

## CelcomDigi Privacy Notice for Customers

CelcomDigi collects, uses, discloses, retains, disposes, and protects your personal data in accordance with all applicable laws and regulations including the Malaysian Personal Data Protection Act 2010 (PDPA).

CelcomDigi reserves the right to update this privacy notice from time to time. Any updates will be published on our website.

You may find the infographic version of our privacy notice by clicking [here](#).

### 1. Types of Personal Data

We collect and process your personal data as part of providing our service permitted by law, including but not limited to the following:

- (a) Your **Account information**, such as name, address, mobile number, date of birth, gender, email address, identification number, billing information, payment transactions, purchase history, credit or debit card information, bank account, and other financial information. Where you are subscribed as a business entity, we will also collect your company information as well as company representative's information.
- (b) Your **Location information**, such as GPS location generated from tower or cell location, Wi-Fi routers, Bluetooth services, or other access points, and information derived from your IP address, postcode, town, or city.
- (c) Your **Device information**, such as device number (IMEI), device model and operating system, and SIM card number (IMSI or ICCID).
- (d) Your **Network performance and usage information**, such as connectivity performance (including speed, traffic flow, and capacity), SMS, call and roaming records and utilisation, as well as internet data balance and utilisation.
- (e) Your **Web browsing and application information**, such as websites you visit or mobile apps you use, browsing activities, and attributes collected using cookies, web beacons, and other technologies.
- (f) Your **Other Information**, such as event, competition, or survey participation, photos and videos recorded by us or submitted to us, records of your contact with our various channels (including live chats, emails, or calls made to our contact centre), and CCTV recordings at our retail stores.
- (g) Your **Sensitive Personal Data**, such as fingerprint, only when you voluntarily provide us this information or where it is required or permitted by law

### 2. Source of Personal Data

We collect personal data directly from you or through information gathered during our ongoing relationship. This includes data you provided to us when using or subscribing to our services. We also collect your personal data from other sources, such as business directories, fraud-prevention agencies, credit reporting agencies, financial institutions, connected network providers, other business partners either before initiating your services or when you interact with us on social media platforms, when you are a customer of a business that we acquire, and/or where you have given permission to other companies to share information about you.

### 3. Purposes of Personal Data Processing

We process your personal data for the following purposes:

- (a) **Providing our Service:** This includes to process your registration and transactions, manage your account, connect you to our partners, install equipment at your property, deliver your purchases, process your payment, issue your bills, and recover debts, provide customer support and any communication.
- (b) **Personalise our Services:** This includes marketing and online advertising purposes. You can also control your cookies setting on our or third-party websites by referring to our '[Cookie Notice](#)' for more information.
- (c) **Protect our Services:** This includes screening purposes, such as conduct a credit check during your application, as well as fraud prevention and security purposes, such as verify your identity, detect, and resolve fraudulent use of our networks.
- (d) **Research, analytics, and reporting:** This includes research and analytics purposes, such as conduct market research or surveys, as well as reporting purposes, such as create aggregated statistics about our sales.
- (e) **Development of new products and services:** This includes product development purposes, such as explore and develop interesting new products and services on our own and/or with our business partners.

Personal data processing may be mandatory or optional, based on the intended purposes. If you fail to provide such data where it is mandatory or refuse to accept the terms of this notice, our ability to provide services or maintain any form of engagement with you will be restricted.

### 4. Transfer of Personal Data

When we need to transfer your personal data to countries outside Malaysia, we will take appropriate steps to protect your personal data, such as entering into legal agreements and carrying out data security reviews.

### 5. Disclosure of Personal Data

As part of our services, we may need to disclose your data to third parties such as our affiliates, roaming partners, dealers and agents, service providers, financial partners, marketing partners, collaboration partners, researchers, professional advisors, regulatory bodies, law enforcement agencies, government authorities, and any other parties where necessary.

## **6. Security Measures**

We adopt measures to protect your personal data by entering into legal agreements with partners who process your personal data, training our employees on data protection, and implementing appropriate security controls on our IT systems.

## **7. Retention Period**

Your personal data will be destroyed and/or deleted from our records and system in accordance with our retention policy in the event such data is no longer required for the said purposes in accordance with the applicable regulations.

## **8. Your Rights**

You have the right to access and correct your personal data at any time when there is inaccuracy and/or outdated information. You may also opt-out from receiving direct marketing materials and withdraw your consent at any time. To exercise your right, walk into any of our retail stores or call us.

## **9. Contact Details**

If you have any questions about how we handle your personal data:

Call us at 016 333 1111

Email us at [privacy@celcomdigi.com](mailto:privacy@celcomdigi.com)

Our address is No. 6, Persiaran Barat, Seksyen 52, 46200 Petaling Jaya, Selangor Darul Ehsan