

## **General**

This site is a service of Diversified Communications (“DIVERSIFIED”).

DIVERSIFIED pledges to meet and comply with the requirements of the Personal Data (Privacy) Ordinance (Cap.486 of the Laws of Hong Kong) (“Ordinance”). In doing so, DIVERSIFIED has committed itself to protect and keep in strict confidence any personal data collected.

This Privacy Policy applies only to personal data that you provide to DIVERSIFIED using this web site or any other DIVERSIFIED’s site (“Site”). This Privacy Policy does not apply to personal data collected elsewhere, including offline and on web sites linked to or from the Site.

Please read this Privacy Policy carefully. By using or accessing the Site, and/or by registering with the Site, you agree to the terms of this Privacy Policy. If you do not agree to these terms, please do not use the Site or provide any personal data to DIVERSIFIED.

In addition to reviewing this Privacy Policy, please also read DIVERSIFIED’s Terms of Use. Your use of the Site constitutes your agreement to the Terms of Use.

DIVERSIFIED reserves the right to revise this Privacy Policy at any time. When DIVERSIFIED does, DIVERSIFIED will give you notice of the revised Privacy Policy by posting the revised Privacy Policy on the Site and by revising the “Last Updated” date at the top of this Privacy Policy. You are responsible for regularly reviewing the current privacy policy. Any change, update or modification DIVERSIFIED makes will be effective immediately upon posting on the Site. Your continued access of the Site after DIVERSIFIED posts any changes or revisions constituting your acceptance of any changes or revisions to the Privacy Policy.

## **Collection of Personal Data**

DIVERSIFIED collects “automatic information” and “personally identifiable information”.

“Automatic information” is information automatically collected by DIVERSIFIED’s web server (which may be hosted by a third-party) that your web browser makes available whenever you visit the Site, such as the IP address of your computer, your operating system version and browser type, the duration of your visit to the Site, and other standard tracking data DIVERSIFIED uses to evaluate site traffic and usage patterns.

The Site also uses “cookies”, that are bits of data sent by a website through the browser to the computer of the user visiting the site, which enable the Site to return the results the browser expects.

Cookies can make the Site more useful by storing information about your preferences on particular websites and thus enabling DIVERSIFIED as a website owner to provide more useful features for its users. The information collected by cookies is anonymous aggregated research data, and contain no name or address information or any information that will enable anyone to contact you through telephone, e-mail or any other means.

Most website browsers automatically accept cookies, but you may be able to turn off the cookie acceptance option in your browser's settings. However, disabling the cookie support function of the browser may prevent some portions of the Site from functioning properly, and you may not be able to fully utilize the Site. DIVERSIFIED may from time to time use advertising companies to develop banner ads for the Site. These ads may contain cookies that may be sent to your browser through the banner ads. DIVERSIFIED does not have control over cookies placed by its advertisers, nor does DIVERSIFIED has access to any information their cookies may collect.

“Personally identifiable information” is information that tells DIVERSIFIED who you are, such as your name, job title, company, physical mailing address, e-mail address, telephone numbers, fax numbers, and, if applicable, financial information such as your credit card information. DIVERSIFIED may collect this information when you:

- A. register to attend DIVERSIFIED's trade shows, conferences and events;
- B. subscribe to DIVERSIFIED's publications, including e-newsletters;
- C. use the Site;
- D. register with the Site;
- E. submits any work or statement through the Site;
- F. take part in any activities published by DIVERSIFIED on the Site or other website linked to the Site;
- G. participate in online activities as published on the Site from time to time;
- H. communicate with DIVERSIFIED by e-mail;
- I. post comments, ratings or messages to any of DIVERSIFIED's chat groups, bulletin boards or forums; and/or complete online forms, surveys or contest entries.

From time to time, it is necessary for you to supply DIVERSIFIED with personal data in connection with any kinds of registration or the use or continuation of provision of any services and products.

DIVERSIFIED may work with third parties that use applications or computer technologies to find out more about users of the Site.

Failure to supply such information may result in DIVERSIFIED being unable to process any registrations or use or continue the provision of any services.

You always have the option not to provide the personal data DIVERSIFIED requests. If you choose not to provide the personal data DIVERSIFIED requests, you can still visit the Site, but you may be unable to access or use certain options and/or services.

### **Use and Disclosure of Personally identifiable information**

If you elect to provide personal data to DIVERSIFIED, DIVERSIFIED may use it for the purpose for which it was provided (e.g., to establish your account, send you publications to which you have subscribed, attribute content you submit to the Site to you, etc.), and for the other purposes set forth herein. The purposes for which personal data may be used by DIVERSIFIED in and outside Hong Kong include:

- A. communicate with you;
- B. process applications;
- C. provide enquirers with contact and business information;
- D. enable DIVERSIFIED to ensure smooth operation of the services or products provided to you, and to improve, optimize and configure the services or products for you;
- E. DIVERSIFIED's operations, e.g., incorporation into DIVERSIFIED's database, analysis, research and auditing;
- F. notification of DIVERSIFIED's trade fairs in Hong Kong;
- G. marketing DIVERSIFIED's services or products (and those of DIVERSIFIED's business partners and counterparts);
- H. research and/or design and/or implement services or products for your use;
- I. complying with laws in or outside Hong Kong;
- J. legal proceedings, including collecting overdue amounts;
- K. complying with obligations, requirements, arrangements or procedures that apply to DIVERSIFIED or that it is expected to comply according to:
  - i. any law binding or applying to it within the Hong Kong Special Administrative Region ("Hong Kong") existing currently and in the future;
  - ii. any guidelines or guidance given or issued by any legal, regulatory, governmental, tax, law enforcement or other authorities, or self-regulatory or industry bodies within Hong Kong existing currently and in the future; and
  - iii. any contractual obligations or other commitment applying to it under any contractual arrangement DIVERSIFIED has with its agent, representative, contractor, business partner or other third party which DIVERSIFIED has entered into a contractual relationship with;
- L. other related purposes.

DIVERSIFIED may conduct direct marketing via fax, email, direct mail, telephone and other means of communication, or send e-newsletters to you. You may choose not to receive promotional materials, by simply telling DIVERSIFIED, and DIVERSIFIED will cease to do so, without charge. DIVERSIFIED may share personally identifiable information with DIVERSIFIED's affiliates and with DIVERSIFIED's partners, including DIVERSIFIED's exhibitors, sponsors and advertisers, for marketing, advertising, and/or product/service offering purposes. While

DIVERSIFIED will seek to require all such third parties to follow appropriate privacy policies consistent with this Privacy Policy, and will not authorize them to use this information except for the express purpose for which it is provided.

DIVERSIFIED does not bear any responsibility for any actions or policies of third parties. If you wish to (i) not to have your personally identifiable information shared with third parties, (ii) not to receive Commercial Communications from third parties, and/or (iii) not to receive Commercial Communications from DIVERSIFIED except for Commercial Communications related to the product or service for which you provided your personally identifiable information, as described below under “Opt-Out Option.”

DIVERSIFIED may also disclose personally identifiable information in special cases when DIVERSIFIED has reason to believe that disclosing the information is necessary to identify, contact, or bring legal action against someone who may have breached DIVERSIFIED’s Terms of Use, or who may be causing injury to or interference with (either intentionally or unintentionally) the rights or property of DIVERSIFIED, other users of the Site, or anyone else who could be harmed by such activities. DIVERSIFIED may also disclose personally identifiable information when DIVERSIFIED reasonably believes that the law requires it.

In addition, as DIVERSIFIED’s business changes, DIVERSIFIED may buy or sell various assets. In the event all or a portion of the assets owned or controlled by DIVERSIFIED, or any subsidiary or affiliated entity, are sold, assigned, transferred or acquired by another company, personally identifiable information may be among the transferred assets.

If you submit financial information to DIVERSIFIED, DIVERSIFIED may use that information to verify your credit and collect payments for your purchases, orders, registrations, etc. DIVERSIFIED may share your financial information with third parties that process financial transactions on DIVERSIFIED behalf.

### **Use and Disclosure of Automatic Information**

DIVERSIFIED will use automatic information to personalize the Site based on the preferences you submit to DIVERSIFIED at the time you register. DIVERSIFIED also uses the aggregated information to evaluate products and services DIVERSIFIED may offer to you.

DIVERSIFIED may use temporary, session-specific cookies to ensure visits to the Site are smooth and customized for the visitor – for example, to control the display of ads, to track usage patterns on the Site, to deliver editorial content, and to record registration and personalization information. Cookies allow DIVERSIFIED to provide a visitor’s browser with information tailored to the visitor’s preferences and needs. DIVERSIFIED also may use permanent or persistent cookies that remain on a visitor’s computer after the visitor leaves the Site.

In addition, DIVERSIFIED reserves the right to use the information DIVERSIFIED collects about your computer, which may at times be able to identify you, for any lawful business purpose,

including to help diagnose problems with DIVERSIFIED's servers, to gather broad demographic information, and to otherwise administer the Site.

### **Aggregated Information**

DIVERSIFIED reserves the right to use, transfer, sell, and share aggregated, anonymous data about DIVERSIFIED's users as a group for any business purpose, such as analyzing usage trends and seeking compatible advertisers and partners.

### **Third Party and Affiliated Links**

The Site may from time to time contain links to other websites, including suppliers, advertisers and affiliates. DIVERSIFIED have no control over, and are not responsible for, the content of, or information gathered by, these other websites. DIVERSIFIED does not endorse any of these websites or the products or services associated with such websites merely because they are linked to the Site.

### **Information Posted on Bulletin Boards and Other Forums**

You should be aware that personal data you disclose on bulletin boards and other forums may be collected by others and may result in unsolicited messages from others.

### **Transfer of Personal Data Collected**

Personal data held by DIVERSIFIED relating to you will be kept confidential but DIVERSIFIED may provide and disclose (as defined in the Ordinance) such information to the following parties for the purposes mentioned above:

- A. any agent, contractor, business partner or other third party which DIVERSIFIED works together with in its provision of such service, product or facility, wherever situated;
- B. any party that you has initiated a business transaction with or will make a payment to or through;
- C. any party to whom DIVERSIFIED is under an obligation or otherwise required to make disclosure under the requirements of any law binding or applying to it within or outside Hong Kong, or any disclosure under and for the purposes of any guidelines or guidance given or issued by any legal, regulatory, governmental, tax, law enforcement or other authorities, or self-regulatory or industry bodies with which DIVERSIFIED is expected to comply, or any disclosure pursuant to any contractual or other commitment of DIVERSIFIED, all of which are within Hong Kong and may be existing currently and in the future;
- D. such party as authorized to receive a response from DIVERSIFIED in accordance with Part V of the Ordinance.

### **Storage of Personal Data and Security**

All personal data collected from you will be stored in secure servers of DIVERSIFIED in order to prevent any unauthorized or accidental access, processing or erasure.

DIVERSIFIED maintains this commitment to personal data security by implementing appropriate physical, electronic and managerial measures to safeguard and secure personal data. Unfortunately, personal data transmitted on the Internet and/or stored on systems attached to the Internet is not 100% secure. As a result, DIVERSIFIED cannot ensure, warrant or guarantee the security or integrity of such personal data.

DIVERSIFIED will take all practical steps to ensure that your personal data will not be kept longer than necessary and DIVERSIFIED will comply with all statutory and regulatory requirements of Hong Kong concerning the retention of personal data.

While DIVERSIFIED does everything it can to protect personal data from unauthorized use, processing and disclosure, you should take precaution not to share, provide or facilitate unauthorized use of a unique username and/or password assigned by DIVERSIFIED or allow access or use of it by others. If, in the unlikely event, unauthorized transactions have been discovered through no fraud, fault or negligence on the part of you, you should inform DIVERSIFIED immediately.

### **Opt-Out Option**

If you do not want DIVERSIFIED to share your personally identifiable information with third parties, or if you do not wish to receive Commercial Communications from DIVERSIFIED and/or third parties, you may (i) state your preferences at the time you submit your personal information to DIVERSIFIED, or (ii) change your preferences at any time by:

- A. notifying DIVERSIFIED in writing (at the Privacy Policy Contact mailing address or email address below) of your e-mail address and of your preference that DIVERSIFIED not share your information and/or that you do not wish to receive such Commercial Communications from DIVERSIFIED and/or third parties, or
- B. following the unsubscribe instructions contained within the e-mail you receive from Diversified.

DIVERSIFIED will update your preferences within 14 days.

DIVERSIFIED will use reasonable efforts to forward your opt-out request (including your e-mail address) to the specific third party marketer whose offer you received from DIVERSIFIED prompting your opt-out or unsubscribe request, so that it can include your e-mail address on its own do-not-email list. However, even if you opt-out as described above, DIVERSIFIED will not be able to remove your personal information from the databases of third parties with which DIVERSIFIED has already shared your personal information (i.e., to which DIVERSIFIED has provided your personal information prior to DIVERSIFIED's receipt of your opt-out request).

DIVERSIFIED does not bear any responsibility for ensuring that any third party complies with your opt-out or unsubscribe request vis-à-vis its own lists.

### **Correction of personal data**

Many of the functions (but not all) of the Site allow you to correct, update and modify your personal data.

If you would like to obtain instructions on how you may correct, update and modify your personal data, please contact DIVERSIFIED at [hr@divcom.com.hk](mailto:hr@divcom.com.hk) and provide DIVERSIFIED with the specific Site through which you provided personal data.

You may not change your username ID selected at registration for a trade show, event or conference.

### **Privacy Policy Contact**

If you have any questions regarding DIVERSIFIED's Privacy Policy, please feel free to contact DIVERSIFIED by letter at the address below.

**Phone :** +852 3105 3970

**Fax :** +852 3105 3974

**Email :** [hr@divcom.com.hk](mailto:hr@divcom.com.hk)

**Address :** Unit B, 32/F, @Convoy, 169 Electric Road, North Point, Hong Kong