

Personal Data Protection Notice

Sunway Centre for Planetary Health, a centre under Sunway University and Sunway Education Group respects and is committed to the protection of your personal information and your privacy. In this Personal Data Protection Notice, "we", "us" and "our" refers to Sunway, and "you" and "your" includes third parties whose personal data you have provided to Sunway.

This Personal Data Protection Notice explains how we collect and handle your personal information, including your sensitive personal information in accordance with the Malaysian Personal Data Protection Act 2010. Please note that Sunway may amend this Personal Data Protection Notice at any time without prior notice and will publish the amended or revised Personal Data Protection Notice on our website or by email.

Note that your sensitive personal data (e.g. your physical or mental health or condition) and your medical information (e.g. patient medical history, diagnostics, allergies) will not be shared or disclosed to any entity unless where you have provided your express, written consent.

1. Personal information

1.1 Type of personal information

Personal information means any information which relates to you or any other third party related to you which was collected or provided to Sunway for the purposes stated in Section 2 below.

We process your personally identifiable information which may include your name, passport or NRIC number, contact details, information in audio and/or video format (including voice, video recording, closed-circuit television ("CCTV") and security recording), and images (including photographs).

1.2 Source of personal information

- (i) Client / customer or potential client / customer for our products, services, events, conferences, seminars and / or other marketing activities organised by us: Sunway collects your personal information directly from you when you express an interest to be contacted for such events and marketing activities (including business card collections via fish bowl method or during previous events organised by us). Your information may also be collected indirectly (for example, via trade / online directories) or from cookies through the use of our website.
- (ii) Sponsor of PHAM2024: Sunway collects your personal information directly from you when you fill up the donation / pledge form via online and / or physical hardcopies. Your information may also be collected from cookies through the use of our website.
- (iii) Vendor, supplier or service provider: Sunway collects your personal information directly from you or indirectly from your employer or credit reference agencies when tendering for projects or as part of the commercial transactions. Your personal information may also be collected from cookies through the use of our website.

1.3 Obligatory personal information

All information requested for in the relevant forms is obligatory to be provided by you unless stated otherwise.

Should you fail to provide the obligatory information, we may be unable to process your request and / or provide you with relevant services.

2. Purposes of collecting and further processing (including disclosing) your personal information

(i) Client / customer or potential client / customer for products, services, events, conferences, seminars and other marketing activities organised by us: Your personal information is collected and further processed by Sunway as required or permitted by law and for the following commercial purposes:

- to provide you with information, products or services that you request from us and any incidental purposes thereto;
- to contact you regarding products, services, upcoming events,
- to provide you a more seamless customer experience;
- to support research and innovation of our products and services;
- to store and carry out data analytics processes;
- to improve our products and services;
- for purposes of collaboration with a business partner to advertise and market products and services to you;
- to contact you regarding products, services, upcoming events, promotions, advertising, marketing and commercial materials which we feel may interest you*;
- to allow third parties to contact you for advertising, promotional or marketing campaigns conducted by any third party entities;
- to notify you about changes to our products and services;
- to ensure that the content from our website is presented in the most effective manner for you and for your computer and / or device;
- to comply with Sunway's legal and regulatory obligations in the conduct of its business; and
- for Sunway internal records management.

* Where you have indicated your consent to receiving marketing or promotional updates from Sunway, you may opt out from receiving such marketing or promotional material at any time. You may select the "unsubscribe" option provided in email blasts / SMS blasts, or you may contact us at the details provided in Section (6) below.

Data Analytics Processing

Sunway University wants to share and consolidate your data into a single platform to be stored by the Sunway Centre for Planetary Health and shared with Sunway Education Group Sdn Bhd. We will use and share your data for other events, activities and engagements.

3. Disclosures and transfers of personal information (within or outside of Malaysia)

3.1 Entities within Sunway

Your personal information provided to us is processed by and disclosed to entities (within or outside of Malaysia) within Sunway (including related companies, subsidiaries, holding companies, associated companies and outsourcing partners) for the purposes stated in Section 2 (Purposes of collecting and further processing (including disclosing) your personal information) above.

Sunway will ensure that access to your personal information is restricted to staff who are contractually required to process your personal information in accordance with their respective job requirements.

3.2 Classes of third parties

Your personal information may be disclosed or transferred to relevant third parties (within or outside of Malaysia) as required under law, pursuant to relevant contractual or business relationships, our service providers or for the purposes stated in Section (2) (Purposes of collecting and further processing (including disclosing) your personal information) above (or directly related to those purposes).

3.3 Advertisers, business partners or other third-party entities.

Your personal information (including your sensitive personal data) may be disclosed or provided to advertisers, business partners or other third-party entities and their advisers/representatives (in or outside of Malaysia) for purposes of any advertising, promotional or marketing campaigns conducted by any third-party entities.

In the event of a potential, proposed or actual sale of business, disposal, acquisition, merger or re-organisation ("Transaction"), your personal information may be required to be disclosed or transferred to a third party as a result of the Transaction. You hereby acknowledge that such disclosure and transfer may occur and permit Sunway to release your personal information to the other party and its advisers / representatives.

(iii) Client / customer or potential client / customer for products, services, events, conferences, seminars and other marketing activities organised by us: Your personal information may be disclosed to the following classes of third parties:

- Third parties appointed by us to provide services to us or on our behalf (such as auditors, lawyers, company secretary, printing companies, contractors, conference / training / event organiser and other advisers);
- Law enforcement agencies;
- Government departments / agencies, statutory authorities and industry regulators; and
- Any person to whom we are compelled or required to do so under law or in response to a competent or government agency.

Transfer of your personal data outside Malaysia. It may be necessary for us to transfer your personal information outside of Malaysia if any of the third parties mentioned in section 3 (Disclosure of personal information) above including our service providers or business partners who are involved in providing any services to us are located or have processing facilities in countries outside of Malaysia.

You consent to us transferring your personal information outside Malaysia to such third parties and for the purposes set out in section 2 (Purposes of collecting and further processing (including disclosing) your personal information).

We shall take the necessary steps to ensure that any such third parties are contractually bound to protect your personal information and that they can only process your personal information under our instructions.

4. Websites

4.1 Links to other sites

Links to other sites are provided for your convenience and information. These sites may have their own privacy statements in place, which we recommend you review if you visit any linked websites. We are not responsible for the content on the linked sites or any use of the site.

4.2 Location enabled products or applications

Location enabled products or applications transmit your location information to us. We do not use the information sent or provided other than to provide the service you request. Location enabled features are opt-in and you have control over your participation and can turn these services off at any time or uninstall them.

Some mobile applications will utilize Google Analytics (or similar tool) to help us better serve you through improved products, services, and revisions to the mobile applications. This collected information will not identify you to us. It may, however, let us know anonymously, which services and features you are using the most within the application, as well as device type and hardware features, country and language of download.

4.3 Cookies

A cookie may be used in the processing of your information. A cookie is a text file placed into the memory of your computer and / or device by our computers. A copy of this text file is sent by your computer and / or device whenever it communicates with our server. We use cookies to identify you. We may also collect the following information during your visit to our website and/or the fully qualified domain name from which you accessed our site, or alternatively, your IP address:

- (i) the date and time you accessed each page on our web site;
- (ii) the URL of any webpage from which you accessed our site (the referrer); and
- (iii) the web browser that you are using and the pages you accessed.

Some web pages may require you to provide a limited amount of personal information in order to enjoy certain services on our websites (system login credentials, email address and contact, etc.). These pieces of personal information will only be used for its intended purposes only, i.e., to respond to your message or deliver the requested services.

5 Right to access and correct personal information

You have the right to access and correct your personal information held by us (subject always to certain exceptions). We will make every endeavour to ensure your personal information is accurate and up to date therefore we ask that if there are changes to your information you should notify us directly.

If you would like to access your personal information, please refer to our standard data access form available on [\[OBJ\]](#) and send us the completed form or query to the contact details in Section (6) below. If you would like to correct your personal information, please contact us at the details provided in Section (6) below.

6 Limiting the processing of personal information, further enquiries and complaints

If:

(i) you would like to obtain further information on how to limit the processing of your personal information; or

(ii) you have any further query; or

(iii) you would like to make a complaint in respect of your personal information, you may contact:

Legal Officer and Sunway Center for Planetary Health (email: pdpa@sunway.edu.my and scph@sunway.edu.my.)

7 Conflict

In the event of any conflict between this English language Personal Data Protection Notice and its corresponding Bahasa Malaysia Personal Data Protection Notice, the terms in this English language Notice shall prevail.

This Personal Data Protection Notice was last updated on **22 August 2023**.