

Personal Data Protection Act (PDPA)
PRIVACY POLICY

Pursuant to the Personal Data Protection Act 2010 (“PDPA”), SOUTHERN LION Sdn Bhd (“SOUTHERN LION”) is mindful and committed to the protection of your personal information and your privacy.

Collection of Personal Information

The personal information we collect allows us to keep you posted on SOUTHERN LION’s latest products, promotions, new store openings, offers and upcoming events. If you are not interested, you can notify SOUTHERN LION via email at anytime at inquiry@southernlion.com.my. Alternatively, you can contact our consumer care hotline 1 800 880 133 for clarification.

We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.

Purposes of Processing

Your personal data will only be processed by SOUTHERN LION for specific and limited purposes.

You agree that all personal data collected and/or processed by SOUTHERN LION may include, but not be limited to the following purposes:

1. To communicate with you;
2. To inform you of our products and services;
3. To respond to your queries;
4. To send you promotional materials;
5. To process applications for and the provision of SOUTHERN LION’s Products and/or Services;
6. For marketing purposes and research purposes;
7. For all other purposes incidental and associated with any of the above.

Update of personal data

We will ensure that the personal data we hold about you is complete, accurate, not misleading and up to date. If there are any changes to your personal data or if you believe that the personal data we have about you is incomplete, inaccurate, misleading or not up to date, please contact us so that we may take actions to update your personal data.

You have the right to access your personal data. If you would like to request access to your personal data, please contact us. We may also take measures to verify your identity before fulfilling your request to access to your personal data.

Disclosure to Third Parties

We will not sell or rent your personal information. We may share your personal information in limited circumstances, such as to conduct our business, when legally required, or with your consent.

Acceptance of The Policy

Upon accepting and expressly consenting to the terms of this Privacy Policy, where such express recognition and permission shall be evidenced by you clicking or checking or indicating accordingly on the appropriate consent portion of the registration forms or such other documents as may be furnished to you, as the case may be, you will be given notice that the Products and/or Services will only be made available to you.

By so indicating your acceptance of the term of this Privacy Policy, you shall be deemed to have expressly agreed to the processing of your personal information by SOUTHERN LION or any of its employees and/or partners for purposes as outlined.

You hereby agree and acknowledge that by registering and/or continuing to use the Products and/or Services, you are authorizing and consenting to your personal data to be processed by and where required, disclosed to classes of third parties as identified by SOUTHERN LION for the purposes of SOUTHERN LION providing the Products and/or Services to you. You also hereby explicitly consent to SOUTHERN LION processing any related sensitive personal information for such purposes for the avoidance of doubt.

Withdrawal of Consent

Notwithstanding anything to the opposing, you may at any time withdraw your consent to SOUTHERN LION dispensing any personal data of yours or to any part or portion of the same by emailing SOUTHERN LION at inquiry@southernlion.com.my and within the period prescribed under the PDPA. SOUTHERN LION shall take all necessary measures to give effect to your withdrawal of consent, to the extent that such withdrawal does not infringe any of SOUTHERN LION's other legal obligations.

By publishing this policy in this website, we shall consider our customers and/or clients have already been notified.