

METRO IVF FERTILITY CENTRE

PERSONAL DATA PROTECTION ACT (PDPA) NOTICE

Revision Date: 16/8/2024

1. Introduction

At Metro IVF Fertility Centre ("we," "our," or "us"), we are committed to safeguarding your personal data. This notice explains how we collect, use, disclose, and protect your personal data in accordance with the Personal Data Protection Act 2010 (PDPA).

2. Personal Data We Collect

We collect and process personal data necessary for providing medical care and related services. This may include:

- Personal Identification Information (e.g., name, date of birth, identification number)
- Contact Information (e.g., address, phone number, email address)
- Medical History and Health Information (e.g., medical records, treatment details)
- Financial Information (e.g., insurance details, billing information)

3. Purpose of Collection and Use

Your personal data may be collected, used, and disclosed for the following purposes:

- To provide and manage medical services and treatment
- To administer patient records and health information
- To process billing and insurance claims
- To communicate with you regarding appointments, treatment updates, and hospital services
- To comply with legal and regulatory requirements
- To conduct internal audits and quality improvement

4. Disclosure of Personal Data

We may disclose your personal data to third parties in the following circumstances:

- To healthcare professionals, institutions and related companies that involved in your care
- To insurance providers for claims processing
- To regulatory authorities as required by law
- To service providers who assist us in delivering hospital services (e.g., IT support, billing)

5. Data Security

We implement appropriate security measures to protect your personal data against unauthorized access, disclosure, alteration, and destruction. This includes physical, administrative, and technical safeguards.

6. Data Retention

Your personal data will be retained for as long as necessary to fulfil the purposes for which it was collected, and to comply with applicable legal and regulatory requirements.

7. Your Rights

You have the following rights concerning your personal data:

- Access: Request access to your personal data held by us.
- Correction: Request correction of inaccurate or incomplete personal data.
- Withdrawal of Consent: Withdraw your consent for processing your personal data where applicable.
- Objection: Object to the processing of your personal data for specific purposes.

To exercise these rights, please contact our Data Protection Officer (DPO) by email pdpa@metroivf.com.my.

8. Contact Us

For any questions or concerns regarding this notice or our data protection practices, please contact our Data Protection Officer (DPO) by email please contact our Data Protection Officer (DPO) by email pdpa@metroivf.com.my or telephone 03-33412277 ext. 309.

9. Changes to This Notice

We may update this notice from time to time to reflect changes in our practices or legal requirements. We display this notice at a prominent location at our place of business for your viewing and reference.

10. Acknowledgment and Consent

By using our services, you acknowledge that you have read and understood this Personal Data Protection Act (PDPA) Notice and consent to the collection, use, and disclosure of your personal data as described.

Thank you for trusting Metro IVF Fertility Centre with your healthcare needs.