

## **Privacy Policy**

Hong Kong Yamazaki Baking Company Limited (hereinafter referred to as ‘Yamazaki’, “we”, “us”.) recognizes the importance of your privacy. This Privacy Policy (hereinafter referred to as “the Policy”) explains how Yamazaki collects and uses personal data. Please read it carefully. By accessing, browsing or using the “Yamazaki App (hereinafter referred to as “APP”), Yamazaki Website and Yamazaki Facebook Fan’s Page (hereinafter referred to as “Website”), you indicate your acceptance to the Policy. If you do not accept the Policy, please stop accessing, browsing or using the App or Website.

Yamazaki reserves the right to update and change the content of the APP and website at any time, and may unilaterally amend the Policy without notification. You should review the Policy for any possible amendments on a regular basis, because your continued use of this App or Website means that you have accepted any changes to this Policy. In case of any discrepancies between the Policy and other terms and conditions of use, the Policy shall prevail.

### **Statement and purpose of data collection**

When you use this Website or App to register as Yamazaki member, update your information, submit applications, make enquires and/or use other service provided by this APP or Website, you may be required to provide Yamazaki with your information, including your name, date of birth, contact information, Email, Apple ID and Facebook account (hereinafter referred to as “Information”). You agree that such Information is provide to Yamazaki voluntarily and understand that your all information to Yamazaki will be collected and may be used for the following purpose:

1. For identity verification and records;
2. To display your information when use this APP, Website and other relevant channels to process your information;
3. For analysis of your information and comparison with information of other person in order to develop Yamazaki products or services and marketing plans;
4. To communicate with you and send related information on your consumption, participation, promotion offers and reward programs with your consent;

5. Storage and manage your membership account information;
6. To compile statistics in relation to use this App or Website;
7. To execute your instructions, process your applications, respond to inquiries made by you on your behalf, and provide you with effective and efficient services;
8. To operate and manage the campaigns, member exclusive offer we provide from time to time;
9. To record your transaction records through this App.

### **Personal Data (Privacy)**

Hong Kong Yamazaki Baking Co., Ltd., complies with the provisions of the Personal Data(Privacy) Ordinance, amongst other statutory provisions, in any stipulated responsibilities and requirements of its policies and practices regarding the collection, use, storage, disclosure, transfer, protection, and access of personal data.

### **Purpose of keeping personal data**

As your acceptance, agree and authorize us to retain and store the information you provided in one or more database of Yamazaki, and to provide, disclose, allow access to and transmit such information to:

1. Employees authorized by Yamazaki to process related information for the above-mentioned data collection purpose;
2. Contractors or agent engaged by Yamazaki to provide administrative, telecommunications, information technology, billing, insurance professional service or any other services to Yamazaki for the above-mentioned data collection purposes or related purposes; and/or
3. Any person to Yamazaki must disclose in accordance with the requirements of applicable laws, administrative regimes or regulations.

You agree that Yamazaki may disclose your personal data whenever reasonable data whenever reasonable and necessary to achieve the following purposes:

- (i) In compliance with relevant laws, directives of relevant governmental bodies and court order;
- (ii) To execute or implement the terms of any user agreement on the use of

- this Platform and the services provided by Yamazaki;
- (iii) To protect the rights, property or interests of Yamazaki, employees, agents, customers and users; or
  - (iv) In compliance with this Privacy Statement.

### **Security of personal data**

Yamazaki will use various security facilities and technologies to protect your personal data from unauthorized access, use or disclosure. Due to natural instincts of internet, Yamazaki cannot guarantee 100% reliability in data transfer over the Internet. However, Yamazaki will take all practical measures to reasonable ensure that any information collected by Yamazaki via this APP will not be intercepted by any third party. However, you must be clearly understanding that the advertisers of Yamazaki or other websites that place links on this APP or Website may be collecting your personal data. You must read the relevant privacy policies carefully when you provide the information to any third party. Yamazaki assumes no responsibility that you provide the information to any third party.

### **Inquiry and update of personal data**

According to privacy policies and practices administered, you have the right to access your personal data held by Yamazaki and request amend or delete your data, please contact us at [sales@yamazaki.hk](mailto:sales@yamazaki.hk) or Customer Service hotline: 36571000.

Yamazaki will handle the relevant request in accordance with the provisions of the Ordinance.

### **Links to third parties' websites or applications**

Please note that Yamazaki provides links to third parties websites or application, Yamazaki is not responsible about the information and the method of collecting your information in the third-parties' website. You should read and understand the privacy before you submit any information to them.

### **Underage persons**

Yamazaki APP or Website does not plan or intend to collect underage person information. If you are under 18 years of age, you are advised not to provide any personal information on the Website or the App; please ask your parent or

guardian to monitor them when use this Website or APP.

If there is any discrepancy between the Chinese and English versions of this Privacy Statement, the Chinese version shall prevail.