

## **PERSONAL DATA AND PRIVACY NOTICE TO BASF EVENT PARTICIPANTS AND/OR CUSTOMERS**

BASF South East Asia Pte Ltd and/or BASF Group ("BASF") respects your privacy. We treat and view your personal data seriously. This Personal Data & Privacy Notice is issued to all our valued customers and/or BASF event participants pursuant to the requirements of the Singapore Personal Data Protection Act 2012.

### **Personal Information & Data Collection**

In the course of your dealings with us, we will request that you provide data and information about yourself and/or your family ("Personal Data") to enable us to enter into transaction with you or to deliver the necessary services and/or products in connection with our business. Such Personal Data may include information concerning name as per your identity card, preferred name, identity card number, age, contact number, residential address, e-mail address, birth date, gender, occupation and/or that of your family.

### **Why do we collect Personal Data?**

Collection of personal data is relevant in connection with our business process, execution, including delivery of services and/or products and client relationship management.

Personal Data you provide will be collected, used and otherwise processed by us for, amongst others, the following purposes:

- a. the delivery of services or products and the marketing of such services or products whether present or future, to you;
- b. member or customer relationship management procedures;
- c. those purposes specifically provided for in any particular service or product offered by us;
- d. conducting marketing and client profiling activities in connection with our services and related products;
- e. our internal record keeping;
- f. meeting any legal or regulatory requirements relating to our provision of services and products and to make disclosure under the requirements of any applicable law, regulation, direction, court order, by-law, guideline, circular, code applicable to us or any member companies of our Group;
- g. enable us to send you information by e-mail, telecommunication means (telephone calls or text messages) or social media about products and services offered by selected third parties that we think may interest you;
- h. for the purpose of any events organised by us;
- i. in relation to our customers who are applying for customer credit account, to enable us to conduct the necessary credit and background verification.

### **What are the effects arising from failure to provide Personal Data?**

The failure to supply such Personal Data will / may:-

- a. result in us being unable to provide customers with the services and/or products requested.
- b. result in us being unable to update you on our latest product and/or launches;
- c. result in your inability to enter or participate in the events, promotions or activities organised by us.

### **Disclosure**

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

- a. any person to whom we are compelled or required to do so under law or in response to a competent or government agency;
- b. any related companies and subsidiaries of the BASF group, within and outside Malaysia, including those established in the future;
- c. our business partners and affiliates that provide related services or products in connection with our business;
- d. government agencies, statutory authorities and industry regulators;
- e. our auditors, consultants, accountants, lawyers or other financial or professional advisers; and
- f. our sub-contractors or third party service or product providers (such as event organisers, insurance companies, third party credit background checks) as may determine to be necessary or appropriate.

### **Safeguards**

We shall keep and process your data in a secure manner. We endeavour, where practicable, to implement the appropriate administrative and security safeguards and procedures in accordance with the applicable laws and regulations to prevent the unauthorized or unlawful processing of your Personal Data and the accidental loss or destruction of, or damage to, your Personal Data.

### **Data Transfer & Sharing**

Where we consider it necessary or appropriate for the purposes of data storage or processing or providing any service or product on our behalf to you, we may transfer your Personal Data to another member of our Group companies or third party service or product providers within or outside the country in which we are established, under conditions of confidentiality and similar levels of security safeguards.

### **Your Rights of Access and Correction**

You have the right to request access to and correction of information about you held by us and in this respect, you may:

- a. check whether we hold or use your Personal Data and request access to such data;
- b. request that we correct any of your Personal Data that is inaccurate, incomplete or out-of-date;
- c. request that we specify or explain its policies and procedures in relation to data and types of Personal Data handled by us;

The person to whom written requests for access to Personal Data or correction of Personal Data or for information regarding policies and procedures and types of Personal Data handled by us is:

Information Protection Officer

Annie Tan

Human Resources, Singapore

Phone: +65 6432 3483 Mobile: +65 93868914 E-Mail: annie.tan@basf.com

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