

Privacy Policy

October 19, 2025

This notice explains how Metaphysics Alliance collects, uses, stores, and shares personal data across consultations, audits, events, and digital products. It also summarises the rights available to you under the Personal Data Protection Act 2010 (Malaysia).

Summary

- Applies to clients, prospects, workshop participants, and visitors engaging with Metaphysics Alliance services, reports, events, and digital platforms.
- We comply with the Personal Data Protection Act 2010 (Malaysia) and honour contractual commitments for cross-border engagements.
- Direct privacy questions to support@meta-alliance.my. Critical incidents are escalated within 24 hours.

1. Who we are & scope

Metaphysics Alliance (meta-alliance.my) is the data controller for personal data we collect when you interact with our team, receive services, purchase digital products, or visit our sites.

- We determine the purpose and means of processing when you submit data through enquiry forms, booking requests, payments, events, or audits that we initiate. We decide how long that data is retained and which safeguards apply.
- For enterprise engagements we may handle staff or customer data supplied by you. We only use that information to deliver the contracted work, follow your documented instructions, and delete or return the data once the work concludes.

By engaging us you confirm that any third-party data you supply was collected lawfully and that you have authority to share it.

2. Personal data we collect

We operate on the principle of data minimisation—collecting only what is required to deliver accurate readings, audits, and support.

- Name, preferred honorific, email, phone number, company information, billing address, and communication preferences.
- Birth details (date, time, place), floor plans, team structures, business metrics, questionnaires, and other materials you provide so that we can perform calculations and design recommendations.
- Service history, booking information, invoices, payment confirmations (processed via secure gateways), support enquiries, session notes, and follow-up actions.

- Language preference cookies, device metadata, and anonymised analytics generated through privacy-filtered tools. We do not run behavioural advertising or sell your browsing history.

Where sensitive personal data (for example, health indicators or family circumstances) is relevant to your consultation, we rely on your explicit consent and restrict internal access to authorised consultants only.

3. How we use personal data

We rely on contract performance, legitimate interests, legal obligations, and consent (where required) to process personal data.

- Preparing charts, analytics, written reports, digital dashboards, and briefings; scheduling sessions; tailoring recommendations to your objectives.
 - Legal basis: Legal basis: contract performance & legitimate interests.
- Responding to enquiries, sharing progress updates, sending resource materials, and providing post-engagement follow-up when you request it.
 - Legal basis: Legal basis: legitimate interests & consent (for optional updates).
- Billing, accounting, record keeping, fraud prevention, and verifying identity or authority where mandated.
 - Legal basis: Legal basis: legal obligation & legitimate interests.
- Investigating complaints, enforcing agreements, protecting intellectual property, and responding to lawful requests from authorities.
 - Legal basis: Legal basis: legal obligation & legitimate interests.

4. Retention & security

We maintain structured retention schedules so data is stored only for as long as it remains useful or legally required.

- Core client files and invoices are stored for seven (7) years to satisfy PDPA and accounting requirements. Prospect enquiries with no follow-up are deleted after 18 months. Raw analysis inputs—floor plans, spreadsheets, recordings—are purged within 90 days of project sign-off unless you request an extended archive.
- Safeguards include encrypted storage, role-based access, secure portals for large files, mandatory confidentiality agreements, and annual security reviews with documented remediation plans.
 - Production systems are hosted in ISO 27001-certified environments.
 - Portable devices are protected with full-disk encryption and biometric access.
 - Data shared with consultants uses expiring links or vetted collaboration suites.

5. Sharing & international transfers

We never sell personal data. Transfers occur only when necessary to deliver services or comply with the law.

- We engage payment gateways, secure cloud storage, analytics, transcription, and communication providers located in Malaysia, Singapore, or jurisdictions with comparable safeguards. Each provider signs a PDPA-aligned data processing agreement.
- When tools process data outside Malaysia, we ensure contractual clauses mandate equivalent protection and enable audits if required.
- We disclose personal data when compelled by law, court order, or governmental authority, and we document each disclosure.
- If Metaphysics Alliance undergoes a merger or acquisition, you will be notified before data is transferred and given the opportunity to opt out where applicable.

6. Your rights & preferences

You may exercise the following rights:

- Request access to the personal data we hold about you.
- Ask for corrections to inaccurate or incomplete data.
- Withdraw consent to non-essential processing and opt out of marketing messages at any time.
- Request deletion or anonymisation, subject to legal retention requirements.
- Request a portable copy of data you provided to us.

How to submit a request:

- Email privacy@meta-alliance.my with the subject line “PDPA Request” and specify the right you wish to exercise.
- We acknowledge requests within one (1) business day and provide a full response within five (5) business days, or explain if we require additional time (maximum 21 days allowed by PDPA).
- We may request proof of identity or authority to protect your data from wrongful disclosure.
- If we must retain certain records for legal reasons, we will explain the rationale and confirm once retention obligations expire.

Marketing emails include an unsubscribe link. WhatsApp broadcasts and community groups are invitation-only and require explicit opt-in.

7. Updates to this notice

- We review and update this policy whenever we launch new services, adopt new data processors, or change how we use personal data.
- Material changes will be announced on meta-alliance.my/legal/privacy and, where applicable, communicated directly to active clients.

Contact Our Support Team

- Metaphysics Alliance Support Team
- support@meta-alliance.my
- +60165873141
- We reply within one business day and resolve most requests within five business days.
- Metaphysics Alliance Menara Mitraland, 13A Jalan PJU 5/1 Kota Damansara, 47810 Petaling Jaya Selangor, Malaysia.