

# Privacy Policy

Effective Date: 29 April 2024

## 1. Introduction

Welcome to The Cement and Concrete Association of Malaysia (C&CA). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy policy, or our practices with regards to your personal information, please contact us at [register@26afcm-tse.com](mailto:register@26afcm-tse.com)

## 2. Information Collection

When you visit our website [26afcm-tse.com](http://26afcm-tse.com), we typically collect personal information that you voluntarily provide to us when expressing an interest in obtaining information about this event. This information may include:

Full name

Email address

Contact details

Payment information

Any other materials you willingly provide to us

## 3. Use of Information

We use the information we collect for the following purposes:

To facilitate account creation and login process.

To send administrative information to you, such as changes to our terms, conditions, and policies.

To fulfill and manage your orders for Delegates/ exhibitors or booth kiosks.

To respond to user enquiries and offer support.

#### **4. Information Sharing and Disclosure**

We may share your information with third-party service providers to:

Process your payments.

Conduct audits and perform web analytics.

Facilitate email marketing campaigns.

Your information will not be shared with any other third parties unless it is to comply with applicable laws and regulations, to protect our rights, or to fulfill business obligations.

#### **5. Data Security**

We aim to protect your personal information through a system of organisational and technical security measures. We have implemented appropriate security measures designed to protect the security of any personal information we process.

#### **6. User Rights**

You have the right to request access, correct, amend, or delete your personal information. If you wish to exercise these rights, please contact us at [register@26afcm-tse.com](mailto:register@26afcm-tse.com).

#### **7. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to track the activity on our website and store certain information. Tracking technologies employed are beacons, tags, and scripts to collect and track information and to improve and analyse our service.

## **8. Changes to the Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy at the same website.

## **9. Acknowledgement and Consent**

By communicating, engaging with our website [26afcm-tse.com](http://26afcm-tse.com), you acknowledge that you have read and understood this Notice and agree and consent to the use, processing, and transfer of your personal data to The Cement and Concrete Association of Malaysia (C&CA) as described in this Notice.

Any email to The Cement and Concrete Association of Malaysia (C&CA) sends to you will contain an automated unsubscribe link so that you can opt-out of the mailing list.

## **10. Contact Us**

If you have any questions about this Privacy Policy, please contact us at [26afcm-tse.com](http://26afcm-tse.com)