

ASSA ABLOY may collect your personal data to provide our services to you and in an effort to improve your customer experience. Please note that it is mandatory for you to provide personal data marked with asterisks. In the event that you do not provide such personal data, we may not be able to provide you with some of the information, materials and/or your requested services. ASSA ABLOY is committed to protecting your personal data. This privacy notice describes:

- the types of personal data we collect from you;
- how we use that information and why;
- who we share it with and where;
- how long we store it for;
- your rights, including how you can contact us if you have additional questions about the processing of your personal data;
- the use of personal data for direct marketing purpose; and
- how can we make changes to this notices

What personal data will we collect?

We collect and store:

- Your name, phone number and email address which you submit in order to obtain information from us.
- The authentication details including IP address, mobile device identifiers, account user-identifiers, photographs, images and videos associated with use of our products.
- The details in relation to usage of our products including device status, logs of those who lock/unlock the devices.

How and why will we use your personal data?

We process this personal data:

- To provide you with the information you request via the website / other communication channels with us.
- To set up and manage your account, for example by sending you password reminders or notifications of changes to your account details, and to provide the requested service.
- To fulfil your order where you have made a purchase from this website / this contract, to contact you about sales and as a part of our customer relation procedures.
- To keep your payments safe and secure and protect the security of our website.
- To carry out statistical analysis about the use of the website / of our services to better understand how our website / service is used and make improvements.
- To better understand your interests and preferences, in order to provide you with an experience that is tailored to those interests and preferences, for example through use of behavioural analysis and marketing automation.

- To send you communications about relevant products or services which may be of interest, in accordance with your marketing preferences and only where we have obtained your consent.
- To offer you guided sales tools to assist you with selecting the correct product or service upon your request.
- To comply with legal requirements to which we are subject, such as tax or financial reporting requirements.

We may combine information you provide to us in various channels, such as online through websites / mobile applications, offline through call centres by ASSA ABLOY. We may also generate and compile information and collect information from publicly available information about you. We use this combined information to personalise your experience with the ASSA ABLOY and to communicate with you about events that may be of interest to you.

Who and where is your personal data transferred to?

We may transfer your personal data for the purposes set out above:

- To other companies within the ASSA ABLOY group;
- To third parties who provide services connected to this website or its functions, but only to the extent necessary to provide these services. (For example: our supplier of debit card services to process your payments through this website; provider(s) of transport services so that they can deliver the products you buy; and IT service provider(s) which host, develop and offer support for the website or customer services management systems);
- To government or regulatory authorities when required by law; and/or
- To a buyer of our business.

Please also note that the aforementioned data transferred may or may not be located within Hong Kong, and your information may be subject to cross-border transfer to places outside Hong Kong for necessary handling or processing.

We take measures to protect all personal data transferred to a third party, or to other countries, in accordance with applicable data protection laws and as stated above.

For how long will we store your personal data?

We store personal data for as long as necessary to fulfil the purpose for which the data has been collected, and in accordance with our internal record retention schedule. This means that we delete your personal data when such data is no longer necessary to process a request or an order, or to manage your account or our client relationship. Statistics which have been anonymised may be saved for longer.

Your rights

In relation to the personal data that we hold about you, you have the right to:

- Request access to your personal data from our records;
- Ask that we correct your personal data;
- Withdraw your consent to us processing your data for marketing purposes at any time.

HONG KONG
Customer privacy notice

Version dated 1 December 2020

Requests to exercise your rights should be addressed to "Attn.: ASSA ABLOY DPO/DPM" at 16/F, Excel Centre, 483A Castle Peak Road, Cheung Sha Wan, Kowloon, Hong Kong or dpm.apac@assaabloy.com.

Use of data in direct marketing (for contract / services only)

We intend to use your personal data in direct marketing, and we may not so use your personal data unless we have received your consent (which includes an indication of no objection to the intended use).

We would like to use your name and contact details (such as telephone number, email address and/or correspondence address), customer profiling information, transaction pattern and behaviour collected, compiled, generated or held by the ASSA ABLOY from time to time for conducting profiling analysis to better understand your consumption needs, preferences, interests, pattern, experiences and/or habits, and/or for providing you with information about relevant events, promotions, and special offers in relation to lock and security related products and services to be provided or sponsored by ASSA ABLOY and/or other companies within the ASSA ABLOY group.

Please **TICK THE BOX** to indicate your agreement to such use.

I agree to the proposed use of my personal data as stated above for direct marketing.

If you subsequently do not wish to receive information from ASSA ABLOY for the aforementioned direct marketing purposes, you may choose to opt-out from direct marketing at any time, free of charge, by contacting our DPO/DPM at 16/F, Excel Centre, 483A Castle Peak Road, Cheung Sha Wan, Kowloon, Hong Kong or dpm.apac@assaabloy.com.