



Terms and Conditions

Organiser/Operator: Sime Darby Property Berhad and/or its related corporations, subsidiaries, affiliates, agents, representatives, successors and assigns, as applicable collectively referred to as “**Sime Darby Property**”, “**we**”, “**us**” or “**our**”.

1. Introduction

- 1.1. These Terms and Conditions (“**Terms**”) govern your access to and use of the Know Your Naturehood website, microsite, campaign platform, digital features, event registration functions, user profile features, gallery features, AI-assisted content generation features, badge/reward features and any related services made available by us from time to time collectively, the “**Website**”.
- 1.2. By accessing, browsing, registering for an account, submitting any content, registering for an event, participating in any campaign or using any feature on the Website, you agree to be bound by these Terms and our privacy notice (“**Privacy Notice**”).
- 1.3. If you do not agree to these Terms or our Privacy Notice, you should not access or use the Website, create an account, participate in any event or submit any content.
- 1.4. We may amend, vary, update or replace these Terms at any time. The updated Terms will be posted on the Website and will take effect from the date of posting, unless stated otherwise. Your continued use of the Website after the updated Terms are posted constitutes your acceptance of the updated Terms.

2. Eligibility

- 2.1. The Website is intended for users who are legally capable of accepting these Terms.
- 2.2. If you are below the age of eighteen (18) years old, or the age of majority under applicable law, you must obtain consent from your parent or legal guardian before using the Website, creating an account, registering for events or submitting any content.
- 2.3. By using the Website, you represent and warrant that: (a) you have the legal capacity to agree to these Terms; (b) where applicable, you have obtained the consent of your parent or legal guardian; (c) all information provided by you is true, accurate, current and complete; and (d) your use of the Website will comply with these Terms and all applicable laws.

3. User Registration and Account Management

- 3.1. Certain features of the Website may require you to create a user account.
- 3.2. To create an account, you may be required to provide your email address, verify your email through a one-time password or verification process, create a unique six-digit PIN and provide profile information such as your name, age, contact details, township, interests or other information requested by us.
- 3.3. You agree to provide accurate, complete and up-to-date information during registration and to update such information if it changes.
- 3.4. You are responsible for maintaining the confidentiality and security of your login credentials, including your email address, PIN, OTPs and any account access details.

- 3.5. You must not: (a) share your PIN or login credentials with any other person; (b) use another person's account without permission; (c) impersonate another person or organisation; (d) create multiple accounts to bypass submission limits, badge requirements, redemption criteria or campaign restrictions; or (e) use false, misleading or inaccurate information.
- 3.6. You are responsible for all activities carried out through your account, whether authorised by you or not, unless caused directly by our fraud or wilful misconduct.
- 3.7. We may suspend, restrict, disable or terminate your account at any time if we reasonably believe that you have breached these Terms, your account is being misused, the account contains false or misleading information, your account compromises the Website, you have attempted to manipulate any campaign, event, badge, reward or submission process, or we are required to do so by law, regulation, internal policy, security requirements or operational needs.

4. Privacy Notice and Personal Data

- 4.1. Your personal data will be collected, used, disclosed, stored and processed in accordance with our Privacy Notice and applicable personal data protection laws.
- 4.2. By using the Website, creating an account, registering for an event, submitting content, adding guests or participating in any campaign, you consent to the collection, use, disclosure and processing of your personal data in accordance with our [Privacy Notice](#).
- 4.3. Personal data collected may include, without limitation, name, email address, contact number, age or date of birth, township or location-related information, profile information, event registration and attendance information, guest details, photographs, videos, captions, descriptions, stories, account activity, badge activity, campaign participation records and technical information relating to your use of the Website.
- 4.4. If you provide personal data of any other person, including your guest, parent, guardian, child or other individual, you represent and warrant that you have obtained that person's consent to provide their personal data to us, informed that person of the purposes for which their personal data will be processed and directed that person to our Privacy Notice or otherwise made the Privacy Notice available to them.
- 4.5. We may disclose personal data to third parties where necessary for the operation of the Website, campaign administration, event management, registration processing, QR check-in, safety, communications, marketing, publicity, analytics, IT hosting, content generation, content moderation, vendor support, regulatory compliance or other purposes described in our Privacy Notice.
- 4.6. For event registration and RSVP purposes, you acknowledge and agree that relevant registration information, including your details and any guest details provided by you, may be disclosed to event organisers, venue operators, service providers, security personnel, emergency personnel, contractors, agents and other relevant third parties for event administration, attendance verification, safety, crowd management, communications and related operational purposes.
- 4.7. Where we intend to use your personal data for direct marketing, promotional communications or other purposes requiring specific consent under applicable law, and such purpose is not expressly covered under our Privacy Notice or any consent previously obtained from you, we will obtain such consent where required.

5. Event Registration and RSVP

- 5.1. The Website may allow you to browse, register for and RSVP to community events, biodiversity activities, guided walks, workshops, campaigns and other activities organised, hosted, supported or promoted by us or our partners ("Event").

- 5.2. Event availability, capacity, eligibility, registration requirements, dates, times, venues, programme details and participation conditions may vary and are subject to change.
- 5.3. Your RSVP or registration does not guarantee participation unless we confirm your registration or allow you to attend based on the applicable Event requirements.
- 5.4. You agree that all Event registration information submitted by you is accurate and complete; you will comply with all Event rules, venue rules, safety instructions and instructions issued by us, our representatives, event organisers or venue operators; you will behave responsibly and respectfully; and you will not engage in unsafe, disruptive, offensive, unlawful or inappropriate conduct.
- 5.5. We may refuse, cancel, revoke or limit your registration or participation in any Event at our discretion, including where Event capacity has been reached, the Event is cancelled, postponed or rescheduled, you fail to provide required information, you fail to comply with these Terms or Event rules, or you pose a safety, security, health, reputational or operational risk.

6. Guest Registration

- 6.1. Where the Website allows you to add guests to an Event registration, you must provide accurate and complete guest information.
- 6.2. You are responsible for ensuring that each guest has agreed to attend the Event, consented to their personal data being provided to us and processed for Event-related purposes, been informed of these Terms and our Privacy Notice, and complies with all Event rules, venue rules and safety requirements.
- 6.3. We may limit the number of guests per account, per Event or per registration.
- 6.4. We may reject, cancel or remove any guest registration at our discretion, including where guest details are incomplete, inaccurate, duplicated, suspicious or exceed the permitted Event capacity.

7. Event Check-In and QR Code

- 7.1. For certain Events, you may be issued a QR code or other attendance credential by email or through the Website.
- 7.2. You may be required to scan the QR code or complete another check-in process upon arrival at the Event venue.
- 7.3. QR codes and attendance credentials are personal to the registered user or guest and must not be sold, transferred, duplicated, tampered with or misused.
- 7.4. We may deny Event entry, badge eligibility or other benefits if you fail to complete the required check-in process.
- 7.5. Completion of an RSVP or receipt of a QR code does not guarantee entry if the Event is cancelled, postponed, full, subject to safety restrictions or otherwise unavailable.

8. Event Safety and Assumption of Risk

- 8.1. You acknowledge that Events may involve outdoor activities, walking, nature-related activities, biodiversity activities, physical participation, weather exposure, uneven terrain, water-adjacent areas, plants, insects, animals or other environmental conditions.
- 8.2. You are responsible for assessing whether you and your guests are fit and able to safely participate in an Event.
- 8.3. You agree to take reasonable care for your own safety and the safety of your guests and belongings.

- 8.4. To the fullest extent permitted by law, you participate in Events at your own risk.
- 8.5. We will not be liable for any injury, loss, damage, delay, cancellation, illness, accident, property loss or other incident arising from your participation in any Event, except to the extent caused directly by our negligence, fraud or wilful misconduct and only to the extent liability cannot be excluded under applicable law.

9. Photography, Videography and Event Publicity

- 9.1. Photographs, videos, audio recordings or other media may be captured during Events by us, our representatives, event organisers, contractors, media partners or other authorised persons.
- 9.2. By attending an Event, you consent to being photographed, filmed or recorded, and you grant us the right to use such photographs, videos, recordings and related materials for documentation, reporting, publicity, marketing, social media, corporate communications, internal records and promotional purposes, without further payment or compensation, unless prohibited by applicable law.
- 9.3. If you do not wish to be photographed or recorded, you should notify the Event organiser before or upon arrival at the Event. We will use reasonable efforts to accommodate such requests where practicable, but we cannot guarantee that you will not appear in background or crowd images.

10. User Submissions Generally

- 10.1. The Website may allow users to submit, upload, create, publish, display or share content, including photographs, videos, captions, stories, descriptions, usernames, profile details, comments, biodiversity sightings, activity experiences and other materials collectively, “**User Submissions**”.
- 10.2. User Submissions include but is not limited to content submitted through Animate Your Naturehood, Share Your Naturehood, Naturehood Gallery, event-related features, profile or badge-related features and any other content submission feature on the Website.
- 10.3. You are solely responsible for your User Submissions.
- 10.4. By submitting any User Submission, you represent and warrant that (i) the User Submission is original to you or you have all necessary rights, licences, permissions and consents; (ii) it does not infringe any rights; (iii) it does not contain false, misleading, defamatory, offensive, obscene, abusive, threatening, discriminatory, unlawful, harmful, unsafe or otherwise inappropriate material; (iv) all individuals appearing in it have consented to being photographed, filmed, submitted, displayed and used in accordance with these Terms; (v) where it includes a minor, you have obtained the consent of the minor’s parent or legal guardian; it does not contain personal data of others unless you have obtained their consent; (vi) it does not contain malware or harmful code; (vii) and it complies with these Terms and all applicable laws.

11. Prohibited Content

- 11.1. You must not submit, upload, publish, transmit or share any User Submission that is unlawful, fraudulent, misleading, false, deceptive, infringing, defamatory, abusive, harassing, threatening, hateful, discriminatory, obscene, indecent, offensive, promotes violence, self-harm, dangerous behaviour, illegal activity or animal cruelty, endangers safety or the environment, discloses confidential or sensitive information, contains unauthorised advertising or spam, misrepresents your identity, has been manipulated in a misleading or harmful manner, depicts trespassing, vandalism, unauthorised entry or unsafe interactions with wildlife, or is otherwise objectionable or unsuitable in our opinion.

12. Animate Your Naturehood and AI-Generated Content

- 12.1. The Animate Your Naturehood feature may allow you to upload photographs, videos, captions, descriptions, stories or other materials for AI-assisted content generation.
- 12.2. You acknowledge that AI-generated content may be created, edited, transformed, enhanced, animated, stylised, summarised or otherwise developed based on your User Submission.
- 12.3. Each user account may be limited to a maximum of five (5) AI generations or submissions, or such other number as we may determine from time to time.
- 12.4. Submission of content does not guarantee that AI-generated content will be produced, approved, displayed, published or retained.
- 12.5. We may notify you by email once the AI-generated output is ready, reviewed or approved. Any stated time frame, including a 24-hour period, is indicative only and not guaranteed.
- 12.6. Approved AI-generated content may be displayed in your user profile and may, at our discretion, be displayed in the Naturehood Gallery, campaign pages, social media, marketing materials or other public-facing channels.
- 12.7. You acknowledge that AI-generated content may contain errors, inaccuracies, unexpected outputs, artistic variations or interpretations that differ from your original submission or expectations.
- 12.8. We do not warrant that AI-generated content will be accurate, complete, suitable, error-free, uninterrupted, unique, non-similar to other outputs or fit for any particular purpose.
- 12.9. We may review, edit, reject, remove, withhold, moderate, decline to generate, decline to display or decline to publish any AI-generated content or related User Submission at our sole discretion.
- 12.10. You must not submit any content for AI generation that you do not have the right to use or that contains third-party rights, confidential information, personal data or identifiable individuals without the necessary consents.

13. Share Your Naturehood

- 13.1. The Share Your Naturehood feature may allow you to submit original photographs, videos, stories, captions, experiences or other content showcasing nature, biodiversity, green spaces, community activities or township experiences.
- 13.2. You may be notified by email if your submission is approved for display, but we are not obliged to notify you of rejection, removal or non-publication.
- 13.3. Publication of any submission is subject to our review and approval.
- 13.4. We reserve the right to review, edit, crop, adapt, moderate, reject, remove, decline to publish or take down any submission at any time and for any reason, without prior notice.
- 13.5. Submission of content does not guarantee publication, featuring, display, prize, badge, reward, endorsement or any other benefit.

14. Naturehood Gallery

- 14.1. The Naturehood Gallery may feature selected User Submissions, AI-generated content, photographs, videos, stories, testimonials, campaign entries, Event-related content and other materials.
- 14.2. We have sole discretion over what content is selected, featured, displayed, ranked, removed or retained in the Naturehood Gallery.

- 14.3. We may remove any content from the Naturehood Gallery at any time without notice, including if we receive a complaint, takedown request, rights claim, data protection request or if we consider the content unsuitable.
- 14.4. You hereby acknowledge that public gallery content may be viewable by other users, members of the public, media, partners and third parties and consents for your submission of any AI-generated content, photographs, videos, stories, testimonials, campaign entries, Event-related content and other materials to be in the published and viewable.

15. Rights Granted by Users

- 15.1. You retain ownership of your User Submissions, subject to the licence granted to us under these Terms.
- 15.2. By submitting, uploading or sharing any User Submission, you grant us a worldwide, royalty-free, fully paid-up, transferable, sublicensable, perpetual and irrevocable licence to use, host, store, reproduce, copy, edit, adapt, modify, crop, resize, translate, publish, display, distribute, communicate, broadcast, transmit, feature, promote, create derivative works from and otherwise exploit the User Submission, in whole or in part, for operating, administering and improving the Website; generating AI-assisted content; displaying content on your profile; displaying content in the Naturehood Gallery; campaign administration; Event documentation; publicity, marketing and promotional activities; social media posts and digital campaigns; corporate communications; internal reporting and archival purposes; media, press, investor, sustainability and community engagement communications; and any purpose reasonably connected with the Know Your Naturehood campaign, urban biodiversity, sustainability, community engagement or our business activities.
- 15.3. The licence in Clause 15.2 includes the right for us to use your name, username, township, caption, story, description, likeness, image, voice and other submitted information in connection with the User Submission.
- 15.4. You agree that we may use User Submissions without further notice, approval, payment, compensation or attribution, unless required by applicable law.
- 15.5. You waive, to the fullest extent permitted by law, any moral rights or similar rights you may have in the User Submission, or agree not to assert such rights against us, our affiliates, licensees, service providers, contractors or partners.
- 15.6. You acknowledge that once your User Submission is published or shared publicly, it may be copied, shared, reposted or downloaded by third parties beyond our control.

16. Content Review, Moderation and Takedown

- 16.1. We may, but are not obliged to, pre-screen, review, moderate, approve, reject, edit or remove User Submissions.
- 16.2. We reserve the right to remove or disable access to any User Submission at any time, without notice, if we believe that the User Submission breaches these Terms, infringes third-party rights, contains personal data without consent, is the subject of a complaint or claim, may expose us to legal, regulatory, reputational or operational risk, or is otherwise unsuitable for publication.
- 16.3. We are not responsible for monitoring all User Submissions and do not endorse any User Submission submitted by users.
- 16.4. If you believe any content on the Website infringes your rights or contains your personal data without consent, you may contact us at urbanbiodiversity@simedarbyproperty.com.

17. Marketing and Publicity Use

- 17.1. You acknowledge and agree that User Submissions, AI-generated content, Event photographs, Event videos, testimonials, stories and other campaign participation materials may be used by us for marketing, promotional, publicity, sustainability, community engagement, corporate communications and related purposes.
- 17.2. Such use may include publication on the Website, Naturehood Gallery, Sime Darby Property websites, microsites and applications, social media platforms, digital advertisements, email communications, event materials, campaign materials, media releases, internal presentations, sustainability reports and other online or offline marketing channels.
- 17.3. Where required by applicable law, we will obtain the relevant consent for marketing communications and personal data processing.

18. Digital Badges and Reward System

- 18.1. The Website may offer digital badges based on user participation, campaign submissions, Event attendance, QR check-in, biodiversity activities, content submissions or other activities determined by us.
- 18.2. Digital badges may be displayed on your user profile.
- 18.3. Badge eligibility, criteria, names, categories, availability, allocation and display are determined by us at our sole discretion.
- 18.4. We may add, remove, amend, suspend, reset, revoke or replace any badge, badge criteria or badge feature at any time.
- 18.5. Badges have no monetary value, are not exchangeable for cash, are non-transferable and do not constitute property, currency, entitlement or guaranteed reward.
- 18.6. Users who accumulate a specified number or category of digital badges may be eligible to redeem or receive a physical pin, badge, merchandise or other reward, subject to applicable redemption criteria, campaign rules, verification of eligibility, Event or campaign availability, stock availability, redemption deadline, user compliance with these Terms and our approval.
- 18.7. Physical badges, pins or rewards are available while stocks last and may be substituted, withheld, cancelled or discontinued at our discretion.
- 18.8. We may disqualify any user from receiving badges or rewards if we believe the user has manipulated the system, created duplicate accounts, submitted false information, breached these Terms or engaged in fraudulent or improper conduct.

19. Intellectual Property Rights

- 19.1. All rights, title and interest in and to the Website and all content, materials, features and functionality made available on or through the Website, including all text, graphics, icons, logos, trade names, trademarks, service marks, photographs, videos, animations, illustrations, artwork, designs, layouts, interfaces, software, source code, databases, campaign names, slogans, badges, digital rewards, event materials, forms, visual elements and other materials, are owned by, licensed to or controlled by Sime Darby Property and/or its licensors.
- 19.2. You are granted a limited, revocable, non-exclusive, non-transferable and non-sublicensable right to access and use the Website for personal, non-commercial and lawful purposes only, strictly in accordance with these Terms.
- 19.3. Except with our prior written consent, you must not copy, reproduce, modify, adapt, translate, publish, upload, post, transmit, distribute, display, sell, lease, license, commercially exploit, reverse engineer, decompile,

disassemble, scrape, crawl, data-mine, mirror, frame, extract or otherwise use any part of the Website, its systems, databases, content or intellectual property.

19.4. Nothing in these Terms, your use of the Website, your account registration, your participation in any campaign or event, your submission of content, or your receipt of any badge, reward, AI-generated content or other material, transfers or grants to you any ownership rights or intellectual property rights in the Website or any materials owned by us, our related corporations, affiliates, licensors, partners, vendors or service providers.

19.5. All names, logos, trademarks, service marks, trade names, campaign names, slogans, icons and branding appearing on the Website are owned by or licensed to us and must not be used without our prior written consent.

20. Acceptable Use of the Website

20.1. You agree to use the Website only for lawful and proper purposes.

20.2. You must not misuse the Website or interfere with its operation, attempt unauthorised access, introduce malware, scrape data without consent, bypass security or submission limits, manipulate Event registrations or badge/reward mechanics, use the Website for unauthorised commercial solicitation, infringe third-party rights, upload prohibited content or do anything that may damage our reputation, systems, users, partners or the Website.

21. Third-Party Services and Links

21.1. The Website may contain links to third-party websites, platforms, maps, event systems, social media platforms, AI tools, hosting providers or services.

21.2. Third-party services are provided by independent third parties and are subject to their own terms, privacy notices and policies.

21.3. We do not control and are not responsible for third-party websites, services, content, availability, security, practices or policies.

22. Website Availability

22.1. We may update, modify, suspend, withdraw, discontinue or restrict access to the Website or any feature at any time without notice.

22.2. We do not guarantee that the Website will be uninterrupted, secure, error-free, virus-free or always available.

22.3. We are not liable for any loss or damage arising from Website downtime, system errors, technical issues, failed submissions, delayed emails, lost content, Event changes or other operational disruptions.

23. Disclaimers

23.1. The Website and its content are provided on an “as is” and “as available” basis.

23.2. While we may use reasonable efforts to ensure information is accurate and current, we do not warrant that any Website content, Event information, township information, biodiversity information, AI-generated content, gallery content or user content is accurate, complete, current, reliable or suitable for any particular purpose.

23.3. Any biodiversity, nature, green space, Event or activity information is provided for general informational and engagement purposes only and should not be treated as professional, scientific, safety, environmental, medical or legal advice.

23.4. You are responsible for exercising your own judgment and taking appropriate precautions when participating in Events, visiting outdoor areas, interacting with nature or relying on Website content.

24.Limitation of Liability

- 24.1. To the fullest extent permitted by law, we shall not be liable for any indirect, incidental, special, punitive, exemplary or consequential loss or damage, including loss of profits, loss of data, loss of goodwill, loss of opportunity, loss of reputation or business interruption.
- 24.2. To the fullest extent permitted by law, we shall not be liable for any loss, damage, claim, injury, death, delay, cancellation, failed submission, failed notification, failed publication, content rejection, badge rejection, reward unavailability or third-party conduct arising from or in connection with your use of the Website, User Submissions, AI-generated content, Event participation, guest participation, reliance on Website content, unauthorised access to your account, Website downtime or technical issues, third-party platforms or service providers, or your breach of these Terms.
- 24.3. Nothing in these Terms excludes liability that cannot be excluded under applicable law.

25.Indemnity

- 25.1. You agree to indemnify and hold harmless Sime Darby Property, its related corporations, affiliates, officers, directors, employees, agents, contractors, service providers, event organisers and partners from and against any claims, losses, liabilities, damages, costs and expenses arising from or related to your breach of these Terms, your User Submissions, your infringement of third-party rights, your violation of applicable law, your misuse of the Website, your Event participation or guest participation, any personal data, image, video or content submitted by you without proper consent, or any claim that your User Submission infringes another person's rights.

26.Termination and Suspension

- 26.1. We may suspend, restrict or terminate your access to the Website, account, submissions, badges, Event registrations or rewards if you breach these Terms or if we consider it necessary for legal, operational, security, safety or reputational reasons.
- 26.2. Upon termination or suspension, you may lose access to your account, profile, badges, submissions, AI-generated content and Event registrations.
- 26.3. Clauses relating to intellectual property, User Submissions, licence rights, disclaimers, limitation of liability, indemnity, governing law and any other provisions intended to survive shall continue after termination.

27.Complaints, Takedown Requests and Contact

- 27.1. If you wish to report content, request removal of content, raise a privacy concern, report suspected misuse or contact us regarding these Terms, you may contact us at urbanbiodiversity@simedarbyproperty.com.
- 27.2. We may request further information to verify your identity, assess your request or process your complaint.

28.Governing Law and Jurisdiction

- 28.1. These Terms are governed by the laws of Malaysia.
- 28.2. You agree to submit to the exclusive jurisdiction of the courts of Malaysia in respect of any dispute arising out of or in connection with these Terms, the Website, Events, User Submissions or any related matter.

29.General Provisions

- 29.1. If any provision of these Terms is found to be invalid, unlawful or unenforceable, the remaining provisions will continue in full force and effect.
- 29.2. Our failure or delay in enforcing any right under these Terms does not constitute a waiver of that right.
- 29.3. You may not assign or transfer your rights or obligations under these Terms without our prior written consent.

29.4. We may assign, transfer or subcontract our rights and obligations under these Terms to any related corporation, affiliate, successor, service provider or third party where reasonably necessary.

29.5. These Terms, together with the Privacy Notice and any campaign-specific terms, form the entire agreement between you and us in relation to your use of the Website.

Last Updated: 13 August 2026