

Privacy Policy

Last updated: December 2025

At **SIGNAL FLARE DIGITAL SDN. BHD.** ("we", "our", or "us"), we respect your privacy and are committed to protecting any personal information you share with us. This Privacy Policy explains how we collect, use, and protect your data when you visit our website or interact with us online.

1. Information We Collect

We collect information in the following ways:

- **Contact Form:** When you reach out via our website's contact form, we collect your name, email address, and any message you provide.
 - **Newsletter Sign-Up:** If you choose to receive our event updates or newsletters, we collect your name and email address. You can unsubscribe at any time by following the link provided in our emails.
 - **Website Analytics & Cookies:** We use cookies and analytical tools (including heat maps and click tracking) to understand how visitors use our site and improve the experience. This may include your device type, browser, and general location data (not precise GPS).
 - **Thumbnail Traffic:** We may track clicks on project thumbnails to better understand interest in specific productions.
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2. How We Use Your Information

We use your personal data for the following purposes:

- To respond to your enquiries or messages.
- To send newsletters or event updates you have opted into.

- To analyse website performance and improve user experience.
- To ensure proper attribution and redirection to original sources for projects where we do not own the intellectual property (IP).
- To comply with applicable laws and regulations.

We do **not** sell, rent, or trade your personal data to third parties.

3. Using Third-Party Services

We may use reputable third-party providers (such as email or analytics platforms) to help operate parts of our website and newsletters. These services process your data securely on our behalf and in line with applicable data protection laws.

If these providers are based outside Malaysia, we take reasonable steps to ensure your data remains protected under similar standards to Malaysian and international laws.

4. Your Rights

Depending on your location, you may have rights to:

- Access and receive a copy of your personal data we hold.
- Request correction or deletion of your data.
- Withdraw consent for communications or data processing.

To make a request, please contact us at info@signalflaredigital.com.

5. Data Retention and Security

We retain personal data only as long as necessary for the purposes outlined in this policy or as required by law. We use appropriate security measures to protect your information from unauthorised access, alteration, or disclosure.

6. Links to Other Websites

Our website may include links to other sites or embedded content from third-party sources. We are not responsible for their privacy practices or content. Please review their own policies before sharing any information.

7. Updates to This Policy

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

8. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact us at:

Email : info@signalflaredigital.com
Company : SIGNAL FLARE DIGITAL SDN. BHD.