

# Aderans Hong Kong Limited

## Privacy Policy

Aderans Hong Kong Limited takes your privacy very seriously. We ask that you read this Privacy Policy carefully as it contains important information about what to expect when we collect personal information about you and how we will use your personal data, which is subject to the laws of Hong Kong.

This policy is prepared with reference to the Personal Data (Privacy) Ordinance (Cap.486). Throughout this policy, the meaning of the term "personal data" is the same as defined in the Ordinance unless otherwise specified.

Aderans Hong Kong Limited's registered office is Room 2002, 20/F., Tower 1, New World Tower, 18 Queen's Road Central, Central, Hong Kong.

### **1 The information we collect about you**

We collect the following personal information from you for the purposes of diagnosis, taking orders, invoice issuing and direct marketing:

\*Name

\*Gender

Age

Date of Birth

\*Mobile

Tel

Email

\*Basic health information (related to hair loss) and lifestyle information (sleeping hours, eating habits, whether they drink or smoke etc)

\*Hair loss situation

\* Hair situation of their parents and siblings

\* Head size and

\* Before/After photos

Please note that it is mandatory for you to provide personal data marked with asterisks (\*), in the event that you do not provide such personal data, we may not be able to provide you with our products or services.

### **2 How we will use the information about you**

We gather this information to allow us to process your registration, process any orders you may make, provide the goods and services requested and for marketing purposes. The relevant information is then used by us, our agents and sub-contractors to provide you with statements of your account and to communicate with you on any matter relating to the conduct of your account and the provision of the goods and services in general. If you agree, we may also contact you about other products and services we think may be of interest to you.

From time to time we may provide your information to our customer service agencies for research and analysis purposes so that we can monitor and improve the good and services that we provide. We or our agents and sub-contractors may contact you by post, e-mail or telephone to ask you for your feedback and comments on our goods and services.

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### 3 Direct Marketing

- a. We intend to use your personal data for direct marketing.
- b. We may not so use your personal data unless we have received your consent.
- c. We shall use the following personal data for marketing our products/services mentioned in paragraph d below: –
  - your name
  - your mobile phone number
  - your email address
- d. We intend to use your name, your mobile phone number and your email address for direct marketing of our products/services but we cannot so use your personal data without your consent.

Should you find such use of personal data not acceptable, please indicate your objection by writing to us.

### 4 How we protect your information

We are committed to protecting the privacy, confidentiality and security of the personal information we hold by complying with the requirements of Personal Data (Privacy) Ordinance (**Cap.486**) with respect to the management of personal information. We are equally committed to ensuring that all our employees and agents uphold these obligations.

### 5 Our use of cookies and other information – gathering technologies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. The information is used to track visitor use of the website and to compile statistical reports on website activity. You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function if you remove cookies from your browser.

### 6 [Overseas transfers

The information you provide may be transferred to countries outside the Hong Kong Special Administrative Region (HKSAR) that do have similar protections in place regarding your data and restrictions on its use as set out in this policy. We will take steps to ensure adequate protections are in place to ensure the security of your information. By submitting your information, you consent to these transfers for the purposes specified above.]

### 7 Access to your information and updating and correcting your information

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please send an e-mail to [admin@aderans.com.hk](mailto:admin@aderans.com.hk) or send a letter to Information Officer, Aderans Hong Kong Limited, Room 2002, 20/F., Tower 1, New World Tower, 18 Queen's Road Central, Central, Hong Kong. We may charge an administration fee for this service.

We want to ensure that your personal information is accurate and up to date. If any of the information that you have provided to Aderans Hong Kong Limited changes, for example if you changed your e-mail address, name or payment details, or if you wish

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to cancel your registration, please let us know the correct details by sending an e-mail to [admin@aderans.com.hk](mailto:admin@aderans.com.hk) or send a letter to Information Officer, Aderans Hong Kong Limited, Room 2002, 20/F., Tower 1, New World Tower, 18 Queen's Road Central, Central, Hong Kong. You may ask us, or we may ask you, to correct information you or we think is inaccurate, and you may also ask us to remove information which is inaccurate.

### **8. 8 Sale of business**

If our business is sold or integrated with another business your details may be disclosed to our advisers and any prospective purchasers and their advisers will be passed on to the new owners of the business.

### **9. 9 Your consent**

**By submitting your personal information, you consent to the use of that information as set out in this policy.**

### **10. 10 Changes to the Privacy Policy**

We keep our Privacy Policy under regular review. If we change our Privacy Policy we will post the changes on this page, and place notices on other pages of the website, so that you may be aware of the information we collect and how we use it at all times. This Privacy Policy was last updated on [25 November 2020].

### **11. 11 How to contact us**

We welcome your views about our website and our Privacy Policy. If you would like to contact us with any queries or comments please send an e-mail to [admin@aderans.com.hk](mailto:admin@aderans.com.hk) or send a letter to Information Officer, Aderans Hong Kong Limited, Room 2002, 20/F., Tower 1, New World Tower, 18 Queen's Road Central, Central, Hong Kong.

