Tourism Malaysia Consumer Privacy Policy

This Privacy Policy (or "Policy") tells you how Tourism Malaysia ("we," or "our") collects, uses, shares, and protects information about our consumers ("you"). It also tells you how you can access and update your information and make certain choices about how your information is used. This Policy covers both our online and offline data collection activities, including information that we may collect through our various websites and applications and offline programs and events. By using the Tourism Malaysia website or application or by otherwise giving us your information, you agree to this Privacy Policy. If you do not agree to this Policy, you must not use our website or application or give us any of your information.

If we change the way we handle your information, we will update this Privacy Policy. For material changes (substantially new practices you wouldn't expect from us or that we didn't previously tell you about), we will provide a prominent notice at the site or email you at the address you have provided prior to the change becoming effective. We reserve the right to make changes to our practices and this Policy at any time, provided that we follow the procedures above.

1. What does this Privacy Policy apply to?

This Privacy Policy applies to information that we, collect from or about our consumers through the methods described below. This Policy does NOT apply to information collected by our parent company, affiliate companies, or joint venture partners.

Please note we may combine information that we collect via one method with information that we collect via another method. We do this to get a more complete view of our consumers, which, in turn, allows us to serve you better and with more customization.

Tourism Malaysia USA website

This refers to any consumer-directed websites operated by Tourism Malaysia, including sites that we operate under our own domains/URLs and sites that we run on third party social media networks such as Facebook and Twitter. This Policy will only apply to the Tourism Malaysia USA site if it provides a direct link to this page.

Data from other sources

This refers to information we may obtain about you from other sources. For example, we may hire a third party data aggregator to provide us additional information about our existing consumers (this is known as "data appending"). We may also receive information from third party co-sponsors who we may occasionally partner with to run special contests or other promotions. We may also receive information about consumers when we acquire other companies.

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2. What information do we collect?

Depending on how you interact with Tourism Malaysia USA (online, offline, etc.), we may collect from you various types of information, as described below. In some instances (and unless we say otherwise below), we may combine one type of information with another type of information, and store them together in our records. We strive to limit the amount of information we collect and store to that which is reasonably necessary to provide you the relevant services. We generally store your information as needed to provide you the relevant services. We may store your information for a longer period of time to comply with legal or regulatory obligations, resolve disputes, enforce our agreements, or for records management purposes.

Personal contact info

This includes any information that would allow us to personally contact you, such as your name, home or mailing address, phone number (home, cell, etc.), or email address. In some cases, this could include information that you give us about someone else. We typically collect personal contact information in connection with a variety of activities, including general website registration, newsletter sign-up, website community features, customer service inquiries, contests and other promotions, and consumer surveys. If you create an account with us, your personal contact information may be stored under your account profile.

Demographic info

This includes any information that describes your demographic or psychographic characteristics. Examples may include your date of birth, age or age range, gender, geographic location (e.g., zip code, city and state, mobile location), favorite products, hobbies and interests, and household or lifestyle information. We typically collect demographic information in connection with a variety of activities, including general website registration, newsletter sign-up, website community registration, contests and other promotions, and consumer surveys.

Technical computer info

This includes any information about the computer system or other technological device that you may be using to access one of our websites or applications. We typically collect this information through automated technologies such as cookies and web beacons. Examples of technical computer information may include your computer’s IP address, operating system type, and web browser type. If you access a Tourism Malaysia USA website or application via a mobile device such as a smartphone, the collected information may also include your phone’s unique device ID, geo-location, and other similar mobile device data. Technical computer information may be linked to your personal contact information.

Website usage info

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This includes information about how you use and navigate our websites and applications, including which links you click on, which pages or content you view and for how long, and other similar information and statistics about your interactions with a Tourism Malaysia USA website or application (e.g., date and time of visit, which site you came from, etc.). This information is collected through the use of third party tracking services (such as Google Analytics) that collect data in aggregate (such as number of visits to a particular page, or the amount of time spent on a web site). Website usage information may be linked to your personal contact information for web site personalization and marketing purposes.

Consumer-generated content

This refers to any content that you create and then share with us (and perhaps others) by uploading it to one of our websites or applications, including one of our Facebook sites. Examples may include photos, videos, personal stories, or other similar media or content. We may collect and publish consumer-generated content in connection with a variety of activities, including contests and other promotions, website community features, consumer engagement, and third party social networking.

Social network info

This refers to any information that is part of your profile on a third party social media networks and that you allow the third party social network to share with us. Examples include your basic account information (e.g., name, email address, gender, birthdate, current city, profile picture, user ID, list of friends, etc.) and any other additional information or activities that you permit the third party social network to share with third party application developers. For example, we may receive your social network profile information (or parts of it) every time you download or interact with a Tourism Malaysia USA web application on a social network such as Facebook or every time you use a social networking feature that is integrated within a Tourism Malaysia USA site).

Other info (depending on context)

This refers to any other information that we might need to collect for a specific Tourism Malaysia USA form, feature, or other service that you use or request. What this information includes will vary depending on the method of collection and the specific purpose(s) for which the information is being collected.

3. How do we use your information?

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We need to collect personal information so that we can provide you with the publications or services you have requested, or so that we can carry out specific statutory functions (or both). The particular purpose for which we collect personal information will either be explained when we collect that information, or will be obvious from the context in which it is collected. Under the IPP's, we must only use personal information for the particular purpose we collected it for, or for other purposes that are directly related to that purpose. If we want to use personal information for any other purpose we must obtain your consent. If we use your personal information to send you information by email (including e-newsletters), we will always give you an opportunity to "unsubscribe", and we will respect your wishes.

Contests and other promotions

We may collect and use your information to administer a contest, sweepstakes, giveaway, competition, or other similar marketing campaign or promotion. These events typically require the collection and use of personal contact information (for prize fulfillment), demographic information (for eligibility determination), and, in some instances, consumer-generated content. Some of our promotions may be run on third party social networks such as Facebook and/or Twitter (for example, on our Facebook fan page). To comply with legal requirements, we may publish or share a limited amount of information (such as name and city of residence) about the winners of a particular promotion. For more information about our contests and other promotions, please see the official rules or details posted with each promotion.

4. With whom do we share your information?

We may share your information with the types of companies or in the situations described below. We do not rent or sell your information to third party companies for their own marketing use.

Joint sponsors and other partners

These are outside third party companies who we occasionally partner with to run joint promotions or offer you separate third party promotions. The information shared with these third party companies will vary depending on the promotion, and may be used by them for their own separate marketing purposes. If any of your personal contact information will be collected by or shared with a third party partner for its own marketing purposes, we will notify you at the time of information collection and give you the opportunity to opt-in or out of the sharing, as the case may be. For online promotions, we may also provide you a link to the third party’s privacy policy.

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Legal disclosures (when necessary)

This is when we may need to share your information for law enforcement or other legal-related purposes. This may be necessary in connection with a lawsuit, claim or investigation, governmental inquiry, court order, enforcement of legal rights (e.g., contract terms, intellectual property rights, etc.), safety issue, or other similar legal or security matter. Sharing your information for these reasons is not a regular event, but could arise from time to time. We strive to limit the types and amount of information we share for legal-related purposes to that which is reasonably necessary.

5. How can you opt out and review your information?

You can always opt-out from receiving marketing-related email communications by following the unsubscribe instructions provided in each such communication.

6. How do we protect your information?

We use a variety of standard methods (described below) to keep consumer information confidential and secure. Please note, however, that these protections do not apply to information you choose to share in public areas.

Secure operating environments

We store your information in secure operating environments that are protected from the public and that we only allow authorized Tourism Malaysia employees and agents/contractors to access on a need-to-know basis. We follow generally accepted industry standards to protect personal information; however, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

7. Additional information

For privacy policy questions or concerns, please contact us:

Contact us via email

By Post:
818 W 7th Street, Suite 970
Los Angeles, CA 90017
By Telephone:
(213) 689-9702

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