

Implementation of Customer Consent Management for OMNI-AG

Dear valued partners,

We are pleased to announce the upcoming implementation of Customer Consent Management within OMNI-AG across all products lines. This feature, which was previously limited to Fire, Smart PA, and Travel products will now be available for all products. This enhancement is designed to strengthen internal controls, improve customer experience, and ensure compliance with the Personal Data Protection Act 2010 (PDPA 2010). The targeted deployment date is 23 July 2025.

As part of this implementation, customer consent for Data Processing (Mandatory) and Direct Marketing (Optional) will be captured systematically on OMNI-AG through designated tick boxes illustrated below.

Declaration and Acknowledgement

☐ I/We hereby confirm and verify that all the above information provided is true and accurate. I/we have not withheld any information whatever regarding this application knowing that it is my/our duty to take reasonable care not to make a misrepresentations in answering the questions in this application. I/We hereby confirm that policyholder has read and understood the product disclosure sheet (PDS), policy wording & agreed to be bound by the terms and conditions stipulated therein. I/We have also taken note of the duties of the policyholder under the policy contract and where required have contacted representatives of Generali Insurance Malaysia Berhad directly for any terms that the policyholder does not understand prior to entering into this contract. → [Customer Acknowledgement \(Mandatory\)](#)

☐ I/We hereby confirm that the policyholder consents for the personal data collected may be transferred, used or disclosed by Generali Insurance Malaysia Berhad and/or any company within the Generali Group of Companies and/or any of its associated companies, within or outside Malaysia for administration purpose. Please refer to Generali Insurance Malaysia Berhad's Data Privacy Notice at <https://www.generali.com.my/data-privacy-notice>. → [Data Processing Consent \(Mandatory\)](#)

☐ I/We hereby confirm that the policyholder has consented to receive special offers, promotions and information related to the insurance products, events and services of Generali Insurance Malaysia Berhad and/or any company within the Generali Group of Companies and/or any of its associated companies. → [Direct Marketing Consent \(Optional\)](#)

Next

It is essential to obtain the policyholder's explicit consent prior to capturing any information in OMNI-AG. You are responsible for ensuring the accuracy and completeness of the data entered. For reference on our data handling practices, please refer to the Data Privacy Notice available at: <https://www.generali.com.my/data-privacy-notice>.

To help you better understand this implementation, please refer to the FAQ section attached below, which provides key details and guidance.



We appreciate your continued support and partnership. As your trusted insurance partner, we are committed to empowering you with the tools to serve our customers with integrity.

Should you require further assistance, please do not hesitate to contact your servicing officer at Generali Insurance Malaysia Berhad. Thank you.

Issued by,
Compliance Department
Generali Insurance Malaysia Berhad