

# **PEMBANGUNAN SUMBER MANUSIA BERHAD**

## **PERSONAL DATA PROTECTION**

### **Privacy Policy**

#### **1. Collection of Personal Data**

This Personal Data Protection Notice is issued to all our valued customers/prospective customers, pursuant to the requirements of the Personal Data Protection Act 2010.

We treat and view your personal data seriously.

In the course of your dealings with Pembangunan Sumber Manusia Berhad (“PSMB”), as our valued customer / prospective customer, we will request that you provide data and information about yourself (“Personal Data”) to enable us to enter into transaction with you or to deliver the necessary notices, services and/or products.

#### **2. Nature of Personal Data**

Such Personal Data may be subject to applicable data protection, privacy and other similar laws and may include information concerning name, age, identity card number, passport number, address, gender, date of birth, marital status, occupation, contact information, email address, race, ethnic origin and nationality.

#### **3. Impact from failure to supply Personal Data**

The failure to supply such Personal Data will:-

- a. result in us being unable to provide you with the notices, services and/or products requested;
- b. result in us being unable to update you on our latest products, services and promotions.

#### **4. Purpose of Collecting Personal Data**

The Personal Data is collected, used and otherwise processed by us for, amongst others, the following purposes:

- a. delivering notices, services, products, updates materials to you;
- b. maintaining and improving customer relationship;
- c. maintaining and updating internal record keeping; and
- d. meeting any legal or regulatory requirements and making disclosure under the requirements of any applicable law, regulation, terms and conditions, direction, court order, by-law, guideline, circular, code applicable to PSMB.

## **5. Disclosure**

The Personal Data provided to us will generally be kept confidential but you hereby consent and authorize us to provide or disclose your Personal Data to the following categories:-

- a. any person to whom we are compelled or required to do so under law ;
- b. statutory authorities, government agencies and industry regulators;
- c. our consultants, accountants, auditors, lawyers or other financial or professional advisers; and
- d. our service providers for purposes of establishing and maintaining a common database where we have a legitimate common interest;

## **6. Safeguards**

We shall keep and process your data in a secure manner. We endeavour, where practicable, to implement the appropriate administrative and security safeguards and procedures in accordance with the applicable laws and regulations to prevent the unauthorized or unlawful processing of the Personal Data and the accidental loss or destruction of, or damage to, the Personal Data.

## **7. Rights of Access and Correction**

You have the right to request for access to and correction of your information held by us and in this respect, you may:

- a. Check whether we hold or use your Personal Data and request access to such data;
- b. Request that we correct any of your Personal Data that is inaccurate, incomplete or out-of-date;

- c. Request that your Personal Data is retained by us only as long as necessary for the fulfilment of the purposes for which it was collected;
- d. Request that we specify or explain our policies and procedures in relation to data and types of Personal Data handled by us;
- e. Communicate to us your objection to the use of your Personal Data for marketing purposes whereupon we will not use your Personal Data for these purposes; and
- f. Withdraw, in full or in part, your consent given previously, in each case subject to any applicable legal restrictions, contractual conditions and a reasonable time period.

## **7. General**

Your personal information will not be disclosed to any unauthorized third party.

Your personal information may be disclosed due to reasons of law, legal process, litigation, and/or requests from public and governmental authorities and any disclosure will be to such public and governmental authorities only. We may also disclose information about you if we determine that disclosure is necessary or appropriate for purposes of national security, law enforcement, or other issues of public importance.

## **8. Consent**

Your usage of our website indicates your consent to the use of your Personal Data in accordance with this Personal Data Protection Notice.

We may review and update this Privacy policy from time to time to reflect changes in the law, changes in our business practices, procedures and structure. The latest version of the Privacy Policy will be made available at [www.hrdf.com.my](http://www.hrdf.com.my)

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