

## Privacy Policy

The Organiser of the International Supermodel Contest Malaysia understands that the security of your personal data is extremely important and is committed to respecting your privacy and safeguarding your personal data.

This privacy policy sets out how **Sunway College Sdn Bhd** (“the Organiser, we, us, our”) uses your personal data and the measures we have put in place to protect your information and keep it secure.

This privacy policy applies to you if you apply to enter the contest, attend our events, participate in our promotions, or otherwise interact with us, including by using our website or engaging with us via social media.

Please take a moment to review this policy in detail (together with our Terms and Conditions). Further notices highlighting certain uses we wish to make of your personal data may also be provided when we collect personal data from you.

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### What personal data we collect

We will collect and process some or all of the following personal data about you:

- **Information about you:** Your name, address, email address, phone number, social media handles, gender, date of birth, physical attributes (such as height and measurements), photographs, and video portfolios.
- **Information about your participation:** Information provided in your application forms, recordings you or we have made during auditions or events, and any dietary, health, or access assistance requirements you may have for travel and events.
- **Information about your interests:** Details of your personal interests, hobbies, or modelling experience when voluntarily submitted by you.
- **Marketing preference information:** Details of your communication preferences and information we collect to help us determine what sponsor products or events may be of interest to you.
- **Interactive forum information:** Any comments, photos, videos, or other information that you post on our social media pages or website interactive areas.
- **Our correspondence with you:** Feedback, complaints, and comments from you via telephone, email, or social media, or records of any correspondence between us.

- **Technical information:** The Internet protocol (IP) address used to connect your device to the Internet, browser type and version, time zone setting, and operating system.
- **Information about your website visit:** The full Uniform Resource Locators (URL) clickstream to, through, and from our website, pages you accessed, and page interaction information.

It is optional for you to provide us with your personal data in most cases. However, if you choose not to provide mandatory information (such as proof of age or identity), we may not be able to process your contest application or permit your participation in the events.

### **Sources of personal data**

We collect much of the personal data directly from you via your application form, auditions, or website interactions. We may also receive personal data from our business partners, travel agencies, casting directors, and analytics providers.

### **Sensitive personal data**

Under the Malaysian Personal Data Protection Act 2010 (“PDPA”), certain categories of personal data are considered particularly sensitive. We only collect sensitive personal data in limited circumstances. For example, we may collect health data to manage special medical assistance or dietary requirements (which may indicate religious beliefs, e.g., halal meal selections) during contest travel or boot camps. We handle this sensitive data strictly in compliance with applicable data protection laws.

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### **What we do with your personal data**

Depending on how you interact with us, we will use your personal data for the following purposes:

- **To manage the contest and events:** To assess your eligibility, process your application, arrange auditions, coordinate travel and accommodation for the International Grand Finals, and manage your participation.
- **To communicate effectively with you:** To respond to your questions or notify you about your progression in the contest.
- **To provide you with marketing materials:** To provide you with information about future contests, sponsor promotions, and related events. We will ask for your consent at the time we collect your data for these purposes, and you may opt out at any time.

- **To run promotions and public voting:** To display your name, image, and profile on our website and social media for the purposes of public voting, press releases, and promotional campaigns related to the contest.
- **To improve and administer our website:** To ensure content is presented effectively, for troubleshooting, data analysis, testing, and to keep our website secure.
- **To reorganise or make changes to our business:** If we undergo a reorganisation or transfer the contest franchise to a third party, we may need to transfer your personal data to that entity.
- **To comply with legal obligations:** We may process your personal data to comply with regulatory requirements or disclose it to law enforcement agencies if compelled to do so.

### **Disclosure of your information**

We may disclose your personal data to any member of our corporate group, our international contest partners, and the global organisers of the International Grand Finals. We will also share your personal data with third-party service providers (such as travel agents, event management companies, and IT hosts) who process it on our behalf.

We may provide our sponsors and advertisers with aggregate information about our website users or contest demographics, but we will not disclose identifiable individual information to them without consent.

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### **How we use cookies**

Our website uses cookies to distinguish you from other users, providing you with a better experience when you browse.

### **How we protect your personal data**

**Where is your personal data stored?** The data that we collect from you may be transferred to, and stored at, a destination outside Malaysia, particularly in connection with the International Grand Finals. It may also be processed by staff operating outside Malaysia who work for our international partners.

**Cross-border transfers** By providing your personal data to us, you consent to such cross-border transfers. Where we transfer personal data outside Malaysia, we will take reasonable steps to ensure appropriate safeguards are in place, as required under the PDPA.

**Retention period** We will not keep your personal data for longer than is permitted by law. We will only retain it for as long as necessary to manage the contest, fulfil our obligations, or to comply with regulatory requirements regarding data retention.

**Security measures** We will take all steps reasonably necessary to ensure that your personal data is treated securely. Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, any transmission to our website is at your own risk.

**Links to other sites** Our website and social media pages may contain links to the websites of our sponsors, partners, and affiliates. If you follow a link to any of these websites, please note that they have their own privacy policies, and we do not accept any liability for these policies.

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### **Your rights and contacting us**

**Marketing** You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data, clicking unsubscribe on our emails, or contacting us directly.

**Your PDPA Rights** Under the PDPA, you have the right to:

- Request access to the personal data we hold about you.
- Request that we correct any inaccuracies in your personal data.
- Withdraw your consent to our processing of your personal data (noting that this may result in your withdrawal from the contest).
- Request that we cease processing your personal data for direct marketing purposes.

These rights are subject to certain exemptions to safeguard the public interest and our legal rights. We will respond to your requests within the applicable timeline stipulated by law.

### **Contact**

Our Data Protection Officer for the purposes of Malaysian data protection laws can be contacted at:

Mr. Augustine Wong, Director of Progamme  
Sunway College & STYLO, Fashion Design Technology  
Hub  
Sunway College Sdn Bhd  
No. 2, Jalan Universiti, Bandar Sunway, 47500 Selangor

Darul Ehsan, Malaysia.

Tel: + 603 5638 7176 / 7491 8622

Email: [info@sunway.edu.my](mailto:info@sunway.edu.my)

Any changes we may make to this privacy policy will be posted on this page. Your continued use of our website or your voluntary provision of personal data to us after any changes have been made will be deemed as your acceptance of the updated privacy policy.

**This privacy policy was last updated in March, 2026.**