

## WHAT THIS POLICY COVERS

We are committed to adopting the highest standards when it comes to how we collect, use and protect your personal information, and have accordingly developed this privacy policy (the “**Policy**”), which:

- sets out the types of personal information we collect;
  - explains how and why we collect and use your personal information;
  - explains when and why we may share personal information within Alhelli Loyalty App and with other organisations;
  - explains how we protect the personal information we collect;
  - explains the rights and choices you have in relation to your personal information.
- This Policy also applies if you contact us or we contact you about our Services.

## PERSONAL INFORMATION WE COLLECT

### **When you register to our services, we may collect:**

- Your personal details, including your addresses, email address(es), phone number(s), date of birth, gender, and ID number
- Your account login details, such as your username and the password (encrypted) that you have chosen;
- Your interests, preferences, income, and other profiling information.

### **When you contact us or we contact you or you take part in promotions, competitions, surveys or questionnaires about our Services, we may collect:**

- Personal information you provide about yourself;
- Details of emails and other digital communications we send to you including information about the emails you open and links in them that you click on; and
- Your feedback and contributions to customer surveys and questionnaires.

## YOUR RIGHTS

In addition, you have certain rights regarding your personal information, subject to local law. These include the following rights to:

- rectify the information we hold about you;
- erase your personal information;
- restrict our use of your personal information;
- object to our use of your personal information;
- withdraw any consents you have provided for our use of your personal information;
- receive your personal information in a usable electronic format and transmit it to a third party (right to data portability); and
- lodge a complaint with your local data protection authority.

If you would like to discuss or exercise such rights, please contact us at the details below.

If you are concerned that any of the information we hold about you is incorrect, or out of date, please write to the address above to report your concerns and we will take appropriate steps to amend our records.

Please note that we will likely require additional information from you in order to honour your requests.

Last Updated: November 29, 2020