

MIDIDA Privacy Policy

This privacy policy describes how MALAYSIA INTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION(MIDIDA) (“We” or “Us”) process the personal data we collect from you.

Personal Data which we collect from you

When you join or apply to join our organization, we would ask for your personal data which may include the followings (“Personal Data”):-

Information about you, from which you are identifiable, including but not limited to your name, national registration identification card number, passport number, company, e-mail address, postal address, telephone number, mobile number, fax number, your occupation, employment details, the industry in which you work in, marital status, gender, nationality, personal interests, skills, languages, education or other related qualifications and all other related information necessary and incidental to our organization, any information about you which you have provided to us 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 us from time to time and includes sensitive personal data such as data relating to health, religious or other similar beliefs.

How we collect your Personal Data

In addition to the Personal Data you provide to us directly, we may collect your Personal Data through several methods which include but are not limited to:-

- (a) Application or registration forms or other similar forms;
- (b) From MALAYSIA INTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION (MIDIDA) or its other Constituent Members or vice versa;
- (c) Interaction and communications with us at any event or activities;
- (d) From manual or electronic communications with us or documents provided to us prior to or during the course of our provisions of services;
- (e) Your personal data may also be collected from cookies used from our website at [insert website URL of Constituent Members];
- (f) From our Facebook page if you are a fan or that you followed and/or liked such page;
- (g) From persons related to our organization;
- (h) From your legal representatives, agents (e.g. travel agents) and/or employer when you, your legal representatives, agents and/or employers send us completed enquiry, application and/or registration forms via various means, including online and physical hardcopies at public venues or

in any of our premises;

(i) From publicly available sources such as but not limited to directories.

It is not obligatory for you to provide us with all the Personal Data that we request for. However, certain Personal Data may be required to enable us to meet your requirement and your failure to supply the required Personal Data may result in our inability to meet your requirement

How we use your Personal Data

The purpose for which your Personal Data may be used are, but not limited to:

When you are our member:-

- a) For the conduct of provision of services in the capacity of an organization comprised of individuals, associations, companies, partnerships, sole-proprietorships, firms and trade organizations in fields of businesses and/or provision of services and other interested parties relevant to our organization;
- b) For pursuing the legitimate interests of the organization including processing which is necessary and incidental to the carrying out the provisions of services and implementation of our objectives;
- c) For complying with laws and regulations including requirements of any government or quasi-government or regulatory authorities or court of law;
- d) Exercising or performing any right or obligation which is conferred or imposed by law on our organization in connection with employment;
- e) To perform our obligations in respect of any contract entered into with you;
- f) To provide you with any services that you have requested;
- g) To provide your subscription and to deliver the subscriptions to you;
- h) To process your advertising space;
- i) To process your participation in any events relating to economic matters, trade missions, exhibitions, meetings, activities, focus groups, research studies, polls, analysis and surveys;
- j) To develop, enhance and provide provisions of services;
- k) To maintain and securing our offices;
- l) To carry out surveys, research and analysis to enhance our services;
- m) To understand and meeting our members' needs and updating our records about our members; and
- n) For all other purposes necessary or incidental to provisions of services and all purposes necessary for or related to any of the above purposes.

General:-

- a) to respond to questions, comments and feedback from you;
- b) to communicate with you for any purposes listed in this Privacy Policy;

- c) for internal administrative purposes, such as auditing, data analysis, database records;
- d) for us to comply with our obligations under law;

and you agree and consent to our use and processing of your Personal Data for the Purposes and in the manner as identified in this Privacy Policy.

We may also use and process your Personal Data for other purposes such as (“Additional Purposes”):-

- a) To send you alerts, newsletters, updates, mailers, festive greetings from us, MALAYSIAINTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION (MIDIDA), its Constituent Members or government agencies;
- b) To notify and invite you to events or activities organized by us, MALAYSIAINTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION (MIDIDA), its Constituent Members, government agencies or bodies who provide us with services necessary and incidental or associated to our provisions of services;
- c) To process your registration to participate in or attend an event, activity or meeting and to communicate with you regarding your attendance at the event, activity or meeting; by way of post, telephone call, short message service(SMS), WhatsApp, WeChat, by hand, by email and/or any other mode of social media (electronic or otherwise).

If you do not consent to us processing your Personal Data for the additional purposes, please notify us using the contact details stated below.

To whom we disclose your Personal Data to

When processing your Personal Data, we may disclose your Personal Data to the following persons:

- a) Any of our members and staff on a need-to-know basis;
- b) MALAYSIAINTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION (MIDIDA) and its Constituent Members;
- c) Delivery agents such as newsagents and courier services;
- d) Our auditors, lawyers, consultants, insurers, proposed insurers, advisers, bankers, agents, third party service providers, or associates who are under a duty of confidentiality to us;
- e) Government or quasi-government and regulatory authorities in Malaysia and in countries where we, our auditors, lawyers, advisers, bankers, agents, third party service providers, or associates have a presence; and
- f) All other persons or bodies who provide us with services necessary and incidental or associated to our provisions of services.

Transfer abroad

Your Personal Data may be transferred to, stored, used and processed in a jurisdiction other than Malaysia when carrying out any of the purposes stated herein. You understand and consent to the transfer of your Personal Data out of Malaysia as described herein.

Accessing and updating your Personal Data

Subject to any exceptions under applicable laws, you have the right to request access to and correction of your Personal Data which is held by us, or if you have any questions about our Privacy Policy or if you have any queries or complaints relating to misuse or suspected misuse of your Personal Data, please write to us using the contact details below or visit us at our office.

Attention : MALAYSIA INTERNATIONAL DURIAN INDUSTRY DEVELOPMENT ASSOCIATION (MIDIDA)

Email :midida2805@gmail.com

In respect of your right to access and/or correct your Personal Data, we have 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 or another person's privacy.

Links to Third-Party Websites

The Websites may contain links to third parties' websites. Please note that we are 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 we are not responsible for the information processing practices or privacy policies of such sites.

We update our Privacy Policy from time to time

We review and update this Privacy Policy from time to time to reflect the changes in law, procedures and structure. We would ask you to obtain the latest version of our Privacy Policy by contacting us to ensure you are familiar with the most recent version.

Acknowledgement and Consent

By communicating with us, using our services, or by virtue of your engagement with us, you acknowledge that you have read and understood this Privacy Policy and agree and consent to the use, processing and transfer of your Personal Data by us as described in this Privacy Policy.

We shall have the right to modify, update or amend the terms of this Privacy Policy at anytime by placing the updated Privacy Policy on our website. By maintaining your membership with us after communication of the most recent version of our Privacy Policy, such actions shall signify your acceptance of such modifications, updates or amendments. By publishing this policy on our website, it shall be deemed that our members have already been notified.