



How To Complaint?

- A complaint on unsolicited direct marketing can be made in writing or phone call to :-



COMMISSIONER OF PERSONAL DATA PROTECTION

Level 6, KKMM Complex,
Lot 4G9, Persiaran Perdana, Precinct 4
Federal Government Administrative Centre
62100 Putrajaya Federal Territory
Malaysia.

Tel : 03 8000 8000

Website : <http://www.pdp.gov.my>

Complaint / Enquiry : aduan@pdp.gov.my

Facebook :

[http://www.facebook.com/Jabatan](http://www.facebook.com/JabatanPerindunganDataPeribadi)

PerindunganDataPeribadi



Please ensure that all **RELEVANT INFORMATION** is recorded as **EVIDENCE**.

Your Personal Data,
Your Choice!



MARKETING
GOOGLE WEBSITE TWITTER
FAX PHONE LETTER SMS
EMAIL DIRECT INTERNET
MARKETING
COMMUNICATE EMAIL
WEBSITE FACEBOOK WHATSAPP
ONLINE PHONE VOICEMAIL
TEXT MAILBOX OUTDOOR LETTER



HOW BEST TO RESPOND TO DIRECT MARKETING



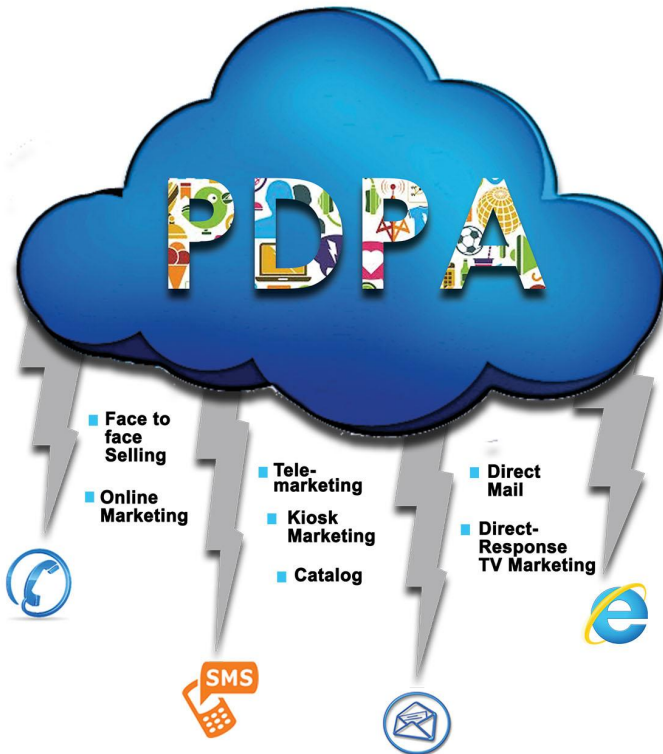
Guide in Dealing with Direct Marketing under
the Personal Data Protection Act
(PDA) 2010 (Act 709)



What Is The Direct Marketing?



The Personal Data Protection Act 2010 (PDPA) defines direct marketing as any advertising or marketing material which is directed to a particular individual. The application of the law on direct marketing activities vary depending on the medium through which the marketing is delivered, namely, through postal or electronic communications such as:



Direct Marketing Types That Do Not Fall Under This Act

- ✓ Any form of advertising sent randomly to a post box.
- ✓ Direct marketing messages targeted at the company you work at and received in the capacity of official business.
- ✓ Direct marketing messages without addressing your name.



Ask Yourself?

Have you replied to any notification and consented to the use of your personal data for direct marketing of the products or services?

- ✓ If yes, you may not mind to continue receiving such messages.
- X If no, the data user has committed an offense under PDPA when sending messages without permission.



What Is Your Right?



- » You have the right to ask any company contacting you for marketing purposes to stop and remove your details from their marketing list.
- » You have the right to stop your personal data from being used for unwanted marketing.



How The PDPA Can Help?

The PDPA requires Data Users to inform you and obtain your consent before using your personal data for direct marketing.

Restriction on the sending of unsolicited direct marketing messages through email or SMS as reflected in Section 43 of the PDPA is aimed at ensuring that the individual's privacy right is always respected.

