

**Southern Marina Development Sdn. Bhd.'s Privacy Policy  
and Personal Data Notice**

1. We, Southern Marina Development Sdn. Bhd. (Company No. 1039652-H), as the developer of Southern Marina Residence (hereinafter referred to as the "**Developer**") view and treat your personal data seriously.
2. The Developer has therefore developed this Privacy Policy to inform you about the Developer's policy and practices on personal data and privacy matters.

3. **Notice**

This written notice serves to inform you that your personal data is being processed by or on behalf of the Developer. For the purposes of this written notice, the terms "personal data" and "processing" shall have the meaning prescribed in the Personal Data Protection Act 2010 (hereinafter referred to as the "**PDPA**").

4. **Description of your personal data**

Your personal data processed by the Developer includes your personal details (such as name, age, gender, identity card number, passport number, date of birth, race, ethnic origin and nationality), contact details (such as address, email, and phone numbers), family information (such as marital status, name of spouse or child or immediate family) and occupation details.

5. **Purposes for the processing of your personal data**

The Company will process your personal data, including any additional information you may subsequently provide, for the following purposes (hereinafter referred to as the "**Purposes**"):-

- a) The preparation of the Sale and Purchase Agreement, the Deed of Mutual Covenants and other relevant documents for your execution;
- b) The record keeping of the Developer;
- c) The arrangement of membership admissions to the homeowners association;
- d) Communication with you including that of any events or activities organized by the Developer and on payments and responding to inquiries and complaints and to resolve disputes;
- e) The arrangement of telecommunication, utilities, electrical and water services with the relevant service provider(s);
- f) Market research, statistical analysis and surveys with you, with the aim of improving the Developer's services;
- g) The conduct of financial background check of yourself with the relevant financial institution;
- h) The purpose of enforcing the legal rights of the Developer and/or obtaining legal advice;
- i) Any purposes required by any relevant law or directives, guidelines, orders, rules, regulations and requirements of any governmental or statutory authority or administrative or regulatory or supervisory body (including disclosure thereunder); and
- j) Any other purposes relating or incidental to any of the above.

6. **Source of your personal data**

- (a) Your personal data will be collected from you when you purchase a property from the Developer by filling up a purchase application form with your personal data for the Developer's preparation of the Sale and Purchase Agreement, the Deed of Mutual Covenants and other relevant documents; and
- (b) Thereafter further personal data will be collected by the Developer from you from time to time as the Developer deems fit.

7. **Your rights**

You have the following rights in relation to your Personal Data:-

- a) to make a data request in writing to the Developer for information of your personal data that is being processed by or on behalf of the Developer (Section 30(2) of PDPA);
- b) to make a data correction request to the Developer to correct any of your personal data which is inaccurate, incomplete, misleading or not up-to-date (Section 34(1) of PDPA); and
- c) to limit the processing of your personal data including the personal data relating to other persons who may be identified from your personal data (Section 7(1)(f) of PDPA).

If you have any request in relation to the abovementioned rights or any inquiries or complaints in respect of your personal data, please write in to the Developer at:-

**Southern Marina Development Sdn. Bhd.**

7th Floor, Cheras Plaza,  
No. 11, Jalan Manis 1,  
Taman Segar, Cheras,  
56100 Kuala Lumpur, Malaysia

The Company may refuse to comply with your data access request or your data correction request under the circumstances specified in the PDPA and if the Company does so, the Company will inform you of its refusal and the reason(s) for its refusal.

8. **Class of third parties to whom the Company discloses your personal data**

This is the class of persons to whom the Developer may disclose your personal data:-

- a) PPB Group Berhad and its related companies;
- b) The Developer's lawyers or auditors;
- c) Any person or party that acts as the agents, contractors and/or professional advisers of the Developer;
- d) Your lawyers, financier, financier's lawyers and such other parties that are involved in your sale and purchase transaction and loan application (if applicable);
- e) Your authorized agents, executor, administrator or legal representative;

- f) The service provider(s) of electricity, water, sewerage services and telecommunication services including but not limited to Tenaga Nasional Berhad and Syarikat Bekalan Air Selangor;
- g) Regulatory bodies, government agencies, the police, law enforcement bodies and courts, both within and outside Malaysia; and
- h) Such persons or bodies to whom the Developer is legally required to disclose to.

9. **Your obligations**

- (a) It is obligatory for you to supply the Company with your personal data and your failure to do so will result in the Company being unable to process your personal data for any of the Purposes.
- (b) You will take reasonable steps to ensure that your personal data is accurate, complete, not misleading and kept up-to-date (Section 11 of PDPA).

10. **Security of your personal data**

The Developer, when processing your personal data, takes practical steps to protect your personal data from any loss, misuse, modification, unauthorized or accidental access or disclosure, alteration or destruction including but not limited to the following:-

- a) Your personal data is only processed by an authorized personnel of the Developer;
- b) The Developer and its data processors maintain physical security such as locks and security systems over personal data written on paper and stored in electronic data storage devices and premises where your personal data is kept; and
- c) The Developer and its data processors also maintain computer and network security such as anti-virus programs, firewalls, usage of passwords and encryption codes.
- d) The Developer also maintains and monitors its online security systems to protect your personal data.

11. **Retention of your personal data**

The Developer will keep your personal data for the duration that is necessary to carry out the purpose for which your personal data was collected and also for the other purposes set out in this Privacy Policy and Personal Data Notice.

12. **Amendment to this Privacy Policy and Personal Data Notice**

The Developer reserves the right to amend this Privacy Policy and Personal Data Notice at any time and will deliver the notice of such amendments by way of normal post, fax, e-mail or any other mode the Developer deems suitable.

13. **Inconsistency or conflict**

In the event of any inconsistency or conflict between the English language version and the Bahasa Malaysia version, the English language version shall prevail.

14. **Others rights**

For avoidance of doubt, nothing in this Privacy Policy and Personal Data Notice shall limit such other rights of yourself or the Developer under the PDPA.