

Privacy Policy

We, at Alliance Bank Malaysia Berhad (ABMB)/ Alliance Investment Bank Berhad (AIBB) (“the Bank”), respect your privacy and assure you that all personal information provided to or obtained by the Bank through the Alliance ONE Invest share trading application will be kept confidential in accordance with the law.

We are committed to:

- Providing efficient service and quality products via the Alliance ONE Invest share trading application.
- Providing fair disclosure and information of all products and services offered
- Providing safe and secure Internet communication by adhering to strict computer system security standards and by keeping pace with computer technology and computer security systems
- Providing the financial and personnel resources required to maintain and provide all the above

Your Privacy, Our Policy

At ABMB and AIBB, we understand that you may be concerned about the confidentiality and security of information exchanged between yourself and Alliance One Invest share trading application, as you access and interact through our website and/or mobile application.

Please be informed that the Bank respects your privacy and are committed to safeguarding all your confidential information. To assist in this regard, the Bank has instituted a variety of security measures which keeps safe our computer system, data and information base.

Also please be informed that even the Bank’s employees with authority to access customer confidential information are obliged to keep and maintain such information confidential. Pursuant to the Financial Services Act 2013, the Bank is bound by written declarations to maintain such confidentiality in accordance with the law.

Collection and Use of Information

The information that the Bank collects from you from our website and/or mobile application depends on the type and nature of products and services used.

For instance, when you browse or download information, only the date and time of your visit and pages viewed or downloaded are recorded.

All customer information when transmitted to the Bank is encrypted, thus making it inaccessible to third parties.

Apart from using the information to identify you, the information is only used to provide the Bank with a better understanding of your interest and needs, and to enable us to

improve our services and to keep you informed about our products.

Should you wish to obtain more information on the manner in which the Bank processes your personal data, please refer to our Notice and Choice Principle Statement – Personal Data Protection Act 2010.

Information Sharing

Save where required by law, we will not share any customer information with any third party.

The Bank may share information about you with agents duly appointed to assist the bank with their banking duties, functions and services, and with entities within the Alliance Banking Group in order to render more effective and efficient service. But even such information is only provided in accordance with the law; and as with our employees, all such agents and entities within the Group remain obliged to keep such information confidential.

Whilst we may maintain links with third party websites to facilitate and increase product availability and options to you, we do not share any customer information with such third parties without your prior express agreement and consent.

Security System and Procedures

The Bank regularly reviews and will whenever appropriate implement suitable advancements and new developments into its security and encryption systems.

The Bank currently uses 128-bit encryption for the transferring of data and customer information.

In addition, the Bank uses a variety of security measures and procedures, and controls access to its data processing centres and information stored in the system.

Assistance from Customer

The Bank reminds all customers that under no circumstances should any password or personal identification number ("PIN") be revealed to anyone, including the Bank's employees, and to keep all records of such password or PIN safe and secure, at all times.

You are also reminded that you are entitled to and should immediately change your password or PIN if the security thereof has been or is suspected to be compromised.

You should also immediately inform the Bank of any discrepancy, error or suspicion that security has been breached.

Cookies

The Bank may on occasion use a "cookie" to interact with your application. The app may also use third party code and libraries that use "cookies" to collect information and improve their services. This cookie is harmless to you and simply provides the bank's system an easier and more effective means of communication with your system.