

## **DATA PRIVACY POLICY**

Malaysia's Personal Data Protection Act 2010 (PDPA) came into force on 15 November 2013. We respect your privacy in compliance with the PDPA 2010 and will not disclose any personal information stored in our database without consent from you.

### **WHAT PERSONAL DATA DO WE COLLECT**

The types of Personal Data that we collect directly from you or from third parties may include (but not limited to): your name, age, identity card number or passport number, photos, address of correspondence, including office address, gender, date of birth, marital status, occupation, income range, contact information, including e-mail address, mobile number, house number, facsimile number, and office number, race, nationality.

### **HOW DO WE COLLECT YOUR PERSONAL DATA**

We collect your personal information through a variety of methods, including but not limited to:

- Registration and Admission of our events;
- Exhibitor survey conducted by us or appointed representative(s);
- Exhibition enquiry conducted by us or appointed representative(s);
- Any other methods relevant to the Exhibitions organised by us;
- Business cards, or guest books;
- Contest participation organised by us; and/or
- Visitor survey carried out by us or appointed representative(s).

### **PURPOSE FOR COLLECTION OF PERSONAL DATA**

We use information about you for the following general purposes:

- For the purposes of statistical analysis of data;
- To reply to your enquiries related to our business;
- To send you the latest updates of our exhibition's information;
- For contract and agreement purposes related to our services or business;
- For contest winner selection;
- To better understand your needs as our customer;
- For billing and financial purposes; and/or
- Any other justifiable purposes associated with the business.

## **HOW DO WE PROTECT YOUR PERSONAL DATA**

All of the personal information we collect from you will be treated as confidential, and we shall ensure its protection.

However, when it comes to issues pertaining to our business operations, we may be obliged to provide the following third parties with information about your personal data:

- our contractors and subcontractors;
- our data processors (mailing houses, database firms);
- our auditors, lawyers, and consultants;
- our business associates;
- representatives and distributors; or
- any other parties to whom you have given your express or implicit authorization.

In addition, we may utilize your personal information to fulfil legal obligations and for any other purpose connected to providing you with the services you require.

## **ACCESS / UPDATE YOUR PERSONAL DATA**

Please contact HB Exhibition Management Sdn Bhd at [hello@hb-event.com](mailto:hello@hb-event.com) if you do not agree to MAHA 2024 Organiser processing your personal data for any purpose at any time.

If any of the personal data you have submitted appears to be inaccurate, please update your details by sending your request at the above contact details.