

## Lush Food Group Sdn Bhd Website Privacy Policy: September 2024

**We respect your privacy.**

### Introduction

At Lush Food Group ("Lush Food Group," "we," or "us"), we are committed to protecting and respecting your privacy. This Privacy Policy ("Policy") describes how we collect, use, and share information about you when you use our websites, mobile applications, and other online services (collectively referred to as the "Services") or otherwise interact with us. This Policy applies to all users of our Services and is compliant with the **Personal Data Protection Act 2010** (PDPA) of Malaysia and the **Personal Data Protection Act 2012** (PDPA) of Singapore.

Please read this Policy carefully to understand our practices regarding your personal data. If our practices change, we will notify you by revising the date at the top of this Policy. We encourage you to review the Policy regularly to stay informed.

### Information We Collect

#### 1. Information You Provide to Us

We collect information you provide directly to us, such as when you:

- Register for an account
- Make a purchase
- Sign up for newsletters
- Participate in promotions, surveys, or contests
- Contact us with questions or feedback

The types of personal information we may collect include your name, email address, phone number, mailing address, payment details, and any other information you choose to provide.

#### 2. Information We Collect Automatically

When you use our Services, we may automatically collect:

- **Transaction Information:** Details about purchases made on our website, such as order details and payment information.
- **Log Information:** Information about your visit, including your IP address, browser type, access times, and pages viewed.
- **Device Information:** Information about the device you use, including hardware model, operating system, and browser.
- **Cookies and Tracking Technologies:** We may use cookies, web beacons, and similar technologies to collect information about your interaction with our Services. Cookies allow us to recognize your browser and gather information about how you use our website.

## How We Use Your Information

We may use the information we collect to:

- Provide and improve our Services.
- Process your transactions and fulfil your orders.
- Communicate with you about your account or transactions.
- Send you updates, promotional offers, or information about our products and services.
- Administer contests, promotions, or surveys.
- Understand your preferences and improve user experience.
- Comply with applicable legal obligations.

## Sharing Your Information

We do not sell, trade, or rent your personal data. However, we may share information about you with:

- **Service Providers:** Third-party vendors who assist us in providing the Services (e.g., payment processors, delivery services).
- **Legal Compliance:** We may share information if required by law or in response to legal processes.
- **Business Transfers:** In the event of a merger, acquisition, or asset sale, your information may be transferred.

## Your Rights

You have the following rights regarding your personal information:

- **Access:** You may request access to the personal data we hold about you.
- **Correction:** You may request correction of any inaccurate or incomplete data.
- **Deletion:** You may request that we delete your personal information, subject to certain legal obligations.
- **Withdrawal of Consent:** If we process your personal information based on consent, you may withdraw your consent at any time.

To exercise these rights, please contact us at [contact details below].

## Security of Your Information

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

## **Retention of Your Information**

We will retain your personal data for as long as necessary to fulfil the purposes for which it was collected, or as required by law.

## **Cookies**

We use cookies and similar tracking technologies to enhance your experience on our website. You can manage cookie settings in your browser, but disabling cookies may limit the functionality of the Services.

## **Third-Party Links**

Our Services may include links to third-party websites. We are not responsible for the privacy practices or content of these websites.

## **Changes to this Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any updates will be posted on this page with the date of the last revision.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

Address: Lush Food Group  
C-10-1 The Saffron  
Jalan Sentul Indah  
51100 Kuala Lumpur  
Malaysia

Phone: +60 39 770 1804

Email: [info@lushfoodgroup.com](mailto:info@lushfoodgroup.com)