

5. Consent Not Required

We may process the personal data of the data subject without consent in the following circumstances:

- (a) In response to an emergency that could threaten life, safety or health of an individual or another individual.
- (b) Consent cannot be obtained timely and is necessary for any purpose which is clearly in data subject's interest.
- (c) Necessary for investigation or proceeding.
- (d) Personal data which is publicly available.
- (e) Any other circumstances as allowed in PDPA.

6. Purposes and Disclosure

We may use the personal data provided for the following purposes:

- (a) To discharge our duties and obligations under relevant law, regulation, directive or guideline by any regulatory authority or regulatory body.
- (b) To process requested products and services by data subject.
- (c) To establish and verify the identify and background of data subject.
- (d) To conduct credit reference checks and establish creditworthiness.
- (e) To enable us to discharge its contractual obligations.
- (f) To process payments related to commercial transaction.
- (g) To meet health and safety requirements in ensuring our premises is safe and secure.
- (h) To communicate and administer events, activities, road shows, promotions and campaigns relating to our products and services.
- (i) To monitor and improve our events, products and services.
- (j) To send seasonal greetings and invitations.
- (k) To enable the resolution of enquiries or complaints.
- (l) To create directories or databases.
- (m) For corporate exercise such as annual general meeting and dividend payment.
- (n) To conduct due diligence in accordance with our internal policies.
- (o) To assist in internal investigations, audit and security purposes.
- (p) To detect/prevent/investigate fraudulent or illegal activities.
- (q) To conduct research and internal analysis on customer patterns and choices/preferences for developing and improving our events, programs, products and services.
- (r) To process application for employment and human resource administration such as payroll processing, performance evaluation, training and development, health and safety of the employees.
- (s) To administer our customer loyalty reward program.
- (t) For any other purpose that is incidental or ancillary or in furtherance of the above purposes.

In addition to the above purposes and subject to relevant laws, the data subject consents and authorises us to disclose the information to:

- (a) Our parent company, subsidiaries, related and associated companies.
- (b) Our licensees, co-organisers of events, business partners and service providers engaged by us to perform the required purposes.
- (c) Any other authorised person to act on behalf as notified by the data subject.