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Governing Law

These terms shall be governed by and construed in accordance with the laws of the Republic of Indonesia. For users located in Malaysia, data collection and use may also be subject to the Personal Data Protection Act 2010 (PDPA Malaysia).

Privacy Policy

1. About This Privacy Policy

Welcome to MAPID. We are committed to protecting your privacy and ensuring that your personal data is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information in accordance with applicable data protection regulations.

By accessing or using our services, you acknowledge that you have read, understood, and agreed to the terms of this Privacy Policy.

2. Definitions

Personal Data refers to any information that identifies, or can be used to identify, an individual directly or indirectly, including but not limited to full name, email address, phone number, IP address, location history, or any other information that may be used to identify a person.

Processing of Personal Data means any operation performed on personal data, whether by automated means, including but not limited to the collection, storage, use, modification, deletion, or distribution of such data.

User means 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 purposes and means of processing personal data. In this context, MAPID acts as the data controller for the information it collects from users.

Data Processor means a party that processes personal data on behalf of MAPID, including third-party service providers engaged to support technology infrastructure, payment systems, or analytics.

Third Party refers to any individual, company, or entity that is not part of MAPID but may receive personal data from users while providing services—such as MAPID's business partners or cloud service providers.

Cookies and Tracking Technologies refer to small data files stored on a user's device when visiting MAPID, used to enhance user experience, gather analytics, and deliver more relevant content.

User Consent means the explicit permission provided by users allowing MAPID to process their personal data in accordance with this policy.

Data Security refers to the technical and organizational measures implemented by MAPID to safeguard personal data from unauthorized access, alteration, or breaches.

User Rights are the rights granted to individuals under this Privacy Policy, including the rights to access, correct, delete, restrict processing, and withdraw consent for the use of their personal data.

3. Personal Data We Collect

We may collect your personal data depending on the nature of your interaction with us, including but not limited to the following categories:

Identity Data, information used to identify you, such as your full name, home address, date of birth, gender, and nationality.

Contact Data, information that allows us to contact you, including your email address, phone number, residential address, or mailing address.

Transaction Data, information related to your financial interactions with us, including payment details, payment methods, bank account or credit card information, purchase history, invoices, or other transaction-related data.

Technical Data, information collected when you access or use our services digitally, such as IP address, device type, operating system, browser type and version, geographic location, cookies, and activity logs that record your interactions on our platform.

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

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, duration of use, and feedback you provide regarding your experience with our services.

All personal data we collect is processed in accordance with this Privacy Policy and used to provide better, more relevant services tailored to your needs.

4. How We Collect Your Personal Data

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

- a. Our websites;
- b. Social media platforms;
- c. Telephone communications;
- d. Email correspondence;
- e. Account registration on our platform;
- f. Completion of forms, surveys, or service applications;
- g. Your use of and access to our products, services, and websites;
- h. Transactions or interactions with our services, including 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 analytics service providers) and publicly available sources. We may use the personal data provided by you or third parties to obtain additional personal data from public information sources.

5. Purpose of Collecting and Using Personal Data

We collect and use your personal data when the information is necessary to carry out 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 choosing to provide your personal data to us, you also consent to the transfer and storage of that data on our servers for as long as we deem necessary to fulfil the purpose of its collection, or as required by applicable laws, this Privacy Policy, or any agreement between us.

We collect personal data for the following primary purposes (“Primary Purposes”):

- a. To provide our products and services to you;
- b. To validate and fulfil purchase requests;
- c. To notify you about new product launches or updates;
- d. To inform you about enhancements or new functionalities of our products;
- e. To improve and develop the design of our products and services for your use, including the use of data analytics tools (e.g., Google Analytics or similar technologies);
- f. To inform you about upcoming events;
- g. To provide you with information related to the industry and other relevant topics;
- h. To conduct surveys and research;
- i. To comply with licensing, legal, and regulatory obligations;
- j. To enhance our services (including handling issues and complaints);
- k. To send you information via email.

6. Personal Data Retention Period

MAPID will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, as outlined in this Privacy Policy, unless a longer retention period is required or permitted by applicable law.

Upon completion of the data processing purposes or upon your valid request, MAPID will delete or anonymize your personal data, unless further retention is necessary for legal, accounting, audit, or regulatory compliance purposes.

7. Legal Basis for Processing Personal Data

MAPID processes your personal data in accordance with applicable laws, based on the following legal grounds:

Your Consent, when you have explicitly provided your consent for the collection and processing of your personal data for one or more specific purposes.

Performance of a Contract, when the processing is necessary to fulfil a contract between you and MAPID, including the provision of services, transaction processing, or responding to service requests.

Compliance with Legal Obligations, when the processing is required to comply with applicable laws and regulatory requirements.

Legitimate Interests, when the processing is necessary to support MAPID's legitimate operational interests, such as service improvements, system security, or business communications, provided such processing does not override your fundamental rights and freedoms as a data subject.

In all cases, MAPID ensures that the processing is conducted in a transparent and proportionate manner, in line with the intended purpose and in full respect of your legal rights.

8. Cross-Border Transfer of Personal Data

At present, MAPID does not routinely transfer personal data outside the country. However, under certain circumstances, MAPID may transfer your personal data internationally when necessary—for example, when using cloud storage services, technology providers, or business partners located abroad. Any such transfer will be **conducted in accordance with the applicable provisions of the Personal Data Protection Act**.

Cross-border transfers of personal data will only occur if:

- a. The destination country has been recognized by the relevant authority as **having an adequate level of personal data protection**;
- b. You have provided **explicit consent** for the transfer;
- c. The transfer is **necessary for the performance of a contract** with you; or
- d. The transfer is **permitted under applicable laws and regulations**.

MAPID will take reasonable steps to ensure that any recipient outside the country provides a level of personal data protection that is equivalent to applicable standards, including through data protection agreements or binding contractual obligations.

9. Disclosure of Personal Data

In general, we do not commercially share our customer lists with third parties. However, if we do, such sharing will only occur with the valid consent of the individuals involved. We may disclose your personal data to third parties solely for the purpose of supporting our business operations and complying with legal obligations or valid requests from authorities.

We may disclose the personal data we collect from you to:

- a. Our payment system operators (e.g., merchants who receive card payments);
- b. Our professional advisors;
- c. Any organization that acquires all or part of our assets or business;
- d. Third-party organizations we engage to perform specific functions (including IT service providers, print service providers, and delivery couriers);
- e. Certain third parties who receive your personal data with your consent; or
- f. Other parties, including government agencies, regulatory bodies, and law enforcement authorities, as required by law.

If we use or disclose your personal data for **Secondary Purposes**, beyond the original purpose of collection, we will ensure that:

- a. The secondary purpose is related to the primary purpose of collection, and you would reasonably expect us to use or disclose your information for that purpose;
- b. You have given your consent for the use or disclosure of your personal data for the secondary purpose; or
- c. The use or disclosure is required or permitted under applicable laws.

We will take reasonable steps to ensure that any third-party contracts include requirements for those parties to comply with applicable privacy laws regarding the use and disclosure of personal data.

Although rare, if we are required to disclose personal data to law enforcement agencies, government authorities, or external advisors, we will only do so in accordance with the Personal Data Protection Act or other applicable legal obligations.

We take reasonable steps to ensure that any organization receiving your personal data is committed to protecting your privacy and complying with applicable data protection laws.

By providing your personal data to us, you consent to the transfer of your personal data to such organizations.

We do not sell, rent, or trade your personal data to unrelated third parties or those with no legitimate interest in receiving such data.

10. Personal Data Protection

We require all employees to perform their duties in accordance with our legal obligations concerning privacy and data protection.

We take all reasonable steps to ensure that both physical and electronic records containing personal data are stored in secure facilities accessible only to individuals with legitimate authorization.

We regularly and continuously review our information security practices to assess how we implement and maintain our data protection responsibilities.

We also implement the following technical measures to safeguard your personal data:

- a. Data encryption during transmission and storage;
- b. Access restrictions to personal data, limited to authorized personnel only;
- c. Periodic security audits.

11. Your Rights Regarding Personal Data

You have the following rights concerning your personal data:

- a. The right to obtain clear information regarding the identity, legal basis, purpose of the request and use of personal data, and the accountability of the party requesting your personal data;
- b. The right to complete, update, and/or correct errors or inaccuracies in your personal data in line with the purpose of data processing;
- c. The right to access and obtain a copy of your personal data, in accordance with applicable laws and regulations;
- d. The right to terminate the processing of, delete, and/or destroy your personal data, in accordance with applicable laws and regulations;
- e. The right to withdraw your previously given consent for the processing of your personal data;
- f. The right to object to decisions made solely based on automated processing, including profiling, that have legal consequences or significantly affect you;
- g. The right to delay or restrict the processing of your personal data proportionally in accordance with the intended purpose of processing.
- h. The rights mentioned in points d, e, f, and g may be excluded in the following situations:
 - For the purposes of national defense and security (only as permitted under applicable laws);
 - For the purposes of law enforcement processes;
 - For the public interest in the context of state administration;
 - For oversight of the financial services sector, monetary systems, payment systems, and financial system stability in the context of state governance; or
 - For statistical or scientific research purposes.

Requests related to the exercise of these rights may be submitted via email to: contact@mapid.co.id.

12. Access and Correction of Personal Information

We regularly and continuously review our data collection and storage practices to identify opportunities to improve the accuracy of the information we hold. You may submit a written request to access the personal data we store about you. We may require proof of identity before granting access to or making any corrections to your personal data.

We reserve the right to apply reasonable limitations on access to information and may refuse to provide access or delete information where such action is required or permitted by applicable law.

To help us maintain accurate and up-to-date records, please ensure that all personal data you provide to us is correct and current.

We take the accuracy of your personal data seriously. If any information we hold about you is inaccurate or incorrect, please contact us using the contact details provided so that we can promptly make the necessary corrections.

13. Account Deletion

You have the right to request the deletion of your account from MAPID's services and systems at any time. Requests must be submitted in writing via email to contact@mapid.co.id and must include valid identification for verification purposes.

Once your request is verified and approved, MAPID will:

- a. Deactivate your account and revoke access to our services;
- b. Delete or anonymize your personal data from our active systems within fourteen (14) business days;
- c. Retain certain data only where required by law, or for audit purposes, dispute resolution, or to fulfil contractual obligations.

Once the deletion process is complete, your account and related data cannot be recovered. MAPID is not responsible for any loss of information resulting from your voluntary request to delete your account.

14. Cookies and Tracking Technologies

We use cookies to enhance the user experience, including:

- a. Remembering user preferences;
- b. Tracking activity on our website for analytics purposes.

You may disable cookies through your browser settings; however, doing so may affect the functionality of our services.

15. Changes to This Privacy Policy

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

Where necessary, we will publish the updated Privacy Policy on our website to keep you informed about how we manage your personal information. We encourage you to review this Privacy Policy regularly to stay informed of any changes.

16. Contact Us

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

- **Email:** contact@mapid.co.id
- **Phone:** (022) 544200880
- **Address:** Jalan Mekar Raya No. 14, Mekar Rahayu, Margaasih, Kab. Bandung, Jawa Barat, 40218

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- Remember user preferences;
- Analyse website usage and performance;
- Deliver more relevant content based on your previous interactions.

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