

Privacy Policy

Company: Centerfield Business Solutions Sdn. Bhd.

Jurisdiction: Malaysia

Effective Date: April 2026

Version: 1.0

Centerfield Business Solutions Sdn. Bhd. (Company Registration No: 202201021872 (1467569-A) ("**we**", "**us**", or "**our**") is committed to safeguarding the privacy of those who interact with on our website at <https://www.centerfieldbs.com/> (the "**Site**"). This Privacy Policy explains how we collect, use, share, and protect personal information obtained through the Site or in connection with our services. Please read this Privacy Policy carefully before submitting any personal information to us.

This Privacy Policy was last updated in April 2026.

1. Who We Are

Centerfield Business Solutions Sdn. Bhd. is incorporated in the Malaysia under the Companies Act 2016. We are the data controller responsible for personal information collected through this Site. We are a marketing intelligence and communication corporate consultancy firm dedicated to helping brands grow through insight, strategy, and execution. By integrating research analysis with creative marketing solutions, we support organizations in identifying opportunities, refining brand positioning, and engaging their audiences with clarity and impact.

Data Controller: Centerfield Business Solutions Sdn. Bhd.

2. Personal Data Information We Collect

2.1 Personal Information you provide We Collect

When you contact us or enquire about our services through the Site, we may collect information which includes but is not limited to the following:

- your name, job title, and professional designation;
- your business email address, telephone number, company name, and address;
- details of your service enquiry, including your industry and jurisdiction;
- records of correspondence between us; and

- registration details for any events, webinars, or training programmes we may host.

2.2 Information collected automatically

When you visit the Site, certain technical information is collected automatically, including which includes but is not limited to the following:

- your Internet Protocol (“IP”) address, browser type, and version;
- pages visited, time spent on each page, and navigation paths;
- your device type and operating system.

2.3 Information from other sources

We may also receive information about you from publicly available sources, professional directories, and referral contacts, where this is relevant to our services.

3. How We Use Your Personal Information

We may use personal information provided and/or collected for the following purposes:

- to respond to your enquiries and assess your service requirements;
- to conduct client acceptance and due diligence procedures;
- to deliver agreed services and manage our ongoing client relationships;
- to maintain, improve, and secure the Site;
- to analyse Site usage in order to enhance performance and content;
- to send industry insights, updates, and information about our services that we consider relevant to you. For the avoidance of doubt, you may opt out at any time using the unsubscribe link in any such communication; and
- to fulfil record-keeping and reporting obligations under applicable law.

4. Legal Basis for Processing

We process personal information in accordance with the Personal Data Protection Act 2010 (“**PDPA 2010**”) and any other applicable laws and regulations in force at the time of this Privacy Policy. Among others The grounds on which we rely are:

- We process personal information in accordance with the Personal Data Protection Act 2010. The grounds on which Performance of a contract: processing is necessary to enter into or carry out a perform a services agreement contract with you, including taking steps at your request prior to signing entering into such contract;
- Legal obligation: we are required by law or regulation to process certain personal information, for example to meet statutory record-keeping requirements;

- Legitimate interests: we process personal information whereby doing so is reasonably necessary for our business operations, such as improving the Site, upholding standards, or developing our services, provided our interests do not override your rights; and
- Consent: where you have agreed to a specific use of your personal information. You are free to withdraw that consent at any time by writing to us via Contact Us form. Withdrawal will not affect anything we have done in reliance on your consent before that point.

Examples of activities conducted on the basis of legitimate interests include:

- improving the functionality and user experience of the Site;
- preventing unauthorised access, fraud, and other harmful activity;
- communicating information about our services to prospective clients; and
- meeting our corporate responsibility obligations.

5. Sharing Your Information

We do not sell, rent, or trade your personal information. We may share it in the following limited circumstances:

- with service providers who process data on our behalf, subject to confidentiality obligations and, where required, data processing agreements;
- with professional advisors, including legal counsel and auditors, under appropriate confidentiality undertakings;
- with regulatory authorities, law enforcement agencies, or government bodies where disclosure is required or permitted by applicable law; and
- with a successor entity in the event of a corporate restructuring, merger, or acquisition, subject to equivalent privacy protections.

6. Cookies

We do not use cookies or similar tracking technologies on this Site. Certain technical information is collected automatically when you visit the Site as described in Section 2.2 above, but this does not involve the placement of cookies on your device.

7. International Data Transfers

We operate internationally and your personal information may be transferred to, processed in, or stored in jurisdictions outside your country of residence. Where such transfers occur, we take reasonable steps to ensure that your personal information receives appropriate protection, which may include reliance on standard contractual clauses or other legally recognised transfer mechanisms.

8. How Long We Keep Your Information

We retain personal information for as long as necessary to fulfil the purposes set out in this Privacy Policy, or as required by applicable law. Our general approach is:

- Client engagement records: 7 years from engagement
- Site analytics data: up to 24 months;
- Marketing preferences: until you withdraw consent or opt out; and
- General correspondence: 7 years from date of last contact

Retention periods may be extended where required by legal proceedings, regulatory investigations, or other applicable requirements.

9. Your Rights

Subject to applicable law, you may have the right to:

- access the personal information we hold about you;
- request correction of inaccurate or incomplete information;
- request deletion of your personal information, subject to applicable legal retention obligations;
- object to processing where we are not entitled to continue using your information; and
- withdraw consent at any time where processing is based on consent.

To exercise any of these rights, please contact us via Contact Us form. We will acknowledge your request within fourteen (14) days and aim to provide our response fully within forty (40) days of receipt. We may require verification of your identity before processing your request.

10. Security

We maintain reasonable technical and organisational safeguards to protect personal information against unauthorised access, loss, misuse, alteration, or destruction. Access to personal information is limited to those with a genuine need to know, and all such individuals are required to maintain its confidentiality. While we endeavour to protect your information, no transmission over the internet or electronic storage system can be guaranteed to be completely secure.

The PDPA 2010 does not impose a mandatory breach notification requirement. However, where a personal data breach occurs that poses a material risk of harm to any individual, we will notify affected individuals and, where appropriate, relevant authorities as a matter of good practice.

11. Links to Other Sites

This Site may contain links to external websites not operated by us. We have no control over the content or privacy practices of those sites and accept no responsibility for them. We encourage you to review the privacy policy of any external site before providing personal information.

12. Children

Our Site and services are directed exclusively at intended for business professionals and organisations. We do not knowingly collect personal information from individuals under the age of 18. If we become aware that we have such information had been inadvertently collected such information, we will take prompt steps to delete it.

13. Disclaimer

Centerfield Business Solutions Sdn. Bhd. is a marketing intelligence and communication corporate consultancy firm. We are not a licensed financial institution, investment adviser, securities firm, or legal practice. Nothing on this Site constitutes regulated financial, investment, or legal advice, and no content should be relied upon as such.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or applicable law. When we do so, we will revise the "Last Updated" date at the top of this page. Where any changes materially affect the way we process your information, we will take appropriate steps to notify you.

15. Contact

If you have any questions or concerns about this Privacy Policy or our handling of your personal information, please contact us:

Website: <https://www.centerfieldbs.com/>

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