

# Privacy Policy

## PERSONAL INFORMATION COLLECTION STATEMENTS AND PRIVACY POLICY STATEMENT

### *(1) Policy*

To facilitate the ET Net IQ Streaming Service ("Service"), it may be necessary for ET Net IQ Streaming subscriber ("the Subscriber") to provide ET Net Limited ("the Company") with personal data of the Subscriber. Failure to supply such personal data may result in the Company being unable to provide the Service to the Subscriber. The Policy set out hereunder regarding the use of personal data ("Information") is applicable to the Service provided and maintained by the Company.

The Subscriber hereby agree that any Information supplied by the Subscriber to the Company is on a voluntary basis, and is accurate, true, current and complete. If this is not the case or the Company has reasonable grounds to suspect as such, the Company has the right to cancel and/or refuse the Service to the Subscriber.

### *(2) Collection of Personal Data*

The Company collects the Information during membership or subscription registration.

Information supplied by the Subscriber to the Company and/or collected by the Company may include but is not limited to the following: -

- (a) name;
- (b) postal address, country or zip/postal code;
- (c) telephone or pager or mobile phone or fax number;
- (d) e-mail address;
- (e) payment details, including credit card and banking information; or
- (f) other data in connection with the operations of the Service by the Company.

Credit card information is used solely to bill the Subscriber for the Service. The Subscriber has control of the disclosure of Information to the Company; of course, the choice of the Subscriber to refrain from disclosing, for example, credit card number,

might limit the Service the Company can offer the Subscriber.

The Company will endeavor to maintain Information as accurately as possible only upon the latest information provided by the Subscriber.

*(3) Purposes*

The Subscriber understands that any and all Information the Subscriber provides to the Company will be collected and may be used for the purposes of: -

- i. conducting surveys;
- ii. marketing and promotions;
- iii. collecting data for identity ratification and records;
- iv. handling and following up service calls, enquiries and complaints;
- v. maintaining contact lists for correspondence;
- vi. meeting any legal, governmental or regulatory requirements in Hong Kong or any other applicable jurisdiction, including disclosure or notification requirements;
- vii. providing information for internal use, including chat or bulletin boards, editorial and feedback purposes; or
- viii. carrying out the Subscriber's instructions, responding to enquiries by that Subscriber or made on behalf and providing the Subscriber with the Services.

Information submitted by the Subscriber will be used for the Subscriber to access to different authorized areas of the Company's website and, when necessary, to enable contact.

In some instances, the Subscriber may also be requested to enter certain data which may be used to better tailor the type of information presented to the Subscriber. In most cases, this type of data is optional although, where the requested service is a highly personalized Service, failure to provide the requested data may prevent the Company from providing such a service to the Subscriber.

*(4) Use of Information for Direct Marketing*

If the Subscriber does not wish the personal data to be used for direct marketing by the Company, the Subscriber may make such request to the Company in writing or by e-mail.

*(5) Transfer of Information*

The Subscriber are hereby aware, agree and authorize that all Information will be retained by and stored in one or more databases of the Company and will be provided to, disclosed to, accessed by and transferred to: -

- i. any person or bodies corporate or division within the Company and/or the Company group of companies;
- ii. any person or bodies corporate under a duty of confidentiality to the Company;
- iii. employees of the Company;
- iv. any contractors, agents, other persons or bodies corporate engaged by the Company for or in relation to any of the purposes listed above or any third-party service providers who provide administrative, telecommunications, computer, payments, securities clearing, insurance, professional or other services to the Company;
- v. any person by whom the Company is required by applicable legal, governmental or regulatory requirements to make disclosure; or
- vi. any other person reasonably requiring the same in order for the Company to provide the Service and to carry out the purposes set out herein.

The Subscriber agrees that the Company may release the information when such release is reasonably necessary to:

- i. comply with applicable law;
- ii. enforce or apply the terms of any agreements;
- iii. protect the rights, property or interest of the Company or its Subscriber; or
- iv. comply with the Company's Privacy Policy Statement.

*(6) Security of personal data*

Given the nature of the Internet, the Company cannot guarantee that the transmission of data is 100% secure. However, the Company shall take all practicable steps to ensure that any Information collected by the Company through the website is safe and secure from third party interference.

Physical records containing personal data are securely stored in locked areas and/or containers when not in use.

Computer data are stored on computer systems and storage media to which access is strictly controlled and/or are located within restricted areas.

Access to records and data without appropriate management authorization are strictly prohibited. Authorizations are granted only on a "need to know" basis that is commensurate with an individual's Company responsibilities and their training.

Records of the Company are under the control of assigned information officers who are responsible to ensure the transfer of or access to information is legitimate and complies with the Ordinance.

Audit records may be produced to validate data modifications in order to verify the data's integrity.

There may be violations logging processes for investigation of any unauthorized attempt to access information.

Encryption technology may be employed for the certain data collected.

#### *(7) Cookies*

Cookies are items of information that a website transfers to an individual's hard drive for record-keeping purposes while at the site. Cookies make Web-surfing easier by, among other things, saving the passwords, purchases, and preferences for the Subscriber. The use of cookies is an industry standard, and the Subscriber will find cookies at most major web sites.

Cookies help make the Company better, by showing how and when the Subscriber uses the site. Many content improvements and updates are based on data such as total number of visitors and pages viewed. This information is most easily tracked with cookies.

Here are some examples of how the Company uses cookies:

A cookie lets the Service remember that the Subscriber has registered, which allows the Company to speed up the Subscriber's future activities at the Company's sites. Similarly, if there are any stores within the Service, a temporary cookie tracks which

products the Subscriber has selected while shopping. The cookie expires once the Subscriber has finished shopping. Letting it do the record-keeping saves the Subscriber the trouble of entering information over and over again during a single visit. If the Subscriber doesn't use this cookie, the Subscriber may have difficulty ordering the selections.

The cookie itself does not contain any personally identifying information although it may enable the Company to relate the Subscriber's use of the Service to personally identifying information that has previously been submitted by the Subscriber, if any.

The Subscriber may occasionally get cookies from the Company's advertisers. These cookies are sent from third-party computers and are subject to such third parties' policies.

Most browsers are initially set to accept cookies. If the Subscriber does not want the above information to be disclosed, the Subscriber should set the Subscriber's computer to refuse cookies. However, it is likely that most areas of the site will not function properly if the Subscriber does so.

#### *(8) Personal Data (Privacy) Ordinance*

The Company will apply and follow the laws and principles of the Personal Data (Privacy) Ordinance, Cap. 486 of the Laws of Hong Kong Special Administrative Region ("the Ordinance"). The Company's staff and any relevant person under a duty of confidentiality to the Company shall maintain a strict confidentiality policy on all Information collected from the Service.

Under the Ordinance, the Subscriber has the right to: -

- i. check whether the Company holds any Information about the Subscriber;
  - ii. have access to Information about the Subscriber held by the Company;
  - iii. request correction of such Information;
  - iv. ascertain our policies and practices (from time to time) in relation to the Information and the types of Information held by the Company;
  - v. disallow access to or use of Information about the Subscriber by the Company;
- or
- vi. be informed of action taken in response to the request of the Subscriber for correction of the Information held by the Company.

In accordance with the terms of the Ordinance, the Company has the right to charge a reasonable fee in relation to the time and attendance involved in complying the request of the Subscriber in this regard.

*(9) Access and Correction of Information*

Any request for access or correction can be made by the Subscriber on the website (subject to prior confirmation of identity) or by sending the request in writing to the following address: -

Personal Data Officer  
ET Net Limited  
Unit 1505-9, Kodak House II,  
321 Java Road,  
North Point,  
Hong Kong.

Fax No.: (852) 2562 4600

E-mail Address: [cs@etnet.com.hk](mailto:cs@etnet.com.hk)

THE COMPANY RESERVES THE RIGHT TO CHANGE THIS POLICY AT ANY TIME BY NOTIFYING THE SUBSCRIBER, THROUGH A NOTICE POSTED ON THE SERVICE OR BY EMAIL, OF THE EXISTENCE OF A NEW PRIVACY POLICY OR ANY UPDATES.

N.B.

ATTENTION KIDS: IF THE SUBSCRIBER ARE 16 OR UNDER, THE SUBSCRIBER MUST GET PERMISSION FROM A RESPONSIBLE ADULT BEFORE THE SUBSCRIBER DO ANY OF THE FOLLOWING ON OR THROUGH THE SERVICE.

- i. SEND ANY INFORMATION ABOUT THE SUBSCRIBER OR OTHERS
- ii. ENTER ANY CONTEST, GAME OR SWEEPSTAKES

IF THE SUBSCRIBER GET PERMISSION FROM A RESPONSIBLE ADULT TO SUBMIT THE SUBSCRIBER NAME TO BE PUBLICLY POSTED ON THE SERVICE, THE SUBSCRIBER SHOULD NEVER USE THE SUBSCRIBER FULL NAME. JUST SUBMIT THE SUBSCRIBER FIRST NAME OR INITIALS.