

MYSUPPLYZ Privacy Policy

Effective Date: [01/02/2025]

This Privacy Policy describes how MYSUPPLYZ ("we," "us," or "our") collects, uses, and shares your personal information when you use the MYSUPPLYZ app and services. By using our platform, you consent to the terms outlined in this policy and the collection, processing, and transfer of your personal data as described, including automated processing by our AI system to enhance your experience.

1. Information We Collect

When you use MYSUPPLYZ, we collect the following types of information:

- **Personal Data:** Includes your name, email address, phone number, billing and delivery address, payment information (e.g., credit/debit cards, e-wallet details), and company details during account registration or transactions.
 - **AI Interaction Data:** We collect data generated from your usage of the platform, such as:
 - Chat history and communications.
 - Browsing behavior (e.g., searches, clicks, viewed items).
 - Interaction patterns, such as session duration and frequency.This data is processed by our AI system to provide personalized recommendations, enhance platform functionality, and improve overall user experience.
 - **Account Information:** Includes transaction history, communication with suppliers, and preferences within the app.
 - **Device Information:** Automatically collected details, such as your IP address, browser type, operating system, and device identifiers.
 - **Cookies and Tracking Technologies:** We use cookies to enhance user experience, manage sessions, and analyze site usage. You can control your cookie preferences through your browser settings. For more information, please refer to our [Cookies Policy](#).
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2. How We Use Your Information

We use your information to:

- **Provide Services:** Facilitate transactions between buyers and suppliers, process payments, and manage your account.
- **Improve the Platform:** Analyze usage patterns, including AI-interpreted interaction data, to enhance our services.
- **AI-Based Personalization:** Our AI system uses your data (e.g., chat history, browsing behavior, transaction history) to:
 - Generate tailored recommendations for products and suppliers.
 - Optimize platform performance.
 - Predict user preferences and suggest features or services.

- **Marketing and Promotions:** Send you relevant offers, newsletters, or promotions, provided you have given explicit consent. You can withdraw your consent at any time.
- **Legal and Regulatory Compliance:** Comply with applicable laws, enforce our Terms & Conditions, and address legal issues or disputes.

We may anonymize your data for research, statistical analysis, and product improvement purposes.

3. Data Sharing and Disclosure

We may share your personal data under the following circumstances:

- **Service Providers:** With third-party vendors and partners (e.g., payment processors, analytics tools) who assist in delivering MYSUPPLYZ services. These entities are contractually obligated to protect your data.
- **Third-Party Marketing:** Your personal data will not be shared with third parties for marketing purposes without your explicit consent.
- **Legal Authorities:** To comply with legal obligations under the **Personal Data Protection Act 2010 (PDPA)** or other applicable laws, we may disclose your information to government or regulatory bodies.
- **Business Transfers:** In the event of a merger, acquisition, or sale, your personal data may be transferred to the relevant party. You will be notified of any significant changes.

4. Data Security

We implement technical and organizational measures to secure your personal data, including:

- Encryption of sensitive information.
- Access controls to prevent unauthorized access.
- Regular security audits to identify and mitigate vulnerabilities.

While we strive to protect your data, no system can be 100% secure. You are responsible for maintaining the confidentiality of your account credentials and ensuring secure access to your devices.

5. Your Rights and Choices

Under the **PDPA** and applicable data protection laws, you have the following rights:

- **Access:** Request access to the personal data we hold about you.
- **Correction:** Correct or update your personal information through your account settings.

- **Deletion:** Request the deletion of your personal data, subject to any legal obligations requiring its retention. Note: We may anonymize your data instead of deleting it for legitimate business purposes.
- **Opt-Out of AI-Driven Personalization:** You may opt out of AI-based personalized recommendations by contacting us. However, this may limit certain features of the platform.
- **Marketing Preferences:** Opt out of receiving marketing communications at any time by following the instructions in those messages or updating your preferences in the app.

To exercise any of these rights, please contact us using the details provided below.

6. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal obligations. For example:

- Transaction data may be retained for **7 years** to comply with financial reporting requirements.
- Non-identifiable, anonymized data may be retained indefinitely for analytical purposes.

7. International Data Transfers

If you access MYSUPPLYZ from outside **Malaysia**, your data may be transferred to and processed in countries with different data protection laws. We ensure that such transfers comply with the **PDPA** and other applicable regulations by:

- Using standard contractual clauses.
- Obtaining your explicit consent where necessary.
- Implementing safeguards to protect your data during transfers.

8. Children's Privacy

MYSUPPLYZ is not intended for use by individuals under the age of 18. We do not knowingly collect personal data from children. If we become aware that we have collected data from a child without verifiable parental consent, we will delete it promptly.

9. Changes to the Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or applicable laws. Any updates will be posted within the app, and we will notify you of significant changes at least **14 days** before they take effect. Continued use of MYSUPPLYZ signifies acceptance of the updated policy.

10. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

Email: support.my@mysupplyz.com

Phone: +603-2181 0769

Address: Soho Suites @ KLCC, 20 Jalan Perak, 50450 Kuala Lumpur, Malaysia

Alternatively, you may reach us through the in-app help center for quicker assistance.