Worldlynks (M) SDN. BHD. Privacy Policy

Effective Date: March 10, 2025
Please read the following Privacy Policy carefully.

Worldlynks (M) SDN. BHD. (or "Worldlynks") respects the privacy of our customers and visitors to our Website, https://worldlynks.com. While offering our Website users the advantages and convenience of Web-based technologies, we also strive to employ practices that ensure information collected about customers and visitors is used conscientiously and appropriately.

This Privacy Policy outlines the use of personally identifiable information collected on the Website. The Privacy Policy does not encompass other Websites referenced by us in print, online, or in e-mail.

What information is collected on the Website?

Generally, information is used to help us better serve our customers and other users.

- General visitors: We collect information for internal marketing purposes about pages that visitors browse. This information does not contain e-mail addresses.

- Customers: We collect personally identifiable information necessary for registration and billing from customers who purchase our products and services online.

Do we use "cookies?"

A "cookie" is a packet of information that a Web server sends to a user's computer to identify that specific user the next time he or she visits the site. We use cookies to find out more about the use of our Website and user preferences to improve our services. The information we collect through cookies helps us (1) remember user information, so it is not necessary to re-enter it; (2) understand how users interact with the Website; (3) measure the usability of our Website; and (4) make sure the Website is working properly.

How do we use information collected on the Website?

The information we collect is used to improve the content of our Website, enhance the value of our products, and communicate with customers to:

- Take and handle orders, deliver products and services, process payments, and communicate about orders, products and services, and promotional offers;
- Manage customers online accounts and provide related customer services;
- Monitor and analyze trends, usage and activities in order to operate and improve our Website;
- Detect fraud and abuse in order to protect the safety and security of customers;

- Send marketing and advertising communications by email or other agreed forms (including social media campaigns);
- Internal record keeping purposes; and
- Worldlynks may contact visitors and customers about events and opportunities.

How may visitors or customers opt out of receiving materials?

Any visitor or customer who does not wish to be contacted by us or an organization with which we might otherwise share contact information may let us know by sending an e-mail to privacy@worldlynks.com. Customers may request to opt out of specific e-mail communications from Worldlynks or request an overall opt out of both mail and e-mail communications.

Users' Data Privacy Rights

By using the Worldlynks Website, purchasing products or services, or visiting the site, all users acknowledge the collection and use of their personal data by us as outlined in this Privacy Policy. If you do not agree with the use of your personal data as set out in this statement, or the **Terms of Use** posted on the site (https://static.worldlynks.com/docs/terms/Worldlynks+Terms+of+Use+EN.pdf), please do not use this site.

The Malaysia Personal Data Protection Act 2010 ("PDPA"), applies to personal data processed in commercial transactions and includes the following principles:

1. **General** – Data must be collected legally and with consent.
2. **Notice and Choice** – Individuals must be informed of data collection purposes.
3. **Disclosure** – Data can only be disclosed for stated purposes.
4. **Security** – Organizations must protect personal data from unauthorized access.
5. **Retention** – Data should not be kept longer than necessary.
6. **Data Integrity** – Data must be accurate and up to date.
7. **Access** – Individuals have the right to access and correct their data.

How can customers or visitors become informed about changes to the Privacy Policy?

If Worldlynks information collection and dissemination practices change, we will post the policy changes on the Website at the link, https://static.worldlynks.com/docs/terms/Worldlynks+Privacy+Policy+EN.pdf.

How do I contact Worldlynks?

You may contact us via email to privacy@worldlynks.com.