

## Privacy Policy (the “Policy”)

### **General**

1. Expert Systems IVR (Asia) Co Ltd (the “Company”) is committed to protect the privacy and shall at all times compliance with the requirements of the Personal Data (Privacy) Ordinance (Cap.486, Laws of Hong Kong) for collection, use and maintenance of the personal data.
2. The Company shall amend, update or vary the Policy from time to time without any prior notice as necessary and published on our web site(s).
3. By accessing and downloading this application, you are agreeing to the terms and conditions set out herein.

### **Type of Personal Data**

4. Community and Account Information. To create or update a community account, you or your Customer (e. g. , your employer) supply ESi-Tik with an email address, domain and/or similar account details including authentication information via common social providers (i. e Office 365). In addition, Customers that purchase a paid version of the Services provide ESi-Tik (or its payment processors) with billing details such as credit card information, banking information and/or a billing address.
5. Usage Information.
6. Log data. As with most websites and technology services delivered over the Internet, our servers automatically collect information when you access or use our Websites or Services and record it in log files. This log data may include the Internet Protocol (IP) address, the address of the web page visited before using the Website or Services, browser type and settings, the date and time the Services were used, information about browser configuration and plugins, language preferences and cookie data.
7. Device information. ESi-Tik collects information about devices accessing the Services, including type of device, what operating system is used, device settings, application IDs, unique device identifiers and crash data. Whether we collect some or all this Other Information often depends on the type of device used and its settings.
8. Cookie Information. ESi-Tik uses cookies and similar technologies in our Websites and Services that help us collect Other Information. The Websites and Services may also include cookies and similar tracking technologies of third parties, which may collect other Information about you via the Websites and Services and across other websites and online services. For more details about how we use these technologies, please see our Cookie Policy.

### **Collection of Personal Data**

9. Before or at the time of collecting personal information, we will identify the purposes for

which information is being collected.

10. We will collect and use personal information solely with the objective of fulfilling those purposes specified by us and for other compatible purposes, unless we obtain the consent of the individual concerned or as required by law.

11. We will collect personal information by lawful and fair means and, where appropriate, with the knowledge or consent of the individual concerned.

12. We will only retain personal information as long as necessary for the fulfillment of those purposes.

### **Purposes of Use of Personal Data Collected**

13. The purposes of the information collected from you will be used for the purpose of processing your purchase orders and managing your account with us, or the information collected by means of cookies on this website about you will be used only for compiling aggregate or statistics on how visitors browse the website. Such statistics are collected for the purpose of managing and improving the design of the website. Also, your name and address will be used by our database for sending you newsletters and printed material about our recreational events for promoting.

### **Storage of Personal Data and Security**

14. We will protect personal information by reasonable security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.

15. We will make readily available to customers information about our policies and practices relating to the management of personal information.

16. We are committed to conducting our business in accordance with these principles in order to ensure that the confidentiality of personal information is protected and maintained.

### **Rights of Access or Correction of Personal Data**

17. According to the Personal Data (Privacy) Ordinance, you are entitled to access and correct your personal data held by us, and request us to cease to use your personal data for the above purposes. Please contact our staff at below.

Name: Marketing Dept.

Email: [marketing@esi-asia.com](mailto:marketing@esi-asia.com)

Fax: (852) 2508 2116

Address: Unit F, 22/F, MG Tower, 133 Hoi Bun Road, Kwun Tung, Kowloon,  
Hong Kong

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