



Privacy Policy

Last updated: 5 February 2026

Alpha Arus Sdn Bhd (“Company”, “we”, “us”, or “our”) is committed to protecting your privacy and handling your personal data responsibly in accordance with the **Personal Data Protection Act 2010 (PDPA)** of Malaysia and applicable laws.

This Privacy Policy explains how we collect, use, disclose, store, and protect personal information when you visit our website alpharus.com.my (the “Website”), contact us, request information, or engage with our services.

By accessing or using the Website, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

A. Information You Provide Voluntarily

- Name, company name, job title
- Email address, telephone number
- Mailing or business address
- Details of your enquiry, project requirements, or feedback
- Any other information you choose to provide when you fill out forms, send emails, or communicate with us

B. Automatically Collected Information

- IP address
- Browser type and version
- Operating system
- Device information
- Pages visited, time and date of visit, time spent on pages
- Referring/exit pages and clickstream data
- Cookies and similar tracking technologies (see Cookies section below)

2. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your enquiries, requests for quotations, site assessments, or consultations
- To provide, maintain, and improve our Website and services



ALPHA ARUS SDN. BHD. 202601004509 (1666606-A)
3.02D (East Wing), Level 3 Menara BRDB 285, 59000 Bangsar,
Wilayah Persekutuan Kuala Lumpur.
<https://alpharus.com.my/>

- To communicate with you about our solar PV, BESS, O&M, and related renewable energy solutions
- To send you updates, newsletters, or marketing materials (only if you have consented)
- To comply with legal obligations, regulatory requirements, and lawful requests from authorities
- To protect the security and integrity of our Website and business
- For internal business purposes such as data analysis, auditing, and service enhancement

3. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience, analyze usage, and deliver personalized content.

Cookies may collect information about your browsing behavior on our Website.

You can manage or disable cookies through your browser settings. However, disabling cookies may limit some features of the Website.

For more details, please refer to our **Cookie Policy** (if separate) or the cookie banner on the Website.

4. Sharing of Information

We do **not** sell your personal data.

We may share your personal information in the following limited circumstances:

- With service providers, contractors, or third-party vendors who assist us in operating the Website, providing services, or performing business functions (e.g., hosting, analytics, email service providers) — all under strict confidentiality obligations
- With professional advisors (lawyers, accountants, auditors) when required
- To comply with legal obligations, court orders, or requests from government or regulatory authorities (including Suruhanjaya Tenaga, SEDA, or other Malaysian authorities)
- In connection with a merger, acquisition, restructuring, or sale of assets

5. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this Policy, or as required by law.

After that period, we will securely delete or anonymize the data.



6. Data Security

We implement reasonable technical, administrative, and physical security measures to protect your personal data from unauthorized access, loss, misuse, or alteration.

However, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security.

7. Your Rights Under PDPA

Subject to applicable law and any exemptions, you may have the right to:

- Access your personal data held by us
- Request correction of inaccurate or incomplete data
- Withdraw consent to processing (where consent is the basis)
- Request us to stop using your data for direct marketing
- Lodge a complaint with the Personal Data Protection Commissioner if you believe your rights have been violated

To exercise these rights, please contact us using the details below.

8. International Transfers

If any personal data is transferred outside Malaysia, we will ensure appropriate safeguards are in place in line with PDPA requirements.

9. Third-Party Websites

Our Website may contain links to third-party websites.

We are not responsible for their privacy practices. We encourage you to read the privacy policies of any third-party sites you visit.

10. Children's Privacy

Our Website and services are not directed to individuals under the age of 18.

We do not knowingly collect personal data from children. If we become aware that we have collected such data, we will take steps to delete it.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.



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The updated version will be posted on this page with a revised “Last updated” date.

Your continued use of the Website after any changes constitutes acceptance of the revised Policy.

12. Contact Us

If you have any questions about these Terms, please contact us at:

Email: enquire@alpharus.com.my

Telephone: +6012 622 3480

Address: 3.02D (East Wing), Level 3 Menara BRDB 285, 59000 Bangsar, Wilayah Persekutuan Kuala Lumpur.