

# Marketing Activities Privacy Statement

Release date: 26 September 2022

This Marketing Activities Privacy Statement (“**Privacy Statement**” or “**Statement**”) applies to you personally when you participate in any marketing and promotional activities, roadshows, campaigns, which may be carried out by us or by any third party service providers on third party platforms, third party social media platforms, Honor’s authorised dealer online and offline stores, and/or any other activities (collectively, “**Activities**”) which are organised by **Honor Technology (Malaysia) Sdn Bhd** (Registration No. 02101003804 (1404103-P)) (hereinafter referred to as “**Honor**”, “**we**”, “**us**” or “**our**”) is a company duly incorporated and existing under the laws of Malaysia with its registered office located at Level 18, Menara Binjai, No. 2 Jalan Binjai, 50450 Kuala Lumpur, Malaysia.

This Privacy Statement describes:

1. What Data Do We Collect About You?
2. How Do We Use Your Data?
3. How Long Do We Store Your Data?
4. How Do We Share Your Data?
5. What Are Your Rights and Options?
6. How we safeguard your personal data?
7. How to Contact Us?
8. How Do We Update This Privacy Statement?

## 1. What Data Do We Collect About You?

We shall collect and use your personal data only for the purposes stated in this Privacy Statement. Personal data refers to any data that enables us to identify you as a user.

For the purposes of communicating with you and administrating the Activities when you participate in the Activities, it is necessary for Honor to collect the following personal data from you: **name, title, contact details (including phone number, email address), correspondence address, photo, and video.**

## 2. How Do We Use Your Data?

We will only process and use your personal data for the purposes of communicating with you and administrating the Activities by Honor.

### **3. How Long Do We Store Your Data?**

- (1) All your personal data related to the Activities will be stored in Malaysia.
- (2) We retain your personal data for up to a maximum of 12 months from the end date of the Activities. Once the retention period expires, we will delete or anonymize your personal data, unless otherwise required by the applicable laws and regulations.

### **4. How Do We Share Your Data?**

We will use your personal data for the following purposes with your consent:

Marketing:

- (1) We use your personal data including name, title, contact details (including phone number, email address), correspondence address, photo, and video for the purposes of communicating with you and administering the Activities by Honor.
- (2) With your consent or unless you object, we may use your email and/or phone number and cookie data for marketing purposes, including inviting you to complete customer satisfaction surveys and feedback questionnaires.

We may share your data in the following circumstances:

- Our third-party suppliers located in Malaysia, who provide us with IT (including cloud-based) services, business support, and customer services, may need to process your data. These third parties are operating under contract and acting on behalf of us.

### **5. What Are Your Rights and Options?**

To exercise the rights of access, rectification, erasure, restriction, objection, portability in relation to your data, or if you have any complaint or query about how HONOR processes your personal data, contact us by visiting <https://www.hihonor.com/global/privacy/feedback/>.

You also have the right to lodge a complaint to your local data protection authority if you believe HONOR does not process your personal data lawfully.

### **6. How we safeguard your personal data**

We implement appropriate technical and organizational security measures to safeguard personal data from unauthorized access, disclosure, use, modification, or loss, including by employing cryptographic technologies to ensure the confidentiality of data in transmission and deploying access control mechanisms to ensure that only limited and authorized personnel can access your personal data where there is a business need to do so.

### **7. How to Contact Us?**

If you need to exercise your privacy rights, lodge a complaint, or consult with our Data Protection Officer (DPO) about privacy protection, please contact us by visiting the [Privacy Questions](#) page, we will reply as soon as possible.

If you believe that we are not processing your personal data in accordance with this Privacy Statement or the applicable data protection laws, you can lodge a complaint with the data protection authority in your country/region.

## **8. How Do We Update This Privacy Statement?**

We encourage you to regularly check for the latest version of this Privacy Statement as we may update this Privacy Statement from time to time. In the event of material changes to this Privacy Statement, we will notify you by means of push messages, emails, and such other appropriate manner, depending on the nature of the change.

Note: This Privacy Statement applies to the Activities only. For our privacy commitments in relation to other products and services, please see the applicable privacy notice of those products and services. If you want to learn more about Honor's privacy commitments in general, please read our [Global Privacy Policy](#).

**IMPORTANT:** This Privacy Statement is related to the Activities. To learn more about HONOR's privacy commitments in general, please refer to our [HONOR Platform Privacy Statement](#).