CONTEXAXIA SDN BHD
Privacy Policy

Last Updated: 16th November 2026

1. Who We Are

CONTEXAXIA Sdn Bhd (Registration No.: **[200801007288 / 808572-A]**) ("CONTEXAXIA", "we", "us", or "our") operates in the event management, exhibition, trade show, and entertainment industry in Malaysia. We are committed to protecting your privacy and handling your personal information responsibly in accordance with Malaysia's **Personal Data Protection Act 2010** and the **Personal Data Protection (Amendment) Act 2024** ("PDPA").

This Privacy Policy explains what information we collect when you visit **[www.nextvet.my]** ("Website") or participate in our events, how we use that information, and your privacy rights.

2. Information We Collect

We collect information to deliver seamless event experiences, manage trade exhibitions, and respond to business inquiries:

- **Information You Provide Directly:** When you fill out a contact form, subscribe to event alerts, purchase tickets, register as a trade visitor, reserve an exhibitor booth, or apply as a vendor/performer, we collect your name, job title, company name, email address, phone number, billing details, and any specific event requirements (such as dietary or accessibility notes).
- **Verification & Compliance Details:** Where required for venue security, customs clearance for exhibition goods, or entertainment licensing, we may collect NRIC/passport numbers or company registration details.
- **Event Media:** When you attend our exhibitions, conferences, or entertainment shows, you may appear in official event photographs, promotional videos, or venue CCTV footage.
- **Automated Website Data:** When you browse our Website, our servers automatically log your IP address, browser type, device information, pages visited, and referral sources.

3. How We Use Your Information

We use the information we collect to:

- Process ticket orders, issue digital passes/badges, and manage event check-ins.
- Coordinate exhibitor booths, sponsorship packages, vendor contracts, and talent logistics.

- Send important service updates, such as venue changes, event schedules, and safety notices.
- Respond to customer support, media, or partnership inquiries.
- Send newsletters and promotional updates about upcoming CONTEXAXIA expos and shows (only where you have opted in).
- Improve Website performance, security, and user experience.
- Fulfill legal, tax, audit, and local authority permit obligations in Malaysia.

4. Cookies & Analytics

Our Website uses cookies—small text files stored on your device—to keep the site running smoothly and understand how visitors use it:

- **Strictly Necessary Cookies:** Required for page navigation, security, and form submissions.
- **Analytics Cookies:** Help us measure visitor traffic and see which event pages are most popular.
- **Marketing Cookies:** Help us show relevant event advertisements on social media and search engines (activated only with your consent).
- You can disable or clear cookies anytime through your browser settings.

5. How We Share Your Information

We never sell your personal information. We only share your information with trusted third parties when necessary to run our Website and events:

- **Event & Technology Partners:** Authorized ticketing platforms, payment gateways, website hosting providers, and badge-scanning vendors bound by strict confidentiality agreements.
- **Venue & Operations Teams:** Venue operators, security teams, and event contractors who need specific details (such as VIP guest lists or contractor passes) to manage site access and safety.
- **Exhibitors & Sponsors (Opt-In Only):** If you choose to have your trade visitor badge scanned at an exhibitor booth or opt into a sponsor giveaway, your contact details will be shared with that specific exhibitor or sponsor.
- **Legal & Regulatory Authorities:** Government agencies, local councils, law enforcement, or regulators when required by Malaysian law.

6. International Data Transfers

Some of our cloud hosting providers, ticketing systems, or international exhibition partners operate outside Malaysia. Whenever your data is transferred internationally,

we ensure appropriate safeguards are in place so your information receives protection comparable to Malaysian PDPA standards.

7. Data Security & Retention

We use industry-standard security measures—including SSL encryption, restricted access controls, and secure servers—to protect your information against unauthorized access, loss, or misuse. We retain your data only for as long as needed to fulfill the purposes described in this Policy or to meet statutory tax and legal record-keeping periods.

8. Your Privacy Rights & Choices

You have control over your personal information. At any time, you may:

- **Opt Out of Marketing:** Click the "Unsubscribe" link in any promotional email or contact us to stop receiving marketing messages.
- **Access or Correct Your Data:** Request a copy of the personal data we hold about you or ask us to update inaccurate details.
- **Withdraw Consent or Request Portability:** Withdraw your consent for non-essential processing or request a transferable copy of your data under the PDPA.

9. Third-Party Websites

Our Website may link to external ticketing portals, venue maps, hotel partners, or social media pages. We are not responsible for the privacy practices of external sites and encourage you to review their respective privacy policies.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our operations or legal requirements. Any updates will be posted on this page with a revised "Last Updated" date.

11. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your privacy rights, please contact our Data Protection Officer:

Data Protection Officer (DPO)
CONTEXAXIA Sdn Bhd
Address: A-2-5, Endah Promanede, Jalan 3/149E, Taman Sri Petaling , 57000 Sri Petaling, Kuala Lumpur, Malaysia
Email: mgmt@nextvet.my
Phone: +603-95441234