

## PERSONAL DATA PROTECTION NOTICE

1. This Personal Data Protection Notice (“Notice”) describes how George Town World Heritage Incorporated (“GTWHI”), a state government agency with our place of business at 116 & 118, Lebuh Aceh, 10200 Pulau Pinang, Malaysia uses your Personal Data.
2. By engaging GTWHI to provide services or by interacting with GTWHI either at our events, conferences, seminars, talks or otherwise, or by using the GTWHI website [www.gtwhi.com.my](http://www.gtwhi.com.my) (“Website”), you consent to the processing of your Personal Data by GTWHI and all persons involved in the provision of services by GTWHI.
3. GTWHI shall have the right to modify, update or amend the terms of this Notice at any time by placing the updated Notice on our Website. By continuing to communicate with GTWHI or by continuing to use GTWHI’s services following the modifications, updates or amendments to this Notice, it shall signify your acceptance of such modifications, updates or amendments.
4. In the event of any conflict between the English and other language versions, the English version shall prevail.

### Collection of Personal Data

5. “Personal Data” means information about you which you have provided to GTWHI, such as:
  - a. Full Name;
  - b. NRIC Number or Passport Number;
  - c. Residential Address or Mailing Address;
  - d. Residential Phone Number or Personal Mobile Number;
  - e. Email Address;
  - f. Photographs or Video or Voice Recording;
  - g. Particulars of your spouse or family members;
  - h. Your personal bank account information (for billing and payment purposes);
  - i. Any other information which may identify you, your spouse or family members;

that has been or may be collected, stored, used and processed by GTWHI and all persons involved in the provision of services by GTWHI from time to time.

6. In addition to the Personal Data you provide to GTWHI directly i.e. during your communications with GTWHI and / or when you engage GTWHI to provide services, GTWHI may also collect your Personal Data from a variety of sources, including but not limited to any events, conferences, seminars or talks organized or sponsored by GTWHI and / or from the cookies used on the Website.
7. The provision of your Personal Data is voluntary. However, if you do not provide your Personal Data, GTWHI may not be able to:
  - a. Communicate with you;
  - b. Provide you the services you require; and / or
  - c. Grant you access to certain sections of the Website where logging in is required.

8. If you do not wish for your Personal Data to be collected via cookies on the Website, you may adjust your privacy options in your relevant internet browsers.

### **Purposes of Processing**

9. GTWHI may use and process your Personal Data for the purposes relating to the services you have requested and for the business activities of GTWHI which shall include but not limited to:
  - a. To communicate with you;
  - b. To respond to questions and comments from you;
  - c. To publish information which you have granted prior approval, on GTWHI's media channels including but not limited to the Website, books, brochures and other official publications;
  - d. Internal administrative purposes including but not limited to Human Resource Department and Finance Department;
  - e. To provide information to regulatory and governmental authorities in order to comply with statutory and government requirements; and / or
  - f. Compliance with obligations under law by GTWHI,

and that you agree and consent to GTWHI using and processing your Personal Data in the manner as identified in this Notice.

### **Other Purposes**

10. GTWHI may also use and process your Personal Data for other purposes such as, by way of email or mail or other methods of communication:
  - a. To send you materials such as newsletters, articles, write-ups as well as other updates;
  - b. To distribute information or details of events, seminars, conferences and talks which may be of interest to you; and / or
  - c. To send as potential referees to editors and / or researchers in ranking publications related to heritage in George Town.
11. If you do not consent to GTWHI processing your Personal Data for the purposes listed in Paragraph 9 and Paragraph 10, please notify GTWHI within fourteen (14) days from the provision of your Personal Data using the contact details stated in Paragraph 14 below.

### **Transfer of Personal Data**

12. As GTWHI's information technology storage facilities and servers may be located in other jurisdictions, your Personal Data may be transferred to, stored, used and processed in a jurisdiction other than Malaysia. Further, your Personal Data may be transferred out of Malaysia for the purposes as described in Paragraph 10 (c) where such ranking publications related to heritage in George Town are located outside of Malaysia. You understand and consent to the transfer of your Personal Data out of Malaysia as described herein.

### **Disclosure to Third Parties**

13. GTWHI may engage other companies, service providers or individuals to perform functions on GTWHI's behalf, and consequently may provide access or disclose your Personal Data to the third parties including those listed below:
- a. Information technology (IT) service providers;
  - b. Data entry service providers;
  - c. Storage facility providers;
  - d. Banks and financial institutions;
  - e. Insurance providers;
  - f. Any professional advisors and / or external auditors;
  - g. Regulatory and / or governmental authorities in order to comply with statutory and / or government requirements.

### **Access & Correction Requests and Inquiries**

14. Subject to any exceptions under applicable laws, you may at any time hereafter request for access to, or for correction or rectification of your Personal Data or limit the processing of your Personal Data, or seek further information from GTWHI by contacting:

**General Manager**

**George Town World Heritage Incorporated**

**116 & 118, Lebuh Aceh, 10200 Pulau Pinang, Malaysia**

**Email : [info@gtwhi.com.my](mailto:info@gtwhi.com.my)**

**Telephone : 04-261 6606 Fax : 04-261 6605**

15. In respect of your right to access and / or correct your Personal Data, GTWHI has the right to refuse your requests to access and / or make any correction to your Personal Data for the reasons permitted under law, such as where the expense of providing access to you is disproportionate to the risks to your privacy.