

## **PERSONAL DATA PROTECTION POLICY FOR THE COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM OF MALAYSIA (CMCF)**

This statement is made pursuant to the Personal Data Protection Act 2010, which regulates the processing of personal data by the data user in a commercial transaction and protects the interest of the data subject.

### **1. Your Consent**

By providing your personal data to CMCF, you have read and accepted the statements herein; and you have consented to the processing of your personal data by CMCF in the manner set out herein. If you provide personal data of third parties to CMCF, you warrant and represent to CMCF that you have obtained the required consent of the third parties for the processing of the relevant personal data by CMCF in the manner set out herein.

### **2. Notice and Choice Principle Statement**

2.1 CMCF may be required to collect personal data from you during the course of your dealings with CMCF or for the purpose of CMCF's activities. Such personal data may include (but not limited to) name as per identity card, preferred name, identity/passport number, age, contact number, residential address, email address, birth date, gender, race, nationality, occupation, designation, bank account details, information of spouse/children such as name and birth date, information of your organization such as name, registration number and address, information as to physical or mental health, political opinions, religious beliefs or other beliefs of a similar nature, the commission or alleged commission of an offence and such other data necessary for the purposes which the personal data is collected.

2.2 The personal data provided by you to CMCF may be processed by CMCF for the following purposes: -

- to register individuals as the contact person of an organization that is a member of CMCF
- to administer the business or contractual relationship between CMCF and you and/or your organization;
- to communicate with you and/or your organization;
- to administer customer relationship management procedures;
- to provide you with information about the activities, products, services, events and programmes that may be organized, managed, facilitated, provided, sponsored and/or participated by CMCF;
- to provide you with information about the products, services, events and programmes offered by selected third parties that may interest you;

- to facilitate payment in connection with the business or contractual dealings between CMCF and you and/or your organization;
- to conduct research, study, assessment, survey and/or prepare reports/statistics for purpose of CMCF's activities;
- to respond to your enquiries;
- to comply with any legal or regulatory requirements applicable to CMCF, and to make disclosure under the requirements of any law, regulation, direction, court order, by-law, guideline, circular or code applicable to CMCF;
- for recruitment of employees;
- for CMCF's internal record keeping; and/or
- other lawful business activities of CMCF.

2.3 The personal data provided by you to CMCF may, if required, be disclosed to the following classes of third parties:

- CMCF's sub-contractors or third-party service or product providers as may be determined by CMCF to be necessary or appropriate;
- financial institutions for purposes of facilitating payments and/or maintaining financial records in connection with the business or contract relationship between CMCF and you and/or your organization;
- government agencies and selected parties within or outside Malaysia including strategic partners that work with CMCF in connection with CMCF's business activities or any event or programme;
- agents, contractors, auditors, consultants, accountants, insurers, lawyers or other financial or professional advisers of CMCF;
- regulatory bodies, government bodies or other authorities if required or authorized to do so to discharge any regulatory function under any law or in relation to any order or judgment of a court; and/or
- any person to whom CMCF is compelled or required to do so under the law.

2.4 Generally, the personal data processed by CMCF is collected from you or provided by a third party to CMCF for the aforesaid purposes.

2.5 You have a right to request for access to and for correction of your personal data. You may also choose to limit the processing of your personal data. If you would like to make any of such requests, kindly submit your request in writing to CMCF at the postal/email address specified in paragraph 6 below, with no access fees imposed.

2.6 If you have any inquiries or complaints in respect of the personal data, kindly communicate to CMCF in writing at the postal/email address specified in paragraph 6 below

### **3. Security of Your Personal Data**

We take the protection of personal data we collect and/or under our care very seriously. We maintain safe technical measures, practices, and policies when handling personal data to safeguard the data from unauthorized access, improper uses or disclosure or similar risks, in accordance with such requirements of the applicable personal data protection laws and regulations.

### **4. Consent and Retraction of Consent**

By submitting your personal data to us, you consented to the use of it as set out in this Policy. However, where we rely on your consent for processing your personal data, you may withdraw your previous consent to this processing at any time, by contacting us by using the contact details below. Please note, however, that withdrawing your consent will not affect the lawfulness of processing based on your previous consent prior to withdrawal.

### **5. Changes to this Policy**

This policy may be revised and updated from time to time. CMCF recommends that you visit this webpage to review the most updated version of this statement each time you provide your personal data to CMCF.

### **6. Contact Us**

If you have any enquiries related to our personal data protection policy, please contact us at [secretariat@contentforum.my](mailto:secretariat@contentforum.my)