

IT IS VERY IMPORTANT THAT YOU READ THIS NOTICE. IF YOU ARE UNSURE ABOUT OR HAVE ANY QUESTIONS CONCERNING THIS NOTICE. PLEASE CONTACT US.

1. You are not obliged to provide SB Consulting with your personal data. However, such provision is necessary so as to enable SB Consulting to deliver news products, attend events or services which you have requested. By providing your personal data to SB Consulting in accordance with this notice.
2. **The purposes for which your personal data may be used are as follows:**
 - (i) the daily operation of the content, services and products provided to you;
 - (ii) meeting the requirements to make disclosure under the requirements of any law binding on SB Consulting;
 - (iii) informing you of any products or services (including products and services of SB Consulting business partners) which SB Consulting believes may be of interest to our customers;
 - (iv) designing services or products for customers' use;
 - (v) marketing and/or cross-marketing services or products;
 - (vi) conducting survey and/or market research; and
 - (vii) Any reasonable business purposes
3. Your personal data held by SB Consulting will be kept confidential but SB Consulting may disclose and transfer such information to the following parties, whether within or outside the Hong Kong Special Administrative Region of the People's Republic of China ("Hong Kong"), for the purpose as set out in clause 2 above:
 - (i) any agent, contractor or third party service provider who provides administrative, telecommunications, market research, cross-marketing, survey computer and technical support, printing, payment or other services to SB Consulting in connection with the operation of its business;
 - (ii) business partners or certain third parties in order for customers to be kept informed of products or services which SB Consulting believes may be of interest to customers (including products and services of those business partners and third parties);
 - (iii) any other person or organization under a duty of confidentiality to SB Consulting which has undertaken to keep such information confidential; and
 - (iv) any party to whom SB Consulting is required or permitted by law or any regulatory authority to make disclosure.
4. Where the party as stated in Clause 3 above is situated outside Hong Kong in a place that does not have data protection laws in Hong Kong. In any event, SB Consulting will remain responsible for ensuring the confidentiality of your personal data which will be subject to appropriate security measures.
5. **You have the right to:**
 - (i) access to personal data held by SB Consulting about you or your account and update or correct such data;
 - (ii) request for information on items of personal data about you which SB Consulting may routinely disclose to its business partners of cross

- (iii) marketing and administrative purposes;
 - (iii) access to personal data about you so held by those service providers and/or business partners and update and correct such data;
 - (iv) request SB Consulting to discontinue in sending marketing information to you; and
 - (v) ascertain SB Consulting policies and practices in relation to personal data and be informed of the kind of personal data held by SB Consulting
6. Your personal data will only be retained by SB Consulting for as long as necessary for the needs of its business or is permitted by local legislation.
 7. You shall promptly notify and contact SB Consulting as set out below of any change in your personal data or other information supplied to SB Consulting
 8. The person to whom requests for access to personal data or correction of such data or for information regarding SB Consulting's policies and practices and kinds of personal data held or regarding receipt of marketing materials or otherwise is to be addressed as follows:

SB Consulting

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