



PRIVACY POLICY

Senz Strategy Consulting Sdn Bhd. (including Senz Life Sciences)

Company No. 201801013232 (1275248-H)

Effective date: March 2026 · Last updated: March 2026

1. Who We Are

This Privacy Policy applies to Senz Strategy Consulting Sdn Bhd. (company no. 201801013232 / 1275248-H), a consulting firm registered in Malaysia, operating under two practice areas:

- Senz Strategy Consulting — organisational performance, team dynamics and change management
- Senz Life Sciences — life sciences consulting, advisory, and investment readiness services

Together referred to as "Senz", "we", "us" or "our" in this policy.

Senz acts as data controller for personal data collected through its websites, tools, and client engagements.

Contact details

- Karin van Zuilen, Founder
- 63 Jalan Elitis Suria, 47000 Sungai Buloh, Malaysia
- karin@senz.biz · +60 (0) 16 23 72 042 · www.senz.biz

2. What Personal Data We Collect

Contact and enquiry forms

- Name, email address, company name, job title
- Content of your message or enquiry

Online diagnostic tools (Investment Readiness Scan, Friction Scan)

- Name, email address, company name and role
- Responses to diagnostic questions
- Assessment results, scores and section ratings

Workshop and programme participation

- Name, job title, company
- Individual development objectives shared during intake
- Workshop responses and reflection materials (where submitted digitally)

Email and onboarding communication

- Email address and communication history
- Information you share in the course of a consulting engagement

Senz Life Sciences engagements

- Investment Readiness Scan — company and contact information, responses to readiness questions, results and scores



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- Investor View Report request — company name, contact details, stage, deal objective, and information provided via the request form
 - Advisory engagements — contact and company information as needed to deliver the service

Note: Confidential business information, financial data, proprietary technology details and other sensitive company data shared in Senz Life Sciences engagements is governed by a separate Non-Disclosure Agreement (NDA), not by this Privacy Policy.

3. Why We Process Your Data

We process your personal data for the following purposes:

- To respond to your enquiries and communicate with you
- To deliver consulting services, workshops and programmes you have engaged us for
- To provide and interpret results from diagnostic tools
- To send follow-up materials related to a programme or engagement
- To maintain our client and contact records
- To improve our services and tools
- To comply with legal obligations

Legal basis — Malaysia (PDPA 2010)

- Contract performance — where data is necessary to deliver agreed services
- Legitimate interest — for follow-up communication and relationship management
- Consent — where you have explicitly opted in (e.g. diagnostic tools)

Legal basis — European Union (GDPR)

For clients and individuals based in the EU or EEA, Senz processes personal data in compliance with the General Data Protection Regulation (GDPR). The legal bases are:

- Article 6(1)(b) — processing necessary for the performance of a contract
- Article 6(1)(f) — legitimate interests pursued by Senz, where not overridden by your rights
- Article 6(1)(a) — consent, where explicitly given

4. How Long We Keep Your Data

We retain personal data only as long as necessary:

- Active client data: for the duration of the engagement plus 3 years
- Diagnostic tool data (Investment Readiness Scan, Friction Scan): 12 months from completion, unless part of an ongoing engagement
- Investor View Report request data: 3 years from last contact
- Email communications: 3 years from last contact
- Legal and financial records: 7 years as required by Malaysian law

After these periods, data is securely deleted or anonymised. You may request earlier deletion at any time — see Section 7.

5. Who We Share Your Data With

We do not sell or rent your personal data. We may share data with the following trusted third-party service providers, solely to operate our services:

- SalesProcess (powered by GoHighLevel / LeadConnector) — CRM, online forms, diagnostic tool delivery, and contact management. The underlying platform is GoHighLevel, a US-based company; data may be processed outside Malaysia and the EU.
- Google (Google Sheets, Google Apps Script) — used to receive and store Investment Readiness Scan submissions via a webhook integration



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- Email service providers — for communication and follow-up sequences
 - Zoom or equivalent video conferencing tools — for online sessions
 - Payment processors — for invoicing and payment handling

All third-party providers are required to handle your data in accordance with applicable privacy laws. Where providers are based outside Malaysia, see Section 6.

6. Cross-Border Data Transfers

Senz works with international clients and some third-party service providers process data outside Malaysia. This includes GoHighLevel (United States) and Google (United States).

For clients in the EU or EEA: where personal data is transferred outside the EU, Senz takes steps to ensure that such transfers comply with GDPR requirements, including relying on Standard Contractual Clauses (SCCs) or other appropriate transfer mechanisms where applicable.

For all clients: we take reasonable steps to ensure that any recipient of your data provides a standard of protection comparable to that under Malaysian law (PDPA 2010).

7. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- Right to access — request a copy of the data we hold about you
- Right to correction — ask us to correct inaccurate data
- Right to deletion — request that we delete your data (including early deletion of diagnostic tool data)
- Right to restrict processing — ask us to limit how we use your data
- Right to data portability — receive your data in a structured format
- Right to object — object to processing based on legitimate interest
- Right to withdraw consent — where processing is based on consent

To exercise any of these rights, contact us at karin@senz.biz. We will respond within 21 days as required under the PDPA.

Malaysian residents: if you believe your rights under the PDPA have not been respected, you may lodge a complaint with the Department of Personal Data Protection Malaysia (JPDP).

EU/EEA residents: you have the right to lodge a complaint with your local data protection supervisory authority (e.g. the Dutch Autoriteit Persoonsgegevens, the German Datenschutzbehörde, or the relevant authority in your country).

8. Cookies and Tracking Technologies

Our website and online tools may use cookies and similar tracking technologies to improve functionality and user experience.

Our diagnostic tools (including the Investment Readiness Scan) use GoHighLevel's tracking technology to record tool completions and apply contact tags in our CRM. This enables us to follow up appropriately with individuals who have completed a diagnostic. No sensitive personal or business data is transmitted via these tracking mechanisms — only contact identifiers and result categories.

Where required by law, we will ask for your consent before placing non-essential cookies. You can manage cookie preferences through your browser settings.

9. Data Security

We take reasonable technical and organisational measures to protect your personal data against unauthorised access, loss or misuse. This includes secure storage, limited access controls, and encrypted transmission where appropriate.

In the event of a data breach that affects your rights, we will notify you and the relevant authorities as required by applicable law.

10. Children's Privacy



Our services are directed at professionals and organisations. We do not knowingly collect personal data from individuals under the age of 18.

11. Changes to This Policy

We may update this Privacy Policy from time to time. The current version will always be available on our website at www.senz.biz. Where changes are material, we will notify active clients directly.

12. Contact

For any questions, requests or concerns regarding this Privacy Policy:

- Email: karin@senz.biz
- Phone: +60 (0) 16 23 72 042
- Address: 63 Jalan Elitis Suria, 47000 Sungai Buloh, Malaysia
- Website: www.senz.biz

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