



# RED BLUE DEVELOPMENT PERSONAL DATA AND PRIVACY POLICY

Red Blue Development Sdn Bhd (“Red Blue Development”) views and treats your Personal Data seriously.

We have therefore developed a Privacy Policy that guides how Red Blue Development collect, process, use, disclose, transfer and store your Personal Data. Kindly study this Policy and understand your rights on the matter.

We may modify this Privacy Policy at any time. You should review this Privacy Policy periodically so that you are updated on any changes.

## COLLECTION AND USE OF PERSONAL DATA

Your Personal Data is information that relates directly or indirectly to you, who is identified or identifiable from that information or from that and other information.

During the course of your transaction and dealings with Red Blue Development, you may be requested to furnish your Personal Data from time to time. Red Blue Development and their third party service providers may share the Personal Data with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve Red Blue Development’s products and services.

## PERSONAL DATA THAT RED BLUE DEVELOPMENT MAY COLLECT

When you transact with Red Blue Development, we may collect a variety of your Personal Data, which may include your:-

- a. Name;
- b. National registration identity card number;
- c. Gender;
- d. Race and religious beliefs;
- e. Postal address;
- f. Telephone number;
- g. Email address;
- h. Medical information;
- i. Salary range;
- j. Contact preference; and
- k. Credit card or bank account information.

The list of personal data stated above is not exhaustive and may include other personal data depending on the nature of dealings or transaction.

## HOW RED BLUE DEVELOPMENT USES YOUR PERSONAL DATA

Your Personal Data that Red Blue Development collect allows us to process the necessary transaction in relation to the relevant matter.

Your Personal Data that Red Blue Development collect allows us to keep you posted on Red Blue Development's latest product announcements and upcoming events. It also helps Red Blue Development to improve on its products and services. If you do not wish to be on our mailing list, please let Red Blue Development know in writing.

From time to time, Red Blue Development may use your Personal Data to send important notices, emails, letters or sms, like communications about purchases and changes to Red Blue Development's terms, conditions, and policies. As such information is crucial to your custom with Red Blue Development, you are advised not to opt out of receiving such communications.

Red Blue Development may also use your Personal Data for internal purposes such as auditing, data analysis, and research to improve Red Blue Development products, services and customer communications.

Red Blue Development may also share your Personal Data with third party providers that provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in Red Blue Development products and services and conducting customer research or satisfaction surveys.

## **PROTECTION OF PERSONAL DATA**

Red Blue Development takes the necessary precautions, both administrative and technical to safeguard your Personal Data against loss, theft, misuse and unauthorized access, disclosure, usage, alternation or destruction.

## **RETENTION OF PERSONAL DATA AND ACCESS**

Red Blue Development shall endeavor to make it easy for you to keep your information accurate, complete and up to date. We will retain your personal data for the period necessary to fulfill the many different purposes outlined in this Privacy Policy unless a longer retention period is permitted or required by law.

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting Red Blue Development the relevant contact numbers. For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if Red Blue Development is not required to retain it by law or for legitimate business purposes.

We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

Red Blue Development reserves the right to update and amend this policy from time to time. Any material changes will be posted on our website with the updated Privacy Policy.