

Privacy Policy Statement

Effective: 1 September 2022.

Thank you for taking the time to understand the privacy statement of Baba Choo Choo Sdn. Bhd, its subsidiaries and all their platforms including TalkHealthAsia & The Asian Woman (all collectively referred to herein as "**we**," "**us**," "**our**") and their respective digital presence including websites comprising www.babachoochoo.com, www.talkhealthasia.com, and www.theasianwoman.org (collectively, our "**Websites**").

We provide users with information (including among other things: healthcare, disease, screening, diagnostic and other testing, treatment, insurance, self-help, empowerment) as well as hosting (including among other things: events and workshops), and other services in connection with the above, our operations or other business (collectively, our "**Services**").

We endeavour to respect your privacy. This privacy statement outlines our privacy practice when you visit our Websites or use our Services.

Table of Contents:

What Types of Information Do We Collect?

Information you provide to us

Information we collect about you

Information we receive from other sources

How and When Do We Share Or Disclose Your Information?

Storing Your Personal Information & How We Protect It

Your Rights and Choice

Acknowledgment & Consent

Contact Us

What Types of Information Do We Collect?

We receive information from or about you (collectively, "**your personal information**") depending on the nature of your communication with us when you interact with or engage in any activity on any of our Websites or our presence on any third party or social media site/platform/app/service (including Facebook, YouTube, LinkedIn, Instagram, Spotify, Tik Tok and Whatsapp) (collectively, our "**Digital Media**") or through your use/purchase/participation in any one or more of our products or Services (all such communication, interaction, engagement, use, purchase or participation collectively referred to herein as "**Your Interaction**").

Information you provide to us

You may provide us with information in several ways, including:

a) Your Interaction with our Digital Media

which may include information such as (or in connection with) your health condition, insurance, treatment, experience, name, username, email address, photo, your profession, your spoken language, your qualifications, your location, any other contact details and additionally with respect to

healthcare providers - your medical registration number, your annual practising certificate, your first consultation fee and your work contact.

We may also collect information relating to the actions that you perform while logged into your account on any of our Digital Media or that you provide when watching a video on any of our Digital Media, such as interacting with a specific issue, topic or health condition. Accounts may be used to save your preferences and to identify your areas of interest. The purpose for collection and use of this information is that we have a business need to provide account related functionalities to our users.

b) information you post on Digital Media

including your username, name, email, the content of your post and references to your online presence. We may use this information for our purposes and/or make this information available to others as you request or where required by law.

c) information you provide about others

for example, to refer a friend for a newsletter or promotion or to share content from our Digital Media. We may use this information to make our Digital Media or our Services available to the people you refer to.

d) when you provide feedback or seek support

in which case we may collect your name, username, email address and a contact number, as well as any other content that you send to us, to reply. The purpose for collection and use of this information is that we have a business need to receive and act upon your feedback or issues.

e) sign up for one or more of our mailing lists

in which case, we would collect your name, username and email address. The purpose of collection and use of this information is that we have a business need to share information with you about content on our Digital Media and Services.

f) your participation in a promotion in connection with us or our Digital Media

whether organised directly with us or by a third party. The purpose of collection and use of this information is that we have a business need to fulfil our promotions.

Information we collect about you

Through Your Interaction, we may automatically collect information, through the following means:

E-mail interconnectivity

If you receive email from us, we may use tools to capture information related to when you open our message. The purpose for collection and use of this information is that we have a business need to understand how you interact with our communications to you and to honour your requests based on our communications, such as to unsubscribe.

Mobile devices (such as phones, tablets, and other digital media streaming devices)

We may collect information from your mobile device or other electronic gadget, such as unique identifying information broadcast from your device during Your Interaction. The purpose of collection and use of this information is that we have a business need to identify unique visitors and understand how users interact with us on their devices and gadgets.

Website interactions

We use technology to discover how you conduct Your Interaction. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser. The purpose of collection and use of this information is that we have a business need to understand how you interact with our Websites or engage with our Services to better improve, and to understand your preferences and interests in order to better suggest offerings that you might find most useful.

Location data

During Your Interaction, we may solicit your permission to collect your location data. The specificity of the location data may depend on several factors, including the device you are using and how you are connected to the Internet. If you enable location services for our Digital Media, we may collect location data periodically as you use or leave open our Digital Media.

Cookies Policies

We want Your Interaction to be as easy, efficient and useful as possible. To help us do this, we may use cookies and similar technologies to among other things possibly improve your experience, enhance site security and show you relevant advertising. The purpose for collection and use of this information is that we have a business need to ensure our Websites and Services operate efficiently, endeavour to provide you with optimal user experience, and to provide you with the ability to save your preferences which may include login and language preferences.

Not all cookies used actually collect your personal information and they are generally of a temporary nature. You may configure your browser to notify you of the reception of cookies, to prevent their installation on your gadget and to delete any such cookies.

Data analytics

We use certain web analytics services, including third-party services including Google Analytics, to help us understand and analyse how visitors interact with our Digital Media. We may collect information, including your browser type, operating system, Internet Protocol (IP) address, domain name, location, click-activity, referring website, and/or a date/time stamp for visitors. The purpose for collection and use of this information is that we have a business need to monitor our Digital Media performance, content success, networks and the visitors to our Digital Media. We may receive reports based on the use of these technologies on both an individual and aggregated basis. You also may choose to install the Google Analytics Opt-Out Browser Add-on to opt out of Google Analytics data collection.

Information we receive from other sources

Some of our content may include features that are designed to interact with our Digital Media. If you access our content using any of our Digital Media or provide us access to third-party services, we may receive information about you from those third parties such as account and profile data and we may combine this data with information we already have about you.

How and When Do We Share Or Disclose Your Information?

To enhance content on our Websites

We may share your personal information with third parties who provide services on our behalf to help with our business activities such as ad technology providers, authentication services, email service providers and data analysers for the purpose of enhancing our products and services. These companies are authorised to use your personal information only as necessary to provide these services to us.

Optimisation

Our operations and business activities are conducted from resources shared across our teams and platforms. As such, we may share your personal information among our different teams for the purpose of optimising our operations and business activities, but within the parameters governed by this privacy statement.

Partner promotion

We may offer contest opportunities, giveaways or other promotions with third party partners. If you decide to enter a contest or promotion that is sponsored by and/or associated with a third-party partner, then the information that you provide will be shared with us and with them. Their use of your information is not governed by this privacy statement.

Our clients

When we collect information on behalf of a client or sponsor, we share that information with the relevant client or sponsor.

Public

Some of our Digital Media may provide the opportunity to post comments, or reviews, in a public forum. If you decide to participate and submit any information in connection with such participation, that information becomes publicly available.

Transfer

We may transfer your personal information outside of Malaysia to be processed or used by experts or third parties we engage and in such instances, we will make it clear to them that such information is to be applied and stored to the extent only of fulfilling the purpose for which it is transferred.

Advertising

Advertising helps to optimise free-of-charge access to the content on our Digital Media or to some of our Services. We work hard towards ensuring the advertising that reaches you is as relevant as possible, so this may require us to use your personal information or to share such information with our advertising partners, who may also use your information to develop a profile of your interests to show you relevant advertising on other sites.

Disclosure of Personal Information

We will generally keep your personal information confidential but Your Interaction itself constitutes the act of consenting and authorising us to provide or disclose your information to the following categories of parties:

- any persons, government agencies, statutory authorities or industry regulators where we are compelled to disclose such information pursuant to any law or regulation;
- our affiliates, partners, third parties, service providers, representatives and agents, who may be located within or outside Malaysia in connection with the running of our Digital Media, our operations or business, or the performance of our Services; and
- our client's or our own auditors, consultants, accountants or any relevant financial institutions or professional advisers.

Storing Your Personal Information & How We Protect It

Your personal information will be retained to fulfil the purpose for which it is collected or to comply with legislative or internal requirements, and wherever possible, we will store them in a manner that prevents unauthorised access.

Your Rights and Choice

Changes to your Personal Information

We rely on you to update and correct your personal information and data. If our Website does not permit you to update or correct certain information, you may contact us at hello@babachoochoo.com.

Deletion of your Personal Information

When we collect information on our own behalf, we typically retain your personal information for the period necessary to fulfil the purposes outlined in this privacy statement, unless a longer retention period is required or where it is permitted by law. You may, however, request information about how long we keep your information, or request that we delete your personal information or data by contacting us. If required by law we will grant a request to delete information, but you should note that in some situations we must keep your personal information to comply with our obligations, resolve disputes, enforce our agreements, or for another one of our business purposes.

Mailing List

To opt-out of any of our mailing lists, click on the automated unsubscribe link in our email or write an email to hello@babachoochoo.com so we can manually unsubscribe you.

Dealing on behalf of a third party

If we are processing your personal data or information on behalf of one of our clients or any other third party, we will respond that we are operating as a service provider and are unable to act on your request.

Acknowledgment & Consent

Your Interaction with any of our Digital Media, use of any of our products or engagement of any of our Services in itself constitutes an acknowledgment that you have read and understood this privacy statement and agree and consent to the use, processing, disclosure, transfer and application of your personal information by us.

Contact us

Should you require further information about how we handle your privacy or personal information that is not already answered by this privacy statement, you may contact us at hello@babachoochoo.com.