

## **PRIVACY NOTICE**

This Privacy Notice (“Notice”) explains how **MYX Ventures Sdn Bhd** (“MYX”, “we”, “us”, or “our”) collects, uses, discloses, stores, and protects personal data in connection with the **MyInnovationX platform, website, applications, branded microsites, and related services** (collectively, the “**Platform**”).

This Notice is issued in accordance with the **Personal Data Protection Act 2010 (PDPA) of Malaysia** and any applicable amendments, regulations, or guidelines.

By accessing or using the Platform, you acknowledge that your personal data may be processed in accordance with this Notice.

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### **1. Scope of this Notice**

This Notice applies to all users of the Platform, including but not limited to:

- Corporate Users
- Solution Providers
- startups and SMEs
- innovators and founders
- ecosystem partners
- accelerators
- programme sponsors
- evaluators, mentors, and jury members
- users of branded microsites and multi-tenant portals

This Notice also applies to Partner Microsites powered by MYX unless a separate privacy notice is expressly provided by the relevant partner.

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### **2. Personal Data We Collect**

We may collect and process the following categories of personal data:

#### **A. Identity & Contact Information**

- full name
- work email address
- mobile number
- designation / job title
- company / organisation name
- business registration details
- work address (where applicable)

#### **B. Account & Profile Information**

- login credentials
- user profile details
- professional biography
- sector / industry
- areas of expertise
- company logo
- website URL
- LinkedIn or professional profile links

### **C. Programme & Submission Information**

- challenge participation details
- proposals
- pitch decks
- supporting documents
- videos / presentations
- technical responses
- communications with other users
- application status

### **D. Technical & Usage Information**

- IP address
  - browser and device information
  - cookies and analytics data
  - activity logs
  - platform interactions
  - session timestamps
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## **3. Business Profile Discoverability**

As the Platform operates as an ecosystem discovery and matchmaking engine, certain **business and organisational information** may be made discoverable to authorised users.

This may include:

- company name
- company logo
- sector / vertical
- capabilities
- solution descriptions
- use cases
- case studies
- certifications
- innovation focus areas

This discoverability applies to **business profile information** and does not automatically include personal contact details.

Personal identifiers such as direct email addresses, mobile numbers, and named contact information will not be publicly displayed without consent.

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#### 4. Purpose of Processing

We may process personal data for the following purposes:

- account creation and management
  - platform authentication
  - challenge participation
  - proposal evaluation
  - AI scoring and prioritisation
  - discovery and matchmaking
  - scouting services
  - closed-loop sourcing
  - ecosystem and accelerator programme administration
  - communication and support
  - service updates and notifications
  - marketing and ecosystem promotions
  - analytics and service improvement
  - compliance with legal obligations
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#### 5. AI Scoring & Automated Processing

The Platform may use automated tools, machine learning models, third-party APIs, and AI scoring engines to assist in proposal evaluation, prioritisation, and matching.

Relevant personal and business data may be processed by such systems solely for evaluation and prioritisation purposes.

These outputs are used as **decision-support indicators only** and do not constitute final selection decisions.

Final decisions remain solely with the relevant Corporate User or programme owner.

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#### 6. Scouting & Matchmaking Services

MYX may use business profile information and related data stored within the Platform database for scouting, sourcing, and matchmaking services on behalf of Corporate Users, ecosystem partners, and programme sponsors.

This includes identifying potentially relevant companies or innovators for closed-loop challenges, accelerator programmes, and collaboration opportunities.

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## 7. Partner Microsites & Multi-Tenant Modules

Where the Platform provides branded microsites, white-labelled portals, or multi-tenant modules for ecosystem partners, relevant data may be processed for the administration of such programmes.

Challenge statements or programme opportunities published on Partner Microsites may also be promoted or displayed on the main Platform unless otherwise agreed.

Where a partner provides its own privacy notice, that notice shall apply to the relevant Partner Microsite.

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## 8. Disclosure of Personal Data

We may disclose personal data where reasonably necessary to:

- Corporate Users
- challenge owners
- ecosystem partners
- accelerators
- holding companies
- programme sponsors
- evaluators and mentors
- authorised service providers
- legal and regulatory authorities

Such disclosure shall be limited to the purposes described in this Notice.

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## 9. Cloud Hosting & Third-Party Service Providers

The Platform is hosted on cloud infrastructure, including **Amazon Web Services (AWS)** or such other providers as MYX may determine from time to time.

We may engage third-party service providers for:

- hosting
- analytics
- communications
- API integrations
- scoring engines
- platform infrastructure

Data may be stored, processed, backed up, or replicated across cloud regions as reasonably required for service continuity and resilience.

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## **10. Cross-Border Data Transfer**

Where necessary for service delivery, data may be transferred, stored, or processed outside Malaysia, including across ASEAN and other cloud hosting regions.

MYX will take reasonable steps to ensure that such data is protected with appropriate safeguards.

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## **11. Data Retention**

We retain personal data only for as long as necessary for:

- account management
- programme administration
- legal compliance
- dispute resolution
- business continuity

Where an account is closed, personal data will be deleted, anonymised, or retained only as required by law.

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## **12. Security Measures**

We implement reasonable technical and organisational measures to protect personal data, including:

- access controls
- authentication safeguards
- encryption where appropriate
- cloud security controls
- audit and activity logs

No system is completely secure, and MYX does not guarantee absolute security.

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## **13. Your Rights**

Subject to applicable law, you may request:

- access to your personal data
- correction of inaccurate data
- withdrawal of consent
- deletion of personal data
- restriction of processing

Requests may be submitted to MYX using the contact details below.

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#### **14. Cookies & Analytics**

The Platform may use cookies, session technologies, and analytics tools to improve performance, user experience, and service insights.

By continuing to use the Platform, you consent to such use unless disabled through browser settings.

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#### **15. Contact & Updates**

For any privacy-related queries, requests, or notices, please contact:

**MYX Ventures Sdn Bhd**

**Email:** [admin@myinnovationx.com](mailto:admin@myinnovationx.com)

**Email:** [info@myinnovationx.com](mailto:info@myinnovationx.com)

We reserve the right to update this Notice from time to time.

Any updates shall be published on the Platform and take effect upon publication.