

Privacy Policy

Sterling Land respects and strictly protects the user's or your personal information. In compliance with the Personal Data Protection Act 2010 (hereinafter be referred to as the "PDPA"), when you use or access to our website, <https://www.sterlingland.com.my> (hereinafter be referred to as the "Website"), we will collect, use and share your personal information according to this privacy policy (hereinafter be referred to as the "Policy"). Through this Policy, we wish to introduce to you how we deal with your personal information. Hence, we advise you to read the entire Policy completely to understand the means of protecting your privacy right. If you have any doubt about this Policy, you are welcome to contact us through the means of conduct published on our Website.

Description of Personal Data

A variety of your personal data, include information concerning your personal details such as name, age, date of birth, gender, race, religion and nationality; national registration identity card number, passport number, job title and company details, postal address, contact number, email address, contact preference and any other relevant information that you had disclosed to us as may be updated from time to time. Your personal data collected through various forms including but not limited to, online registrations, surveys, sales forms, advertisements, sales and marketing agents and/or any other form of information collection method by us, will be processed for the purpose of providing you with information that may be of interest to you and/or other purposes stated in the Policy.

Collection & Use of Personal Data

Your personal data may be obtained when you register or update an online profile on the Website or when you participate in our contests, events, marketing surveys and research with us. Your personal details might also be obtained through a variety of sources, including but not limited to, printed or electronic forms, booking forms, registration forms, online forms, business cards or any identity materials that you have distributed/subscribed voluntarily to third party service providers to share your information (obtained by us from other lawful sources); and etc.

Our obligation to keep your data confidential and will not trade it to any third party for the purpose of the marketing with the third party. We collect information in order to provide you with better and higher-quality services. The collection and processing of your personal data shall include but not limited to the following purposes: -

- to keep you updated on our latest launching, product announcements and upcoming events;
- to provide to you the important notices, emails, letters or messages about new promotion, purchases and amendment to our terms, conditions and policies;
- for use of internal purposes i.e., data statistical analysis, auditing, records, research and marketing to enhance our products, services and customer communications;
- to prepare and implement all the necessary documents and agreements such as sale and purchase transaction and obligations under the sale and purchase agreement, if necessary;
- to conduct credit/trade assessments and any other backgrounds checks as deemed compulsory and appropriate by us;

- for the purpose of surveys, the products and/or services of market research statistical analysis and as well as conducting marketing, client profiling and business development activities;
- for prevention, hindrance, detection of any crime including without limitation to money laundering, fraud, bribery and terrorism;
- for any legal or regulatory requirements and compliance in accordance with any applicable legal requirements such as the law, by-law regulation(s), court order, direction, guideline, circular and/or code (if applicable);
- for compliance to legal or regulatory requirements relating to the provision of our products and services under the requirements to any applicable law, regulation, guideline, circular and code which are applicable to us.

Consent

By submitting your personal data to us or continuing to use the Website, you consent to us in processing of your personal data in accordance with the Policy and the Terms and Conditions available in the Website. In the event you furnish any personal data relating to a third party, ie., information of spouse, children, parents and/or guarantors, you represent that you have obtained the consent of the relevant parties in providing us with their personal data and for us to collect, use, disclose and process their personal data for the respective purposes in accordance with the Policy.

Changes to the Privacy Policy

We reserve the right to modify, alter and change the Policy at any time. Any changes to the Policy will be updated and published on the Website. It is your responsible to check the policy each and every time when you access to the Website on the changes of the Policy.