

DATA PROTECTION NOTICE (For Hong Kong)

WHO WE ARE

This privacy policy explains the data protection practices of Sony Music Entertainment Hong Kong Limited which is a company registered in Hong Kong (the “**Territory**”). Where we refer to “SME”, “us” or “we”, we mean Sony Music Entertainment Hong Kong Limited (or any Sony Music Entertainment entity using your data in accordance with this policy).

We are committed to protecting and respecting your privacy and the following sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed. Please read the text carefully to understand our views and practices regarding your personal data and how we will treat it.

HOW WE COLLECT YOUR DATA

(a) From you

We may collect and process personal data relating to you by you providing such personal data by filling in forms on our site or by you contacting us. This includes, but is not limited to, information provided at the time of registering to use (or become a member of) our site, subscribing to any services (e.g. newsletters), purchasing products/services, posting material or requesting further services.

(b) By using cookies

In addition, we may use ‘cookies’ to collect data relating to your general internet usage. This data may include IP-addresses, browser version, number of visits and similar such data relating to your navigation of the internet and our site. A ‘cookie’ is a small text file that is placed on your computer’s hard drive. Cookies help us to improve our site and to deliver a better and more personalised service, for instance by storing information about your preferences and allowing us to recognise you when you return to our site.

You may refuse to accept cookies by activating settings on your internet browser. However, please note that if you select such settings you may be unable to access certain parts of our site.

TRANSMISSION OF YOUR DATA VIA THE INTERNET

Unfortunately, the transmission of information via the internet is not completely secure. Any transmission is therefore at your own risk.

Once we have received your data, we will use strict procedures and security features to try to prevent unauthorised access. However, we cannot guarantee that any information you submit to us will be free from unauthorized third party intrusion.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share the password with anyone.

WHERE YOUR DATA IS KEPT OR TRANSFERRED

The data that we collect may be transferred to, and stored at, a destination outside the Territory, for instance if any of our servers from time to time are located outside the Territory or if one of our service providers or suppliers is located in a country outside the Territory or if we share your data (in accordance with the ‘With whom we share your data’ section below).

Where any of those destinations are countries that do not have data protection laws as stringent as those to which we are subject, we will take all steps necessary to ensure that your data is only transferred lawfully out of the Territory, and used in accordance with this privacy policy.

HOW WE USE YOUR DATA

We use the data collected from our site in the following ways:

(a) to establish your identity;

(b) to ensure that content from our site is presented in the most effective manner for you and for your computer and tailors our site to your needs;

(c) to use such information on our web site so to compile aggregate statistics;

(d) to carry out analysis in order to help us create web site content and navigation that is most relevant and user-friendly to you;

(e) to provide you with information, products or services that you have requested from us (or third parties, where appropriate) or which, based on your preferences or use, we feel may interest you;

(f) to carry out our obligations arising from any contracts entered into between you and us;

(g) to allow you to participate in interactive features of our service, when you choose to do so;

(h) to enable credit checks – such as analysing, verifying and/or checking your credit, payment and/or status in relation to your ability to use any e-commerce-related services (if any) on our website; and

(i) to notify you about changes to our service.

WITH WHOM WE SHARE YOUR DATA

Subject to the other terms of this policy, we may share your personal data with the following:

(a) Group companies and third party service providers

We may share your personal data with our affiliated or group companies worldwide and third party service providers**.

(b) Other third parties**

We may transfer or assign any data, including personally identifiable data, to third parties, only in connection with the sale, merger, consolidation, change in control, transfer of substantial assets, reorganization or liquidation of SME, or any part of it.

We may share with others, at our discretion, certain aggregate statistical data about purchases and the use of our content, which data may include demographic data such as the age range and/or addresses) will be identifiable from such statistics.

(c) In special circumstances

We may disclose personal data in special cases when we have reason to believe that disclosing this data is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with the rights or property of those described above in paragraph (a) or (b). We may also disclose your personal data when we believe in good faith that the law requires us to do so.

**Note: Your personal data will not be disclosed by us to third parties without your consent for marketing or promotional purposes, save for to our affiliated and/or group companies of Sony Corporation.

PERIOD OF RETENTION

Your personal data which we collect will be retained for a period necessary to attain the specified purposes.

YOUR RIGHT TO OBTAIN, CHANGE OR REMOVE YOUR DATA

You can opt out of receiving any further messages from SME or anyone with whom we share your data (as described above) at any time by following the unsubscribe instructions in any message sent to you. If you wish to unsubscribe from messages we send you, you can also send an email to privacy.hk@sonymusic.com.

You have a right to access or correct the personal data we hold about you. To obtain a copy of the personal information we hold about you, please write to us at our registered address provided at the beginning of this privacy policy.

OTHER WEBSITES

Whilst we endeavour to adhere to our strictest guidelines and select only reputable partners in providing the service, our privacy protection does not cover any personal data that you provide directly to third parties (including but not limited to online merchants sites and other hyperlinked websites). We advise you to consult with the relevant parties before providing any such data.

Our website may contain links to other websites which are outside our control and are not covered by this privacy policy. If you access other sites using the links provided, the operators of these sites may collect and process information from you in a way which is different to how we do so.

CHANGES TO OUR PRIVACY POLICY

We are sensitive to users' privacy issues and recognize the need to update this policy as new features and business services are offered by us. Accordingly, we may modify, alter or otherwise update this privacy policy at any time. We will indicate any changes by updating the date at the top of the policy. We encourage you to review this policy from time to time.