



PRIVACY POLICY STATEMENT

This privacy policy statement sets out the policy of Seeds Skateboarding Company Limited (“**Seeds Skateboarding Company Limited**” or “**Seedskate**”) concerning the way we obtain, use, disclose and/or transfer personal data through the Seedskate Hong Kong website(s). We observe and are bound by the Personal Data (Privacy) Ordinance (Cap. 486).

We understand and appreciate that your concern about privacy and use of personal data. We are committed to provide you with a satisfying experience to manage your personal data under protection, and to give you the means to voice any questions or concerns you may have.

This privacy policy statement provides you with information on:

1. types of personal data gathered;
2. purposes of collecting your personal data;
3. disclosure and transfer of personal data
4. photography and filming;
5. retention;
6. direct marketing activities;
7. security;
8. use of anonymous information; and
9. your right to access and correct your personal data.

We keep our privacy policy statement under regular review, and may amend or update this privacy policy statement. We encourage you to periodically review this privacy policy statement to keep yourself informed. If there is any inconsistency or ambiguity between the English version and the Chinese version of this privacy policy statement, the English Version shall prevail.

1. TYPES OF PERSONAL DATA GATHERED

Your consent will be obtained before your personal data is gathered. Subject to types of services, personal data gathered and held by Seedskate may include names, date of birth, telephone numbers, mobile numbers, email addresses, postal addresses, and/or other personal data as required for particular service(s).

With your personal data, Seedskate can provide you with various personalized and enhanced services. It is at your sole discretion to decide whether to respond to the questions and/or disclose your personal data. We hope that you will find it beneficial to provide individually identifiable information about yourself to us because it will make our website and its services more relevant to you.

We may provide you with additional privacy notice(s) from time to time where we believe that it is appropriate to do so. Those additional notices supplement and should be read together with this Privacy Policy Statement.



2. PURPOSES OF COLLECTING YOUR PERSONAL DATA

Your personal data will be used by Seedskate only for the purposes specified below:

- a) to administer and deliver services and products ordered by you;
- b) to sign waiver form and confirmation of your disclaimer;
- c) to contact you about your order (for example, in the event of a cancellation);
- d) to register a membership account with Seedskate;
- e) to enable you to participate in courses or competitions or to submit comments or make inquiries on our website;
- f) to investigate and deal with complaints and submit claims to our insurers where necessary;
- g) to provide service update emails regarding the service and your Seedskate account;
- h) to analyze and improve the website and services we offer – for example, you may be invited to complete one of our online user satisfaction surveys;
- i) to send you marketing emails or other materials;
- j) for promotional and marketing campaigns, including photographs, images and audiovisual materials;
- k) to comply with any legal or regulatory requirements (whether in Hong Kong and/or applicable jurisdictions outside Hong Kong) from time to time; and
- l) for any other directly related purposes as required by the law.

3. DISCLOSURE AND TRANSFER OF PERSONAL DATA

There are occasions where it becomes necessary for Seedskate to disclose or transfer your personal data to third parties in Hong Kong and/or other applicable jurisdictions. Seedskate may be required to disclose your personal data in connection with the above purposes to the following third parties:

- a) Seedskate employees;
- b) affiliated companies within the Seedskate group of companies with whom we share personal data for information management purposes;
- c) banks and payment providers to authorize and complete online payment transactions;
- d) service providers, agents, and contractors that support Seedskate's business, for example, IT service providers, marketing service providers, and data analytics providers;
- e) insurance companies; and/or
- f) law enforcement agencies, regulatory authorities, and/or emergency services;



Disclosure or transfer will only be made where it is necessary to fulfill the aforesaid purposes. Save as stated above, we do not disclose personal data that you may give us to any organization or person without your prior consent.

Some of the third parties listed above may be located outside Hong Kong, and your personal data may be transferred outside Hong Kong. We will take all reasonable precautions to ensure that your personal data receives no less protection than under Hong Kong law when processed in those countries.

4. PHOTOGRAPHY AND FILMING

Photography and filming may occur at the Seedskate skatepark. We intend to use the photographs and footage for our worldwide marketing and promotional purposes. This may include (without limitation) posting photographs and footage on social media sites and using the material for online, TV, and press advertising and the like.

Your image may appear in some photographs and footage at the Seedskate skatepark. We execute marketing campaigns on an international basis, so to create and implement our marketing campaigns, we may share your personal data with Seeds Skateboarding Company Limited affiliates in other countries and with service providers that support Seedskate with marketing, design, brand management, IT, website hosting and similar services. If your image is used in our marketing materials, it will be shared with a wide range of offline and online media channels and made publicly available.

5. RETENTION

We will retain personal data for no longer than is necessarily required for the aforesaid purposes, subject to any legal and regulatory requirements.



6. DIRECT MARKETING ACTIVITIES

We would like to use the personal data you provide to us, including your name, email address, phone number, and postal address, for direct marketing purposes. This may include keeping you posted about Seedskate services, inviting you to events, sending you offers and promotions, asking you to participate in events or competitions, and providing other marketing materials about services and related activities that may interest you. We may only do so if you have given your consent, and we will ask for your permission before using your personal data in such manner.

You may at any time withdraw your consent by using the unsubscribe link provided in our emails or by contacting us at the address provided below. We will not contact you with marketing materials if you unsubscribe, although we may still contact you for other reasons, for example, concerning your order or membership account.

You may change your mind as regards the use of your personal data for direct marketing purpose by email at info@theseedshk.com. Such request is free of charge.

Under no circumstances will Seedskate sell or receive monetary payment for licensing or disclosing your personal data.

7. SECURITY

We operate secure data networks designed to protect your privacy and security against loss, unauthorised access, use, modification or disclosure of personal data. Only authorized staff member(s) will be permitted to access to such personal data.

Please note that our website does not provide systems for the secured transmission of personal data across the internet, except where otherwise explicitly stated. You should be aware that there are inherent risks in transmitting private information via the internet, and that we accept no responsibility for personal data provided via unsecured websites.

You are solely responsible for maintaining the secrecy of your passwords and/or any personal data. Be responsible whenever you are online.



8. USE OF ANONYMOUS INFORMATION

Seeds Skateboarding Company Limited automatically gathers anonymous information to monitor the use of our website, like the numbers and frequency of visitors. For example, the following information may be logged for statistical purposes: your internet protocol address, the date and time of your visit to our site, the pages that you have accessed and the documents downloaded, and the type of browser you were using.

Tracking technologies such as cookies may be used on our website to recognize your browser each time you visit our site and track the pages you visit. Cookies are pieces of information that a website transfers to a computer's hard disk for record-keeping purposes. Most web browsers are set to accept tracking technologies such as cookies. These tracking technologies do not personally identify you. You have a choice not to accept the cookies. However, your use of our website may be affected; for example, banner displays may not function properly.

We only use such data in the aggregate. This collective data helps us determine how much our visitors use parts of the site, so we can make improvements and offer relevant information and services to as many users as possible. We may publish or provide this aggregate data to other third parties for the aforesaid purposes.

9. YOUR RIGHT TO ACCESS AND CORRECT YOUR PERSONAL DATA

The security of your information is important to us. The information we have collected about you cannot be seen or modified by anyone else. We make all reasonable efforts to ensure that information is stored securely, both in electronic and physical form.

You have the right to access and seek correction of your information at any time. If you want to know what information we hold about you, don't hesitate to contact us. If you discover that there is an error or information is missing, please notify us, and we will try to correct or update the information as soon as possible.

We endeavour to ensure that all information we collect, use, or disclose about you is accurate, complete, and up-to-date.

You are entitled to request access to his/her personal data maintained with Seedskate, you may also request to correct or erase such personal data by email at info@theseedshk.com.

Seedskate is entitled to charge reasonable fees for processing the said request.

For any requests, enquiries, and/or complaints in relation to this the privacy policy statement, please email us at info@theseedshk.com.



隱私政策聲明

本隱私政策聲明 **Seeds Skateboarding Company Limited**（以下以「**Seeds Skateboarding Company Limited**」、「**Seedskate**」或「我們」稱之，視乎情況而定）我們與個人資料的收集、持有、使用及其他處理與儲存相關的責任。本隱私政策聲明旨在向您告之我們通過 **Seedskate** 香港網站使用個人資料的政策。我們遵守香港法例第486章《個人資料（私隱）條例》並受其約束。

我們理解並感謝您對隱私和個人資料使用的關注。我們致力為您提供令人滿意的體驗來管理您受保護的個人資料，並為您提供表達您可能遇到的任何問題或疑慮的方法。

本隱私政策聲明為您提供以下資訊：

1. 收集的個人資料類型；
2. 收集個人資料的目的；
3. 個人資料的披露和轉移
4. 攝影、拍攝；
5. 保留個人資料；
6. 直銷活動；
7. 保安；
8. 使用匿名資料及「**Cookies**」的政策； 和
9. 您訪問和更正您的個人資料的權利。

我們會定期審查我們的隱私政策聲明，並可能會修改或更新本隱私政策聲明。我們鼓勵您定期查看本隱私政策聲明以隨時了解情況。如本隱私政策聲明中英文版本有任何不一致或歧義，以英文版本為準。

1. 收集的個人資料類型

在收集您的個人資料之前需要先獲得您的同意。根據服務類型，**Seedskate** 收集和持有的個人資料可能包括姓名、出生日期、電話號碼、手機號碼、電子郵件地址、郵政地址及/或特定服務所需的其他個人資料。

通過您的個人資料，**Seedskate** 可以為您提供各種個性化和增強的服務。您可以自行決定是否回答問題及/或披露您的個人資料。我們希望您會發現向我們提供有關您自己的個人身份信息是有益的，因為這將使我們的網站及其服務與您更加相關。

在我們認為適當的情況下，我們可能會不時向您提供額外的隱私聲明。這些附加通知是對本隱私政策聲明的補充，並應與本隱私政策聲明一起閱讀。



2. 收集您的個人數據的目的

Seedskate 將僅將您的個人資料用於以下指定目的：

- a) 管理和交付您訂購的服務和產品；
- b) 簽署並確認您的免責聲明；
- c) 就您的訂單與您聯繫（例如，在取消訂單的情況下）；
- d) 在 **Seedskate** 註冊會員賬戶；
- e) 使您能夠參加課程或比賽或在我們的網站上提交評論或進行查詢；
- f) 調查和處理投訴，並在必要時向我們的保險公司提交索賠；
- g) 透過電子郵件以更新您有關提供的服務和您的 **Seedskate** 帳戶；
- h) 分析和改進我們提供的網站和服務 - 例如，您可能被邀請完成我們的一項網上用戶滿意度調查；
- i) 向您發送營銷電子郵件或其他材料；
- j) 用於促銷和營銷活動，包括照片、圖像和視聽材料；
- k) 遵守任何法律或監管要求（無論是在香港及/或香港以外的適用司法管轄區）；和
- l) 用於法律要求的任何其他直接相關的目的。

3. 個人資料的披露和轉讓

在某些情況下，**Seedskate** 有必要向香港及/或其他適用司法管轄區的第三方披露或轉移您的個人資料。**Seedskate** 可能需要向以下第三方披露與上述目的相關的您的個人資料：

- a) **Seedskate** 員工；
- b) **Seedskate** 公司集團內的關聯公司，基於信息管理目的與這些公司共享個人資料；
- c) 銀行和支付提供商授權和完成網上支付交易；
- d) 支持 **Seedskate** 業務的服務提供商、代理和承包商，例如 IT 服務提供商、營銷服務提供商和數據分析提供商；
- e) 保險公司；及/或
- f) 執法機構、監管機構及/或緊急服務；

僅在為實現上述目的所必需的情況下才會進行披露或轉讓。除上述情況外，未經您事先同意，我們不會向任何組織或個人披露您可能提供給我們的個人資料。

上面列出的一些第三方可能位於香港以外，您的個人資料可能會轉移到香港以外。我們將採取一切合理的預防措施，確保您的個人資料在這些國家/地區處理時受到的保護不低於香港法律。



4. 攝影和拍攝

Seedskate 可能會進行攝影和拍攝。我們打算將這些照片和影片用於我們的全球營銷和促銷目的。這可能包括（但不限於）在社交媒體網站上發布照片和影片，並將這些材料用於網上、電視和新聞廣告等。

您的圖像可能會出現在 **Seedskate** 的一些照片和影片中。我們會向國際宣傳 **Seedskate**，屆時我們可能會與其他國家的 **Seeds Skateboarding Company Limited** 附屬公司以及在營銷、設計、品牌管理、IT、網站託管和類似服務。如果您的圖片被用於我們的營銷材料中，它將與廣泛的線下和網上媒體渠道共享並公開發布。

5. 保留個人資料

根據任何法律和監管要求，我們將保留個人資料的時間不超過上述目的所需的時間。

6. 直接營銷活動

我們希望將您提供給我們的個人資料（包括但不限於您的姓名、電子郵件地址、電話號碼和郵寄地址）用於直接營銷目的。這可能包括向您發布有關 **Seedskate** 服務的信息、邀請您參加活動、向您發送優惠和促銷信息、邀請您參加活動或競賽，以及提供您可能感興趣的有關服務和相關活動的其他營銷材料。只有在您同意的情況下，我們才會這樣做，並且在以這種方式使用您的個人數據之前，我們會徵求您的許可。

您可以隨時通過使用我們電子郵件中提供的取消訂閱鏈接或通過以下提供的地址與我們聯繫來撤回您的同意。如果您取消訂閱，我們將不會就營銷材料與您聯繫，但我們仍可能出於其他原因與您聯繫，例如關於您的訂單或會員帳戶。

您可以通過發送電子郵件至 info@theseedshk.com 就將您的個人資料用於直接營銷目的變更，並不需額外付費。

在任何情況下，**Seedskate** 都不會因許可或披露您的個人資料而出售或收取金錢報酬。

7. 保安

我們執行網絡數據安全旨在保護您的隱私和安全，防止個人資料丟失、未經授權的訪問、使用、修改或披露。只有獲得授權的工作人員才能訪問此類個人資料。

請注意，除非另有明確說明，否則我們的網站不提供通過互聯網安全傳輸個人資料的系統。您應該知道，通過互聯網傳輸私人信息存在固有風險，我們對通過不安全網站提供的個人資料不承擔任何責任。

您全權負責維護您的密碼及/或任何個人資料的保密性。無論何時在線，都要負責任。



8. 使用匿名資料及「Cookies」的政策：

Seeds Skateboarding Company Limited 自動收集匿名資料以監察我們網站的使用情況，例如訪問者的數量和頻率。例如，出於統計目的，可能會記錄以下資料：您的互聯網協議地址、您訪問我們網站的日期和時間、您訪問的頁面和下載的文件以及您使用的瀏覽器類型。

每次您訪問我們的網站時，我們的網站可能會使用 **cookies** 等跟踪技術來識別您的瀏覽器並跟踪您訪問的頁面。**Cookies** 是網站出於記錄保存目的而傳輸到系統上的信息片段。大多數網絡瀏覽器都設置為接受 **cookies** 等跟踪技術。這些跟踪技術不會識別您的個人身份。您可以選擇不接受 **cookies**。但是，您對我們網站的使用可能會受到影響；例如橫幅顯示可能無法正常工作。

我們僅在匯總中使用此類資料。這些集體數據有助於我們確定訪問者使用網站部分內容的程度，因此我們可以進行改進並向盡可能多的用戶提供相關信息和服務。我們可能會出於上述目的將該匯總數據發布或提供給其他第三方。

9. 您訪問和更正您的個人資料的權利

您的信息安全對我們很重要。我們收集的關於您的信息不能被其他任何人看到或修改。我們盡一切合理努力確保以電子和物理形式安全存儲信息。

您有權隨時訪問和尋求更正您的信息。如果您想知道我們持有您的哪些信息，請隨時與我們聯繫。如果您發現有錯誤或信息缺失，請通知我們，我們將盡快更正或更新信息。

我們努力確保我們收集、使用或披露的關於您的所有信息都是準確、完整和最新的。

您有權要求訪問由 **Seedskate** 維護的他/她的個人資料，您也可以通過發送電子郵件至 info@theseedshk.com 要求更正或刪除此類個人資料。

Seedskate 有權就處理上述請求收取合理的費用。

對於與本隱私政策聲明有關的任何請求、查詢及/或投訴，請發送電子郵件至 info@theseedshk.com。



WEBSITE DISCLAIMER

Seeds Skateboarding Company Limited ("**Seedskate**") provides the website www.theseedshk.com as a service to our customers and the public. Seedskate is not responsible for, and expressly disclaims all liability for, damages of any kind arising out of use, reference to, or reliance on any information contained within the website. While the data and/or information contained within the website is updated from time to time, Seedskate gives no guarantee that the information provided herein is correct, complete, and up-to-date.

Seedskate does not warrant that the servers for the operation of this website will be such that the website will be error, virus or bug free, and you accept that it is your responsibility to make adequate provision for protection against such threats. Scanning before downloading any files is therefore highly recommended.

External links to other websites (if any) are solely for the convenience of users, and Seedskate accepts no liability or responsibility for their contents therein. Seedskate gives no warranty regarding the accuracy or completeness or legitimacy of the contents of such websites, or the reliability, quality or effectiveness of any products provided through external websites. Any link to an external website does not imply an endorsement by Seedskate of the views, information or products whatsoever provided or held by such websites.

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