

**PERSONAL DATA PROTECTION NOTICE
DIGITAL PLATFORM USERS/FANS**

The AFC recognises the importance of protecting the personal information and data of Digital Platforms.

This Personal Data Protection Notice (“PDPN”) serves to provide information on the manner in which your personal data is processed at AFC. Protecting your privacy is important to us, and with this information we want to help you understand what personal information we collect, why we collect it, how we use it and what your rights are and how you can exercise them.

You hereby declare that you have read, understood and agreed to the terms of the AFC’s Data Protection Policy and PDPN and expressly consent and authorise the AFC to collect, hold, use, delete, disclose, transfer, administer, process and maintain in any other way, your personal data (including sensitive personal data and personal data of other Parties provided by you) (hereinafter referred to as “Personal Data”) given now or that is subsequently obtained from time to time for the Purpose (as defined hereunder).

The use of your personal data by the AFC shall be for the purposes as indicated below.

Type of Personal Data

The types of personal data we collect would vary depending on the purpose in which we intend to use or process it for. The following table serves to outline the types of personal data in which the AFC collects, processes and maintains (“Personal Data”):

Matter	Types of Personal Data
Promotion & Marketing	<ul style="list-style-type: none">• Personal Information (full name, date of birth, nationality, gender);• Contact Information (phone number, address, email address); and• Browsing info and social media (e.g. IP address, analytics)
Communications	<ul style="list-style-type: none">• Personal Information (full name, date of birth, nationality, gender); and• Contact Information (phone number, address, email address).
Others	<ul style="list-style-type: none">• Or such other Personal Data as communicated by the AFC to you; and• Personal information of legal representatives in the case of minors.

Source of Personal Data

The AFC may obtain your personal data from the following sources:

- Information in which you have provided to the AFC;
- Use of the AFC website, social media accounts and digital tools;
- Our partners and service providers;
- Information from local authorities and the government; and/or
- Information in the public domain.

Purpose of Use

The AFC will use or grant others (as defined below) to use your personal data for the following Purposes including without limitation:

- To enhance our services and competitions through monitoring of user pattern and behaviour through usage of the AFC's website, social media accounts, digital offerings and tools;
- Internal record keeping, including for the purpose of administration, auditing, data analysis, research, benchmarking and/or statistical analysis.
- Promotional and marketing purposes;
- Enhance fan experience;
- To comply with legal and/or regulatory requirements; and
- For the necessary performance of obligations which are incidental, ancillary or in furtherance to your use of the AFC's website, social media accounts, digital offerings and tools.

Third Party Disclosure

The AFC may disclose your personal data to the following category of person(s) for the purposes as indicated above and may collect, process and store your personal data in connection with the purpose within or outside Malaysia as follows:

- AFC employees;
- Any third party appointed by AFC to assist in the organisation of the AFC Competitions, events and activities including the Local Organising Committee;
- External third parties acting on our behalf and providing us with services, such as ticketing service providers, technical service providers and hosting companies and analytics companies which comply with similar and equally stringent undertakings of privacy and confidentiality;
- AFC partners in connection with marketing and promotional purposes;
- Auditors, business consultants, accountants, lawyers or other professional advisors and/or consultants as the AFC may deem necessary and appropriate;
- Any person to whom the AFC are compelled to or required under law or in response to a local, state or federal authority, industry regulator, enforcement agency, statutory authority, courts of law, tribunals, arbitration centres, commissions, councils or associations legally authorized by law; and
- with third parties, for which you give us express permission to do so from time to time over the course of your relationship with us.

AFC will use reasonable endeavours to implement appropriate measures to safeguard your Personal Data in the event of transfer of data to the parties identified herein.

Storage and Transfer

You hereby consent to the management and transfer of your personal data outside Malaysia in these instances. AFC will take reasonable steps to ensure that any appointed overseas service providers are contractually bound not to use your personal data for any reason other than for the purposes as indicated and in accordance to your consent.

Your Rights and Obligations

It is necessary for you to provide accurate and up to date personal data to the AFC to enable the AFC to process your data in connection with the above-said purposes.

Subject to legal and regulatory requirements and reasonable notice, you are entitled to:

- request access to your personal data that is processed by the AFC;
- request the revision of any personal data held by us which may be inaccurate, incomplete or out of date; and
- limit the AFC's processing of your personal data by expressly withdrawing your consent previously granted in respect to marketing and promotional purposes.

You may access, update or delete your personal data by contacting us at dataprotection@the-afc.com provided that such actions do not limit or restrict the AFC's ability to process or verify your Personal Data in relation to your participation and attendance to the AFC competitions and/or events.