

Common legal issues in digital marketing platforms and social media



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Laws regulating cyberspace in Malaysia

- Computer Crimes Act 1997
- Sedition Act 1948
- Penal Code
- Defamation
- Copyright Act 1987

Laws regulating cyberspace in Malaysia

- Communications and Multimedia Act 1998
- Trade Description Act 2011
- Personal Data Protection Act 2010
- Common Gaming Houses Act 1953
- Trade Marks Act 1976

- **Copyright Act 1987**

- Using media without permission – Pokemon, Pen-pineapple-apple-pen

- **Communications and Multimedia Act 1998**

- Making statements which are obscene, indecent, false, menacing or offensive in character with intent to annoy, abuse, threaten or harass another person

- **Trade Description Act 2011**

- Misleading or false advertising

- **Personal Data Protection Act 2010**
 - Personal data of customers
- **Common Gaming Houses Act 1953**
competitions without any element of skills, fatwa
- **Trade Marks Act 1976**
 - Comparative Advertising - Brand X v Brand Y v Our Brand

Social Media Disasters



Fern Leaf ▸ mydeal.com.my – Malaysia at half price

i have sent emails to your customer service people two weeks, as well as PM you on my email address for you to check since your people dont bother to reply emails. Its 2 weeks already. WHY NO REPLY OR ACKNOWLEDGEMENT? this is SHAMEFUL

Monday at 4:51pm

👍 James Chong and 31 others like this.



mydeal.com.my – Malaysia at half price Hi Shameful. We are sorry for the inconvenience caused. We have no received your PM. Please assist by resending the PM back to us and we will get back to you at the soonest. Thank.

Monday at 5:19pm · 👍 39 people



Fern Leaf OMG..my name is not 'shameful'. This 'Shameful' refers to your unprofessional staff and your poor handling of complaints and deplorable customer service. Who on earth calls themselves 'Shameful' ? I am aghast (and dont call me aghast !!)Look in the dictionary

Monday at 5:26pm · 👍 45 people



Carryn Lau hahaha, this is hilarious, i was literally LOL in my office, ups.. sorry no offence Fern Leaf, hope you will be able to sort this thing out soon ;-)

Monday at 5:44pm · 👍 5 people



Carryn Lau oya, my name is not hilarious, hahahah....

Monday at 5:54pm · 👍 26 people



mydeal.com.my – Malaysia at half price Hi Fern Leaf. We are extremely sorry for that. We have no received your PM. Please assist by resending the PM back to us and we will get back to you at the soonest. Thanks.

Monday at 5:58pm

Handling Social Media Disasters

Complaints

Address promptly

Not ignored or deleted

With courtesy

Wondermilk Dan Cuppacakes

hello there,
thank you for your feedback we truly appreciate it. for any complaints or suggestions, we strongly advise you to call or email us directly and speak to a manager in charge. its unfair to embarass us with your snide remarks on our public wall when you could have easily contacted us directly via email or phone.

Social Media Service Contract



- Guidelines for unacceptable postings and comments;
- Contingency plan in the event of disaster
- Obligation to report of any incident
- Deliver up of account and materials upon termination
- Indemnity

Thank you

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