Privacy Policy (Malaysia)

PRIVACY NOTICE PURSUANT TO THE PERSONAL DATA PROTECTION ACT 2010 (“ACT”)

This Privacy Notice is to help you better understand the manner in which we manage, use or process your Personal Data, and to detail the options available to you to access or limit the use of the information you provide through the Wolf Pack BBW Application or on the bigbadwolfbooks.com website. The Act requires Big Bad Wolf Books to obtain your consent for the usage and processing of your Personal Data.

For the purpose of this Privacy Notice, any references to “Big Bad Wolf Books”, “Big Bad Wolf”, “we”, “our” or “us” shall refer to Big Bad Wolf Books Sdn Bhd; and any references to “you” or “your” shall refer to the any person who have provided Personal Data for the purposes stated herein.

1.0 PERSONAL DATA THAT WE COLLECT

1.1 The Personal Data collected and processed by us may include:

a) your name and National Registration Identity Card or Passport Number;

b) contact details including phone number, email address, postcode and state of residence;

c) profile data including age and gender

d) debit card or credit card ownership status;

e) technical data, such as your internet protocol (IP) address, your login data, browser type and version and time zone settings and location;

f) preferences data, such as your preferences in receiving latest news and offers;

g) transactions data, such as your mode of payment, transactions log and history;

h) recording of your image via CCTV cameras installed at any of the Big Bad Wolf Book Sale venues or our premises;

i) recording of your image, your photograph or your video submitted by you or via your social media accounts on any website or social media channel managed by Big Bad Wolf;

j) recording of calls placed by you to our customer services;

k) any other personal data required for the purposes as set out below.

1.2 If you are below 18 years old, you must obtain permission from your parent, legal guardian or any person having parental responsibility on you before disclosing your Personal Data to us.

2.0 PURPOSE OF DATA COLLECTION

2.1 The Personal Data we collect is used for purposes including, without limitation:

a) to process your membership application;

b) to operate your Big Bad Wolf Pack membership account on the bigbadwolfbooks.com website and on the Wolf Pack BBW mobile application
c) to facilitate access to and use any services related to your account;
d) to make decisions in relation to members, including (without limitation), suspension or termination of membership and services;
e) to confirm, update and enhance your records;
f) to monitor volume and spending information;
g) to conduct market research and/or statistical analysis;
h) to identify and (if reasonably possible) prevent fraud;
i) for marketing purposes (subject to any objections received and/or consent obtained, for which see below);
j) to communicate with members via push notifications on the Wolf Pack BBW mobile application, SMS blast, telemarketing or email blast;
k) to promote offers on Big Bad Wolf promos and events and those of our business partners;
l) to reply to enquiries made via call, email, letters, faxes, or online;
m) to fulfil requests including redemption and employment requests;
n) to administer your participation in contests.

3.0 DISCLOSURE OF PERSONAL DATA

3.1 Your Personal Data will be kept confidential but such Personal Data may be provided to the following third parties for the purposes set out above:

a) to our affiliated, related or subsidiary companies, business partners (including promotional or short-term partners) and/or any other company that is permitted to supply products and/or services to you;
b) specifically for the Wolf Pack BBW mobile application, to our development partner OCBC Bank (Malaysia) Berhad (“OCBC”). Your data may be processed in accordance with OCBC’s Privacy Policy that you can view at www.ocbc.com.my or by clicking here. (hyperlink to: https://www.ocbc.com.my/personal-banking/security-privacy.html)
c) any agents, service providers and/or subcontractors of Big Bad Wolf Books and its affiliates;
d) any person to whom Big Bad Wolf Books proposes to transfer any of its rights and/or duties relating to the program;
e) and/or any other person(s) required or permitted by law or any regulatory authority.

3.2 All parties mentioned above are required to protect the confidentiality of the Personal Data they receive.

3.3 We may disclose your Personal Data to any governmental, legal, regulatory, tax or other authority if such disclosure is necessary for crime prevention or detection, or if we have reasonable grounds to believe that such disclosure is necessary to comply with any legal requirements, order or investigations. You agree not to commence any action, claim, complaint, litigation or proceeding against us for the disclosure of your Personal Data in these circumstances, subject to the extent permissible under the applicable law.
4.0 CONSENT TO USE PHOTOGRAPHS

4.1 By participating in any activity/event organized by Big Bad Wolf Books, you grant us:
   a) consent to publish any photograph, submitted by or of you, on any website or social media channel managed by Big Bad Wolf and grant Big Bad Wolf a non-exclusive, irrevocable, royalty-free, worldwide, perpetual licence (with a right to sub-licence) to use, republish, edit and/or modify your photograph in any/all media (including in electronic format and hard copy) for purposes connected with the activity/event.
   b) The right to use your name for the sole purpose of identifying you as the author of your entry and/or as a winner of the activity/event.

5.0 NON-PROVISION OF PERSONAL DATA

5.1 You are obliged to disclose complete, accurate and current Personal Data to us.
5.2 Failure to disclose complete, accurate and current Personal Data may result in us being unable to provide you with the full range of products or services under the Big Bad Wolf Pack membership program, or perform on any contract we have with you. We will not be liable in the event that we do not continue to provide you with the full range of products or services under the Big Bad Wolf Pack membership program, or perform our contract with you. Our legal rights and remedies are expressly reserved in such an event, subject to the applicable law.

6.0 SECURITY OF YOUR PERSONAL DATA

6.1 We take practical steps to safeguard your Personal Data from any loss, misuse, modification, unauthorized or accidental access or disclosure, alteration or destruction; such as:
   (a) restricting access to Personal Data to individuals who require access;
   (b) maintaining technology products to prevent unauthorised computer access;
   (c) deleting or anonymising your Personal Data in compliance with the standards mandated by applicable law, when it is no longer needed for any legal or business purpose; and
   (d) offering the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential. After a transaction, your private information will be kept on file for more than 60 days in order to facilitate your future transactions.
6.2 You should be aware, however, that no method of transmission over the internet or method of electronic storage is completely secure. While security cannot be guaranteed, we strive to protect the security of your information and are constantly reviewing and enhancing our information security measures.
6.3 Your password is the key to your account. You are advised to not share your Big Bad Wolf Pack membership password to anyone. If you do share your password with others, you will be responsible for all actions taken in the name of your account and the consequences. If you lose control of your password, you may lose substantial control over your Personal Data and other data submitted to us. You could also be subject to legally binding actions taken on your behalf.
Therefore, if your password has been compromised for any reason or if you have grounds to believe that your password has been compromised, you should immediately contact us and change your password. You are reminded to log out of your account and close the browser when you are finished with using a shared computer.

**7.0 YOUR CONSENT**

7.1 BY CLICKING OR CHECKING “SIGN UP”, “I AGREE TO BIG BAD WOLF BOOKS’ PRIVACY NOTICE”, OR SIMILAR STATEMENTS AVAILABLE AT THE BIG BAD WOLF BOOKS ONLINE REGISTRATION PAGE OR WOLF PACK BBW MOBILE APPLICATION OR BY PROVIDING YOUR PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY NOTICE, YOU ACKNOWLEDGE THAT YOU HAVE BEEN NOTIFIED OF AND UNDERSTOOD THE TERMS OF THIS PRIVACY NOTICE, AND WHERE NECESSARY, YOU HAVE OBTAINED ALL PERMISSIONS REQUIRED UNDER THE APPLICABLE LAW, AND THAT YOU HAVE AGREED TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL DATA AS DESCRIBED AND UNDER THE TERMS HEREIN.

**8.0 ACCESS TO PERSONAL DATA**

8.1 The Act allows you the right to access the Personal Data you have submitted. You may at any time update or amend the information provided to us simply by updating your details online or at a Big Bad Wolf Pack service counter.

**9.0 YOUR OPTIONS & HOW TO CONTACT US**

9.1 You may at any time make a request in writing to withdraw your consent to our use or processing of your Personal Data, or limit the processing and use of your Personal Data; including Personal Data relating to other persons who may be identified from that Personal Data. You also may at any time make a request in writing to prevent usage of your Personal Data for the purposes of direct marketing.

9.2 You may contact our Personal Data Protection Officer for any Personal Data Protection issues at:

Personal Data Protection Officer
Contact Number : 03 5614 4884
Fax : 03-5614 4774
Email : admin@bigbadwolfbooks.com

9.3 Please note that if you withdraw your consent to our use or processing of your Personal Data, we may be rendered unable to provide you with the full range of products or services under the Big Bad Wolf Pack membership program, or perform on any contract we have with you, and we will not be liable in the event that we do not continue to provide you with the full range of products or services under the Big Bad Wolf Pack membership program, or perform our contract with you. Our legal rights and remedies are expressly reserved in such an event, subject to the applicable law.
10.0 RETENTION OF YOUR PERSONAL DATA

10.1 We will not retain your Personal Data for longer than is necessary for the purposes of your Big Bad Wolf Pack membership.

10.2 We will take reasonable steps to ensure that your Personal Data is destroyed or permanently deleted if it is no longer required for the purposes of your Big Bad Wolf Pack membership.

10.3 For as long as you remain a member in the Big Bad Wolf Pack membership program your information will remain with Big Bad Wolf Books and we will take all reasonably practicable steps to ensure the security of your Personal Data at all times from any unauthorized access. Big Bad Wolf Books will endeavor not to disclose any personally identifiable information to any organization unless necessary to operate the Big Bad Wolf Pack membership program and/or as set out in this Privacy Notice.

11.0 CHANGES TO PRIVACY POLICY

11.1 Big Bad Wolf Books reserves the right to amend this Privacy Notice from time to time. Any material changes will be posted on our website with the updated Privacy Notice.