



## **1. Privacy Policy Statement**

- 1.1. The Organiser places a high priority on protecting individual privacy and ensuring the security of your personal information. Personal data information collected in these terms is processed, retained, and used by Organiser in accordance with the Personal Data Protection Act 2010
- 1.2. Various types of information from visitors and users of our website and/or registration form shall be collected:
  - a. Personal Information: When anyone register for the Exhibition, the Organisers may collect the name, email address, phone number, and other contact information. If anyone make a payment for registration of the Exhibition or any events, the Organisers may collect the payment information, including credit card details from the person. However, the Organisers do not store this information, and it is processed securely through a third-party payment processor.
  - b. Non-Personal Information: the Organisers may collect non-personal information such as your IP address, browser type, device information, and browsing patterns. This information is used for analytical purposes to improve our website and services.
- 1.3. The Organisers may use the information collected, including its name, email address, and physical address, for the following purposes:
  - a. to conduct direct marketing in relation to the promotion of and invitation to their event in Malaysia and around the world, and events or fairs organized by their affiliates and joint venture partners, as well as the promotion of their services via fax, email, direct mail, telephone;
  - b. to process the registration of the Exhibition and to provide with event-related information.
  - c. to send updates, newsletters, and information related to the Exhibition and related events.
  - d. To facilitate payment for Exhibition, registration, and events through the secure payment processor.
  - e. To analyze website usage and improve our services.
- 1.4. The Organiser will use their reasonable endeavours to:
  - a. limit the collection of personal data to only what is necessary to provide better services;
  - b. allow access to personal data only to properly trained and authorized employees;
  - c. implement safeguards, both physical and digital, to ensure the security and confidentiality of the personal data they collect; and/or
  - d. refrain from sharing personal data with external parties unless the Exhibitors have given consent, it is required by law or enforcement agencies, or the Organiser has already informed the Exhibitors.
- 1.5. The Organiser will not so use the personal data of the Delegates unless the Organiser has received the Delegates' consent to the said intended use. The Exhibitors may choose not to receive promotional materials by simply notifying the Organiser through the below contact details, and the Organiser will cease to do so, without charge.



- 1.6. The Organiser does not sell, trade, or rent all collected personal information to third parties. However, the Organiser may share or provide the information with trusted third parties including to:
  - a. their agents, advisers, auditors, contractors, and service providers in connection with their operations or services for facilitating and enhancing their operations and conducting analysis, research, and auditing based on the personal data; or
  - b. Their overseas offices, affiliates, joint venture partners, which are also exhibition Organiser, for the purposes of conducting direct marketing in relation to the promotion of and invitation to their trade fairs in Malaysia and around the world; or
  - c. Persons to whom the Organiser are required to make disclosure under applicable laws in or outside Malaysia; or
  - d. Other service providers and/or third parties in the context of a merger, acquisition, or any other corporate exercise involving the Organiser. These service providers and/or third parties may be located overseas.
- 1.7. The Organiser implement reasonable measures to protect all collected personal information. However, no method of data transmission over the internet or electronic storage is completely secure, and therefore, the Organiser cannot guarantee the absolute security of the data collected.
- 1.8. When the Delegates browse the website of the Organiser, cookies may be stored on the computer's hard drive of the Delegates. The Organiser use cookies to personalize the use of the website and to operate the service areas. The Delegates have a choice not to accept cookies, but if the Delegates exercise this choice, certain functionality may become unavailable.
- 1.9. By submitting the registration form for the Exhibition, the exhibitor/delegate indicates his/her consent to receiving marketing messages from the Organiser and its business partners unless the delegate has informed the Organiser in writing that the delegate does not wish to receive marketing messages from the Organiser.
- 1.10. The Organiser may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons.
- 1.11. If you have any questions or concerns about this Privacy Policy, please contact The Organiser at:
  - a. Name: Ms. Celine or Ms. Heidi
  - b. Contact: +6011 2800 8408
  - c. Email: [intellisupply@synergy-sch.com](mailto:intellisupply@synergy-sch.com)
  - d. Designation: Marketing Specialist