

BUTBO Group Sdn. Bhd.

Personal Data Protection Act 2010 (“PDPA”) Compliance Policy

As part of our company’s compliance to PDPA and commitment towards the protection of our customers’ Personal Data, we have put in place a Personal Data protection compliance system (“System”) and principles, in which we stand guided in the provision of BUTBO’s services (“Services”) to our Customers (“Customers”).

I. EXISTING PERSONAL DATA

1. We collect Personal Data to support our Services which includes, but not limited to the following:-
 - a. name
 - b. contact number
 - c. address
 - d. email address
 - e. birthday
 - f. company name
 - g. race
 - h. VIP member card number and member identification
 - i. occupation
(hereinafter collectively referred to as “the Personal Data”)

Note: We do not collect sensitive Personal Data.

2. We collect Personal Data via Customer Comment/Feedback Forms specified in **Appendix 1** and business card provided by Customers.
3. The purpose for the collection of the Personal Data is to:-
 - (a) contact Customer for reservation confirmation;
 - (b) organize event participation for joint marketing event with third parties and sponsorship event (eg. charity drive & crossover charity drive event);
 - (c) process or respond to Customers’ comments or suggestions;
 - (d) provide Customers with the latest news updates, promotions, activities and information relating to the products and services from our business partners;
 - (e) contact Customers or conduct internal surveys and related activities; and
 - (f) other purposes, directly or indirectly relating to any of the above.
(hereinafter collectively referred to as the “Purposes”)

II. NOTICE & CHOICE OBLIGATION

We obtain consent from the Customer for the processing of their Personal Data via the attached form and PDPA’s notice listed in **Appendix 1**.

III. DISCLOSURE OBLIGATION

1. The Personal Data is disclosed to parties in the table below and for the purposes stated therein:-

No.	Persons Name & Company Names	Information Disclosed	Purpose
1.	Elken Sdn. Bhd. - Digital Marketing (our associate company)	Name, Email Address and Contact Number	To blast out BUTBO news/promotions information
2.	TADA	Name, Email address and Contact number	To blast out membership news / promotion information

2. The Personal Data is transferred to the countries in the table below and for the purposes stated therein:-

No.	Country Names	Information Disclosed	Purpose of Transfer
	N/A		

IV. ACCESS OBLIGATION

1. Customers may **access** and/or **correct** their Personal Data if they make a written data access request pursuant to the PDPA to:-

PIC	BUTBO Officer
Telephone No.	012-2206358
E-mail address	info@butbogroup.com

We will provide Customers with a copy of their Personal Data or respond to their correction request within the statutory period of **21 days** unless if we refuse due to:

- (a) Customer unable to identify himself;
- (b) insufficient data provided;
- (c) disproportionate risks, burden/expense;
- (d) disclosure of other individual's Personal Data, unless consent obtained or it is reasonable to comply with the request without consent;
- (e) other data user controls the Personal Data processing in such a way that prohibit the first-mentioned data user from complying with the data access request;
- (f) violation of court's order;
- (g) confidential commercial information being disclosed;
- (h) such access to Personal Data is regulated by another law;
- (i) unable to ascertain that Personal Data is accurate, complete or up-to-date;
- (j) not satisfied where data correction request relates is accurate, complete or up-to-date; or
- (k) not satisfied that the subject of data correction request is accurate, complete or up-to-date.

Note: The above will not be used as an excuse for non-compliance and any request to access or correction of the Personal Data will be subjected to a fee.

2. We will put in place processes and procedures to identify and satisfy Customer's access and correction requests. We will maintain a proper record of all data access request and correction request with receipt dates and reply dates of the response to the same.

V. SECURITY OBLIGATION

1. We shall keep and process our Customer's Personal Data in a secure manner, where practicable, in accordance with PDPA to prevent any unauthorized, unlawful processing of Personal Data from loss, misuse, modification and unauthorized disclosure by:-
 - (a) restricting access only to authorized personnel;
 - (b) keeping the forms in a locked cabinet;
 - (c) installing a firewall and virus checking software in authorized personnel data processing equipment;
 - (d) installing password protected files with Customers' data;
 - (e) installing password protected data processing equipment / equipments; and
 - (f) keeping database back up hard disc in locked drawer.
2. With regard to the disclosure of Personal Data to the third parties, we only share Personal Data on need-to-know basis.
3. We follow standard operating procedures in Record Keeping At Common Areas as described in **Appendix 2**.

VI. RETENTION OBLIGATION

1. We retain the Personal Data for a limited period as specified in the table below and we shall take reasonable steps to ensure that all Personal Data is destroyed or permanently deleted if it is no longer required for the purpose for which it was to be processed.

a) Monthly Promotion Process

Medium (Softcopy/ Hardcopy)	Document Type	Purpose	Retention Location & Period	Justification for Retention Period	PIC
Softcopy	Comment Log (Excel)	To send out promotion information. To analyze Comments Received	Marketing Executive PC (No Archive)	To send out promotion and season greeting .	Marketing Executive
Hardcopy	Comment Forms	To send out promotion information. To analyze Comments Received	Office Locked Cabinet (No Archive)	To verified/ check original source for cross checking.	Marketing Executive
Softcopy	Business Card Log (Excel)	To send out promotion information.	Marketing Executive PC (No Archive)	To send out promotion and season greeting .	Marketing Executive
Hardcopy	Business Cards	To send out promotion information.	Office Locked Cabinet (No Archive)	To verified/ check original source for cross checking.	Marketing Executive
Softcopy	Comment Log (Excel)	To backup	External Harddisk in	To backup / recovery in	Marketing Executive

	Business Card Log (Excel)		Office Locked Cabinet (No Archive)	case PC file corrupted.	
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2. From time to time we review the Personal Data retained to check whether there is still a need to continue retaining the Personal Data.

VII. DATA INTEGRITY OBLIGATION

The Personal Data provided by the Customers depends to the full extent on the information they provide, in which they have been notified through the Customers' Personal Data Protection Notice in **Appendix 3** to update their Personal Data and to ensure that they are accurate, complete and not misleading.

APPENDIX 1

1. Customer Feedback Form

"I confirm I have read and understood BUTBO's Notice pursuant to the Personal Data Protection Act 2010 appended hereto and hereby consent to BUTBO in processing my personal data in accordance with the said Notice."

	Excellent 非常满意	Satisfactory 满意	Average 普通	Dissatisfactory 不满意
1. Service 员工服务	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Food 食物				
4. Choice of Menu 菜式选择	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Quality 食物品质	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Taste 味道	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Hospitality 礼貌服务	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Overall Satisfaction 整体满意度	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How did you come to know of Xenri? 您是如何得知本餐厅?
Friends 朋友 / Colleagues 同事
Family members 亲戚朋友
Magazines 杂志 / Newspapers 报纸 / Phone books 簿利册
Others 其它 (Please specify) 请说明:

6. Would you like to dine at Xenri again? 您是否愿意再次光临本餐厅?
Yes 是 No 否

7. Can you tell us which item(s) if any provided you with excellent service that will be remembered your experience? Your feedback would be very helpful towards our service improvement. 请您告诉我们哪一项(些)服务给您留下了美好的回忆? 您的意见将帮助我们不断改进服务。
Dish(es) Name 菜之名字
Description of service provided 相关服务之描述

8. Other comments or suggestions 其他意见 / 建议

Thank you 感谢

LUCKY DIP

RM 100 complimentary dining experience

Name _____

E-Mail Address _____

Mobile Phone No. _____

APPENDIX 2

STANDARD OPERATING PROCEDURE RECORD KEEPING AT COMMON AREAS

A. Purpose

To provide an appropriate procedure for safe documentation and secured record keeping at various common areas such as Customer Service counters, member card application, etc.

B. Standard Operating Procedure (SOP)

1. Control Access at Common Area

- Ensure records (such as customer name cards, member card forms with customers details) are kept from unauthorized access
- Keep these records within the staff's or guards' visibility and working vicinity at all times
- Do not allow other customers, visitors to view or take pictures of the records containing personal data
- Ensure records are locked away when not in use
- Return the record book to the records office (where applicable) when they are no longer required

2. File records properly and promptly

- Ensure the records kept at common areas capture the required personal details (i.e. not excessive)
- Follow the appropriate departmental/ area processes for managing the records and file them promptly, whether they are created and received in hardcopies or electronically
- Remove older, redundant or obsolete records from the file/ folder kept at common areas
- Do not keep the records at the staff's work station, common areas or anywhere with potential unauthorized access

3. Handle records with care

- Avoid storing records near known hazards or open access
- Do not remove the records from official/ designated records location for extended periods of time or take them out of the secured location

4. Protect sensitive records from unauthorised access

- Ensure that records storage areas are secured, password protected and not left lying around as records may contain personal data and/or record confidential information, which must not be disclosed to unauthorised persons

APPENDIX 3

PERSONAL DATA PROTECTION NOTICE

The Personal Data Protection Act 2010 (hereinafter referred to as the “Act”), which regulates the processing of Personal Data in commercial transactions, applies to Restoran BUTBO Sdn. Bhd. (hereinafter referred to as “BUTBO”, “our”, “us” or “we”). For the purpose of this written notice, the terms “Personal Data” and “processing” shall have the meaning prescribed in the Act.

1. This written notice serves to inform you that your Personal Data is being processed by or on BUTBO’s behalf and your Personal Data was, or may be collected in the future, from the information you provided us in the Customer Feedback Form and any other forms. Your Personal Data may be disclosed to our related corporations for any of the purposes specified herein below or any other purpose directly related to the same.
2. The Personal Data processed by us may include your name, contacts, address, email address, and other information for the following purposes:-
 - a. to process/respond to your comments/suggestions;
 - b. to provide you with the latest news updates, promotions, activities and information relating to the products and services or from our business partners;
 - c. to contact you or conduct internal surveys and related activities; and
 - d. other purposes, directly or indirectly relating to any of the above.
(hereinafter collectively referred to as the “**Purposes**”)

If you fail to supply to us the Personal Data, or if you subsequently withdraw your consent to process the same, we may not be able to process your Personal Data for any of the above Purposes.

3. Whilst we strive to keep your information or data accurately recorded, you are responsible for ensuring that the Personal Data you provide us is accurate, complete, not misleading and up to date. If you wish to request for access or correction of your Personal Data and/or limit the processing of your Personal Data, or make any enquiries in respect of your Personal Data, please contact:-

Designation	BUTBO Officer
Telephone No.	012-2206358
Fax No. (if any)	N/A
E-mail address	info@butbogroup.com

We reserve the right to charge a fee for data access request. We may refuse to comply with your request for access or correction to your Personal Data under the Act and if we refuse to comply with such request, we will inform you of our refusal and reason for our refusal.

4. If you do not wish to receive any promotion/communication materials regarding our products and services or from our business partners, please notify us in writing.

5. In the event of any inconsistency between the English, Bahasa Malaysia and Chinese versions of this notice, the English version shall prevail.

GENERAL POLICY

1. Head of Department (“HOD”) is responsible to brief, **educate and train** all staff including **new staff**, who come into contact to Personal Data and ensure they recognise subject access requests from the Distributors.
2. HOD shall continually improve the System by examining whether:-
 - i. there are any **new purposes** for collection of Personal Data;
 - ii. the System **is implemented correctly** to safeguard the 7 PDP principles; and
 - iii. **records of compliance** are properly kept for inspection by PDPD.
3. HOD undertake to ensure the followings:-
 - i. that **explicit consent** statement is obtained from those provide Sensitive Personal Data to the Company, prior to the processing of the same;
 - ii. **no recycle usage** of any paper that contained Personal Data by any staff;
 - iii. the compliance policy is **constantly reviewed and updated** to ensure the Personal Data collected is maintained correctly and new data is updated in their database; and
 - iv. to safeguard Personal Data and **ensure compliance** by each and every staff.
4. In the event of a **compliance breach** of the policy, the staff shall **report to HOD**, who in turn will immediately report to his/her **Divisional Head**.
5. The following measures will be taken to mitigate the breach by:-
 - i. **identifying** root cause of the breach; and
 - ii. providing a **solution and implement tighter measures to prevent further leakage** and unauthorized access as soon as it is reported.
6. Any staff found in breach of the PDPA and/or PDP policy will be subjected to **disciplinary action** and/or **summary dismissal** and/or **personal criminal liability** as prescribed by the Act if found guilty.
7. **Criminal Offences and Penalties under Malaysia Personal Data Protection Act 2010**

Item	Breaches	Penalty (Either or both)
1	Not comply PDP Principles	RM300,000 or 2 years jail
2	Unlawful collection	RM500,000 or 3 years jail
3	No transfer outside Malaysia without consent	RM300,000 or 2 years jail
4	No consent obtained	RM250,000 or 2 years jail
5	Security policy	RM250,000 or 2 years jail
6	Retention principle	RM250,000 or 2 years jail

Item	Breaches	Penalty (Either or both)
7	Data integrity principle	RM250,000 or 2 years jail
8	Abet punishable offenses	Jail imposed shall not exceed half of the maximum term provided for the offense
9	Failure to comply with regulations or subsidiary legislation	RM250,000 or 2 years jail
10	Not provide Notice of Refusal to Data Correction Request	RM100,000 or 1 year jail
11	Processing data after withdrawal of consent	RM100,000 or 1 year jail
12	Processing Sensitive Personal Data (without consent)	RM200,000 or 2 years jail
13	Continue processing data that cause damage or distress to Data Subject	RM200,000 or 2 years jail
14	Continue processing data for direct marketing purpose after consent withdraw	RM200,000 or 2 years jail
15	Failure to comply with Enforcement Notice	RM200,000 or 2 years jail
16	Not comply Code of Practice	RM100,000 or 1 year jail
17	Break Commissioner's seal or transfer investigating materials under seal	RM50,000 or 6 months jail
18	Obstruct officer's search	RM10,000 or 2 years jail