



Contact Centre Association of Malaysia (CCAM)

(Reg. No. PPM-001-10-04071999)(GST CBP Reg. No. 000698245120)

Unit H-09-03, Block H, Plaza Kelana Jaya, Jalan SS7/13A, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel: 6(03) 7874 5580 Fax: 6(03) 7865 9935

Email: ccam_secretariat@ccam.com.my Website: <http://www.ccam.com.my>

Facebook : Contact Centre Association of Malaysia

PRIVACY & PERSONAL DATA PROTECTION NOTICE

This Personal Data Protection Notice ("Notice") describes how **Contact Centre Association of Malaysia** and its respective affiliations, associate partners and jointly controlled entities ("CCAM") use your Personal Data.

Collection of Personal Data

1. **"Personal Data"** means information about you, from which you are identifiable, including but not limited to your name, identification card number, birth certificate number, passport number, nationality, address, telephone number, fax number, bank details, credit card details, race, gender, date of birth, marital status, resident status, education background, financial background, personal interests, email address, your occupation, your designation in your company, your company details, the industry in which you work in, any information about you and/or similarly any other person(s) which you have provided to CCAM in registration forms, application forms or any other similar forms and/or any information about you that has been or may be collected, stored, used and processed by CCAM from time to time and includes sensitive personal data such as data relating to health, religious or other similar beliefs.
2. The provision of your Personal Data is voluntary. However if you do not provide CCAM your Personal Data, CCAM will not be able to process your Personal Data for the Purposes and Additional Purposes outlined below.
3. If you are an agent, vendor, supplier or service provider, provision of your Personal Data is mandatory and failure to provide your Personal Data, may be a breach of laws or regulatory requirements, and may cause CCAM to be unable to engage you to provide services or products or issue payments to you for products or services provided.

Sources from which your Personal Data may be obtained

4. In addition to the Personal Data you provide to CCAM directly, CCAM may collect your Personal Data from a variety of sources such as:-
 - Fill up application or registration forms or other similar forms;
 - From publicly available sources such as directories;
 - From CCAM's Facebook pages, if you follow, like or are a fan of such pages;
 - From credit reporting agencies;
 - When you interact and communicate with CCAM at any events or activities;



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- When you enter contests organised by CCAM;
- From various entities or divisions under CCAM; or
- By using CCAM websites, which includes all websites operated by CCAM and under the names of its respective name ("Websites"). Your personal data may also be collected from cookies used on the Websites.

Purposes of Processing

5. CCAM may use and process your Personal Data for business and activities of CCAM which shall include, without limitation the following ("**the Purpose**"):-

Where you are a customer, sponsor, individual member, corporate member, elected Executive Committee Board or collectively of CCAM:-

- to perform CCAM's obligations in respect of any contract entered into with you;
- to provide you with any services, facilities advisory or products you have requested;
- to process your membership subscription and to deliver the subscriptions to you;
- to process your service request, purchase or request for advertising space;
- where you have requested materials from the resource centre or library, to process your request, to deliver the materials to you, to provide you a license for the content you wish to use; to process your participation in any events, activities, focus groups, research studies, contests, promotions, polls, surveys or any productions;
- process, manage or verify your application for membership subscription with CCAM and to provide you the benefits offered to members and/or sponsors;
- to validate your purchases, membership, sponsorship and process payments relating to any products or services you have requested;
- to understand and analyse our membership profile as well as your needs and preferences;
- to develop, enhance and provide products and services to meet your needs;
- to process exchanges, services or product returns.



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Where you are an agent, vendor, supplier or service provider:-

- for the purposes of engaging you to provide services or products;
- to facilitate or enable any checks as may be required by CCAM in order to engage you;
- to process payments relating to any products or services you have provided; to contact you or your company.

General:-

- to respond to suggestions, questions, comments and feedback from you;
- to communicate with you for any of the purposes listed in this Notice;
- for internal administrative purposes, such as auditing, data analysis, database records;
- for purposes of detection, prevention and prosecution of the association constitutions;
- for CCAM to comply with its obligations under law; and

you agree and consent to CCAM using and processing your Personal Data for the Purposes and in the manner as identified in this Notice.

Marketing and promotional purposes

6. CCAM may also use and process your data for other purposes such as ("**Additional Purposes**"):-

- To send you alerts, newsletters, updates, mailers, promotional materials, special privileges, festive greetings from CCAM, its partners, sponsors or advertisers;
- To notify and invite you to events or activities organised by CCAM, its partners, sponsors or advertisers;
- To process your registration to participate in or attend an event or activity and to communicate with you regarding your attendance at the event or activity;
- To share your Personal Data with its partners, advertisers, event companies or sponsors who may communicate with you to market their products, services, events or promotions; and
- by way of post, telephone call, short message service (SMS), by hand and/or by email.



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If you do not consent to CCAM processing your Personal Data for the Additional Purposes please notify CCAM using the contact details stated below.

Transfer of Personal Data

7. Your Personal Data may be transferred to, stored, used and processed in a jurisdiction other than Malaysia, to CCAM's affiliates which are located outside of Malaysia and/or where CCAM's servers 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

8. Your personal data may be transferred, accessed or disclosed to third parties for the Purposes and Additional Purposes. Further, CCAM may engage other companies, service providers or individuals to perform functions on its behalf, and consequently may provide access or disclose to your Personal Data to such service providers or third parties. The third parties referred to in this Section include (without limitation):-
 - CCAM affiliates, media, social media providers, vendors and sponsors;
 - CCAM partners and advertisers, which include parties with whom CCAM collaborates with for certain events, programmes and activities;
 - Event management companies and event sponsors;
 - Marketing research companies;
 - Service providers, including, information technology (IT) service providers for infrastructure, software and development work;
 - Professional advisors and external auditors, including legal advisors, financial advisors and consultants
 - Other entities within CCAM and its affiliates; and
 - Governmental authorities to comply with statutory, regulatory and governmental requirements.
9. Your Personal Data may also be shared in connection with a corporate transaction, such as performance, best practices, products and employees capacity including of its subsidiary or a division, merger and consolidation.

Access & Correction Requests and Inquiries, Limiting the Processing of Personal Data



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10. Subject to any exceptions under applicable laws, you may request for access to and/or request correction of your Personal Data, request to limit the processing of your Personal Data for the Additional Purposes and/or make any inquiries regarding your Personal Data by contacting:-

- **Designation:** The CCAM Secretariat
- **Address:** Block H-09-03, Plaza Kelana Jaya, Jalan SS7/13A, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
- **Email:** ccam_secretariat@ccam.com.my
- **Telephone Number:** 603-7874 5580 **Fax Number:** 603 7875 5581

Operating Hours: 9am - 5pm from Mondays - Fridays (excluding Public Holidays)

11. CCAM reserves the right to impose a fee for access of your Personal Data in the amounts as permitted under law.

12. In respect of your rights to access and/or correct your Personal Data, CCAM has the prerogative 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 and/or another person's privacy.

If you do not wish for your Personal Data to be collected via cookies on the Websites, you may deactivate cookies by adjusting your internet browser settings to disable, block or deactivate cookies, by deleting your browsing history and clearing the cache from your internet browser.

Links to Third-Party Websites

13. The Websites may contain links to third parties' websites. Please note that CCAM is not responsible for the collection, use, maintenance, sharing, or disclosure of data and information by such third parties. If you provide information directly to such sites, the privacy policy and terms of service on those sites are applicable and CCAM is not responsible for the information processing practices or privacy policies of such sites.

Personal Information from Minors and Other Individuals

14. As a parent or legal guardian, please do not allow the minor (individuals under 18 years of age) under your care to submit Personal Data to CCAM. In the event that such Personal Data is provided to CCAM, you hereby consent to the



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processing of the minor's Personal Data and personally accept and agree to be bound by this Notice and take responsibility for his or her actions.

15. In some circumstances you may have provided personal data relating to other individuals (such as your spouse, family members, colleagues or friends) and in such circumstances you represent and warrant that you are authorised to provide their personal data to CCAM and you have obtained their consent for their personal data be processed and used in the manner as set forth in this Notice.

Acknowledgement and Consent

By communicating with CCAM, using CCAM's services, membership subscription, sponsorship, purchasing products from CCAM or by virtue of your engagement with CCAM, you acknowledge that you have read and understood this Notice and agree and consent to the use, processing and transfer of your Personal Data by CCAM as described in this Notice.

CCAM shall have the right to modify, update or amend the terms of this Notice at any time by placing the updated Notice on the Websites. By continuing to communicate with CCAM, by continuing to use CCAM's services, membership subscription, sponsorship, purchasing products from CCAM or by your continued engagement with CCAM following the modifications, updates or amendments to this Notice, such actions shall signify your acceptance of such modifications, updates or amendments.

In the event of any conflict between the English and other language versions, the English version shall prevail.