

## **PRIVACY POLICY**

We recognise that visitors, users, members and others (collectively or individually "**Users**") who enter, use and/or visit our websites (collectively, including all content available on or through our website, to be collectively referred to as the "**Website**") value their privacy.

This Privacy Policy provides important information regarding our use and disclosure of User information collected on or otherwise through the Website. We provide this Privacy Policy to help you make an informed choice about whether to use or continue using our Website.

This Privacy Policy is incorporated into, forms part of and is subject to the **Terms of Use**. Your use of the Website and any personal information you provide on the Website remains subject to the terms of this Privacy Policy and **Terms of Use**. In particular, you must be of the age of majority in order to use the Website. By using our Website, you are confirming that you meet the minimum age requirement.

Please note that any information, text, software, script, image, graphic, photograph, sound, music, video, other audio or visual content, interactive feature or any other data or content in any media or format (collectively, the "**Content**") posted or submitted at the discretion of Users onto the Website becomes published content and is not considered personally identifiable information that is subject to this Privacy Policy.

### **A. INFORMATION COLLECTED**

#### 1. User Provided Information

You provide certain personally identifiable information (such as your name, NRIC / Passport or other personal identification number, postal or e-mail address and telephone numbers) and personal content preferences to us when choosing to participate in various activities on our Website. We collect and store such personal information from Users.

#### 2. Cookies Information

When you visit the Website, we may send one or more cookies (which is a small text file) to your computer that uniquely identifies your browser. We use these cookies to help learn more about your preferences and therefore make the most of your experience on our site. Our cookies may be used for holding login information and will expire when all instances of the browser are closed. Some features of our Website may not function properly if the ability to accept cookies is disabled.

#### 3. Log File and Clear GIFs Information

Consistent with standard Internet practices, our servers automatically tracks and records certain information in connection with your various activities on the Website or otherwise that are sent by your browser when you visit the Website. These server logs may include without limitation information such as your web request, Internet Protocol ("**IP**") address, browser type, browser language, referring / exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages and the date and time of your request.

## **B. USES OF COLLECTED INFORMATION**

1. If you submit personally identifiable information to us through the Website, you agree to us using your personal information in connection with the operation, and maintenance of the Website and our marketing purposes as it helps us identify the products that are most relevant to your needs. For Users who are not in Malaysia and in countries where we work with third party agent partners, we may share your information with our agent partners in order to provide local customer service.
2. Any Content in any media or format that you voluntarily disclose online (including but without limitation to forums, discussion threads or boards or messages) and information of and on your recent visits to the various hyperlinks or pages of the Website whether you upload, download or post Content or otherwise, becomes publicly available and can be collected and used by others. Any Content that you submit to the Website may be redistributed through the internet and other media channels, and may be viewed by the general public.
3. Whenever we send you any information, you have a choice whether or not you wish to continue receiving such information. If you do not wish to receive further information of a similar nature, please inform us via e-mail. You however thereby agree to us using your e-mail address for non-marketing or administrative purposes (such as for customer service purposes or notifying you of material information such as Website changes).
4. We use both your personally identifiable information and certain non-personally-identifiable information (such as anonymous User usage data, cookies, IP addresses, browser type, clickstream data) to improve the quality and design of our Website and to create new features, promotions, functionality, and services by storing, tracking, and analysing User preferences and trends.
5. We use cookies, clear GIFs, and log file information to:
  - (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Website;
  - (b) provide custom, personalised content and information;
  - (c) monitor the effectiveness of our marketing campaigns;
  - (d) monitor aggregate metrics (such as total number of visitors, pages viewed and, Website traffic); and
  - (e) track your entries and submissions.

## **C. DISCLOSURE OF COLLECTED INFORMATION**

1. We may provide personally identifiable information and non-personally-identifiable information to our related or affiliated companies, or other businesses or persons for the purpose of processing such information on our behalf. We require that these parties agree to process such information in compliance with our privacy policy contained herein, and we

use reasonable efforts to limit their use of such information and to use other appropriate confidentiality and security measures.

2. We do not sell your personally identifiable information to other third-party companies for their commercial or marketing use without your consent
3. We may share non-personally-identifiable information with interested third-parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on our Website.
4. By accepting these Terms & Conditions, you hereby consent to our processing of your data and we confirm that all personal information provided to us will not be used for any reason other than contacting you (where necessary) and creating and compiling the content for the Publication (which may include samples of such work and photographs which may be exhibited in our Publication, at wedding fairs and such other exhibitions). You may withdraw your consent, however please note that the withdrawal of your consent may affect the Publication and we shall not be anyway liable for any consequences (loss or damage) which may arise as a result of such withdrawal.
5. We may release personally identifiable information and/or non-personally-identifiable information if required to do so by law, or in the good faith belief that such action is necessary to comply with all and any applicable laws, or where it is pursuant to or we are required to respond to a governmental, regulatory, administrative or court order or directive, a subpoena or a search warrant.
6. We also reserves the right to disclose personally identifiable information and/or non-personally-identifiable information that we believe, in good faith, is appropriate or necessary to enforce our **Terms of Use**, take precautions against liability, to investigate and defend against any third-party claims or allegations, to assist government authorities and enforcement agencies, to protect the security or integrity of the Website, and to protect the rights, property, or personal safety of ourselves, our Users or others.

#### **D. THIRD-PARTY ADVERTISERS, LINKS TO OTHER SITES**

1. We may allow third-party ad servers or ad networks to publish advertisements within our Website. These third-party ad servers or ad networks may use technology to send, directly to your browser, the advertisements and links that appear on the Website. They may thereby collect information including but without limitation via cookies or clear GIFS to measure the effectiveness of their advertisements and to personalise the advertising content you see.
2. You should therefore always consult the respective privacy policies of these third-party ad servers or ad networks for more information on their practices and for instructions on how to opt-out of certain practices. Our privacy policy as contained herein does not apply to, and we cannot control the activities of, such other advertisers or web sites.

#### **E. DATA SECURITY**

1. We use commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to the Website and you do so entirely at your own risk. Once we receive your transmission of information, what we will do is to make commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.
2. If we learn of a security systems breach, we may attempt to notify you electronically so that you can take appropriate protective steps. We may post a notice on the Website if a security breach occurs.

**F. SPECIAL NOTE TO INTERNATIONAL USERS**

Our Website is hosted in Malaysia and the use of the Website is governed by the laws of Malaysia and you submit to the non-exclusive jurisdiction of the Malaysian Courts.

**G. MERGER, ACQUISITION, SALE, OR INSOLVENCY**

1. In the event that we are acquired by or merged with another entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from our Users as part of such merger, acquisition, sale, or other change of control.
2. In the event of our insolvency, reorganisation, receivership, winding-up or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your personal information is treated, transferred, or used.

**H. CHANGES AND UPDATES TO THIS PRIVACY POLICY**

1. This Privacy Policy may be revised, amended or modified periodically. Please re-visit this page to stay in touch with any changes. Your use of the Website signifies your acceptance and agreement to this Privacy Policy (as may be amended or revised from time to time).
2. For questions about our privacy policy, please contact Kris Wong at [kris@weddingsmalaysia.com](mailto:kris@weddingsmalaysia.com). If you would like to change, modify or update your personal information which you have provided in relation to your account which you registered with us, please send an email to [kris@weddingsmalaysia.com](mailto:kris@weddingsmalaysia.com).