

Privacy Policy

1. About This Policy

Welcome to MAPID! We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data in accordance with Law No. 27 of 2022 on Personal Data Protection.

By using our services, you are deemed to have read, understood, and agreed to the contents of this Privacy Policy.

2. Definitions

- **Personal Data** refers to any information that can directly or indirectly identify an individual, including but not limited to name, email address, phone number, IP address, location history, or other information that can be used to identify someone.
- **Personal Data Processing** refers to any activity involving the use of personal data, including but not limited to collection, storage, use, modification, deletion, or distribution of such data.
- **User** refers to any individual or entity that accesses or uses MAPID's services, applications, or platforms, whether as a registered user or a visitor.
- **Data Controller** refers to the party that determines the purpose and means of processing personal data. In this case, MAPID acts as the data controller for information collected from users.
- **Data Processor** refers to any party that processes personal data on behalf of MAPID, including third-party service providers used to manage technology infrastructure, payments, or analytics.
- **Third Party** refers to any individual, company, or entity that is not part of MAPID but may receive personal data from users to provide services, such as MAPID's business partners or cloud service providers.
- **Cookies and Tracking Technologies** refer to small data files stored on users' devices when visiting MAPID, used to enhance user experience, collect analytics information, and present more relevant content.
- **User Consent** refers to an explicit statement given by users to allow MAPID to process their personal data in accordance with the applicable policy.
- **Data Security** refers to technical and organizational measures implemented by MAPID to protect personal data from unauthorized access, modification, or data breaches.
- **User Rights** refers to individual rights guaranteed under this Privacy Policy, including the right to access, correct, delete, restrict processing, and withdraw consent regarding their personal data.

3. Personal Data We Collect

We may collect your personal data based on the type of interaction you have with us, including:

a. Identity Data

Information used to identify you, such as full name, home address, date of birth, gender, nationality, and other relevant details.

b. Contact Data

Information that allows us to contact you, including email address, phone number, home address, or mailing address.

c. Transaction Data

Information related to your financial interactions with us, such as payment details, payment methods, bank account or credit card information, purchase history, invoices, or other relevant transaction data.

d. Technical Data

Information collected when you access or use our digital services, such as IP address, device type, operating system, browser type and version, geographical location, cookies, and activity logs that record your interactions on our platform.

e. Participation in Promotional Activities

Data related to your participation in marketing activities, loyalty programs, customer surveys, promotional events, sweepstakes, competitions, or other activities we organize, including your preferences and responses to promotional materials.

f. Service and Product Usage Data

Information about how you access, use, or interact with our products, services, and website, such as visit data, features used, usage duration, and feedback regarding your experience with our services.

All personal data we collect is used in accordance with this Privacy Policy to support the provision of better, more relevant, and user-oriented services.

4. How We Collect Your Personal Data

We collect your personal data through various means, including but not limited to:

- Our website
- Social media
- Phone calls
- Emails
- Account registration on our platform
- Forms, surveys, or service applications

- Your use and access to our products, services, and website
- Transactions or interactions with our services, tracking technologies such as cookies or web analytics

In general, we collect personal data directly from you. However, we may also collect personal data from third parties (including data analytics providers) and publicly available sources.

5. Purpose of Collecting and Using Personal Data

We collect and use your personal data when it is necessary to perform one or more of our functions or activities, when required by law, or when you have given us consent to collect your personal data from third parties. By providing your personal data to us, you also consent to its transfer and storage on our servers as long as deemed necessary to fulfill the collection purpose or as required by applicable laws, this Privacy Policy, or other relevant agreements.

We collect personal data for the following primary purposes:

- To provide our products and services to you
- To validate and complete purchase requests
- To notify you about new product launches or updates
- To improve and develop our product and service design, including through data analytics processes (e.g., Google Analytics or similar tools)
- To inform you about upcoming events
- To provide information regarding industry and related topics
- To conduct surveys and research
- To comply with licensing, legal, and regulatory requirements
- To improve our services, including resolving issues and complaints
- To send you information via email

6. Disclosure of Personal Data

We do not commercially share our customer lists with third parties unless we have obtained valid consent from the individuals involved. We may disclose your personal data to third parties only for service providers supporting our business operations and to comply with legal obligations or lawful requests from authorities.

We may disclose personal data to:

- Our payment system operators (e.g., merchants accepting card payments)
- Our professional advisors
- Organizations acquiring all or part of our assets or business
- Third-party organizations assigned to perform functions (including IT service providers, print service providers, and courier services)
- Certain third parties with your consent

- Government agencies, regulatory bodies, and law enforcement agencies as required by law

7. Protection of Personal Data

We require our employees to perform their duties in accordance with our legal privacy responsibilities.

We take all reasonable steps to ensure that both paper and electronic records containing personal data are stored securely and accessible only to authorized individuals.

We periodically review our information security practices to assess how we implement and maintain our responsibilities.

Our security measures include:

- Data encryption during transmission and storage
- Restricted access to personal data for authorized personnel only
- Regular security audits

8. Your Rights Regarding Personal Data

Under Law No. 27 of 2022 on Personal Data Protection, you have the following rights:

- The right to obtain information about data processing
- The right to access and obtain copies of your personal data
- The right to complete, update, or correct inaccurate personal data
- The right to terminate processing, delete, and destroy personal data
- The right to withdraw consent for data processing
- The right to object to automated decision-making processes
- The right to delay and restrict processing

Requests regarding these rights can be submitted to **contact@mapid.co.id**.

9. Cookies and Tracking Technologies

We use cookies to enhance user experience, such as:

- Remembering user preferences
- Tracking activities on our website for analytics purposes

You may disable cookies through your browser settings, though this may affect service functionality.

10. Changes to the Privacy Policy

We reserve the right to modify, change, or update this Privacy Policy at any time without prior notice.

If necessary, we will publish the updated Privacy Policy on our website to ensure you remain informed about how we handle your personal data.

11. Contact Us

If you have any questions or complaints regarding this Privacy Policy, please contact us at:

- **Email:** contact@mapid.co.id
- **Phone:** (022) 544200880
- **Address:** Jalan Mekar Raya No. 11, Mekar Rahayu, Margaasih, Kab. Bandung, Jawa Barat, 40218