

Privacy Policy

Hong Kong Women Professionals and Entrepreneurs Associations (the “Association”) is committed to protecting the privacy of our members and any personal data held by us will be kept confidential. We will use our best endeavour to ensure that our policies and practices in relation to the collection, use, retention, disclosure, transfer, security and access of your personal data comply with the requirements under the Personal Data (Privacy) Ordinance (“PDPO”).

1. Collection

We only collect personal data that is relevant and required in order to communicate with you and provide services to you. If we do ask you to provide personal data, we will specify the purpose for which such personal data is collected and ensure that it is only used for the purpose specified at the time of collection.

We may collect personal data, including but not limited to your name and contact details, from you:

- (i) at the time of submitting a membership application to us, and
- (ii) from time to time when you submit a reply to us indicating your intention to participate in any talk, presentation, seminar, conference, event, activity or survey organised or co-organised by us and/or one of our trusted partners, listed under Section 2(ii) below.

We hold, use and disclose your personal data for the following purposes:

- (i) process your membership application and payments;
- (ii) perform the services you have requested;
- (iii) process your registration to participate in any talk, presentation, seminar, conference, event, activity or survey and payments;
- (iv) communicate to you regarding the services, privileges and discounts available to you as a member;
- (v) answer your enquiry;
- (vi) maintain a database of membership and events; and
- (vii) any other purpose not listed above with your consent.

We will keep your personal data on our records accurate and up-to-date. You should immediately inform us of any changes to your personal data after your date of submission. All practical steps will be taken to ensure that personal data will not be kept longer than necessary.

2. Use and Disclosure

(i) In General

We will not disclose or transfer your personal data to any external organisation except to data processor and payment service provider, unless we have your consent (which can include an indication of no objection), as required by law, or at the request of a governmental or judicial

body or agency.

(ii) The Association's Activities

The Association may use your personal data for the purpose of informing you the availability of goods, facilities or services, or the solicitation of donations or contributions for charitable, cultural, philanthropic, recreational or other purposes through various communications channels, and the Association requires your consent (which can include an indication of no objection) for that purpose.

If at any time you would like us to cease sending you promotion materials or information, you may exercise your opt-out right by notifying us via the ways as listed under Section 6 below.

The Association shall not be responsible if you receive any promotional or direct marketing materials from any other third parties (including members of the Association) through your provision of your name, firm or company name and contact details to such party directly yourself. If you do not wish to receive any promotional or direct marketing materials from such party, please indicate your objection to such party directly.

3. Access

Under and in accordance with the terms of the PDPO, you have the right to check whether we hold data relating to you and to access such data, and to require us to correct any data relating to you which is inaccurate. You may contact us by ways as listed under Section 6 below.

4. Security

We will take practicable steps to maintain strict security systems designed to prevent unauthorised access to your personal data by anyone. Anyone with permitted access to your personal data is required to observe our confidentiality obligations.

5. Changes to this Privacy Policy

The Association may amend this Privacy Policy from time to time without any prior notice. We suggest that you visit our website regularly to keep up to date with any changes.

6. Contact

You are entitled to access and correct your personal data being retained by the Association, and request the Association to cease to use your personal data for promotional purposes by giving prior written notice to the Secretariat of the Association by email to info@hkwpea.org. The Association will process your request in 30 days upon its acknowledgement of receipt of your request.

For further enquiries, you can contact the Association by the following ways:

By phone: +852 6233 5230

By email: info@hkwpea.org.