

ensure that no further marketing communications are sent as a result of information about those consumer being re-obtained through a third party. If they want to reduce all unsolicited contact, consumers should register their names and contact details on all relevant suppression files.

10. Consumers who have asked for personal information about them to be suppressed may be contacted if they ask to be reinstated.
11. Advertisers are permitted to use published information that is generally available provided the consumer concerned is not listed on a relevant suppression file.
12. Any proposed transfer of a database to a country outside Malaysia should be made only if that country ensures an adequate level of protection for the rights and freedom of consumers in relation to the processing of personal information or if contractual arrangements are in place to provide that protection.

PART 13 – Employment and Instructional Classes

1. Where degrees and qualifications are offered, the recognition of which is doubtful, attention should be drawn to the advisability of verifying it with the relevant Ministry. As for the recognised degrees, the value should not be misrepresented.
2. Advertisement for situations vacant should correspond to genuine vacancies, the existence of which should be fully substantiated, and should not require those interested to send money for further details (Particular attention is drawn to Private Employment Agencies Act 1981). However, this does not prevent the offer for sale of directories of opportunities and the like, provided that the advertisement is clear as to the nature of what is offered.
3. Advertisements offering vocational training or other instructional courses should make no unconditional promises of future employment (whether by the advertiser or anyone else) or future remuneration for those taking the course and should, as appropriate, make clear the level of prior attainment needed to be able to derive benefit from the course and the length of the course. (In connection with the length of the course, particular care should be taken not to mislead by running together discrete periods of study so as to suggest earlier attainment of competence than is probable).

PART 14 – Property Advertising

1. Advertisements for real estate/property, whether for sale or for rent, should not mislead or exaggerate on such matters as:
 - (i) The land itself and any buildings erected or to be erected thereon;
 - (ii) The physical nature – including furnishings and amenities – and appearance of buildings and flats, and their surroundings;