

## **DISCLAIMERS**

The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Technology Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

### **1. General Policy Statement**

We pledge to meet fully, and where possible exceed, internationally recognized standards of personal data privacy protection, in complying with the requirement of the Personal Data (Privacy) Ordinance. In doing so, we will ensure compliance by our staff with the strictest standards of security and confidentiality.

### **2. Data collection and use**

- a. We collect personal data from our site visitors on a voluntary basis. Personal information may include name, address, e-mail address, etc. The information is used only by us for the purposes stated in the respective screens on which we invite you to provide your data. We do not use your personal data for any other purposes without your prior consent unless such use
- b. is permitted or required by law.
- c. When you visit our website, we record your visit only as a "hit" and do not collect any personal identifiable information about you. The "hit" information is to allow us to compile general statistics to show the daily number of visitors to our site.
- d. When you visit certain services of our website, we collect general information about your visits by means of cookies files. The information is only used for analysing your preference in relation to the service we provide. You have a choice not to accept the cookie files, but if you do not, certain functionality may not be available.

### **3. Data disclosure**

Our general policy is to disclose no personal identifiable information to third parties except as required by law. As we provide an online shopping service to visitors, information we collect will only be used for goods delivery and payment purposes.

### **4. Data retention**

In your dealings with us, we retain records of your online transactions for auditing purposes. Our general policy is to retain the information for 24 months. We do not offer online facilities for you to delete personal data held by us.

### **5. Data security**

All personal data you provide to us is secured on our web site with restricted access by authorized personnel only.