



Personal Data Protection Act 2010 Notice

The Personal Data Protection Act 2010 (“PDPA”) was passed to regulate and govern the processing of personal data in a commercial transaction. In compliance of PDPA, Emkay Group of Companies (including the holding company, subsidiaries, associated, related and affiliated companies as well as their subsidiaries, associated and affiliated companies, both local and international, whether present or future) (collectively, “**the Emkay Group**”) is required to manage the personal data collected from the users in various way, in printed or electronic forms through website, digital and mobile platforms and/or any transaction document and/or otherwise provided by the user or possessed by Emkay Group in the course of the user’s dealings with Emkay Group.

The user’s personal data may be used for:

- Internal record keeping
- To provide products and/or services to the users as well as products and/or services by third party providers provided through Emkay Group
- To customize Emkay Group’s website according to the user’s interests
- To enable the users to provide feedback to Emkay Group
- To assess user’s job application
- To administer the user’s participation in any contest/programme related to the public organized by Emkay Group
- To better understand the user’s needs as Emkay Group’s customer
- For security and fraud prevention purposes
- For the purposes of inclusion in media engagements and/or any relevant or related events
- For the purposes of us preparing guest invitations, registration and/or sign-ups for our events
- For the purposes of printed and on-line publications
- For the purposes of facilitating, implementing and/or formalising any transaction with Emkay Group
- For the purposes of sending marketing, advertising and promotional information about other products/services that Emkay Group, its business partners or third-party providers may be offering (“Marketing Information”) to the users by way of postal mail, electronic transmission, text messages (SMS/MMS), telephone calls and/or other phone-based messaging telephone number(s) (WhatsApp/Telegram)

(collectively, “**the Purposes**”).



The user's personal data will be collected from various on-line forms and links made available during visits to Emkay Group's website and/or in the course of the users dealing with Emkay Group, in which the users may be required to provide the user's personal details (such as individual name, company's name, identity card number, passport number, registration number, date of birth, age, gender, race, nationality etc.), address, contact details (such as telephone numbers, fax numbers and email address) and any other relevant information which the user had disclosed to Emkay Group as may be updated from time to time.

Kindly be informed that the personal data provided may be disclosed, disseminated and/or transferred to companies within Emkay Group or to any third-party organizations or persons for the purpose of fulfilling Emkay Group's obligations to the users in respect of the Purposes and all such other purposes that are related to the Purposes and also in providing integrated services, maintaining and storing records.

In respect of the above, Emkay Group is committed in ensuring the confidentiality, protection, security and accuracy of all personal data provided by the users. It is the user's obligation to ensure that all personal data submitted are accurate, not misleading, updated and complete in all aspects. For the avoidance of doubt, Emkay Group will not be responsible for any personal data which are inaccurate, misleading, incomplete and not updated.

Further, in the event that the user furnishes or make available to Emkay Group any personal data relating to a third party i.e. including but not limited to information of spouse, parents, children, directors, shareholders and/or guarantors (collectively, "Third Parties"), the user represents that the user has obtained the consent of the Third Parties to provide Emkay Group with their personal data and for Emkay Group to collect, use, disclose and process their personal data for the Purposes.

Any personal data retained by Emkay Group shall be destroyed and/or deleted from Emkay Group's records and system in accordance with Emkay Group's Document Retention Policy in the event such data is no longer required for the said Purposes, unless the user requests that its personal data be removed and destroyed, by sending an email to [info@emkay.com.my].

The user hereby declares its consent to the collecting, using, disclosing and processing of the user's personal data and have read, understood and accepted the terms stated herein. This PDPA Notice may be revised from time to time. Notice of any such revision will be given on our website and/or by such other means of communication deemed suitable by Emkay Group.

A member of



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