

# Privacy Policy

**www.eshopping.asia** ("Site") is committed to protecting the privacy of our customers ("you", "your"). This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our e-commerce website **www.eshopping.asia**, make purchases, or interact with us in other ways.

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## 1. Applicability

This policy applies to all personal data processed by us in the context of our e-commerce operations in Malaysia, in compliance with the Malaysian Personal Data Protection Act 2010 (PDPA).

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## 2. Personal Data We Collect

We may collect the following categories of personal data from you: -

- a. **Identity Information:** name, date of birth, identity number (if required), profile photo, gender
  - b. **Contact Information:** email address, phone number, billing & shipping address
  - c. **Transaction Data:** purchase history, payment details (credit card, banking info)
  - d. **Technical / Usage Data:** IP address, browser type, device information, cookies, website usage data
  - e. **Marketing / Communications Data:** preferences about how you want to be contacted, feedback, reviews
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## 3. Purpose of Processing

We process your personal data for the following purposes: -

- To facilitate and fulfill your orders (processing payments, shipping).
  - To communicate with you about your orders, products, promotions, and updates.
  - For customer support and service.
  - To improve our website, products, and services (analytics, research).
  - To send you marketing materials (only if you have opted in).
  - To comply with legal obligations.
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#### 4. Legal Basis / Consent

- We collect and process your personal data based on your consent (e.g., when you create an account, check a box for marketing).
  - Some processing is necessary to perform our contract with you (e.g., fulfilling your orders).
  - We also process data to comply with legal obligations (e.g., record-keeping).
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#### 5. Disclosure to Third Parties

We may share your personal data with: -

- **Service providers / vendors** (e.g., logistics / delivery partners, payment gateways) to fulfill orders.
- **Marketing / analytics** providers to help us understand customer behavior (only with your consent where required).
- **Authorities** or regulatory bodies, if required by law.

All third parties are required to handle your data responsibly and in accordance with PDPA standards.

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#### 6. International Transfer of Data

If we transfer your data outside Malaysia (e.g., to overseas service providers), we will ensure that the destination provides an adequate level of data protection, or we will implement appropriate safeguards (e.g., contracts, data transfer agreements).

**Note:** Under the amended PDPA (effective for some provisions from April 2025), data transfer abroad is permitted if the destination country has comparable data protection laws. [Malaysia Competition Commission \(MyCC\)](#)

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#### 7. Data Security

We take reasonable and appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction. This includes: -

- Encryption of sensitive data (e.g., payment information)
  - Access controls (only authorized staff have access)
  - Regular security assessments
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## 8. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected (e.g., to process orders, support returns, comply with tax or audit obligations). Once we no longer need your data, we will securely delete or anonymize it.

This aligns with the Retention principle under PDPA.

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## 9. Your Rights

Under the PDPA, you have certain rights: -

- Access:** You can request a copy of your personal data that we hold.
- Correction:** You can ask us to correct or update your data if it's inaccurate.
- Withdraw Consent:** You can withdraw your consent at any time (for processing activities that rely on it).
- Object to Processing:** Particularly for direct marketing, or where processing may cause you harm.
- Data Portability:** You may request to transfer your data to another data controller.

To make such requests, please contact us at the contact details below.

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## 10. Cookies and Tracking

We use cookies and similar tracking technologies to: -

- Improve the website experience
- Analyze website traffic
- Personalize marketing

You can manage or disable cookies via your browser settings, but doing so may affect how some parts of our site function.

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## **11.Children**

Our website is not intended for use by children under 18 without parental or guardian consent. We do not knowingly collect personal data from minors. If we become aware that a minor has provided us with personal data, we will take steps to delete it.

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## **12.Changes to the Privacy Policy**

We may update this Privacy Policy from time to time (e.g., to reflect changes in law, practices, or business). When we do: -

- We will post the updated version on our website.
- We may notify you (e.g., via email) if the changes are significant.
- Your continued use of our services after changes constitutes your acceptance of the policy.

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## **13.Contact Us**

If you have any questions, concerns, or requests regarding your personal data or this Privacy Policy, please contact: -

Email: [sales@shopping.asia](mailto:sales@shopping.asia)