



**The Hong Kong Association of Business  
and Professional Women  
[aka, BPW Hong Kong]**

**Privacy Policy**

The Hong Kong Association of Business and Professional Women (aka, BPW Hong Kong) (“**BPW-HK**”, “**we**”, “**us**”, “**our**”) are committed to protecting and respecting your privacy and to complying with the Personal Data (Privacy) Ordinance (“**PDPO**”) when collecting and using your personal data.

Please read the following carefully, as this privacy policy sets out the basis on which we will use any personal data we collect from you, or that you provide to us. By visiting: **www.bpwhk.net** you accept and consent to the practices described in this policy. If you choose not to accept the terms of this policy, please do not use this website.

**Personal data we may collect from you**

You may voluntarily give us information about you by filling in forms on our website: **www.bpwhk.net** (**our website**) or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our website, apply for membership, register for events, participate in discussion boards, blogs or other social media functions on our website, enter a competition, promotion or survey, and when you report a problem with our website. The information you give us may include your name, address, e-mail address and phone number and (if you choose to make payments to us via our website) your financial or credit card information.

If you wish to apply for membership, we will need to collect certain limited information from you (including your name, email address (work or home), address (work or home), telephone number (work or home) and your occupation), or else we will be unable to process or administer your membership.

If you become a member of BPW-HK, you may voluntarily give us additional information about you, which may include a one-paragraph professional profile / biosketch, your photograph and your financial or credit card information.

**How we may use your personal data**

We may use your information for the following purposes and directly related purposes:

- to respond to your enquiries and requests;
- to consider, communicate with you and handle your membership application (if any);

- if you are a member, to communicate with you about and administer your membership, and compile our online membership directory;
- to interact with you about BPW-HK and our events and initiatives;
- to process your membership and event payments; and,
- to ensure that our website content, events and initiatives are tailored to your interests.

We will keep your data only for so long as is necessary for these purposes.

### **How we may share for personal data**

If you become a member of BPW-HK, we may share certain limited information about you with:

- members of BPW-HK's executive committee and taskforce chairs, for the purpose of administering and communicating with you about your membership and interacting with you about BPW-HK events, activities and initiatives;
- other members of BPW-HK and visitors to our website via the membership directory that is publicly available on our website – this just contains your name and the one-paragraph professional profile/biosketch and photograph you may choose to provide to us for this purpose; and,
- the International Federation of Business & Professional Women (aka, BPW International), of which we are an Affiliate, for the purpose of membership registration with BPW International as constitutionally required. This may include your name, email address (work or home), address (work or home), telephone number (work or home) and your occupation.

We may share your information with third parties who provide support services to us, including our professional advisers and IT suppliers.

We may disclose personal data in order to comply with legal or regulatory obligations.

### **Consent to direct marketing communications**

We cannot use your personal data for marketing purposes without your prior consent. We will ask you for your consent if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can consent to such direct marketing by ticking certain boxes on the forms we use to collect your data. You can also consent (or withdraw your consent) at any time by contacting us at: [info@bpwhk.net](mailto:info@bpwhk.net).

### **Where we store your personal data**

The data that we collect from you may be transferred to, and stored and/or used at, a destination outside Hong Kong, for example by BPW International or by suppliers engaging in the provision of IT services to us. By submitting your personal data, you agree to this transfer, storage and use.

### **Personal data of third parties**

If you provide us with information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data and that you have informed them of our identity and the purposes (as set out in this policy) for which their personal data will be used.

## **Cookies**

Our website uses cookies to distinguish you from other users of our website. A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Our website uses cookies to help identify and track visitors, their usage of the website, and their website access preferences. Visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using the website, with the drawback that certain features of the website may not function properly without the aid of cookies.

## **Protecting your privacy and security**

We take appropriate steps to protect the personal data we hold against loss, unauthorised access, use, modification or disclosure.

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

Whilst we take reasonable steps to protect your information and to limit the uses of your information, as described in this policy, unfortunately, the transmission of information via the internet is not completely secure, and we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk.

We link to a variety of other sites. We do not endorse the products or services of such third parties. We are not responsible for the content or the privacy policies of third party sites, nor for the way in which information about their users is treated. In particular, unless expressly stated, we are not agents for these sites, nor are we authorised to make representations on their behalf.

## **Accessing and correcting your information**

The PDPO gives you the right to access and correct information held about you. Your right to access and correct your information can be exercised in accordance with the PDPO. Any data access request may be subject to a reasonable fee to meet our costs in providing you with details of the information we hold about you. Please send your data access or data correction request to: **info@bpwhk.net**.

## **Changes to our privacy policy**

We keep this policy under regular review. This policy was last updated on 6 December 2015. Any changes we may make to this policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our policy. We will of course notify you of any changes where we are required to do so.

## **Enquiries**

We welcome questions, comments and requests regarding this policy and our personal data privacy practices – please email: **info@bpwhk.net**.