

Malaysia's first mobile-based child tracking kit that provides end-to-end support for parents so that they may be proactively updated on their children's whereabouts when they opt for the service. It also enables parents to seek seamless emergency assistance from TraqKid's call centre and responders from Community Policing Malaysia should the need arise. TraqKid is made possible with a U Mobile SIM card that is enabled with a SIM-based location service technology.

1. GET ACCESS

1.1. How can I purchase TraqKid?

- By going to <https://traqkid.my/#makeamove>
- Pick the package that you want and put in the necessary information's into the website
- Traqkid will deliver the Sim Card to your doorstep

1.2. How many working days required to activate phone services ?

2 working days

1.3. Are there any retail shops who we can subscribe to Traqkid?

With our understanding on the busy schedule of parents, we would like to keep the delivery process via courier services. Whereby we will deliver the Sim Card to subscriber's doorstep

1.4. Why do we sell online?

It's our choice to give more convenient to our customers by Selling & Buying online.

1.5. Can existing U Mobile subscriber sign up TraqKid?

Existing Postpaid

- Customer needs to upgrade the postpaid plan (change plan) before signing up for TraqKid service

Existing Prepaid

- Customer needs to migrate to a UM postpaid plan before signing up for TraqKid service

1.6. If my kid is subscribe to Traqkid, Do the parent need to port to U Mobile in order to enjoy the services?

Parent can stay in their preferred Telco Choice. Only the kid will need to use the Traqkid Sim Card.

1.7. How will the subscription package be for multiple TraqKid subscriptions?

Same subscription package. Monthly subscription from RM58 onward

1.8. How many children can I add to my TraqKid subscription?

Up to 12 subscriptions

2. MOBILE APPS

2.1. Do I need to pay to download TraqKid app?

TraqKid is "FREE" for all to download via Google Play Store or Apple App Store

2.2. How do parent access the Mobile App which will display the position of their kids?

- *Parent will be given a special username and password via their personal email.*
- *Sign in and you will be able to see the position of your kid*

2.3. Can the parent use the Mobile App to contact the call centre?

Yes, just press the <Button> and link to the phone number

2.4. Can my kid use the Mobile App?

Yes, just press the <Button> and link to the phone number. Just call us in any scenario and seek advice from our experience agent

2.5. What is the "Notification" Section of the app?

This is available for TraqKid to send important message to all our users

2.6. Why do we need to sign in every "2 days" from the app?

This is part of the security measure so that whoever have illegal access to your phone will not be able to use the TraqKid mobile app to locate your kids.

2.7. Why every time that we sign-in to the website, mobile app will auto signoff?

This is part of the security measure so that if your phone is lost or illegal access to your phone, the web sign-in will disable your TraqKid mobile app.

2.8. Why does our call centre different, whereby we do not pick up within 3 rings or we don't pick up but we will ALWAYS call you back?

As we face many prank calls, our preference is to make sure that whoever we are contacting are serious about seeking our help.

3. PERSONAL ACCIDENT INSURANCE

3.1. Who is our underwriter for the PA insurance?

Allianz General Insurance

3.2. When shall customers pay for this insurance?

Our courier team will collect MYR36 on the spot via completing the the Sim Card registration for our subscribers

3.3. How do we buy the PA insurance on year2 onward?

TraqKid will call our subscribers to facilities the renewal process for the insurance

3.4. Why do we have Personal Accident (PA) insurance bundle into this program?

This is relevant to our caused of keeping our kids safe and minimize financial burden should the kid get into accidents

4. EMERGENCY SERVICES

4.1. Our Call Centre operate 24x7

Upon facing emergency, we will always assign a professional Case Manager to handle the case.

4.2. Who is Community Policing Malaysia?

It's a non-profit organization and all members strive to work towards a safer community through close cooperation and understanding with the police. Our members consist of ordinary citizens, retired police officers and everyone who cares and concern for the safety of the society. It is our effort to form smart partnership with the police to identify and prioritize problems of crime and social disorder. We share the responsibility in the development and the implementation of proactive problem-solving strategies in identified issues.

4.3. How do you identify CP responders? Can CP Responders be trusted?

All CP responders are required to submit their NRIC and recent photos. We will have detail records of all our members and we will submit these information to PDRM yearly for Crime check. All CP responders will be wearing a T-Shirt Uniform and CP ID card.

4.4. How fast Community Policing (CP) team can be deployed when there's an emergency case?

Within the Metropolitan City, we will be looking at 20 to 30 minutes. Whereas in small town, you are looking at 45minutes to 1hour. TraqKid will also engaging private security companies such as Viper Force Sdn Bhd to help us to continue to upgrade or improve our services to our subscriber.

5. TECHNOLOGIES

5.1. TraqKid focus on "Reachability".

We want to be able to find the kid in any location including basement carpark as long as there is a little signal via GSM and SMS.

5.2. What scenario that we can't track the phone ?

Phone switch off or out of battery. Whereas GPS, users can switch off that services. GPS is accurate but unfortunately it will consume battery power.

5.3. Will TraqKid services be available if travelling abroad? How much will the charges be, will it include roaming SMS charges?

Not available for roaming.

5.4. How accurate is the TraqKid service in providing the location information? What is the range of accuracy in meters?

In urban area, the accuracy is within 100m – 200m. For rural area accuracy is within 2KM.

5.5. Please explain the scheduled location updates vs. on-demand updates? Are there additional charges for it?

- *Scheduled location updates = SIM card is automatically polled by TraqKid system for each scheduled time interval.*
- *On-demand updates = SIM card sends polling response for every on-demand poll (User manually click location updates from the portal or app, there is a possibility of additional charges if the number of polling exceeds the monthly quota)*

5.6. TraqKid is a cell based tracking solution using SMS. What is the advantage of using SMS? Why don't U Mobile use GPS?

SMS is only using GSM signal (Non-Data) which is more reliable for user (parents/childrens) as it doesn't consume high battery usage (mobile phone) compared to GPS solution. As long as you have one sign GSM signal, we will be able to locate the kid. Whereas GPS is obtain not available indoor or small kampung, it's required heavy battery consumption and needed more advance smart phones.

5.7. Under which platform it is running? Whether is it locally developed here?

The XIMLOC tracking SIM is running on U-Mobile Telco network. U mobile had spent the past couple of years testing and verifying the reliability of this Cell Based LBS.

Platform: As a trusted cloud platform, Microsoft Azure is consistent with the Malaysian Personal Data Privacy Act, and has been certified to international security and privacy requirements, such as ISO 27001, ISO 27018, and EU Model Clauses. This compliance means both government and commercial customers can have confidence knowing they comply with Malaysian legislative and international certification requirements when deploying data to the cloud. For more information, including data protection, please refer to Microsoft Azure Compliance in the Context of Malaysia Security and Privacy whitepaper.

Our mobile application is developed locally, runs on top of an API that calls out to Ximloc server to display the location of the kids. This is to ensure all data are well synchronised and no data are stored elsewhere for data security.

With the advance technologies in place, TraqKid will be able to create many more solutions around kid Safety, Welfare and Growth.

5.8. The MOE issued the following statement whereby new policy may be introduced to allow student to bring their mobile gadget to school next year EXCEPT mobile phone. How does this affect this TraqKid?

Parent are able to purchase all kind of GSM SMS enable devices such as wrist watch, pendant to track their kid. But our preference is still on using mobile phone.

6. TERMS OF USE

6.1. Will TraqKid be purely for kid monitoring and tracking? What are future enhanced features planned for TraqKid?

Yes, It's purely for kid monitoring and tracking. There will be more services being roll out to our Subscribers and Kids

6.2. Will TraqKid's services be affected if my phone lines are barred from payment overdue? Or is the service independent of the mobile subscription?

Yes, TraqKid service will be affected if the phone lines are barred (Unable to view latest location).

6.3. Will this service interfere with PDPA?

No. We adhere to the PDPA standard set by Malaysia Government. We have panel legal advisors onboard specifically to advise us regarding PDPA compliance procedures.

6.4. How Traqkid ensure that subscribers will not be handing over the sim card to adults or old folks (other than tracking their own child)

We undertake reasonable levels of due diligence to ensure that the service is only used by Parents/Guardians for the tracking of children under their care. However, frankly speaking, once the SIM card is in the possession of the subscriber; we are not able to completely prevent it from being used for unintended purposes like tracking one's spouses (laugh).

However, doing so would be a breach of the terms of TraqKid Service; and if misuse comes to light; we will play our part in terminating/discontinuing the service for that particular subscriber.

6.5. Where are all the information being kept?

In Malaysia

6.6. How long will the details / history of the tracking be kept and accessible to the subscriber?

6 months

6.7. In view of many tracking devices available in the market, will Ministry of Women, Welfare & Community Development intent to come up with certain guidelines/ policy or come up with certain standard?

We will certainly be working closely with the ministry on this area

7. OTHERS

7.1. Who is behind TraqKid?

TraqKid started as a simple need to know the whereabouts of a child as and when required. However fanciful GPS locator which uses battery support solutions in the market, they couldn't solve a problem. Sometimes kids tend to forget to charge the tracker watch or pendant.

7.2. When this idea came about? How long we have been testing this concept?

This idea came from Community Policing Blueprint written on 2007 by Royal Malaysian Police. Whereby they will build up more policing to improve the safety of our street via Citizen of Malaysia. This idea become reality after we uncover U-Mobile W-Locate solutions which they've been running their tracking program for the last 2 years.

7.3. Where is TraqKid available?

TraqKid will be available in Klang Valley (Selangor & Wilayah Persekutuan) for phase. We will roll out by phases starting with South Peninsula, North Peninsula, East Peninsula, Sabah & Sarawak.

7.4. How TraqKid will help parents to improve understanding and track their children?

Parents in today's scenario are engulfed with hectic work schedule in a hope to deliver the best for their kids. For kids their ultimate focus will be to achieve good results in their studies.

For a parent to handover a tracking SIM to a child takes a lot of courage and patience. With this, we hope the parents can take the opportunity to open up and show their love and concern for their children.

With TraqKid Parents with ease of mind, can know the whereabouts of their loved ones without constantly dropping an instant message, thus the children are able to focus on their activities. TraqKid is here not only to track/monitor as well as to know where the children are and to be able to send assistance if there's an emergency.

To overcome this situation, we started looking for technology solution that can solve this issue, we found Ximloc Cell Based LBS SIM Card. Ximloc uses GSM signal which doesn't eats up battery compared to GPS solution. They link up to U-Mobile Telco network.

We also engage with community police responders team for emergency escalation solution, and Allianz for child personal accident insurance coverage.

All of this created TraqKid - an end-to-end solution for child welfare.

7.5. What is the unique selling point that will attract parents to purchase your product?

A call button that tells you what to do. Should you have any inquiries, just call us. Should the child landed in some trouble, just call us. Should you think your child has landed into some trouble, just call us.

Unlike other similar services, they will always shy away from responsibility by pushing the responsible to other providers. We will take up the case, working closely with Community Policing and Government Law Enforcement Agencies so that we proactively assist the whole responsibilities.

7.6. How will you work along with the government and relevant government agency?

Government and related agencies play a pivotal role in the success of keeping our future generation safe. TraqKid works closely with relevant government department(s) and law enforcement agencies by constantly engaging and updating on child related issues such as bullying and sexual crime. We are now in the midst of discussion with KPWKM for our mobile application to participate as another channel for Nur Alert.

We strongly encourage parents to call us for any concern about their children's safety at any time. We also encourage the kids to call us so we can facilitate any conversation with the government or law enforcers.

7.7. Have you tested your product in any similar situation before this?

One day, while on the way for a meeting near Mid Valley, one of our staff received a call from her 7-year-old daughter school teacher informing her daughter has not been picked up due to the delay of her transporter. She then called via TraqKid to request for responders to check on her daughter's status. The responders managed to locate her and waited with her daughter until June arrived at the school to fetch her daughter.