

Privacy Notice

Ernst & Young Hua Ming LLP ("EY") respect users' privacy and attach great importance to the protection of personal information. We collect and use your information so that you can participate in the Synergize GBA Forum 2023 ("The GBA Forum") and use related services.

This Privacy Notice is intended to describe what personal data we collect, how we process such personal data and how you exercise your data subject rights. We hope that this Privacy Notice can help you decide whether to provide us with your personal information. Please read this Privacy Notice carefully and familiarize yourself with our privacy practices. By ticking in the box, you are deemed to have fully understood and agreed to this Privacy Policy.

What personal data we collect

You are required and agree to provide EY with the following personal information or allow EY to collect such information to access our services including forum registration, GBA marketing materials notifications and online live stream watching (Note: EY will not be able to provide such services without such information).

First name, last name, email address, company, title, mobile, WeChat, city, and format of the forum you would like to attend.

Why and how we process personal data, and how long we retain such data

For the purpose of the scenarios below, EY processes your personal data by the following ways.

Scenario	Purpose	How to process	Type of information
Forum registration	To register forum for users and send confirmation emails and event reminders	Users access registration page by clicking 'Register', and input information.	First name, last name, email address, company, title, mobile, WeChat, city, which format of the forum you would like to attend.
EY GBA marketing promotions	To send EY GBA related marketing and other promotional materials after The GBA Forum to	Personal data is collected by Mini Program when users agree to receive EY GBA related marketing and other	First name, last name, email address, company, title, mobile, WeChat, city, which format of the forum

	users subject to authorization	promotional materials by ticking "I agree to the use of my personal data for direct marketing of EY GBA related marketing and other promotional materials."	you would like to attend.
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EY will retain your personal data based on the nature of the services provided or as required in connection with The GBA Forum. When retention period expires, your personal data will be deleted. Upon termination of the services, EY will retain necessary documents related to personal information pursuant to applicable laws, professional standards, and internal filing requirements.

Explicit consent for transferring your personal information outside of Chinese Mainland

EY may provide your personal information as described above to an EY member firm located in Hong Kong (i.e. Ernst & Young Group Limited) for the processing purposes and in the manner described above.

You acknowledge and agree to EY providing personal information to such recipient as stated above. Notwithstanding the foregoing, EY shall be solely liable and responsible to you for the process and transfer of your personal information. You acknowledge and agree that any claims in connection with your personal information shall only be made against EY.

Your rights as a user of our services

Except as otherwise provided by applicable laws and regulations, you can send an email to wechat@cn.ey.com to make a request for exercising your rights including reviewing, duplicating, transferring, modifying, enriching and deleting your personal data, and obtaining further information on the processing of such data.

Information security

EY is committed to respecting your privacy and protecting your personal information. We will take reasonably practicable measures for your data security in accordance with industry standards to protect your personal data from unauthorized modification, access, disclosure, use or deletion.

In the event of an information security incident, we will take appropriate and necessary actions in accordance with the requirements provided by applicable laws and regulations.