INFORMATION FROM THE SERVICES

Our Services facilitate Users in sharing personal information with each other, typically without direct involvement from HouzMAKEOVER, to complete transactions. In a typical transaction, Users may gain access to each other's name, user ID, email address, and other contact and postage information. Our Terms of Service stipulate that Users who possess another User's personal data, referred to as the "Receiving Party," must:

(i) Adhere to all relevant Privacy Laws;

(ii) Grant the other User, referred to as the "Disclosing Party," the ability to remove themselves from the Receiving Party's database;

(iii) Permit the Disclosing Party to review the information that has been collected about them by the Receiving Party.

## 12. HOW DOES HouzMAKEOVER PROTECT AND RETAIN CUSTOMER INFORMATION?

12.1 We have implemented a range of security measures and are dedicated to upholding the security of your personal data within our systems. User personal data is safeguarded behind secure networks and is accessible only to a limited number of employees with specific access privileges to these systems. Nevertheless, it is important to acknowledge that no security measures can provide an absolute guarantee of protection.



12.2 We will retain personal data in compliance with the Privacy Laws and/or other relevant regulations. This means that we will delete or anonymize your personal data when it is reasonable to assume that

(i) the original purpose for which your personal data was collected is no longer served by retaining it, and;

(ii) retention is no longer necessary for legal or business reasons. If you discontinue using the Site, or your permission to use the Site and/or the Services is terminated or revoked, we may continue to store, use, and/or disclose your personal data in accordance with this Privacy Policy and our obligations under the Privacy Laws. Subject to applicable law, we may securely dispose of your personal data without prior notice to you.

### 13. DOES HouzMAKEOVER DISCLOSE THE INFORMATION IT COLLECTS FROM ITS VISITORS TO OUTSIDE PARTIES?

13.1 While conducting our business, it may be necessary to disclose your personal data to our third-party service providers, agents, our affiliates or related corporations, and other third parties, whether located in Malaysia or outside of Malaysia, for one or more of the Purposes stated above. These third-party service providers, agents, affiliates, related corporations, and other third parties may process your personal data on our behalf or for their own purposes, aligning with one or more of the stated Purposes. Such third parties include, but are not limited to:

(a) Our subsidiaries, affiliates, and related corporations;

(b) Other users of our Platform for one or more of the Purposes stated above;

(c) Contractors, agents, service providers, and other third parties who assist our business operations. These may include, but are not limited to, entities that provide administrative or related services such as mailing houses, telecommunications companies, information technology firms, and data centers;

(d) A buyer or another entity that succeeds in the event of a merger, divestiture, restructuring, reorganization, dissolution, sale, or transfer of some or all of HouzMAKEOVER's assets. This could occur as part of a going concern, bankruptcy, liquidation, or similar proceedings in which personal data held by HouzMAKEOVER about our Service Users is among the assets transferred. It could also be part of a business asset transaction involving HouzMAKEOVER, its affiliates, or related corporations;

(e) Third parties to whom we disclose your personal data for one or more of the Purposes, and these third parties, in turn, collect and process your personal data for one or more of the Purposes.

13.2 This may involve sharing statistical and demographic information about our Users and their utilization of the Services with advertising and content providers.

13.3 To clarify, if Privacy Laws or other applicable regulations allow an organization like ours to collect, use, or disclose your personal data without your explicit consent, such legal permissions will remain in effect.

13.4 Third parties may unlawfully intercept or gain access to personal data transmitted to or stored on the site, technologies may malfunction or fail to perform as expected, or individuals may access, misuse, or abuse information without any fault on our part. Nevertheless, we will implement reasonable security measures to safeguard your personal data, as mandated by the Privacy Laws. However, we cannot guarantee absolute security, particularly in cases of unauthorized disclosures resulting from sophisticated and malicious hacking activities for which we bear no responsibility.

#### 14. INFORMATION ON CHILDREN

The Services are not intended for individuals under the age of 18, specifically children and teenagers. We do not knowingly collect or maintain any personal data or non-personally-identifiable information from anyone under the age of 18, nor is any part of our Site or other Services directed toward individuals under the age of 18. As a parent or legal guardian, we kindly request that you do not permit children or teenagers under your care to provide personal data to HouzMAKEOVER. However, in the event that personal data of a person under the age of 18 under your care is disclosed to HouzMAKEOVER, you hereby grant consent to the processing of the child's or teenager's personal data and accept and agree to be bound by this Policy on behalf of such child or teenager. We retain the right to close any accounts used exclusively by such children or teenagers and will remove and/or delete any personal data we believe was submitted without parental consent by any child or teenager under the age of 18.

#### 15. INFORMATION COLLECTED BY THIRD PARTIES

15.1 Our Site uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files stored on your computer, to assist in the analysis of how Users use the Site. The information generated by the cookie regarding your website usage, including your IP address, will be sent to and stored on Google's servers in the United States. Google will use this information to assess your use of the website, compile reports on website activity for website operators, and provide additional services related to website activity and Internet usage. Google may also share this information with third parties as required by law or in cases where such third parties process the data on Google's behalf. Google will not link your IP address with any other data held by Google.

15.2 We, as well as third parties, may periodically offer software applications for download for use on or through the Services. These applications may independently access and permit a third party to view your personally identifiable information, such as your name, user ID, your computer's IP address, or other information, such as any previously installed cookies or those installed by a third-party software application or website. Moreover, these applications may request additional information directly from third parties. It's important to note that third-party products or services delivered through these applications are not owned or controlled by HouzMAKEOVER. We strongly encourage you to review the terms and other policies published by such third parties on their respective websites or through other means.

## 16. DISCLAIMER REGARDING SECURITY AND THIRD-PARTY SITES

16.1 WE CANNOT GUARANTEE THE SECURITY OF PERSONAL DATA AND/OR OTHER INFORMATION YOU PROVIDE ON THIRD PARTY SITES. We do, however, implement a variety of security measures to maintain the safety of your personal data within our possession or under our control. Your personal data is stored behind secure networks and is accessible only by a limited number of individuals with special access rights, who are obligated to maintain the confidentiality of your personal data. When you place orders or access your personal data, we use secure servers. Any personal data or sensitive information you provide is encrypted in our databases and can only be accessed as described above.

16.2 In an effort to provide you with added value, we may choose to link to various third-party websites and frame them within our Site. We may also engage in co-branding and other partnerships to offer e-commerce and other services and features to our visitors. These linked sites have distinct and independent privacy policies and security measures. Even if the third party is associated with us, we have no control over these linked sites, each of which has its own privacy and data collection practices separate from ours. Data collected by our co-branding partners or third-party websites (even if accessible through our Site) may not be received by us.

16.3 Therefore, we bear no responsibility or liability for the content, security arrangements (or lack thereof), and activities of these linked sites. These linked sites are provided solely for your convenience, and you access them at your own risk. However, we are committed to preserving the integrity of our Site and the links provided on it, and we welcome any feedback about these linked sites, including any issues with specific links not functioning as expected.

## 17. WILL HouzMAKEOVER TRANSFER YOUR INFORMATION OVERSEAS?

Your personal data and/or information may be transferred to, stored, or processed outside of your country. Typically, your personal data will be processed in Malaysia, where our

servers are situated, and our central database is managed. HouzMAKEOVER will ensure that any overseas transfer of your information complies with Privacy Laws.

## 18. HOW CAN YOU WITHDRAW CONSENT, REQUEST ACCESS TO OR CORRECT INFORMATION YOU HAVE PROVIDED TO US?

### 18.1 Withdrawal of Consent

18.1.1 If you wish to modify your email subscriptions, please notify us by sending an email to our Personal Data Protection Officer using the contact information provided below. It's important to note that, due to email production schedules, you may still receive emails that are already in the production phase.

18.1.2 You have the right to withdraw your consent for the collection, use, and/or disclosure of your personal data within our possession or control. To do so, please send an email to our Personal Data Protection Officer at the email address listed in Section 19.2. We will process such requests in accordance with this Privacy Policy, our obligations under the Privacy Laws, and other applicable laws.

18.1.3 Once we receive your clear withdrawal instructions and verify your identity, we will proceed with your request to withdraw consent. As a result, we will no longer collect, use, and/or disclose your personal data in the manner originally indicated in your request. If, for any reason, we encounter challenges in verifying your identity or understanding your instructions, we will reach out to you for clarification.

18.1.4 It's important to be aware that the withdrawal of consent may have legal implications. Depending on the extent to which you withdraw your consent for us to process your personal data, it may impact our ability to continue providing the Services to you. In such cases, it may be necessary to terminate your existing relationship and/or the contract you have with us, and we will duly inform you of any such consequences.

### 18.2 Requesting Access and/or Correction of Personal Data

18.2.1 If you have an account with us, you can personally access and/or correct your personal data that is currently in our possession or control through the Account Settings page on the Site. If you do not have an account with us, you can request to access and/or correct your personal data in our possession or control by submitting a written request to us. We will require sufficient information from you to confirm your identity and understand the nature of your request. Therefore, please submit your written request by sending an email to our Personal Data Protection Officer at the email address provided in Section 19.2.

18.2.2 Concerning a request to access personal data, once we have the necessary information from you, we will make an effort to provide you with the relevant personal data

within 30 days. If, for any reason, we are unable to respond within this 30-day period, we will inform you of the soonest possible time by which we can fulfill your request. Please note that Privacy Laws may exempt certain types of personal data from being subject to access requests.

18.2.3 Regarding a request to correct personal data, once we have sufficient information from you, we will:

(a) Correct your personal data within 30 days. In cases where we are unable to do so within this timeframe, we will notify you of the soonest practicable time when the correction can be made. Privacy Laws may exempt certain types of personal data from correction requests, and there may be situations where we are not required to make corrections despite your request;

(b) Send the corrected personal data to any other organisation to which we disclosed the personal data within a year prior to the correction, unless that organisation does not need the corrected personal data for any legal or business purpose.

18.2.4 Despite the provisions in sub-paragraph (b) above, if you request, we may send the corrected personal data exclusively to specific organizations to which we disclosed the personal data within a year before the date the correction was made.

18.2.5 There may be a reasonable fee associated with handling and processing your requests to access your personal data. If we decide to charge a fee, we will provide you with a written estimate of the applicable charges. Please be aware that we are not obligated to respond to or process your access request unless you agree to pay the fee.

18.2.6 We retain the right to decline correcting your personal data in compliance with the provisions outlined in Privacy Laws, which may require and/or allow an organization to refuse correction of personal data in certain circumstances.

## 19. CONTACT US

19.1 If you have any questions or concerns regarding our privacy practices or your interactions with the Services, please feel free to contact us at [cs@houzmakeover.com.my](mailto:cs@houzmakeover.com.my).

19.2 If you have a complaint or grievance about how we handle your personal data or our compliance with Privacy Laws, we encourage you to get in touch with us regarding your concern. Please send your complaint or grievance via email to [cs@houzmakeover.com.my](mailto:cs@houzmakeover.com.my), addressing it to the "Legal Dept."

19.3 When submitting a complaint through email or letter, please include "Privacy Complaint" in the subject header. This will help us promptly route your complaint to the

appropriate staff within our organisation for a speedy resolution. We are committed to addressing any complaints or grievances fairly and expeditiously.

## 20. TERMS AND CONDITIONS

We recommend that you review our Terms of Service, which outline the terms of use, disclaimers, and limitations of liability governing the use of the Site and the Services, along with other related policies.