

Privacy Policy Statement

Statement of Policy

This statement is issued in compliance with the Personal Data (Privacy) Ordinance (Cap. 486), to inform you of our purpose of collecting information, demonstrate your agreement to our use of your information and your rights. By registering for our Free Tours Lucky Draw (the “**Lucky Draw**”) or logging onto our website (<https://luckydraw.discoverhongkong.com>) (the “**Website**”), you accept the Personal Information Collection Statement (“**PICS**”) in force on that date.

Hong Kong Tourism Board (“**we**”, “**us**”, “**our**” or the “**Organiser**”) pledges to comply 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.

When we collect personal data from individuals, we will provide them with a PICS on or before the data collection in an appropriate format and manner.

Statement of Practice

Your personal information collected and held by us will only be used for purposes relating to the Lucky Draw. When using the Website for registration, you may be required to provide personal identifiable information, for example name, Hong Kong Identity Card number and Hong Kong mobile number. These information are necessary for us to provide the registration services for the Lucky Draw on the Website to you. If you, as user, are unable to provide the required information, we will not be able to provide the registration services for the Lucky Draw on the Website.

Information (including personal data) collected for the Lucky Draw may be disclosed and transferred to the Prize Suppliers for Prize redemption purposes, and to the processor(s), agent(s) or contractor(s) of the Organiser which are engaged to conduct or monitor the Lucky Draw, for such purpose and on a need-to-know basis only, without the relevant participant’s prior consent. Such information will be properly stored and encrypted, and will be destroyed before 5:30 p.m. on 31 December 2021.

Purpose and Use of Information

Information collected is used for the following purposes:

- Registration for users who intend to register for the Lucky Draw;
- Ensuring and confirming the eligibility of the participants and winners of the Lucky Draw;
- Collecting information to verify the identities and records of the participants and winners of the Lucky Draw;
- Notifying users when they win the prizes in the Lucky Draw; and
- Redemption of the prizes by the winners of the Lucky Draw.

Accuracy of Information

When disclosing personal information to us, you should ensure that the information you provide is true, complete and accurate. If you would like to make changes to your personal information, please immediately notify us of the relevant changes so that we can update our records accordingly.

Information Collected When You Visit The Website

Use of cookies

When you visit the Website, we may automatically track and collect your IP address, domain server, the type of computer and type of web browser you are using, and use "cookies" to improve and update the Website.

At any time, you may choose whether to accept or deny cookies. Your browser on your computer is often initially set to accept cookies, but you may choose to deny cookies and continue browsing the Website and/or complete the registration for the Lucky Draw on the Website.

Statistics on visitors to the Website

When you visit the Website, we record your visit only as a 'hit' and do not collect any personal information from you. We will, however, make a record of your visit that shows only the domain name, server address, part of the e-mail address, and of the page(s) visited. We use such information only for preparing general statistics on the usage of the Website.

Personal information security

We will take reasonably practicable measures to safeguard data security including protection against unauthorized or accidental access, processing, erasure, loss or use. Despite our effort to protect your personal information, given the nature of the internet, we cannot guarantee perfect security of data transmission over it. However, once we receive your transmission, we will use our best endeavours to ensure its security in our own systems. Your personal information will only be accessed by our authorized personnel(s).

Disclosure of personal information

The personal information collected by us will not be disclosed, provided or transferred to any other party in a form that would identify you except to the parties as set out in the PICS provided to you on or before the collection of your personal information. Your personal information collected by us will not be sold to any parties.

In cases when we have reason to believe that disclosing your personal information is necessary to identify, contact or bring legal action against someone who may be violating the terms and conditions applicable

to the Website or may be causing injury to or interference in order to protect or defend our rights or assets, other users, any other individuals who may be harmed by such activities, we may disclose your personal data. We may also disclose to the related parties or organisations or access your personal data when we believe in good faith that the law requires it.

Third party websites

The Website may contain links to third party websites, which are provided for convenience only and do not indicate expressly or impliedly, any endorsement, approval, recommendation or preference by any of the relevant persons of those third party websites or the products or services provided on those third party websites.

These third party websites may have their own privacy policies and procedures which may not be bound by this Statement. We make no representation or warranty regarding the accuracy, timeliness, suitability or any other aspect of the information and content on such websites. We do not take responsibility in protecting your personal information privacy and your exposure to cookies on such websites. Access to and use of such third party websites are at your own risk and subject to the terms and conditions applicable to such websites.

Direct Marketing

We will not use or transfer your personal data for direct marketing purposes.

Access and Correction of Information

Any person who has provided his/ her personal data to the Organiser in relation to the Lucky Draw has the right to request access to, and correction of, such personal information held by the Organiser, by writing to the Data Protection Officer via e-mail to freetours@hktb.com.

Enquiries

Any enquiries regarding personal data privacy policy and practice may be addressed to the Data Protection Officer via e-mail to freetours@hktb.com.

In case of discrepancies between the English version and Chinese version of this Statement, the English version shall prevail.