



**PRIVACY NOTICE PURSUANT TO THE PERSONAL DATA PROTECTION ACT 2012 OF SINGAPORE**

Please be informed that the personal data and other information (collectively, "Personal Data") provided in your registration or application form may be used and processed by STARHUB CABLE VISION LTD (CO-PRODUCER) for “The Voice 决战好声音” and its affiliates ("PRODUCERS") for the following purposes:-

- a. assessing your application for, and administering your participation in the programme and/or contest organized and/or produced by PRODUCERS,
- b. to communicate with you;
- c. to process your payment transactions;
- d. respond to your inquiries;
- e. conduct internal activities;
- f. to provide you with information on products and services of PRODUCERS, its
- g. related corporations and business partners;
- h. other legitimate business activities of PRODUCERS and/or
- i. such other purposes as set out in the Terms and Conditions.

Further, please be informed that if required for any of the foregoing Purposes, your Personal Data may be transferred to locations outside Malaysia or disclosed to our related corporations, licensees, business partners and/or service providers, who may be located within or outside Malaysia. Save for the foregoing, your Personal Data will not be knowingly transferred to any place outside Malaysia or be knowingly disclosed to any third party.

In order to process your Personal Data, your consent is required. If you do not consent, we cannot process your Personal Data for any of the above Purposes and we will not be able to consider your application for participation in the programme and/or contest.

You represent and warrant that you have obtained the consent of third parties (e.g. family members) whose personal data you have provided in the contestant application form to allow StarHub to process the said personal data for the Purposes.

If you have submitted personally identifiable information through The Voice site or interactive advertisement, and would like that information deleted from our records, please contact StarHub's Data Protection Officer at [dpo@starhub.com](mailto:dpo@starhub.com). We will use reasonable efforts to delete this information from our existing files.