



# KK MART RETAIL BERHAD

[Registration No. 202301037992 (1531914-U)]

## PRIVACY NOTICE

(PURSUANT TO THE PERSONAL DATA PROTECTION ACT 2010)



## 1. Introduction

KK Mart Retail Berhad (hereinafter referred to as “KK Mart”, “we”, “our” or “us”) value your privacy and are committed to protecting your personal data in accordance with the statutory requirements of the Personal Data Protection Act 2010 (“PDPA”) of Malaysia.

The personal data that we collect from you includes but is not limited to your name, address, contact details, credit or debit card number(s) and expiry date, banking or financial information, residential or office address, billing address, and information relating to products and services that you obtain from KK Mart and/or the products and services which KK Mart obtains from you.

This Privacy Notice explains how we collect, use, disclose, and safeguard your personal data and your rights as a data subject.

By providing your personal data to us, you acknowledge that you have read and understood this Privacy Notice. We process your personal data based on your consent where required, and otherwise where such processing is necessary for the performance of a contract, compliance with legal obligations, or for our legitimate business purposes in accordance with the Personal Data Protection Act 2010.

## 2. Collection of Personal Data

We collect your personal data through various means, including but not limited to:

- When you register or make purchases at our stores or online;
- When you participate in our loyalty, membership, or promotional programs;
- When you apply for employment or interact with us as a vendor, supplier, or business partner;
- When you visit our premises, including through CCTV monitoring;
- When you communicate with us directly through calls, emails, or feedback forms.

### Types of Personal Data Collected

Depending on your relationship with us, we may collect the following categories of personal data:

- Identification data: Name, NRIC/passport number, date of birth, gender, nationality;
- Contact data: Address, telephone number, email address;
- Financial data: Payment details, bank account, or credit/debit card information;
- Employment-related data: Job title, qualifications, references (for applicants/employees);
- Loyalty and customer activity data: Purchase history, preferences, and feedback;
- Security data: CCTV footage, photographs, and visitor logs;
- Other data: Any information voluntarily provided by you relevant to our business dealings.



Certain categories of personal data may constitute sensitive personal data. Where applicable, such data will be processed strictly on a need-to-know basis and subject to enhanced security and access controls in accordance with the PDPA.

If you provide personal data of third parties (e.g. family members or referees), you warrant and represent that you have obtained their consent to disclose and process such data.

### 3. Purpose of Processing

Your personal data may be processed for one or more of the following purposes:

- To process your purchase transactions, payments, and deliveries;
- To administer our loyalty or membership programs;
- To communicate promotions, offers, and information about our products and services;
- To manage our relationship with you, including responding to inquiries or complaints;
- For employment, recruitment, and human resource management;
- For vendor and supplier relationship management;
- For internal administration, audit, finance, and operational functions;
- To comply with legal and regulatory requirements;
- For safety and security, including CCTV monitoring and fraud prevention;
- For any other purpose directly related and reasonably necessary to the operations of our business.

(collectively referred to as “Purposes”)

### 4. Disclosure of Personal Data

We may disclose your personal data to the following parties (whether within or outside Malaysia) only in respect of the Purposes:

- Our subsidiaries, affiliates, related, and associated companies;
- Third-party service providers (e.g. IT support, logistics, marketing, payment gateways, auditors);
- Business partners, franchisees, and agents acting on our behalf;
- Professional advisers including legal advisers, auditors and financial advisers;
- Banks, financial institutions, and insurance providers;
- Government authorities, regulatory bodies, law enforcement agencies (as required by law);
- Any party with your consent or where disclosure is necessary to protect our legal rights.

All third parties processing your personal data on our behalf are required to observe strict confidentiality and data protection standards.

### 5. Security of Personal Data

We adopt security controls that are appropriate to the sensitivity of the personal data processed and the level of risk involved, in accordance with the PDPA and applicable regulatory requirements.



These safeguards include:

- a) **Technical and Organisational Measures** – We implement layered physical, technical, and administrative measures to protect personal data against unauthorised access, loss, misuse, or alteration. Such measures include controlled access to systems and premises, secure data storage, encryption, firewalls, and monitoring mechanisms to identify potential security threats.
- b) **Personnel Responsibilities and Training** – Employees with access to personal data are bound by confidentiality obligations and receive ongoing training on data protection, cybersecurity, and compliance requirements. Access rights are granted strictly on a role-based, need-to-know basis.
- c) **Management of Service Providers** – Where personal data is processed by third-party service providers on our behalf, we require them to adhere to comparable security standards through contractual commitments, including compliance with the PDPA and our right to conduct oversight or audits where appropriate.
- d) **Incident Response and Breach Handling** – We maintain documented processes for the detection, management, and remediation of data security incidents. Where legally required, we will notify the relevant authorities and affected individuals of any personal data breach within the prescribed timeframe.

## 6. Retention of Personal Data

We retain your personal data for as long as necessary to fulfil the purpose for which it was collected, or as required by applicable laws and internal policies. Once no longer required, the data will be securely destroyed or anonymized.

## 7. Transfer of Personal Data Outside Malaysia

Where personal data is transferred outside Malaysia, we ensure that the receiving party provides a level of protection comparable to the requirements of the PDPA through appropriate safeguards, which may include contractual data protection clauses, group data protection standards, or equivalent measures.

## 8. Rights of Data Subjects

You have the following rights, subject to applicable law:

- Access your personal data held by us;
- Request correction of any inaccurate, incomplete, or outdated data;
- Withdraw consent to processing (subject to legal and contractual restrictions);
- Limit the processing of your personal data for specific purposes;
- Request deletion of personal data no longer necessary or relevant.



Requests for access, correction, or withdrawal of consent should be made in writing to:

**Data Protection Officer (DPO)**

KK Mart Retail Group

Menara KK, T6-01-03, Tower 6, Maju Link Jalan Lingkaran Tengah 2 Bandar Tasik Selatan  
57000 Kuala Lumpur

Tel: +603-90573308

Email: [dpo@kkgroup.my](mailto:dpo@kkgroup.my)

We will process your request in accordance with the PDPA within a reasonable timeframe.

## **9. Marketing and Communication Preferences**

We may use your personal data to provide updates on promotions, offers, or on events that may interest you. You may opt-out of such communications at any time by contacting our DPO or by following the unsubscribe instructions in our electronic communications.

## **10. Use of Cookies and Tracking Technologies**

Our website may use functional and analytics cookies and similar technologies to enhance your browsing experience, analyse site traffic, and improve our services. You can adjust your browser settings to block or delete cookies, although this may affect certain site functionalities.

## **11. Changes to This Privacy Notice**

We may update this Privacy Notice from time to time. Any changes will be posted on our website and/or displayed at our outlets with the revised effective date. You are encouraged to review this notice periodically.

## **12. Language**

This Privacy Notice is issued in English and Bahasa Malaysia. In the event of any inconsistency, the English version shall prevail.