

PRIVACY NOTICE

Last Reviewed : 1 May 2025

1. INTRODUCTION

This Privacy Notice sets out how **MYTV BROADCASTING SDN BHD** together with its subsidiaries and related corporations (“we”, “our” or “us”), collects, uses, discloses, retains and protects your sensitive information including personally identifiable data (collectively, “Personal Data”) in accordance with the Personal Data Protection Act 2010 (“PDPA”), its amendment, subsidiary legislation and other applicable laws of Malaysia.

In order for us to process your Personal Data, your consent is required. In most cases, the processing of your Personal Data is necessary for us to provide you with the products and/or services you have requested. By voluntarily providing your Personal Data to us and/or continuing to access or use any of our websites, mobile applications and/or online platforms (collectively “our Sites”) or our products and/or services, you declare that you have read and understood this Privacy Notice and agree to us processing and use your Personal Data in accordance with the manner as set out in this Privacy Notice. However, if you choose not to provide any Personal Data, you may not be able to access or use certain features of our Sites, products and/or services.

All words and phrases used in this Privacy Notice shall have the same meaning given to them in our Terms of Use. Specifically, the word “Authorised Third Party” shall mean contractors, agents and/or third-party suppliers engaged by us from time to time for the purposes of providing certain products and/or services.

2. INFORMATION WE COLLECT

The information that we may collect about you will vary depending on how you interact and engage with us. For example, it may include:

a) Personal Data that you provide to us

We collect Personal Data such as name, birthdate, identification supporting documents (including NRIC or passport number), gender, nationality and race, postal address, telephone number, facsimile number, email address, credit/debit card information, photos etc. when you voluntarily provide such information to us as and when required or when you register to our Sites or subscribe to our certain products and/or services.

b) Information we get from your use of our Sites

When you interact with us through the Sites, we may collect or receive and store certain personally non-identifiable information. Such information is collected passively using various technologies and cannot presently be used to specifically identify you. This information includes:

- (i) device-specific information, including but not limited to operating system version, unique device identifiers, mobile network information, memory, sound card data, and IP address.

MYTV Broadcasting Sdn Bhd (897549-X).



- (ii) cookies that may uniquely identify your browser.
- (iii) details of how you use our Sites, such as your search queries.
- (iv) total number of visitors using our Sites, and the number of visitors to each page of our Sites.
- (v) how our users/customers use and interact with our Sites.

3. PURPOSE OF COLLECTION AND USE

We use the Personal Data and other information provided to us in a manner that is consistent with this Privacy Notice. Your Personal Data may be used and processed by us for the following purposes (collectively "Purposes"):

- a) Provision and Management of Sites
 - (i) To assess your application for subscription to our products and/or services.
 - (ii) To assess your application to register for the use of our Sites.
 - (iii) To operate, administer and improve the delivery of our products and/or services.
 - (iv) To verify and process payments and transactions.
 - (v) To provide you with products and/or services by us, our affiliates or an Authorised Third Party.
- b) Customer Support and Communication
 - (i) To establish and verify your identity and background.
 - (ii) To communicate with you regarding your account, transactions or any inquiries.
 - (iii) To respond to your questions, feedback or support requests.
 - (iv) To send important notices, updates or administrative messages.
- c) Marketing, Promotions and Personalization
 - (i) To send you promotional materials, offers and updates on our products and/or services.
 - (ii) To provide information on offerings from us, our affiliates or Authorised Third Party.
 - (iii) To personalize content and marketing based on your preferences and usage patterns.
 - (iv) To administer contests, campaigns and promotional events.
- d) Research, Analytics and Service Enhancement
 - (i) To conduct market surveys, statistical analysis, trend monitoring and user/customer profiling.
 - (ii) To support research and development of new features of our Sites, products and/or services.
 - (iii) To analyse usage patterns for service improvements and business planning.
- e) Internal Operations and Security
 - (i) To support internal audits, compliance reviews and operational planning.
 - (ii) For internal investigations and security purposes, including crime detection and fraud prevention.
 - (iii) For finance and credit control operations.

MYTV Broadcasting Sdn Bhd (897549-X).



- f) Legal and Regulatory Compliance
 - (i) To comply with applicable laws, regulations, guidelines or legal obligations imposed by any authority.
 - (ii) To enforce our rights under the Terms of Use, General Terms and Conditions, and relevant Campaign Terms and Conditions.
- g) Other Legitimate Business Purposes
 - (i) To carry out our other business activities.
 - (ii) For any other purposes reasonably necessary or directly related to the above.

If we intend on using any Personal Data in any manner or Purposes that are not consistent with this Privacy Notice, you will be informed of such anticipated use prior to or at the time at which the Personal Data is collected.

4. SOURCE OF PERSONAL DATA

We collect your Personal Data and other information from:

- a) your communication with us, when you submit an application form to become our user/customer, or when you contact us for any enquiries, including by calling our Customer Service.
- b) your use or subscription to our products and/or services.
- c) your participation in any of our surveys, promotions, competitions, contests or loyalty programs organised by us.
- d) your registration of interest and/or request for information of our products and/or services.
- e) your response to any marketing materials we send out.
- f) your visit to any of our offices, premises or retail centres.
- g) your browsing of our Sites.
- h) your interactions with us via live chats, WhatsApp, emails and our Sites.
- i) complaints that you lodge with us.
- j) feedback that you provide to us.

Other than the Personal Data that we obtain from you (as detailed above), we may also obtain your Personal Data and other information from third parties we deal with or are connected with you (for example, credit reference/reporting agencies or financial institutions), and from such other sources where you have given your consent for the disclosure of Personal Data relating to you, and/or where otherwise lawfully permitted.

5. DISCLOSURE OF YOUR PERSONAL DATA

We are not in the business of selling your Personal Data and other information that you have provided to us. We consider this information to be a vital part of our relationship with you. As such, we will not sell or rent your Personal Data, save and except as provided herein. There are, however, certain circumstances in which we may share your Personal Data with certain third parties without further notice to you, as set forth below:

MYTV Broadcasting Sdn Bhd (897549-X).



a) Business Transfer

As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, Personal Data may be part of the transferred assets.

b) Affiliates

We may also share your Personal Data with our affiliates for Purposes consistent with this Privacy Notice.

c) Legal Requirements

To comply with any order of court or directive from authorities investigating any alleged offence, misdeed and/or abuse, or to enforce any of the terms in the Terms of Use, Privacy Notices or, where such action is necessary to protect and defend our rights or property.

d) Authorised Third Party

Where products and/or services from such Authorised Third Party are required, we will share your Personal Data on a strictly confidential basis. An Authorised Third Party will not be allowed to use your Personal Data disclosed to them except for the limited purpose of providing the particular service.

6. TRANSFERRING YOUR PERSONAL DATA OUTSIDE OF MALAYSIA

We primarily process your Personal Data within Malaysia. However, it may be necessary to transfer your Personal Data and other information outside of Malaysia. This may occur if our affiliates or Authorised Third Parties are based outside Malaysia or if you use our products and/or services from countries outside of Malaysia.

Your Personal Data may be transferred to any place outside of Malaysia that has:

- a) personal data protection laws which are substantially similar to the PDPA; or
- b) an adequate level of protection in relation to the processing of Personal Data, at least equivalent to the level of protection afforded by the PDPA.

7. COOKIES

What is a Cookie?

When you use our Sites, your Device will automatically be issued with a cookie. Cookies are text files that are placed in your Device's hard drive to identify your Device to our server. Generally, cookies themselves only record those areas of the site that have been visited by the Device in question, and the duration. Many websites and/or software applications do this whenever a user/customer visits their site in order to track traffic flow.

Depending upon the type of Device you are using, you may set your Device to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time. The last of these, of course, means that certain personalised products and/or services cannot then be provided to you.

We use "cookies" to store and track information about you and your use of our Sites.



Our cookies and information retrieved from our cookies are used in line with the uses set out in this Privacy Notice and more specifically:

- a) to help save and retrieve passwords used on our Sites. This way, you will not have to re-enter information upon every new visit to our Sites.
- b) to track information such as the frequency and duration of your use of our Sites, your clickstream as you go through our Sites, and help us determine whether you came to our Sites from a particular Internet link or banner advertisement.
- c) to analyse the profile of visitors and users/customers to help us in providing you with better products and/or services and to enhance our Sites.
- d) to personalize the content, banners and promotions that you will see on our Sites.

You are always free to decline cookies if your Device permits, although in that case, you may not be able to use certain features of our Sites, and you may be required to re-enter your password more frequently during a session.

Third-Party Cookies

We may use other third-party advertising companies to serve ads when you access our Sites. In the course of serving advertisements, our third-party advertisers may place or recognize a unique cookie in your Device. These companies may use information retrieved from their cookies to provide advertisements on our Sites and other products and/or services that may be of interest to you.

WE HAVE NO ACCESS TO OR CONTROL OVER THIRD-PARTY COOKIES AND THEY ARE NOT SUBJECT TO THIS PRIVACY NOTICE. PLEASE REVIEW THE PRIVACY POLICY OF THESE THIRD-PARTY WEBSITES RESPECTIVELY FOR DETAILS. If you want to prevent one of these third-party companies from sending and reading cookies on your Device, you will need to visit each of their websites individually to request that you be removed from that system.

8. PARENTAL ADVISORY

One or more of our Sites are not catered to users/customers under the age of 18, as our Sites may provide access to music or other content that contains explicit content, including the use of profane language and/or sexual references. If you are under 18, please obtain your parent/guardian's permission before using and/or accessing our Sites. Please do not provide us with your Personal Data unless you have obtained permission from your parent/guardian. Parental discretion is advised for all users/customers below 18. We encourage parents/guardians to monitor their children's internet usage and to help enforce this Privacy Notice by instructing their children never to provide Personal Data through our Sites without permission. If you have reason to believe that a child under the age of 18 has provided Personal Data to us through our Sites, please contact us and we will endeavour to delete that information from our database. Otherwise, all Personal Data provided by a user/customer shall be deemed to have been submitted by a user/customer above 18 or with the relevant permission from their parent/guardian.

MYTV Broadcasting Sdn Bhd (897549-X).



2271, Jalan Usahawan 2, Cyber 6, 63000 Cyberjaya, Selangor Darul Ehsan



T: +603 8313 6988 | F: +603 8318 1910



mytvbroadcasting.my

9. SECURITY

The internet is not a secure medium, and communications over the internet may be subject to third-party interception. We cannot accept responsibility for any unauthorised access or loss of personal information, save in accordance with the Terms of Use. We have implemented security policies, rules and technical measures to protect your Personal Data from unauthorised access, improper use or disclosure, unauthorised modification, unlawful destruction or accidental loss. All our employees and data processors, who have access to and are associated with the processing of Personal Data, are obliged to respect the confidentiality of your information.

While we cannot guarantee that loss, misuse or alteration of data will not occur, we make reasonable efforts to prevent such unfortunate occurrences. Personal Data that we collect from you will be stored and backed up securely in an environmentally controlled location. Only authorized people with a user ID and password from our company have access to the information.

10. RETENTION OF PERSONAL DATA

We may retain your Personal Data for as long as it is necessary to fulfil the Purposes for which it was collected or as required or permitted by applicable laws. We will cease to retain your Personal Data as soon as it is reasonable to assume that such retention no longer serves the Purposes for which the Personal Data was collected and is no longer necessary for legal or business purposes.

11. PERSONAL DATA BREACH

In compliance with the PDPA, we are committed to safeguarding your Personal Data. If we determine that there has been any breach, loss, misuse or unauthorized access to your Personal Data by a third party and such breach is likely to result in significant harm, we shall take the necessary steps to promptly notify you directly. We shall notify the relevant authorities as required under the PDPA.

12. YOUR RIGHTS AND OBLIGATIONS REGARDING PERSONAL DATA

a) Your rights

- (i) correct or update your Personal Data that we process and store.
- (ii) access your Personal Data, which we process and store.
- (iii) limit how we process your Personal Data in certain circumstances.
- (iv) withdraw your consent for us to send any promotional and marketing materials about our products and/or services by opting out or unsubscribing, unless you yourself access the promotional and marketing materials made available through our Sites.
- (v) request for your Personal Data (excluding any commercially sensitive or confidential information) to be transmitted to another data controller in accordance with the PDPA.

b) Your obligations

- (i) provide accurate and updated information, including that of others you represent or are responsible for and obtain consent from third parties if their data is shared.

MYTV Broadcasting Sdn Bhd (897549-X).



- (ii) safeguard your own Personal Data. Please ensure that you log out after accessing our Sites and/or close your browser window to prevent unauthorized access.
- (iii) must not, at any time, divulge your Personal Data to any third party.

13. CHANGES

We reserve the right to update, revise or modify this Privacy Notice at any time and from time to time without prior notice. Any amendment to this Privacy Notice shall be published on our Sites or by other means as we deem fit. Please review this Privacy Notice periodically, and especially before you provide us with any of your Personal Data. Your continued use of our products and/or services access to our Sites after any changes, revisions or modifications to this Privacy Notice shall indicate your agreement with the terms of such revised notice. This Privacy Notice was last updated on the date indicated above.

14. OUR CONTACT DETAILS

You may, at any time, make inquiries regarding this Privacy Notice, your use of our products and/or services, your access to our Sites, or submit complaints. You may also request to exercise your rights, subject to a prescribed fee, where applicable, by submitting a written request via registered post or from your registered email address to the designated contact person as detailed below:

Group Head, Legal

MYTV Broadcasting Sdn Bhd,
2271, Jalan Usahawan 2,
Cyber 6,
63000 Cyberjaya,
Selangor
legal@altel.my

MYTV Broadcasting Sdn Bhd (897549-X).



2271, Jalan Usahawan 2, Cyber 6, 63000 Cyberjaya, Selangor Darul Ehsan



T: +603 8313 6988 | F: +603 8318 1910



mytvbroadcasting.my