

PRIVACY POLICY

We, City Mart Holding Company Limited (“we”, “us” or “our”) together with our subsidiaries and affiliated companies, respect your privacy and personal information and are committed to complying with the laws of the Republic of the Union of Myanmar in relation data protection and the privacy of your personal information. This Privacy Policy applies throughout our group, unless a separate privacy policy is expressly stated to apply to a particular product, service, website or application. Where you access or use services provided by third parties, including third-party applications or services made available through any of our websites or applications, those third parties may have their own privacy policies governing their collection and processing of your personal information.

All our customers should carefully read and understand our Privacy Policy as it applies throughout our business (including but not limited to any websites and applications we may operate) and details how we collect, handle, store, use, transfer, disclose and otherwise process the information generated by you and that you provide to us, including your personal information.

If you do not agree with the terms and conditions of our Privacy Policy, you should not access or use our stores, products and services, websites or applications. By accessing and using our stores, products and services, websites and applications you agree to be bound by the terms and conditions of this Privacy Policy as may be amended from time to time at our discretion with any updated version being provided via the appropriate medium/platform/application.

We may automatically store information entered by you or generated by your use of our stores, products and services, websites and applications including but not limited to information about your device, web browser, IP address, operating system, cookies stored on your device and other information based upon your behaviour in our stores, on our websites and applications, including the offers you view and products purchased. This information is generally compiled and analysed on an aggregated basis. This information may include the URL that you just came from (whether this URL is on the website or not), which URL you next go to (whether this URL is on the website or not), your computer browser information, your IP address, and other information associated with your interaction with any of our websites or applications.

We also collect, transfer and store personal information entered by you on our website and apps or supplied by you via your use of our stores, products and services. We only collect, transfer and use such information from you that we consider necessary for achieving a seamless, efficient and safe experience, customized to your needs, and to improve our consumer and business offerings and services. This may include using your information: to enable the provision of services to you; communicate account and product/service related details; to provide you with quality customer care; to undertake necessary fraud and money laundering checks including Customer Due Diligence (KYC) processes and comply with our security standards; to comply with applicable laws, regulations and judicial orders; for research and product improvement; to provide you with information, offers and promotions from us and its related companies, business partners, third-party service providers including but not limited to application operators, suppliers, merchant ,marketing and research agencies and other third parties (**other parties**). Your information may be transferred to, stored, or processed onshore or offshore both by us and/or the other parties which you understand, acknowledge and consent to. By using third-party services within our application, you understand and acknowledge that these other parties may collect and process data subject to their own privacy policies.

You may choose to provide payment related financial information to us such as bank account or credit card details. Where a transaction is processed by a bank, payment service provider, mobile financial service provider or other licensed payment provider, your payment details are collected and processed by that provider under its own terms. Where we do receive payment related information, we are committed to keeping all such sensitive financial data secure and confidential and a limited number of trained staff will access this information to complete your transaction. We may also use this information to undertake fraud and money laundering checks.

In all cases we will comply with the applicable laws of Myanmar in how we use, share and protect your information, including personal information.

We may need your device permission to get information about your device, like OS (operating system) name, mobile network, hardware model, unique device identifier, etc. Based on these inputs, we intend to optimize your order experience and thereby serving you better. Location permission enables us to deliver products to your address and may also enable us to provide location specific deals with personalized experiences.

We may use data collection devices such as “cookies” or similar technologies on certain pages of our websites and applications to help analyse our web page flow, measure promotional effectiveness, and promote trust and safety. “Cookies” are small data files placed on your hard drive or device that assist us in providing our services and may include an anonymous unique identifier. We offer certain features that are only available through the use of a “cookie”. We also use cookies to allow you to enter your password less frequently during a session. Cookies can also help us provide information that is targeted to your interests. Most cookies are “session cookies,” meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on our websites or applications and you may be required to re-enter your password more frequently during a session. Additionally, you may encounter “cookies” or other similar files on certain pages of our websites or applications that are placed by third parties. We do not control the use of cookies by third parties.

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities using our stores, products and services, websites or applications, we may collect such information into a file specific to you. We may be required or permitted to disclose information lawfully sought from us by a judicial or other competent body pursuant to applicable laws, which may include your personal information.

Our websites and applications may contain links to or integrations with other websites, applications or services operated by third parties, including third parties that make their own applications or services available within ours. We are not responsible for the privacy practices, terms or conditions or security of any such websites, applications or services, and you should review the privacy policy of the relevant third party before providing your information to it.

Transacting over the internet and/or in person has inherent risks which can in some cases be reduced by your own security practices, such as not revealing account/login related information, authentication credentials or bank account information to anyone and regularly changing your passwords. You should immediately inform our customer services team of any suspicious activity or where your account and/or details have or may have been compromised.

Although we endeavour to safeguard our business, websites and applications through the use of secure servers, your personal information and other transmissions cannot be made absolutely secure. By using our stores, products and services, website and apps, you agree that we have no liability for disclosure of your information and/or unauthorized acts of third parties or for any losses which you may incur as a result. To the maximum extent permitted by law we disclaim liability in relation to the storage, security, use, and disclosure of your information including your personal information in connection with.

By providing us with your views, details, and personal information and by using our stores, products and services, website and applications, you consent to the above terms and conditions in respect of the use, transfer, storage and sharing by us or our business partners in respect of the use, storage and sharing or transfer of your information. You further agree that you may be contacted by us and other parties for the above-mentioned purposes.