

## **PERSONAL DATA PROTECTION PRIVACY NOTICE AND CONSENT**

**(Pursuant to sections 7 and 6, respectively, of the Personal Data Protection Act 2010)**

This Privacy Notice outlines how Rentokil collects, processes, maintains and discloses your personal data in respect of commercial transactions and how Rentokil safeguards the personal data. “Rentokil” or “We” in this notice refers to Rentokil Initial Sdn. Bhd., including its branches in Malaysia and its overseas subsidiaries. We are committed to ensuring that when we collect, use and otherwise process information about customers, we do so in accordance with the Personal Data Protection Act 2010 (“PDPA”).

### **1. Collection of Personal Data**

When you request information or engage us for our products and services, you may be required to provide your personal data. In doing so, you consent to its use by Rentokil in accordance with this Privacy Notice. The personal data processed may include personal data that relates to:

- your identity (including your name, identification number, designation, company and signature);
- your contact details (including your delivery address, mobile number, email address and fax number); and
- financial details (including your credit card information or bank account number)

### **2. Google Analytics and Advertising**

Rentokil uses all features in Google Analytics for Display Advertising. This includes obtaining specific data, such as the visitors’ demographic, locations, source, medium and keyword used to search for our website. Google Analytics does not store any visitor-specific data and we will not use visitor-specific data in any way related to Google Analytics, Google AdWords, and Remarketing list.

Rentokil runs remarketing campaigns with Google AdWords and uses Analytics to display content-specific advertisements to visitors that have previously visited our site. When creating remarketing lists, we will not and do not use any sensitive information about users, including but not limited to health or medical history or information, financial status or other detailed information pertaining to a person’s financial status, race or ethnic origins, religious beliefs or other beliefs of a similar nature, the commission or alleged commission of any crime, political opinions or beliefs, trade union membership, or sexual behaviour or orientation.

As Google AdWords advertisers, we are restricted from and will not perform the following actions:

- running ads that collect Personally Identifiable Information (PII) including, but not limited to, email addresses, telephone numbers, and credit card numbers
- creating a remarketing list or creating ad text that specifically targets users in ways that are outlined as prohibited

You may opt out of Google Analytics for Display Advertisers and opt out of customised Google Display Network ads by visiting the Ads Preferences Manager.

### 3. Sources of Personal Data

We obtain your personal data in various ways, such as:

- information you provided or submitted when you sign up contracts for one of our products and services;
- when you contact any of Rentokil entities through various methods such as application forms, emails and letters, telephone calls and conversations you have with our staff in a branch. If you contact us or we contact you using telephone, we may monitor or record the phone call for quality assurance, training and security purposes;
- we may also obtain your personal data when you participate in customer surveys or when you sign up for any of our competitions or promotions;
- data obtained from third parties (e.g. legal representatives, spouses, parents, guardians, dependents, companies/partnership that you hold directorships, shareholdings or affiliations);
- when you enter into any commercial transactions with Rentokil including but not limited to you providing goods and/or services or your professional services; and
- from publicly available sources.

### 4. Purposes of Personal Data

We will process the personal data that you have provided to us for the following purposes, including but not limited to:

- entering into service contract/agreement to engage our services or purchase of our products;
- the delivery of notices, services or products to you;
- for credit assessments and other background checks of vendors and customers as we may determine to be necessary or appropriate;
- our internal record keeping;
- collection of outstanding payments from customers;
- to make disclosure under the requirements of any applicable law, regulation, direction, court order, by-law, guideline, circular, code applicable to us;
- to conduct marketing and client profiling activities in connection with our services and related products; and
- to enable us and/or our selected authorised third parties to send you information by e-mail, post, telecommunication (telephone calls and text messages) or via social media concerning related products and services offered by us and our business partners which may include but is not limited to the abovementioned purposes which we consider will or may interest you.

If you no longer wish to receive these marketing communications, please notify us to withdraw your consent and we will stop processing and sharing your personal data with these other entities for the purpose of sending you marketing communications. You have a choice to withdraw your consent for receiving marketing or promotional materials/communication, you may contact us using the contact details found below. Please be aware that once we receive confirmation that you wish to withdraw your consent for marketing or promotional materials/communication, it may take up to fourteen (14) working days for your withdrawal to be reflected in our systems. Therefore, you may still receive marketing or promotional materials/communication during this period of time. Please note that even if you opt out from receiving

marketing or promotional materials, we may still contact you for other purposes in relation to the services that you have with Rentokil.

## **5. Data Security**

Rentokil is committed to keeping personal information secure. We will not sell, rent or trade your personal data. We have appropriate technical, administrative and physical procedures in place to protect personal information from loss, theft and misuse, as well as against unauthorized access, disclosure, alteration and destruction.

There are corporate security policies and procedures in place which among others confine access to your personal data to authorised personnel only on a strictly need to know basis to the relevant department such as administration, finance, sales and/or customer care.

## **6. Disclosure of Information**

Personal data provided to us will be kept confidential but you hereby consent and authorised us to provide and/or disclose your personal data to the following categories of parties:

- our authorised agents and service providers with whom we have contractual agreements for some of our functions, services and activities;
- any person, who is under a duty of confidentiality who has undertaken the responsibility to keep such data confidential; and
- other parties, in respect of whom you have consented to the disclosure of your personal data.

We do not disclose your personal data to unaffiliated third parties without your consent. However, we may disclose your personal data in good faith, if such action is necessary to comply with any government or law enforcement agency requirements, court orders or legal processes, or if required by law.

## **7. Retention of Personal Data**

We may retain your personal data and that of other individuals that you provide to us for a reasonable period in accordance with commercial requirements and at all times subject to prevailing legal requirements.

## **8. Rights of Access and Correction**

You have the right to request for access, correction and/or limit the processing of your personal data, subject to payment of the prescribed fees where applicable. In this respect, you may:

- check whether we hold or use your personal data and request access to such data;
- request that we correct any of your personal data that is inaccurate, incomplete or out-of-date;
- request that your personal data is retained by us only as long as necessary for the fulfilment of the purposes for which it was collected; and
- withdraw, partially or in full, your consent given previously, in each case subject to any applicable legal restrictions, contractual conditions and a reasonable time period.



## **9. Contact**

If you wish to contact us, you may visit any of our branches, call our Customer Care hotline at 1300 887 911 or visit us at [www.rentokil-initial.com.my](http://www.rentokil-initial.com.my). You can also contact us by writing to our postal address below. If you would like to have any further information, or if you have any comments about this Privacy Policy or any questions or complaints on any privacy issue, this should also be communicated to us in the same manner.

### **Customer Care Department**

Rentokil Initial (M) Sdn. Bhd  
Level 15, Menara Yayasan Selangor  
No.18A, Jalan Persiaran Barat  
46000 Petaling Jaya

## **10. Changes to this Privacy Notice**

We may update this Privacy Notice from time to time when necessary. If there are material changes to this Privacy Notice, we will notify you by posting a notice of such changes on our website or by sending you a notification directly. Please periodically review this Privacy Notice to stay informed on how we are protecting your information.

[www.rentokil.com.my](http://www.rentokil.com.my); [www.initial.com.my](http://www.initial.com.my)

This Privacy Notice was last updated in May 2016.