

PRIVACY POLICY STATEMENT

Statement of Policy

Pacific Early Childhood Education Research Association (Hong Kong) Limited ("the **Association**") is a charitable institution registered under section 88 of the Inland Revenue Ordinance (Cap. 112) in Hong Kong.

The Association is committed to ensuring that all personal data collected in relation to the application for membership of the Association, membership affairs, all their activities, including donations are handled in accordance with the relevant provisions of the Hong Kong Personal Data (Privacy) Ordinance (Cap. 486) (the "**PDPO**").

When the Association collects personal data from individuals, the Association will provide them with a Personal Information Collection Statement on or before the collection of the personal data (in paper/electronic form).

Statement of Practices

Kinds of personal data collected and purposes for collection

1. Personal data collected from individuals may include: (i) name, (ii) gender, (iii) education, (iv) affiliated institution with name, (v) position and title, (vi) mailing address, (vii) email address, (viii) research interest area, and (ix) other related information provided by individuals in relation to membership and activities organised or participated by the Association (collectively referred to as the "**Personal Data**"); and
2. The Personal Data will be used for the purposes of (i) processing membership applications, (ii) updating the registration record, (iii) organizing activities and events for members or non-members, (iv) contacting and communicating with applicants and members directly or indirectly by using third-party platforms on matters which are directly related to the functions of the Association, (v) direct marketing purposes and (vi) other purposes related to the above authorized and/or permitted by law ("the **Purposes**").

Disclosure of Personal Data

Some of the Personal Data (such as mailing address and email address) may be transferred to third party service providers, agents or other persons appointed by the Association to undertake some of its administrative and technical functions for the Purposes.

The Association may also use the Personal Data for direct marketing purposes. At any point in time, should any individuals wish to opt out from receiving information from the Association or do not wish to be contacted by the Association, they may send their request by email to info@pecera.org.hk.

Protective Measures

The Association will take appropriate steps to protect the Personal Data it holds against loss, unauthorised access, use, modification or disclosure.

Retention of Personal Data

The Association will take all reasonably practicable steps to ensure that Personal Data will not be kept longer than is necessary for the fulfilment of the above Purposes (or any directly related purpose) for which the data are or are to be used.

Personal Data collected by the Association will be kept for 7 years after the termination of the membership.

Personal Data which are no longer used or required will be destroyed.

Access to and Correction of Personal Data

Individuals who provide Personal Data to the Association have the right to request access to and correction of the Personal Data held by the Association, and the right to request a copy of such data in accordance with the PDPO.

The Association has the right to charge a reasonable fee for processing any data access request.

All requests should be addressed in writing and emailed to info@pecera.org.hk.

Use of Cookies

When you visit this website, the Association will use cookie files and web analytics services from other companies to store and track information about users anonymously. The cookie itself does not collect any personally identifiable information of users. The information collected by means of cookies on this website about you will include IP addresses and domain names, the types and configurations of browsers, language settings, geographic locations, operating

systems, previous sites visited, and time/durations and the pages visited, and which will only be used for compiling aggregate statistics on how visitors reach and browse this website. Such statistics are collected for the purpose of managing and improving the design of the website, identifying repeat visitors, storing your preferences so as to deliver a better and more personalised service.

You may choose to 'not accept' cookies by modifying the relevant Internet options or by changing the settings of your computer system. However, by doing so, you may find that certain available functions in our website may not be accessible or activated.

Enquiries

Enquiries regarding the collection, use, disclosure, transfer, requests for access and correction of Personal Data should be emailed to info@pecera.org.hk.

PERSONAL INFORMATION COLLECTION STATEMENT

Pacific Early Childhood Education Research Association (Hong Kong) Limited (the "**Association**") recognizes the responsibilities in relation to the collection, processing, holding, use and transfer of personal data under the Hong Kong Personal Data (Privacy) Ordinance (Cap. 486) (the "**PDPO**").

Personal data will be collected and used only for lawful and relevant purposes. All reasonable steps will be taken by the Association to ensure that personal data held by the Association are accurate, secure and will not be disclosed without proper authorization.

This Personal Information Collection Statement (the "**Statement**") sets out your rights under the PDPO, as well as the purposes for which your personal data will be collected, used, transferred and disclosed.

Purpose of Collection and Use of Personal Data

The information and personal data (including (i) name, (ii) gender, (iii) education, (iv) affiliated institution with name, (v) position and title, (vi) mailing address, (vii) email address, (viii) research interest area, and (ix) other related information provided by individuals in relation to membership and activities organised or participated by the Association (collectively referred to as the "**Personal Data**") will be used for the following purposes:

1. Process membership applications;
2. Update the registration record;
3. Organize activities and events for members or non-members;
4. Contact and communicate with applicants and members directly or indirectly by using third-party platforms;
5. Direct marketing purposes such as to promote and distribute information about the services, activities such as fundraising and/or special offers of the Association; and
6. Any other purposes related to the above as may be required, authorized and/or permitted by law.

Voluntary Provision of Personal Data

It is voluntary for you to supply your Personal Data to the Association. However, if you do not provide your Personal Data, your application for membership or activity cannot be considered and processed by the Association.

Direct Marketing

Personal Data such as name, mailing address and email address provided by you will be used by the Association to provide you with information about events, and to send you the invitations, newsletters, and promotional materials.

The Association cannot use your Personal Data unless it has received your consent or indication of no objection.

If you do not wish to receive such promotional materials from the Association through any means of communication, please indicate your objection by email to info@pecera.org.hk.

Use of Cookies

When you visit this website, the Association will use cookie files and web analytics services from other companies to store and track information about users anonymously. The cookie itself does not collect any personally identifiable information of users. The information collected by means of cookies on this website about you will include IP addresses and domain names, the types and configurations of browsers, language settings, geographic locations, operating systems, previous sites visited, and time/durations and the pages visited, and which will only be used for compiling aggregate statistics on how visitors reach and browse this website. Such statistics are collected for the purpose of managing and improving the design of the website, identifying repeat visitors, storing your preferences so as to deliver a better and more personalised service.

You may choose to 'not accept' cookies by modifying the relevant Internet options or by changing the settings of your computer system. However, by doing so, you may find that certain available functions in our website may not be accessible or activated.

Transfer and/or Disclosure of Personal Data

Personal data will be kept confidential by the Association. However, the Association may transfer some Personal Data (e.g. your mailing address, email address) to third parties such as the Hong Kong Government, third party service providers, agents or other persons engaged by the Association to undertake some of its administrative work and/or technical process. For the avoidance of doubt, the Association will not disclose any Personal Data to any external bodies or persons unless:-

1. such disclosure is expressly provided for under this Statement;
2. the Association is authorized to do so by the applicant; and/or

3. such disclosure is required by law.

Data Access and Correction Requests

1. In accordance with the provisions of the PDPO, you have the right to request access to and correction of your Personal Data held by the Association subject to any relevant legal exemption(s).
2. A data access request may be refused in the circumstances specified under the PDPO.
3. The Association has the right to charge a reasonable fee for processing any data access request.
4. All requests should be addressed in writing and emailed to info@pecera.org.hk.

Enquiries

All enquiries relating to the above concerning your Personal Data shall be emailed to info@pecera.org.hk.