

PRIVACY NOTICE

Serba Wangi Sdn. Bhd. ("Serba Wangi", "we", "us", or "our") values your privacy and is committed to protecting your Personal Data in accordance with the Personal Data Protection Act 2010 (PDPA).

This Privacy Notice explains how we collect, use, store, and protect your Personal Data when you interact with Serba Wangi.

1. Personal Data We Collect

- Name
- Identity Card Number (where required)
- Telephone number
- Email address
- Delivery address
- Purchase information (e.g. purchase receipt)
- Photographs, videos, or voice recordings (where you participate in our events or campaigns)
- Any other information voluntarily provided by you

2. How We Collect Your Personal Data

- Campaign or contest entry forms
- Gift redemption programmes
- Serba Wangi websites or applications
- Serba Wangi official social media platforms
- Customer service channels
- Events, promotions, and marketing activities
- Distributors, business partners, or retailers working with us

3. Purposes of Processing Your Personal Data

- Administer campaigns, promotions, or contests
- Verify eligibility for gift redemption
- Contact winners or participants
- Deliver gifts or products
- Provide customer service
- Respond to enquiries or complaints
- Improve our products, services, and customer experience
- Send promotional or marketing information (with your consent where required by law)
- Comply with applicable legal or regulatory requirements

4. Disclosure of Personal Data

We may disclose your Personal Data to:

- Related companies within the Serba Wangi Group
- Appointed service providers such as logistics companies, fulfilment centres, marketing agencies, IT service providers, and payment processors
- Government authorities or regulatory bodies where required by law

We will not sell your Personal Data to any third party.

5. Retention and Security of Personal Data

We take reasonable security measures to protect your Personal Data against loss, misuse, unauthorised access, disclosure, or alteration.

Your Personal Data will only be retained for as long as necessary to fulfil the purposes for which it was collected or as required by law.

6. Your Rights

Request access to your Personal Data

Request correction of inaccurate or incomplete Personal Data

Withdraw your consent (subject to applicable laws and contractual obligations)

Request that the use of your Personal Data for direct marketing purposes be restricted

7. Changes to this Privacy Notice

Serba Wangi reserves the right to update this Privacy Notice from time to time. Any changes will be published through our official communication channels.

8. Contact Us

If you have any questions regarding this Privacy Notice or wish to exercise your rights under the PDPA, please contact:

Serba Wangi Sdn. Bhd.

Email: info@malaysiarice.com

By providing your Personal Data to Serba Wangi, you acknowledge that you have read, understood, and agreed to this Privacy Notice.