

This Privacy Notice sets out how HK Link Up Limited (“**HKLU**”, “**we**,” “**our**,” “**us**,”) collects, uses, and shares the information that you provide to us through our website located at <https://www.hklinkup.uk/> (our “**Site**”). HKLU is a company incorporated under the laws of England & Wales, at 88/90 Baker Street, London, W1U 6TQ. This Privacy Notice applies to the use of personal information provided to and collected by HKLU.

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1. Personal information we process

Personal information is any information that relates to an individual. Our Site allows individuals to provide their contact information including name and email address. If you sign-up on our homepage, you will receive a form which will ask for further information, including your full name, age range, family status, languages spoken, dietary requirements, location/ address and occupation.

We also collect and store information about your device and your visits to the Site such as your IP address, geographical location, browser type, referral source, length of visit, and number of page views. See more in the “Cookies” section below.

We collect an IP address from all visitors to our Site. An IP address is a number that is automatically assigned to your computer when you use the Internet. We use IP addresses to help diagnose problems with our server, administer our Site, analyse trends, and gather broad demographic information for aggregate use in order for us to improve the Site, and deliver customised, personalised content.

If you contact us, we may keep a record of that correspondence, including your name and contact details. This includes any email correspondence with us. If we offer and if you apply for an open position through our recruitment pages on the Site, our forms usually require you to provide your name, email address, phone number, as well as a CV, cover letter and writing sample.

If you are invited to or attend one of our events, we may collect and store information such as your name and email address and keep a record of your interest in that event and topic.

2. Sensitive personal information

We will only collect and use sensitive personal information (also known as special category data under the data protection law in the UK, the UK General Data Protection Regulation) if there is a valid reason for doing so and where the law allows us to. Sensitive personal information includes personal information about health, ethnicity, religion, political opinions or sexuality. For instance, any information that you provide to us about your health is sensitive personal information.

In general, you should avoid disclosing to us any sensitive personal information relating to you or anyone else, except where that information has been requested and is relevant for any support we seek to provide to you.

3. **Why we process your personal information**

We may process your personal information for various purposes, including:

- to contact you, including to respond to your inquiries;
- to connect you with another individual who has signed up to the Site;
- to send you any newsletters, topic updates, and event invites, at your request;
- for our purposes, such as analytics, research, advertising and marketing, and operational purposes;
- to maintain, operate, customise, and improve our services;
- to consider your application for employment (if relevant);
- to comply with a specific legal requirement, law enforcement and to maintain our security; or
- as otherwise disclosed at the time of collection or use.

We do not use automatic decision-making which has a legal effect on individuals or engage in profiling. If a situation arises where we intend to use your personal information for any reason beyond its original purpose, we will notify you and provide additional information ahead of time.

4. **Lawful bases**

We will only use personal information when the law allows us to (i.e. where we have a 'lawful basis'). Most commonly, we will use your personal information in the following circumstances:

- Where it is necessary for our **legitimate interests** (or those of a third party) and your interests and fundamental rights do not override those interests. For example, we have a legitimate interest in administering the Site.
- Where it is necessary for the **performance of a contract** with you.
- Where it is necessary to comply with a **legal obligation** on us (for example, reporting to the UK's Companies House).
- Less commonly, we may ask for your **consent** to use your personal information for a specific purpose.

You may unsubscribe from our email communications via the link in our emails, request to withdraw your consent, and request for us to stop using your personal information at any time by emailing us at help@hklinkup.uk.

5. **How we share your personal information**

We will only share your personal information with others that are participating in HKLU where necessary to provide you with our link up service. The personal information we will share will be your name, email address, age and location (not full postal address) as well as information about your family circumstances if relevant.

If you are a UK citizen interested in volunteering to support a Hong Konger, we will usually share your personal information with 2-3 Hong Kongers seeking assistance.

If you are a Hong Konger seeking assistance, we will share your personal information with a UK citizen who has signed up to volunteer and provide assistance.

If you seek a different match or your initial match is not able to assist, please contact us and we can then provide you with new matching details.

We may also share your personal information with third parties, including the following:

- with contractors, suppliers, or other third parties that provide services on our behalf;
- with our professional advisors e.g. lawyers;
- as part of a sale, merger or acquisition, or other transfer of all or part of our assets including as part of bankruptcy proceedings;
- pursuant to a court order or other legal process or as otherwise required or requested by law, regulation, or government authority programs, or to protect our rights or the rights or safety of third parties; or
- with your consent or as otherwise disclosed at the time of data collection or sharing.

On the rare occasion that we transition ownership to another organisation, you will be given the opportunity to opt-out before any personal information is transferred. We will not trade or sell personal information with anyone else, nor send mailings on behalf of other organisations. However, we may share information that has been de-identified or aggregated without restriction.

6. **International data transfers**

Please be aware that the personal information we collect may be transferred to and maintained on servers or databases located outside your country or other jurisdictions, where the privacy laws may not be as protective as those in your location. If we transfer personal information outside the UK, we will take steps to ensure it is protected which may include putting in place standard contractual clauses approved by the UK Government and/ or European Commission.

7. **How long your personal information is stored for**

We only wish to retain personal information for as long as is necessary for the purpose for which we have collected it and will apply criteria to ensure that we don't keep data for longer than we need to.

The criteria used to determine the period of storage of personal information is: (i) any respective statutory retention period; (ii) our contractual and/or business relationships; (iii) any (potential) disputes; and (iv) any guidelines issued by relevant supervisory authorities. After expiration of that period, the corresponding information is routinely securely deleted, as long as it is no longer necessary for the fulfillment of a contract, the initiation of a contract or to protect or defend our position or that of a third party. If you have any questions about retention periods, please contact us at help@hklukup.uk.

If you apply for a job with us we will keep your application materials on file, including any voluntary demographic data you may include with your submission, for up to one year.

8. Use of “Cookies”

Our Site uses cookies to enhance your experience while using our site. Cookies are pieces of information that some websites transfer to the computer that is browsing that website and are used for record-keeping purposes at many websites. Use of cookies makes web surfing easier by performing certain functions such as saving your passwords, your personal preferences regarding your use of the particular website and to make sure you don't see the same ads repeatedly.

We use SquareSpace and other cookies to improve the performance of the Site and for analytics and marketing purposes.

Name of Cookie	Purpose	Duration
SquareSpace – ss_cid	Identifies unique visitors and tracks a visitor's sessions on a site	2 years
SquareSpace – ss_cpvisit	Identifies unique visitors and tracks a visitor's sessions on a site	2 years
SquareSpace – ss_cvr	Identifies unique visitors and tracks a visitor's sessions on a site	2 years
SquareSpace – ss_cvt	Identifies unique visitors and tracks a visitor's sessions on a site	30 minutes

Your browser may be set by default to accept cookies. However, if you would prefer not to receive cookies, you can alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our Site will not function properly when you view them.

Please note that removal of consent for functionality cookies may mean that our Site becomes less friendly/easy to use, and may ask you to note/update your consent preferences on each visit.

Most browsers also allow you to change settings which control how you receive cookies across all websites you visit. You can find out more about cookies and how to manage them at: <https://allaboutcookies.org/>

9. **Your rights**

You have rights relating to your personal information. You may have a right to the following:

- to request access to the personal information we hold about you;
- to request that we rectify or erase your personal information;
- to request that we restrict or block the processing of your personal information;
- under certain circumstances, to ask us to port personal information about you that you have provided to us to you or a third party; and
- where we previously obtained your consent, to withdraw consent to processing your personal information.

To exercise these rights, contact us via the “Contact Us” section below. Please be aware that we may be unable to provide these rights to you under certain circumstances, such as if we are legally prevented from doing so or can rely on exemptions.

Additionally, you have the right to lodge a complaint against us. To do so, contact the supervisory authority in your country of residence. In the UK, this is the Information Commissioner’s Office at www.ico.org.uk/concerns.

10. **Other websites**

Our Site contains links to other websites, including Twitter, Facebook, MeWe and Instagram. Please note that when you click on one of these links, you are entering another website for which we have no responsibility. We encourage you to read the privacy notice on all such sites as their policies may be different than ours.

Twitter’s privacy notice: <https://twitter.com/en/privacy>

Facebook’s privacy notice: <https://en-gb.facebook.com/policy.php>

MeWe’s privacy notice: <https://mewe.com/privacy>

Instagram’s privacy notice: <https://help.instagram.com/519522125107875>

We process your personal information on our pages (<https://twitter.com/hklinkup> and <https://www.instagram.com/hklinkup/>) jointly with Twitter and Instagram.

The Site may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share information or you otherwise interact with social media features on the Site, those social media companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party social media companies and the use of their features are governed by the privacy notices of the companies that

provide those features. We encourage you to read the privacy notices for any social media accounts you create and use.

11. **Updates to this Notice**

We may change this Privacy Notice at any time in our discretion. If we decide to make significant changes to our Privacy Notice, we will contact you where reasonably possible.

12. **Contact us**

If you have any questions about this Privacy Notice, the practices of this Site, or our Services, you can contact us by email us at help@hklukup.uk.

Version 1.0

Last updated: 12 February 2021