

**The Hong Kong Society of Financial Analysts Limited (“HKSFSA”)**  
*A member Society of CFA Institute*

**PRIVACY POLICY**

To effectively and efficiently run our operation, it is necessary for HKSFSA to collect, use, maintain, transfer, and otherwise process certain types of personal and sensitive data (“Personal Data”). We take the privacy of your information seriously. All information collected is intended to be used as a means to better serve our current and future members. HKSFSA is committed to complying with the Personal Data (Privacy) Ordinance of the Hong Kong Special Administrative Region (“Hong Kong”). The Privacy Policy and relevant practices are in force and as amended from time to time without prior notice to you. Please check this webpage regularly for any modifications and/or supplements which may be made.

**Personal Information Collection Statement**

1. Personal information collected about you will be kept confidential by us for the purpose of communication among you and us.
2. Personal information collected about you will also be used for statistical analysis and marketing HKSFSA’s events/activities/initiatives (including events/activities/initiatives solely hosted by HKSFSA, co-hosted with other organisations and other third parties’ events supported by HKSFSA).
3. Under the Personal Data (Privacy) Ordinance, you have the right to request access to and correction of personal information held by us related to you. If you wish to access or correct your personal information held by us, please contact us by email at [info@hksfa.org](mailto:info@hksfa.org).

**Privacy Policy Statement**

It is our policy to comply fully with the requirements of the Personal Data (Privacy) Ordinance. In doing so, we will ensure compliance by our staff with the strictest standards of security and confidentiality.

**1. Types of Personal Data Collected**

The type of personal information collected includes, but is not limited to:

- 1.1. your name and gender;
- 1.2. your residential, business and postal mailing address;
- 1.3. your home and work telephone number(s) and fax number(s);
- 1.4. your mobile number;
- 1.5. your email address;
- 1.6. your company’s name and job title;
- 1.7. your membership number;
- 1.8. any other relevant information (referred to collectively as “personal information”).

**2. Cookies**

From time to time, we may use “cookies” to gather personal information from you. “Cookies” are small computer files that are sent from our web server to your computer for the purpose of future identification of that computer on future visits to our website. In addition, we may also use “click trails”. “Click trails” are information derived from an individual’s behaviour, pathway, or choices expressed while visiting a website. They contain the links that a user has followed and are logged on the web server and are used for the purpose of troubleshooting and system maintenance.

Most cookies will not collect information that may identify you, and will instead collect more general information such as how users arrive at and use the websites, or a user’s general location.

### **3. Purpose**

The personal information may be used for any of the following purposes:

- 4.1. communication between you and us;
- 4.2. statistical analysis;
- 4.3. direct marketing;
- 4.4. volunteering related matters;
- 4.5. any purpose relating to or in connection with compliance with any law, regulation, court order or request of a regulatory body (for all HKSFAs members and all website visitors), and/or breach of the Code and Standard of the CFA Institute (for HKSFAs's Regular Members);
- 4.6. for any other purpose relating to or in connection with the business of the HKSFAs.

### **4. Use of Personal Data**

By using or accessing any part of this website, you confirm and agree to the statement listed in this policy. We will take all reasonable steps to protect the personal information we collect on you from unauthorised access.

Any personal information you provide to us may be retained and used by (a) us or (b) any director, committee, volunteer, officer or employee of us and only when carrying out the business of HKSFAs or (c) any person (such as lawyers, advisors, auditors, etc.) authorised by us and only when carrying out the business of the HKSFAs.

From time to time, you may receive from us promotional or marketing materials that you have not requested to receive. By contacting the person referred to above, you may opt out of receiving such materials.

### **5. Transfer of Personal Data**

Personal information will be kept confidential but HKSFAs may provide such information to the following persons (whether within or outside Hong Kong) except that HKSFAs has no current intention to transfer customer data to another person for it to use in direct marketing:

- 5.1. HKSFAs affiliates or operations, such as the CFA Institute for the purpose of effective operations.
- 5.2. auditors and professionals as necessary and subject to applicable laws and regulations;
- 5.3. Relevant regulators and authorities when required;
- 5.4. any agent, contractor, third party service provider, IT system provider and/or event co-organiser who provides services to the HKSFAs in connection with the operations of HKSFAs' s business;
- 5.5. the media (only in relation to the media collaboration initiative(s) with HKSFAs's volunteers);
- 5.6. any person to whom HKSFAs is under an obligation or is otherwise expected to make disclosure according to any law, regulations, codes and standards applicable to HKSFAs;
- 5.7. any person who owes a duty of confidentiality to HKSFAs (e.g. committee members of HKSFAs).

### **6. Data Retention & Maintenance**

We will only retain your personal information for as long as the purposes for which it was collected exist. If you wish to delete your personal information held by us, please contact us by email at [info@hksfa.org](mailto:info@hksfa.org).

Unless otherwise agreed, hard copies of any documents containing your personal data that you have provided to the society become the property of the HKSFAs and will not be returned to you. The HKSFAs will destroy any documents it holds in accordance with its internal policy and

applicable ways.

7. **Access to and Correction of Personal Data**

You have the right of access to personal information held about you and the right to request correction of your personal information. Should you want to access and correct your personal data, please contact us by email at [info@hksfa.org](mailto:info@hksfa.org). If you have any queries about our privacy policy or practices, please contact the Society at the above email.

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