

PRIVACY POLICY

Updated 23rd December, 2024

Thank you for visiting <https://bit25.karunahost.asia/> ("the Website"). By accessing and using the Website, you agree to be legally bound by these Privacy Policy.

Karuna (Sarawak) Enterprise Sdn Bhd (also referred to as "we", "us" or "our") organizes the Borneo Innovation & Technology Convention 2025 ("the Event" or "BiT 2025"), connecting people and innovations that change the world. In pursuit of the Event, we collect and use ("process") certain personal information from you.

This Privacy Policy applies when you provide us with your personal data to have access to any of our services or events. Kindly read it carefully and shall you have questions, comments, or concerns regarding our Privacy Policy or practices, kindly contact us.

1. Scope

- 1.1 For purposes of data protection laws, the data controller shall be us, and the collected data shall be stored in our office located at No. 67, Lot 10210, 3rd floor, Jalan Tun Jugah, 93350 Kuching, Sarawak
- 1.2 Unless indicated otherwise, this Privacy Policy relates to our use of any personal information we collect or use in relation to the following services:
 - I. BiT 2025's and its related events including after event programs;
 - II. BiT 2025's websites and their related subdomains, including those pertaining to registration for sponsorship, collaboration, attendance and/or volunteering at Bit 2025;
 - III. BiT 2025's apps and the web-app;
 - IV. Online surveys relating to the Bit 2025's;
 - V. Messages or texts sent via Bit 2025's portals or websites; and
 - VI. BiT 2025's official social media channels.

2. Information we collect

For the purpose of the Event, we collect and receive information in several different ways. In certain cases, you may choose what

information to provide. In some others, certain information is required for us to provide you the services.

2.1 Directly from you, or approved third parties

We collect a variety of information from you when you provide it to us directly, when we request it from you, or when you give us permission to get it from a third-party source. This information shall include, but are not limited to:

- I. **Attendee registration information.** When you register to attend the Event, you must provide us with basic information including but not limited to name, NRIC number or Passport number, business or residential address, email address, contact number and date of birth. We also give you the option to provide additional information.
- II. **Payment and credit card information.** When purchasing tickets or passes to attend the Event, you must provide us with your name, address, telephone number, email address, credit card, debit card or bank information. This information will only be shared with third parties such as our payment provider who perform tasks required to complete the purchase transaction.
- III. **Conference survey responses.** We may ask you to participate in optional surveys regarding your experience at the Event in order to help us improve it and for related commercial purposes.
- IV. **Customer Support.** So that we may provide customer services, respond to and resolve any enquiries or complaints.
- V. **Call recordings.** We may contact you for the purposes of sales, investment, or in the context of your past or future attendance at or participation in the Event. In certain cases, we may record such calls for our legitimate interests in staff training and development.

2.2 Information you generate using our services

We may collect information about the ways in which you use and interact with our services, such as, but not limited to, the types of tickets you buy or the ways in which you interact with our website.

To understand and enhance your user experience, we may use tools for experience insights and behaviour analytics purposes. These tools may allow us to access heatmaps, recordings, surveys, and user interviews, for instance.

2.3 From your browser or device

We automatically collect certain information from your browser or device when you use certain services or read a message from us. For example, we collect:

- i. data regarding the device you are using, such as its unique identifier and operating system; logs will be recorded by our servers based on the information sent from your app or browser;
- ii. information automatically as you navigate through our websites using cookies and other tracking technologies. (Information collected automatically may include usage details, email address, IP addresses, and information collected through cookies and other tracking technologies).

Information may be recorded by cookies and similar technologies when you use the services.

2.4 From public sources

We also collect publicly available information from your social media accounts, such as the number of followers you have.

2.5 Sponsor, Collaborator, Investor and Speaker participation

If you choose to apply to join us as a Sponsor, Collaborator, Investor or Speaker you will complete an application including your name, contact details and any other information necessary for us to review and to get in touch with you.

You may also be required by us to share more personal data in order for you to participate in the Event.

3. How we use your information

We use your information in order to provide, operate, improve, understand, customise, support, and market our services, including:

3.1 Providing and improving the requested services

We use your personal information to facilitate the Event's operations. This includes registering attendees, issuing tickets or

passes, sharing relevant information with approved partners, and offering personalized connections and content during the Event.

Where you have provided us with your consent, we may access your contacts to help you find mutual connections during the Event.

All contact details from non-attendees are automatically deleted once the Event is over.

3.2 Communicating with you

We use your personal information to manage your participation in the Event. This includes notifying you about updates to your registration, policies, or practices, as well as responding to inquiries. We may also contact you for business-related matters, such as event-related sponsorships, collaborations, or partnerships.

3.3 Marketing

If you opt in to receive marketing communications, we will use your personal information to send updates about future events, highlight participating companies, and share promotional content. You can manage your marketing preferences by contacting us.

We may also use your image in our published list of the Event's attendees, which is visible in our websites; as well as on promotional communications such as emails, posts and videos of the Events. If you want to object to this use, please contact us via the contact details at the bottom of this policy.

3.4 Tracking

We may use information from cookies collected from your use of our website to target your online activity, with certain advertisements. We may also use these tools to determine the popularity of certain content or advertisements on our website.

3.5 Third-Party Tracking

We may use third party tools including but not limited to Facebook, Instagram, TikTok, LinkedIn, and Google. These tools allow us to understand and deliver ads and make them more relevant to you. The collected data remains anonymous and we cannot see the personal data of any individual user.

3.6 Advertising

We use your personal information to be able to show you advertising on other websites.

3.7 Combining your data for personalised direct marketing and analytics

To help us form a better overall understanding of you as a customer, we combine your personal data gathered across our cookies and form submissions. We also combine the data that we collect directly from you with data that we obtain from third parties to whom you have given your consent to pass that data onto us. If that combination permits you to be identified, we will treat the combined information as personal data for as long as it is combined.

3.8 Legal obligations and rights

We may use your personal information to protect Bit 2025's rights and properties in connection to our services, to enforce our policies and prevent fraud or potentially illegal activities, to comply with our legal obligations, to resolve any disputes we may have with you, and to enforce our agreements with third parties.

4. Legal bases for processing your information

We rely on a number of bases to lawfully process your personal information for the purposes described in this Privacy Policy. We process your personal information:

- I. when necessary to perform our legal policies, or to provide you with the services;
- II. where you have consented to the processing, which you may revoke at any time;
- III. when necessary for us to comply with a legal obligation, a court order, or to exercise and defend legal claims;
- IV. when necessary to protect your vital interests, or those of others, such as in the case of an emergency;
- V. where you have made the information manifestly public;
- VI. where necessary in the public interest; and
- VII. where necessary for the purposes of our, your, or a third party's legitimate interests, such as those of partners or other attendees or volunteers.

If you have questions or need further information about the legal bases on which we collect and use your personal information, please contact us.

5. Our legitimate interests

As indicated above, in certain cases we use your information where necessary to pursue our, your and others' legitimate interests. These cases include, but are not limited to:

- I. Implementing and enhancing security measures and protections in respect to our website, and services in general, protecting you and others against fraud, spam and abuse;
- II. Enforcing our policies;
- III. Enhancing the Event and our services in general, as well as our websites and apps, to improve your user experience;
- IV. Conducting access control and enforcing security at the events;
- V. Conducting data analysis and analytics across our services;
- VI. Recording sales and other calls to you for our business interests in the training and development of our staff (where you have not objected);
- VII. Making your profile discoverable so that you can network with other participants in the Event; and
- VIII. Using your image in our marketing materials in order to highlight the attendees participating in our events. We also use photos and audio-visual footage from past events which may contain your image or voice.

If you want to exercise your right to object to any of these uses, kindly contact us via the email at the bottom of this page.

6. Sharing with third parties

We may share information with attendees, service providers, affiliates, partners, and other third parties where it is necessary this Privacy Policy and any other legal policy we may have; and for other purposes described in the Privacy Policy.

6.1 Sharing with other attendees and organisations

Event sponsors, collaborators, exhibitors, and partners, may be provided limited access to attendee information strictly for purposes aligned with event-related objectives. These objectives include but

are not limited to enhancing session personalization based on attendee interests, distributing relevant resources or materials, enabling networking opportunities, and facilitating professional outreach after the Event.

We ensure that shared data is limited to what is necessary to fulfil these purposes, such as name, designation, and organization, unless explicit consent is provided by the attendee for additional details. Sensitive personal information will not be disclosed without prior approval.

To maintain transparency, attendees are encouraged to manage their sharing preferences through their account settings or by contacting us directly. All shared information complies with applicable data protection regulations, and recipient organizations are contractually obligated to use the information solely for event-related purposes

6.3 Marketing

We may rely on third-party marketing platforms and service providers to assist us and perform certain marketing services for us.

If you share your email address with us, we might use information we hold about you to tailor sponsored content on social media sites such as Facebook, Google or Twitter.

6.4 Advertising

We may share your personal information with common advertising platforms including but not limited to Facebook, Google and LinkedIn.

6.5 Third party service providers

We may share your personal information to help us operate, provide, improve, understand, customise, support, and market our services. These third parties provide us with services including for customer support, data storage and website hosting, ticketing and payments processing, legal advice and compliance, and marketing and data analysis. These third parties are contractually required to use it only to provide their service to us, and prohibited from using it for their own purposes.

6.6 Business reorganisation

In instances where we are subject to a reorganisation, such as a merger or acquisition of some or all of its assets, we may, in accordance with our legitimate interests, need to share information in the course of the transaction. In such circumstances, your information may be disclosed, where permitted by applicable law, in connection with such corporate restructuring, sale, or assignment of assets, merger, or other changes of control or our financial status.

6.7 Legal and safety reasons

We may retain, preserve, or share your personal information if we reasonably believe it is necessary to comply with applicable laws, such as:

- (a) responding to legal requests from government or law enforcement authorities (i.e., subpoenas, search warrants, or court orders);"
- (b) detect, investigate, prevent, and address fraud and other illegal activity, security, or technical issues;
- (c) protect our rights, property, or safety; or
- (e) prevent physical injury or other harm to any person or entity, including yourself and members of the general public.

7. Data retention

We will retain your personal information for as long as necessary to provide you with the services, maintain our legitimate interests and business operations, and/or exercise, defend or establish our rights. If required, we may need to keep some of your information for a longer period to comply with our legal and regulatory obligations, and to resolve disputes.

8. Your rights

You have a number of rights in relation to your information that we process. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below.

If you wish to exercise your rights, you can contact us.

9.1 Access and Portability

You can access much of your information by contacting us. We will provide your information in an easily accessible format and assist in transferring some of this information to third parties.

9.2 Rectify, Restrict, Delete

Your personal information that has been provided to us may be amended if required. In the event you want us to amend, update or delete other information, please contact us.

9.3 Object

Where we process your information based on the legitimate interests described above, or in the public interest, you can object to the processing in certain circumstances. We will generally stop processing your information unless we have compelling grounds to continue processing, such as where needed for legal reasons. Where we use your information for direct marketing, you can always object by contacting us.

9.4 Withdraw consent

If we have specifically asked for your consent to use your information, you have the right to withdraw your consent at any time by contacting us.

9.5 Complain

If you wish to raise a concern about our use of your information you may contact us.

10. Security

The security of your personal information is important to us. We implement reasonable and appropriate security measures to help protect the security of your information both online and offline and to ensure that your data is always treated in accordance with this Privacy Policy. These measures vary based upon the sensitivity of your information. Despite these measures, the Internet is not a fully secure environment and we cannot guarantee that your personal information will never be intercepted or improperly accessed.

11. Children

Attendees under 18 years of age may attend Bit 2025 by consent of parent or guardian.

We do not process children's personal information as only the parent's and/or guardian's data is required to enable the children's attendance to the event. Where there is any exceptional need to collect children's data for the referred purpose, we recognize the need to provide further privacy protections, we shall: -

- I. inform their parents or guardian(s) about our information practices with regard to children, including the types of personal information we may collect, the uses to which we may put that information, and whether and with whom we may share that data;
- II. obtain consent from their parents or guardian(s) for the collection of personal information from their children in accordance with applicable laws, and our practices outlined in this Privacy Policy;
- III. Limit our collection of personal information from children to no more than what is reasonably necessary to attend an event;
- IV. give their parents or guardian(s) access or the ability to request access to personal information we have collected from their children, as well as the ability to request that the personal information may be changed or deleted.

For additional information about our practices regarding children's personal information, please contact us at the contact details at the bottom of this page.

12. Changes to this privacy policy

We may update this Privacy Policy from time to time so please review it occasionally. If we make material changes, we will take steps to notify you. The date of the most recent revisions will appear on the top of this page.

13. Contact us & Data Protection Officer

If you have any questions or concerns about this Privacy Policy or our privacy practices generally, or if you would like to exercise your statutory rights, you can contact us at:

- **Email:** xxxxxxxx
- **Address:** No. 67, Lot 10210, 3rd floor, Jalan Tun Jugah, 93350 Kuching, Sarawak

For matters not related to personal data, please contact our Event team at xxxxxxxx