

## **EastPro Limited – Personal Information Collection Statement**

This Statement applies to any EastPro websites, including eastprophoto.com, application, product, software, or services that links to it.

Please read this Statement carefully and contact [info@eastpro.com](mailto:info@eastpro.com) if you have any questions about our privacy practices or your personal information choices. It is important that you check back often for updates to this Statement.

### **Personal Data**

The EastPro Limited is committed to the responsible handling of personal data. Under the Hong Kong Personal Data (Privacy) Ordinance, personal data means any data relating directly or indirectly to a living individual; from which it is practicable for the identity of the individual to be directly or indirectly ascertained; and in a form in which access to or processing of the data is practicable.

### **Types of Personal Data that we collect**

We collect personal information from you when you register as a member and from time to time:

- to show photos,
- license photos,
- show products for sell,
- purchase photos, products or services from us,
- join our class or trip or competition,
- put LIKE, follow a photographer,
- or use our website.

We may ask you to provide personal data such as your name, address, phone number, email address, user name and password, profile picture, country, and information about your photography experience and preferences.

If you sell or purchase something from us, we may collect payment information, such as financial or bank account name (for cheque) or bank card information or AsiaPay or PayPal or AliPay, and other information necessary for us to process the transaction.

Please note that it is mandatory for you to provide personal data marked with asterisks. In the event that you do not provide such personal data, we may not be able to provide you with our products or services.

Please provide your telephone number in case we need to contact you about the licensed photo, products listing, and comments on our services. You do not have to tell us your phone number but it will help us to contact you quickly if we have questions.

Our servers and other technologies automatically collect and store certain information to help us administer, compute, protect, analyze, and improve our services and user

experience. We share personal data with others only as described in this Statement, or when we believe that the law permits or requires it.

## **How we use personal data**

We process personal data for the following photography platform and services purposes:

- Set-up and administration of EastPro membership accounts.
- Listing your licensed photo and products
- Processing your purchase order
- Processing payments for stock photo sell and dues, second hand cameras and lenses sell and dues, photography class or trip, or other products or services.
- Photography administration, such as gallery and stock photo sections, keeping of membership levels, number of LIKES, members following, and tracking dues payments.
- Delivering marketing and events communications to you across various platforms, such as email, telephone, text messaging, social media, mobile devices, smart phones, apps, and online. If we send you a marketing email, it will include instructions on how to opt out of receiving these emails in the future. For apps, you may turn off the alert or notification.
- We may use personal information to meet our audit requirements, security purposes, respond to requests from law enforcement agencies, and to protect our rights and safety. We may be required to use and retain personal information for legal and compliance reasons, such as the prevention, or investigation of a crime, loss prevention, or fraud.

## **When we share personal data**

The EastPro shares or discloses personal data when necessary to provide services to members or conduct our operations as described below. When we share personal data, we do so in accordance with data privacy and security requirements. Below are the parties with whom we may share personal information and why.

- Our third-party service providers: We partner with and are supported by service providers. Personal data will be made available to these parties only when necessary to fulfill the services they provide to us, such as software, system, platform support, storage, cloud hosting services, direct marketing services, advertising, data analytics, and order fulfillments and delivery. Our third-party service providers are not permitted to share or use the personal data that we make available to them for any other purpose than to provide services to us.
- Our business partners: We may partner with other organizations to provide more opportunities for you to sell or purchase products or services. If so, our affiliates will be announced on our website. As part of these arrangements, you may be a customer of both the EastPro and our partners, and we and our partners may collect and share information about you. The EastPro will handle personal information in accordance with this Statement, and we encourage you to review the privacy

statements of our partners to learn more about how they collect, use, and share personal information.

- Legal obligations: as requested from government agencies, including law enforcement and other public authorities, which may include authorities outside of Hong Kong.
- Security and safety – To protect our rights, users, members, systems, and services.

## **Where we store, process and secure personal data**

We use third parties such as data storage server, cloud hosting services, suppliers, and technology support located around the world to serve the needs of the EastPro and its members. In some cases, we may need to disclose or transfer your personal data to third parties in areas outside of Hong Kong. We take appropriate steps both internally and through our third-party vendors to ensure that personal data is processed and transferred. We also secure personal data against loss, unauthorized access, or use, according to applicable law.

For credit card information, we do not store the three or four digit CVV/CSC card number.

## **How long we keep personal data**

We retain personal data for as long as we reasonably require it for management or legal purposes. We take into consideration local law, license or agreement obligations, and the expectations and requirements of our members. When we no longer need personal information, we securely delete or destroy it.

## **Your right to access and correct your personal data**

We respect your right to access and control your information. We will respond to requests to amend, correct, or delete your personal information. You may revise your account info on our website. Or you may contact our [info@eastpro.com](mailto:info@eastpro.com) with any requests related to your personal data.

## **Use of Cookies**

The use of cookies and other tracking technologies is standard across websites and apps through which information is collected about your online activities. When you visit the eastprophoto.com website, we may use cookie files to store and track information about your personal data or your actions for the purposes of providing our services to you. The EastPro and our third-party providers set and use cookies and similar technologies to store and manage user preferences, deliver advertising, enable content, and gather analytic and usage data.

Most web browsers are initially set up to accept cookies. You can choose to 'not accept' cookies by changing the settings but if you do so you may find that certain features on the website, including online banking, do not work properly.

## **Connecting via Social Networks**

Our websites or apps or electronic mailings may include social networking features, such as the Facebook® “Like” button and widgets, “Share” buttons, and interactive programs. If you choose to connect using a social networking or similar service, we may receive and store authentication information from that service to enable you to log in and other information that you may choose to share when you connect with these services. These services may collect information such as the web pages you visited and IP addresses, and may set cookies to enable features to function properly. We are not responsible for the security or privacy of any information collected by these third parties, so please review the privacy statements or policies applicable to the third-party services you connect to use. You may choose to not connect your social media account with the EastPro.

EastPro sites may contain links to and may be used by you in conjunction with third-party apps, services, and websites that are not affiliated with, controlled, or managed by us.

## **Contact Us**

We understand that you may have questions or concerns about this Statement or our privacy practices or may wish to file a complaint. Please feel free to contact us at [info@eastpro.com](mailto:info@eastpro.com)