

Usaha Tegas Heritage Art Competition Privacy Notice

This Privacy Notice describes how Usaha Tegas Heritage Art Competition collects and processes your personal data in accordance with the Malaysian Personal Data Protection Act 2010.

We may amend this Privacy Notice from time to time and, unless otherwise provided, the updated version shall apply. You are encouraged to check our website and revisit this Privacy Notice periodically for our most up-to-date Privacy Notice.

BY PARTICIPATING IN THE USAHA TEGAS HERITAGE ART COMPETITION (“**Competition**”), PROVIDING YOUR ENTRY FORM AND/OR PERSONAL DATA TO US, SUBSCRIBING TO OUR NEWSLETTER OR ACCESSING, BROWSING, USING AND/OR LOGGING IN OUR WEBSITE OR SOCIAL MEDIA PLATFORMS ETC (collectively, “**Our Platforms**”), YOU AGREE TO THE COLLECTION AND PROCESSING OF YOUR PERSONAL DATA BY US AS DESCRIBED IN THIS PRIVACY NOTICE.

1. Collection of Personal Data

We may collect your personal data:

- (a) when you sign up or submit your entry form to participate in the Competition.
- (b) when you visit or browse our Platforms.
- (c) when you participate in the Competition.
- (d) when you respond to our surveys, queries or communications in any form or manner.
- (e) through enquiry or communication made with or to you.
- (f) when you subscribe to our newsletter or mailing list.

Other than the Personal Data obtained from you directly, we may also obtain your Personal Data from third parties such as your legal representatives, social networks, or other organizations, and from such other sources where you have given your consent for the disclosure of your Personal Data, and/or where otherwise lawfully permitted.

2. Nature of Personal Data

The Personal Data collected by us may include, without limitation, the following:

- (a) Your name, date of birth, NRIC or passport number, gender, nationality, race, address, phone number, email address, name of educational institution, information requested in the entry form and submission form or such other information identifiable to you,
- (b) When you visit our Platforms, information such as the date and time of access, IP address, internet host and browsing history may be automatically collected through our Platforms and your computer will automatically be issued with a cookie.
- (c) Where you have provided us with Personal Data relating to others, you represent and warrant that you have their expressed consent to share their Personal Data with us or are otherwise entitled to provide their Personal Data to us.

3. Purpose of Collecting Personal Data

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

- (a) to verify your identity and information relating to your personal particulars;
- (b) to administer, verify and process your submission of artwork and participation in the Competition;
- (c) to facilitate any communication with you;

- (d) to maintain and update internal record keeping;
- (e) for the promotion, branding and communication relating to the Competition which include publication in printing materials, website and/or electronic media including Our Platforms as well as external parties’ printing materials and/or electronic media;
- (f) publishing in any mass media or marketing materials for advertising or publicity purposes;
- (g) where an email containing your Personal Data is received by us in the course of communication and is retained as correspondence;
- (h) to keep in contact with you and provide you with information you may have requested;
- (i) to comply with any legal or regulatory requirements and make disclosure under the requirements of any applicable law, regulation, direction, court order, by-law, guideline, circular, code applicable to us or any entity within our group.

4. Disclosure

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

- (a) any person to whom we are compelled or required to do so under the law;
- (b) our business partners, affiliates, service providers and agents that provide related services in connection with the Competition;
- (c) statutory authorities and government agencies;
- (d) any entity within our group, both within and outside Malaysia;
- (e) our judges for the Competition, consultants, accountants, auditors and lawyers; and
- (f) the general public when you become a winner in the Competition by publishing your name, photographs and other Personal Data without compensation for advertising and publicity purposes.

5. Storage and Retention of Personal Data

We shall keep and process your Personal Data in a secured manner. We endeavor, where practicable, to implement the appropriate administrative and security safeguards and procedures in accordance with the applicable laws and regulations to prevent unauthorized or unlawful processing of the Personal Data and the accidental loss or destruction of, or damage to, the Personal Data. Your Personal Data will be retained by us as long as necessary for the fulfilment of the Purposes, and will be destroyed and / or deleted in the event such information is no longer required by us.

6. Transfer of Personal Data

You consent to us transferring your Personal Data outside Malaysia including if the transfer is to our servers or related equipment located outside Malaysia or service providers with whom we have outsourced our data storage or data processing services which are located outside Malaysia.

7. Impact from failure to supply Personal Data

The failure to supply such Personal Data will result in us being unable to process your entry application, submission and participation in the Competition.

8. Cookie and Link to Third Party Websites

We collect information about your use of our Platforms from cookies, Cookies are packets of information stored in your computer or device which assist your website navigation by customizing site information tailored to your needs. Cookies in themselves do not identify the individual user, just the computer or device used. You are not obliged to accept cookies. If you are concerned, you can set your computer or

device either to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time. However, rejection of cookies may affect your use of our Platforms as we will be unable to personalize aspects of your use of our Platforms. Please be informed that this Privacy Notice applies solely to our Platforms and does not apply to any third party websites you may access from our Platforms. To determine how they deal with your personal data, you should ensure that you read their respective privacy policies.

9. Access to Personal Data and Withdrawal of Consent

9.1 You have the right to request for access to your own Personal Data to ensure that is accurate and up-to-date. In this respect, you may request that we amend any of your Personal Data that is inaccurate, incomplete or outdated;

9.2 If you would like us to cease processing your Personal Data for a specific purpose or manner, you may notify us in writing.

9.3 The Usaha Tegas Heritage committee to whom written requests for access to your Personal Data or correction, cessation of processing and/or deletion of your Personal Data or for information regarding policies and procedures and types of Personal Data handled by us is:

Usaha Tegas Heritage Committee

Email: utheritage@ut.com.my

Mailing Address:

Usaha Tegas Heritage Art Competition,
Level 37-40, Menara Maxis,
Kuala Lumpur City Centre,
50088 Kuala Lumpur