

# The Hong Kong Society of Financial Analysts Limited

A member society of CFA Institute

## PRIVACY POLICY

### **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 purposes.
- 3 Personal information collected about you will not be disclosed by us to any other party in a form that would identify you.
- 4 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 The following is the information that we will be collecting :
  - 1.1 your name and title
  - 1.2 your home address, telephone number and fax number
  - 1.3 your company's name
  - 1.4 your company's name, telephone number and fax number
  - 1.5 your email address
  - 1.6 any other relevant information(referred to collectively as "personal information").
- 2 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 web site. 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.

- 3** Any personal information you provide to us may be retained and used by (a) us or (b) any director, officer or employee of us and only when carrying out the business of The Hong Kong Society of Financial Analysts (“HKSFSA”) or (c) any person (such as lawyers, advisors, etc.) authorised by us and only when carrying out the business of the HKSFSA.
- 4** 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** marketing
  - 4.4** any purpose relating to or in connection with compliance with any law, regulation, court order or request of a regulatory body
  - 4.5** for any other purpose relating to or in connection with the business of the HKSFSA.
- 5** Personal information collected about you will not be disclosed by us to any other party in a form that would identify you.
- 6** We will take all reasonable steps to protect the personal information we collect on you from unauthorised access.
- 7** 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).
- 8** 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.
- 9** 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.