

Privacy Policy

Who are we?

'We', 'us' and 'our' refer to the Hong Kong Economic & Trade Office in Australia as a representative office of the Hong Kong Special Administrative Regional Government.

Our commitment to protect your privacy

We understand how important it is to protect your personal information. This document sets out how we deal with personal information we hold about you.

We recognise that any personal information we collect about you will only be used for the purposes we have collected it. It is important to us that you are confident that any personal information we hold about you will be treated in a way which ensures protection of your personal information.

Our commitment in respect of personal information is to voluntarily abide by the Australian Privacy Principles for the protection of personal information, as set out in the Privacy Act and any other relevant law.

Personal information

When we refer to *personal information* we mean information from which your identity is reasonably apparent. This information may include information or an opinion about you.

The kinds of personal information we may collect about you include your name, address, and other contact details.

Why we collect your personal information

We collect personal information for the purposes of providing you with the services you have requested including attending our networking events, receiving information about us or to answer any requests or enquiries you may have.

We may also collect your personal information for the purposes of direct marketing and managing our relationship with you.

How do we collect your personal information?

Where reasonable and practical we will collect your personal information directly from you.

Do we disclose your personal information?

We may disclose your personal information to

- other organisations such as third party suppliers, printing and postal services and call centres;
- to associated entities that may want to market products to you;
- to companies that provide information and infrastructure systems to us;
- the joint conveners of any events that we hold; or
- to anyone, where you have provided us consent.

Prior to disclosing any of your personal information to another person or organisation, we will take all reasonable steps to satisfy ourselves that the person or organisation has a commitment to protecting your personal information at least equal to our commitment.

We may use cloud storage to store the personal information we hold about you. The cloud storage and the IT servers may be located outside Australia.

We may disclose your personal information to overseas entities located in Hong Kong that provide support functions to us.

Direct marketing

From time to time we may use your personal information to enable us and our associated entities to provide you with current information about our activities including our newsletters, future events, as well as current issues in Hong Kong.

If you do not wish to receive marketing information, you may at any time decline to receive such information by using the contact details below. If the direct marketing is by email you may also use the unsubscribe function. We will not charge you for giving effect to your request and will take all reasonable steps to meet your request at the earliest possible opportunity.

Updating your personal information

It is important to us that the personal information we hold about you is accurate and up to date. During the course of our relationship with you we may ask you to inform us if any of your personal information has changed.

If you wish to make any changes to your personal information, you may contact us. We will generally rely on you to ensure the information we hold about you is accurate or complete.

Access and correction to your personal information

We will provide you with access to the personal information we hold about you. You may request access to any of the personal information we hold about you at any time.

We may charge a fee for our costs of retrieving and supplying the information to you.

Depending on the type of request that you make we may respond to your request immediately, otherwise we usually respond to you as soon as practical after receiving your request. We may need to contact other entities to respond to your request.

An explanation will be provided to you if we deny you access to the personal information we hold about you.

If any of the personal information we hold about you is incorrect, inaccurate or out of date you may request that we correct the information. If we refuse to correct personal information we will provide you with our reasons for not correcting the information.

Using government identifiers

If we collect government identifiers, we do not use or disclose this information. We do not use government identifiers in order to identify you.

Business without identifying you

In most circumstances it will be necessary for us to identify you in order to successfully do business with you, however, where it is practicable to do so, we will offer you the opportunity of doing business with us without providing personal information to us, for example, if you make general inquiries.

Sensitive information

We will only collect sensitive information about you with your consent. Sensitive information is personal information that includes information relating to your racial or ethnic origin, political persuasion, memberships in trade or professional associations or trade unions, sexual preferences, criminal record, or health.

How safe and secure is your personal information that we hold?

We will take reasonable steps to protect your personal information by storing it in a secure environment. We may store your personal information in paper and electronic form. We will also take reasonable steps to protect any personal information from misuse, loss and unauthorised access, modification or disclosure.

We may provide links to other websites outside of our website. These websites are not under our control and we do not accept responsibility for the content or the conduct of those organisations that operate the websites.

Your IP address is the identifier for your computer when you are using the internet and access any website that we may operate. It may be necessary for us to collect your IP address for your interaction with various parts of our website.

Complaints

If you are dissatisfied with how we have dealt with your personal information you may contact us using the contact details below.

Further information

You may request further information about the way we manage your personal information by contacting us.

Change in our privacy policy

We regularly review our policies and attempt to keep up to date with market expectations. Technology is constantly changing, as is the law and market place practices.

As a consequence we may change this privacy policy from time to time or as the need arises.

This Privacy Policy came into existence on **1 May 2014**.

Our contact details

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