

Yakult

External Privacy Policy

Effective Date: 22/JUN/2026

Document No: PDPA-POL-001

Version: 1.0

Classification: Confidential

Document Revisions Record

Version	Release Date	Description/Summary of Changes	Approved and Reviewed by
1.0	22/06/2026	Initial version	Thevan Shanmugam

Contents

- 1. **Background** 3
- 2. **Types of Personal Data We Collect** 3
- 3. **How We Collect Your Personal Data** 5
- 4. **Choice to Supply Personal Data** 5
- 5. **Data Protection Principles**..... 6
- 6. **Purposes of Processing Personal Data**..... 6
- 7. **Disclosure of Personal Data**..... 7
- 8. **Cross Border Data Transfer** 8
- 9. **Data Retention**..... 8
- 10. **Security of Personal Data**..... 9
- 11. **Cookies and Tracking Technologies** 9
- 12. **Accuracy of Personal Data**..... 9
- 13. **Your Rights as a Data Subject** 9
- 14. **Data Breach and Reporting Channel** 10
- 15. **Third Party Data** 10
- 16. **Withdrawal of Consent** 10
- 17. **Changes to This Privacy Notice**..... 11
- 18. **Governing Law** 11

1. Background

This Privacy Notice relates to the personal data that YAKULT (MALAYSIA) SDN. BHD. (“Yakult”, “we”, “our”, “us”) collects, uses, processes, and stores in connection with our products, services, and customer interactions.

We are committed to protecting your personal data in accordance with the Personal Data Protection Act 2010 and the amendment in 2024.

This Privacy Notice explains:

- Types of personal data we collect
- How we collect your personal data
- Choice to supply your personal data
- How and why we use your personal data
- Disclosure of personal data
- Cross-border data transfers
- Data retention practices
- Data protection principles
- Your rights as a data subject
- Security measures
- How to contact us, including reporting data breaches

By providing your personal data to us, you consent to the processing of your personal data in accordance with this Privacy Notice.

2. Types of Personal Data We Collect

We may collect the following categories of personal data but not limited to:

2.1. Personal Identification Data

- Name

- NRIC/passport number (where required)
- Date of birth
- Gender

2.2. Contact Data

- Address
- Email address
- Phone number

2.3. Transaction and Customer Data

- Purchase history
- Membership details
- Payment information (processed securely via third-party providers)

2.4. Communication Data

- Emails, call recordings, messages, feedback, complaints

2.5. Technical and Digital Data

- IP address
- Device information
- Website usage behavior
- Cookies and tracking data

2.6. Behavioral and Marketing Data

- Preferences, interests, survey responses
- Participation in promotions or campaigns

2.7. CCTV Data

- Video recordings captured at Yakult premises for security, safety, and fraud prevention

2.8. Sensitive Personal Data (where applicable)

- Health-related data (if relevant to campaigns/programs)
- Biometric data (only with explicit consent)
- Financial information
- Genetic data
- Religious beliefs

3. How We Collect Your Personal Data

We collect your personal data through the following methods but not limited to:

- Registration forms, purchases, and memberships
- Customer service interactions
- Website, mobile applications, and social media
- Participation in events, contests, and surveys
- Cookies and tracking technologies
- CCTV recordings at Yakult premises
- Third parties (with consent or where permitted by law)
- Publicly available sources

4. Choice to Supply Personal Data

Providing personal data is voluntary but necessary for us to:

- Deliver products and services

- Manage customer relationships
- Comply with legal obligations

Failure to provide required data may result in inability to provide services.

5. Data Protection Principles

Yakult adheres to the following principles under the Personal Data Protection Act 2010 and the amendment in 2024:

- Personal data is processed lawfully and fairly
- Data is collected for specific and legitimate purposes
- Data minimization is applied (only necessary data collected)
- Data is accurate and kept up to date
- Data is retained only as long as necessary
- Data is protected with appropriate security measures
- Data subjects are given access and control over their data

6. Purposes of Processing Personal Data

We process your personal data for:

6.1. Providing Products and Services

- Processing purchases and transactions
- Managing memberships and accounts
- Delivering customer support

6.2. Business Operations

- Internal administration and record keeping
- Data analysis and service improvement

- Staff training and quality assurance

6.3. Marketing and Engagement

- Sending promotions and newsletters
- Conducting surveys and campaigns
- Personalizing customer experience

6.4. Digital Advertising

- Targeted advertising via platforms (e.g. social media, search engines, messaging apps)

6.5. Security and Fraud Prevention

- CCTV monitoring
- System security and access control

6.6. Legal and Regulatory Compliance

- Compliance with applicable laws and regulations
- Responding to regulatory authorities

7. Disclosure of Personal Data

We may disclose your personal data to:

7.1. Internal Parties

- Employees, management, and authorized personnel

7.2. Service Providers

- IT providers
- Payment processors
- Marketing agencies

7.3. Business Partners

- Co-branding partners
- Advertising platforms

7.4. Authorities

- Government agencies
- Regulatory bodies
- Law enforcement

All disclosures are subject to confidentiality and security obligations.

8. Cross Border Data Transfer

Your personal data may be transferred outside Malaysia where necessary.

We ensure:

- Adequate protection standards; or
- Appropriate contractual safeguards

9. Data Retention

We retain your personal data:

- As long as necessary for business purposes
- In accordance with legal and regulatory requirements

- For defense of legal claims

Data will be securely deleted or anonymized when no longer required.

10. Security of Personal Data

We implement appropriate security measures, including:

- Encryption of sensitive data
- Secure storage systems
- Access control mechanisms
- Staff confidentiality obligations
- Monitoring and incident response procedures

11. Cookies and Tracking Technologies

We use cookies to:

- Improve website functionality
- Analyze user behavior
- Personalize content

You may manage cookies through your browser settings.

12. Accuracy of Personal Data

You are responsible for ensuring that all personal data provided is:

- Accurate
- Complete
- Up to date

13. Your Rights as a Data Subject

Under the Personal Data Protection Act, you have the right to:

- Right to be informed
- Right of access
- Right to correction
- Right to withdraw consent
- Right to prevent processing
- Right to opt-out of direct marketing
- Right to data portability
- Prevent Processing Causing Damage or Distress

Requests may be subject to verification and fees

14. Data Breach and Reporting Channel

If you suspect misuse or a breach of your personal data, you may contact:

Data Protection Officer (DPO)
YAKULT (MALAYSIA) SDN. BHD.
Email: dpo@yakult.com.my


We will investigate and respond in accordance with applicable laws.

15. Third Party Data

If you provide personal data of others, you confirm that:

- You have obtained their consent
- The data is accurate
- They are aware of this Privacy Notice

16. Withdrawal of Consent

<p>PUBLIC Public Release Authorized</p>	<p>External Privacy Policy</p>	
--	---------------------------------------	---

You may withdraw your consent at any time.

However:

- This may affect service delivery
- We may retain data where legally required

17. Changes to This Privacy Notice

We may update this Privacy Notice periodically. Updates will be published on our website.

18. Governing Law

This Privacy Notice is governed by the laws of Malaysia including Personal Data Protection Act 2010 and its amendment in 2024.