

PERSONAL DATA PRIVACY REGULATIONS

A. PERSONAL DATA PROTECTION

AEON DELIGHT VIETNAM CO., LTD. (“ADV”), with its registered office located at 3A Floor, Intan Building, No. 97 Nguyen Van Troi Street, Phu Nhuan Ward, Ho Chi Minh City, always attaches great importance to complying with the provisions of law in general, and especially the law on **Personal Data Protection** (“Personal Data”) in particular, when collecting, recording, analyzing, confirming, storing, editing, etc. with respect to Personal Data (hereinafter collectively referred to as “Personal Data Processing”).

Therefore, ADV has established and announces this **Personal Data Protection Regulation** (“Regulation”) to all **Data Subjects** (the “Data Subject”), who:

1. Access or contact ADV through its official website, fanpage, or other official communication/information channels;
2. Provide Personal Data to ADV through other forms.

The Data Subject must carefully read this Regulation, including any amended and supplemented versions, before providing Personal Data to ADV.

The Data Subject’s (1) access or contact through ADV’s official website, fanpage, or other official communication/information channels; or (2) provision of Personal Data to ADV through other forms, shall constitute a confirmation of having read, understood, and being fully aware of the entire content of this Regulation, and voluntarily agreeing to allow ADV to Process Personal Data in accordance with the entire content of this Regulation, including its amended and supplemented versions updated and published on the website, fanpage, and other official communication/information channels at the relevant time, and in accordance with relevant laws.

If the Data Subject does not agree with any part of this Regulation, please do not access, participate, or provide/send Personal Data to ADV..

1. Types of Personal Data Processed

When the Data Subject (1) accesses or contacts ADV through its official website, fanpage, or other official communication/information channels; or (2) provides Personal Data to ADV through other forms,

ADV will collect and process Personal Data which includes, but is not limited to, the following types, depending on the time:

- Full name: Family name, middle name, and first name;
- Date of birth: Day, month, and year of birth;
- Contact address;
- Mobile phone number, etc.

2. Purpose of Personal Data Processing

In line with its business objectives, ADV proceeds to Process Personal Data for appropriate purposes, including but not limited to the following:

- (a) Identification, authentication, and verification of customer information.
- (b) Maintaining contact with customers, providing support, and responding to customer inquiries.
- (c) Resolving issues arising from the use of the website, fanpage, and official communication/information channels of ADV.
- (d) Storing, managing, and backing up data for disaster recovery or other similar purposes.
- (e) Handling disputes, complaints, and other activities to comply with the obligations prescribed by the laws of Vietnam.
- (f) Complying with legal regulations and requirements of competent state authorities, including but not limited to obligations related to record-keeping and auditing.
- (g) Sharing, transferring, or disclosing Personal Data to other third parties (for the purposes mentioned above and other appropriate purposes), including but not limited to: affiliated companies, other companies within the AEON Group, partners, consultants of ADV, etc., or as required by competent authorities or government agencies.

ADV is committed not to sell Personal Data in any form, except where required or instructed otherwise by law or competent government authorities.

3. Methods of Processing Personal Data

Depending on the time and the purposes mentioned above, ADV may carry out one or more activities involving Personal Data, such as collecting, recording, analyzing, verifying, storing, modifying, disclosing, combining, accessing, retrieving, recovering, encrypting, decrypting, copying, sharing, transmitting, providing, transferring, deleting, destroying Personal Data, or performing other related actions.

Personal Data Processing activities may be conducted by ADV automatically or manually, through electronic means, manual methods, or any other means deemed appropriate by ADV.

ADV strictly applies protective and security measures during the processing of Personal Data, including protection against violations of Personal Data protection regulations and prevention of loss, destruction, or damage caused by incidents, using technical measures. However, please note that ADV cannot completely eliminate all security risks related to the processing of Personal Data.

4. Start Time and End Time of Data Processing

ADV will commence the Processing of Personal Data immediately upon receiving the Personal Data and will continue until such Personal Data is deleted or destroyed in accordance with applicable laws and/or the regulations and decisions of ADV from time to time.

5. Organizations Processing Personal Data and Other Organizations or Individuals Related to the Purpose of Personal Data Processing

ADV and other third parties, including but not limited to affiliated companies, other companies within the AEON Group, partners, and consultants of ADV, will process Personal Data in connection with the Purpose of Personal Data Processing.

ADV will take all necessary measures to require these third parties to commit to complying with Personal Data protection requirements that are at least in accordance with this Regulation and applicable laws.

6. Rights and Obligations of the Data Subject

6.1. Rights of the Data Subject:

- a. **Right to be informed:** The Data Subject has the right to be informed about the processing of their Personal Data, except as otherwise provided by law.
- b. **Right to consent:** The Data Subject has the right to consent or refuse consent to the processing of their Personal Data, except as required by law.
- c. **Right to withdraw consent:** The Data Subject has the right to withdraw their consent, except as otherwise provided by law.
- d. **Right of access:** The Data Subject has the right to view, edit, or request the correction of their Personal Data, except as otherwise provided by law.
- e. **Right to erasure:** The Data Subject has the right to delete or request the deletion of their Personal Data, except as otherwise provided by law.
- f. **Right to restrict processing:** The Data Subject has the right to request restriction of the processing of their Personal Data, except as otherwise provided by law.
- g. **Right to data provision:** The Data Subject has the right to request access to their Personal Data, except as otherwise provided by law.
- h. **Right to object to processing:** The Data Subject has the right to object to the processing of their Personal Data, except as otherwise provided by law.
- i. **Right to complain, denounce, and initiate legal proceedings:** The Data Subject has the right to lodge complaints, denunciations, or initiate legal proceedings in accordance with the law.
- j. **Right to compensation:** The Data Subject has the right to claim compensation for damages in accordance with the law when a violation of their Personal Data protection rights occurs, unless otherwise agreed by the parties or provided by law.
- k. **Right to self-protection:** The Data Subject has the right to protect their own rights under relevant laws or request competent authorities and organizations to implement civil protection measures as prescribed by law.

6.2 Obligations of the Data Subject:

- a. Protect their own Personal Data and request relevant organizations or individuals to protect their Personal Data..
- b. Respect and protect the Personal Data of others..
- c. Provide complete and accurate Personal Data when giving consent for the processing of their Personal Data.
- d. Participate in the dissemination and promotion of Personal Data protection skills..
- e. Comply with legal regulations on Personal Data protection and take part in preventing and combating violations of Personal Data protection laws.

7. Other Provisions:

ADV reserves the right, from time to time, to amend, supplement, or modify the contents of this Regulation, and such amendments shall take effect immediately upon being published on ADV's official website, fanpage, or other official communication channels.

If the Data Subject does not agree with any part of the amended content, they are requested to discontinue accessing, participating in, or providing Personal Data to ADV and/or exercise their rights as stipulated in this Regulation and in accordance with applicable laws..

B. COLLECTION AND USE OF IMAGES

In cases where customers (also referred to as "Data Subjects") consent to allow ADV to collect, store, and use their images, ADV shall have the right to store and use the images of the Data Subjects without time limitation for the following purposes::

- Advertising for ADV's business activities or using the images to promote ADV's public image;
- Posting on websites, newspapers, social media platforms, or other media channels;
- Featuring in magazines, brochures, or internal publications of ADV;
- Displaying or showcasing ADV's services;

- Other purposes in accordance with the law that do not infringe upon the honor, dignity, or reputation of the Data Subject.
- The Data Subject's consent to allow ADV to collect, store, and use their images means that:
 - The Data Subject shall not make any complaints or claims for any costs related to ADV's use of their images at the time of collection or in the future, and shall not withdraw their consent under any circumstances.
 - The Data Subject agrees that their images may be used in printed and/or electronic formats, and ADV will take appropriate measures to ensure that the Data Subject's images are used solely for the intended purposes. However, the Data Subject understands that ADV cannot completely eliminate all risks and agrees that ADV shall not be held liable for (i) any use of such images by websites, social media platforms, publishers, or other third parties without ADV's consent, and (ii) any consequences arising therefrom.
 - The Data Subject's consent is voluntary, completely free from coercion, and shall be expressed by signing a confirmation.

ADV reserves the right, from time to time, to amend, supplement, or modify the contents of this Regulation, and such amendments shall take effect immediately upon being published on ADV's official website, fanpage, or other official communication or information channels.

This Regulation shall take effect from December 23, 2023.