



PERSONAL INFORMATION COLLECTION STATEMENT



This Personal Information Collection Statement (“**PICS**”) is made by Syfe Hong Kong Limited (“**Syfe**”) in accordance with the guidelines issued by the Privacy Commissioner for Personal Data. The PICS sets out the purposes for which your Personal Data¹ will be used following collection, what you are agreeing to with respect to Syfe’s use of your Personal Data, and your rights under the Personal Data (Privacy) Ordinance, Cap 486 (“**PDPO**”).

If you wish to understand how Syfe manages your privacy in detail, please refer to Syfe’s Privacy Policy.

Purpose of Collection

The Personal Data provided by you and collected through the online platform (accessible through our website or through our mobile application) operated by us (the “**Platform**”) may be used to (a) open your account with us, (b) provide our products and services to you, (c) cater to your investment needs and to provide you with educational content, including the marketing to you of the services of Syfe and/or our business partners, (d) improve the Platform generally; (e) comply with applicable laws and regulations, and/or (f) fulfil any other purposes for the exercise or performance of the above mentioned functions. Unless otherwise stated, it is mandatory for you to provide Personal Data to all fields when opening an account with us. Should the Personal Data provided by you be incomplete or deficient in any way, we may not be able to provide you with our products or services.

When you use the Platform, our servers automatically record information that your device sends. This data may include information such as your device’s IP address, browser type and version, operating system type and version, language preferences or the webpage you were visiting before you came to this site, pages of this site that you visit, the time spent on those pages, information you search for on this site, access times and dates, and other statistics. The information will be used for analytical and statistical purposes.

We use cookies on our Platform. A cookie is a text file that a website transfers to your device so that the website can remember who you are. Cookies only record those areas of a website that have been visited by your computer and for how long.

You have the ability to accept or decline cookies by modifying the setting in your browser. If you would like to do this, please see the help menu of your browser. However, you may not be able to use all the interactive features of our Platform if cookies are disabled.

Transfer of Personal Data

The Personal Data collected may be transferred to, stored with, processed by, and/or managed by entities in or outside Hong Kong, including Syfe’s parent company, affiliates, and service providers in or outside Hong Kong in connection with the purposes described above. Syfe will take the necessary steps to ensure that protection that is at least equivalent to that under the PDPO will be applied to the affected Personal Data.

Access to Data

You have the right to request access to and correction of your Personal Data in accordance with the provisions of the PDPO. Syfe reserves the right to charge a reasonable fee for processing any data access request.

Retention

Personal Data provided will be retained for such period as may be necessary for the proper discharge of Syfe’s legal and regulatory obligations.

¹ “Personal Data” means personal data as defined in the Personal Data (Privacy) Ordinance, Cap 486.



Enquiries

Any enquiries regarding the Personal Data provided or requests for access to Personal Data or correction of Personal Data should be addressed in writing to:

Syfe Hong Kong Limited

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