



DEMI COFFEE SDN BHD

# PRIVACY AND POLICY



Welcome to Demi Coffee Mobile Apps (hereinafter referred to as "the App"). This Privacy Policy outlines how we collect, use, store, and protect your personal information when you use our App. By accessing or using the App, you agree to the terms of this Privacy Policy. If you do not agree with these terms, please do not use the App.

## 1. Information We Collect

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### 1.1 Personal Information

When you register as a member at the counter, we collect the following personal information:

- Full Name
- Email Address
- Phone Number
- Membership ID (if applicable)
- Any other information required for membership registration (e.g., date of birth, gender, etc.)

This information is necessary to create and manage your account, provide you with access to the App, and enable you to use its features.

### 1.2 Usage Data

We may collect information about how you interact with the App, including:

- Menu browsing history
- Cashback balance and redemption activities
- Login and logout times
- Device information (e.g., device type, operating system, IP address)
- App crash reports or performance data

### 1.3 No Location Data

The App does **not** collect or store any location information from your device.

## 2. How We Use Your Information

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**We use the information we collect for the following purposes:**

- **Membership Management:** To create and manage your membership account.
- **App Functionality:** To provide you with access to the App's features, including checking coffee menus, viewing cashback balances, and redeeming cashback.
- **Communication:** To send you important updates, notifications, and promotional offers related to Demi Coffee.
- **Improvement of Services:** To analyze usage patterns and improve the App's performance, features, and user experience.
- **Security:** To protect your account and prevent unauthorized access or fraud.

## 3. Sharing of Information

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**We do not sell, trade, or rent your personal information to third parties. However, we may share your information in the following circumstances:**

- **Service Providers:** We may share your information with third-party service providers who assist us in operating the App, such as hosting providers, payment processors, and customer support teams. These providers are contractually obligated to protect your information and use it only for the purposes we specify.
- **Legal Compliance:** We may disclose your information if required by law, regulation, or legal process, or to protect the rights, property, or safety of Demi Coffee, our users, or others.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new owner as part of the transaction.

## 4. Data Security

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**We take the security of your personal information seriously and implement appropriate technical and organizational measures to protect it from unauthorized access, alteration, disclosure, or destruction. These measures include:**

- Encryption of sensitive data
- Secure login mechanisms
- Regular security audits
- Restricted access to personal information

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee its absolute security.

## 5. Data Retention

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We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When your information is no longer needed, we will securely delete or anonymize it.

## 6. Your Rights

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**Depending on your jurisdiction, you may have the following rights regarding your personal information:**

- **Access:** You can request a copy of the personal information we hold about you.
- **Correction:** You can request that we correct any inaccurate or incomplete information.
- **Deletion:** You can request that we delete your personal information, subject to certain legal obligations.
- **Opt-Out:** You can opt out of receiving promotional communications from us at any time.

To exercise these rights, please contact us using the information provided in Section 9.

## 7. Children's Privacy

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The App is not intended for use by individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected such information, we will take steps to delete it promptly.

## 8. Changes to This Privacy Policy

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We may update this **Privacy Policy** from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on the App or through other communication channels. Your continued use of the App after such changes constitutes your acceptance of the updated Privacy Policy.

## 9. Contact Us

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If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

**Demi Coffee**

Email: [hr@demicoffee.demigroup.com.my](mailto:hr@demicoffee.demigroup.com.my)

Phone: **+6011-17522915**

Address: **No.67 A (Ground Floor), Jalan Diplomatik, Presint 15, 62050 Putrajaya**



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MAKE IT RUN IN YOUR APP TOO**

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