

Earth Yoga Privacy Policy Statement: HONG KONG S.A.R.

I. Introduction

Your privacy is important to us. The purpose of this Privacy Policy Statement is to inform you how Eco Malibu International Limited (“**Earth Yoga**”), protects your privacy in accordance with Hong Kong S.A.R’s Personal Data (Privacy) Ordinance (“**PDPO**”).

We pledge to meet fully the requirements of the PDPO alongside the associated regulations and guidelines as may from time to time be issued by the Privacy Commissioner for Personal Data of Hong Kong S.A.R. If any part of this Policy conflicts with the PDPO and/or other applicable legislation, the law(s) shall prevail.

This Privacy Policy Statement and Earth Yoga’s Personal Information Collection Statement should be read, and are intended to operate, together

II. Personal Data Collection

1. “**Personal Data**”: means any data relating directly or indirectly to a living individual from which it is practicable for the identity of the individual to be directly or indirectly ascertained and in a form in which access to or processing of the data is practicable. The definition of Personal Data excludes any anonymized data or data that cannot identify you in any way.
2. Personal data may be collected from you in one or more of the following ways:
 - a. when you visit and use our website www.earthyogaclothing.com (“**Website**”), information about you may be collected via the use of Cookies;
 - b. through your own submissions, including via the Website;
 - c. through your ongoing business relationship with Earth Yoga; and
 - d. from other sources including our associated companies.
3. If you provide us with any Personal Data relating to a third party, (e.g. information of employees and/or authorised representatives), by submitting such information, you represent and warrant that you have a lawful basis for providing their Personal Data to us, and have obtained any applicable approvals, permits and/or consent.
4. The provision of your Personal Data by you is voluntary. Please note, however that, if you choose to withhold your Personal Data, then depending on the circumstances, it may not be possible for us to provide our services and products to you or any entity you represent..

III. Type, Use and Disclosure of Personal Data

1. Personal Data collected or stored may include identification information (name, job title), contact details (postal or e-mail address and telephone number), financial details, preferences (language settings), and other information collected by Cookies.
2. Any Personal Data we collect or store shall be used only for those purposes specified at the time of collection, as set out in the [Personal Information Collection Statement](#), or as otherwise permitted or required by law.
3. Your Personal Data which we collect or store shall not be disclosed except with your consent, as required or permitted by law, or in accordance with the [Personal Information Collection Statement](#).

4. You may withdraw your consent to the use of your Personal Data at any time by notifying us of your decision via the Contact Details set out herein. Please note that upon such withdrawal of consent it may not be possible for us to provide our services and products to you or any entity you represent.

IV. Cookies

1. When you visit and use the Website information about you may be collected via the use of Cookies.
2. “Cookies” are text files which hold small pieces of data regarding your browsing activities. Cookies are used to optimise your Website experience and compile user statistics. These Cookies do not collect or store your Personal Data.
3. We recognise that not everyone is comfortable with the use of Cookies, and as such you can choose to disable Cookies at any time by changing the settings in your internet browser. If you choose to disable Cookies then some functions of the Website may no longer be fully operational.

V. Direct Marketing

From time to time we would like to share information with you regarding our projects, services and products by using your name and contact details to send you marketing materials. To do this we require your express consent. More information in this regard can be found in the [Personal Information Collection Statement](#).

VI. Retention of Personal Data

We will only retain your Personal Data for as long as it is necessary to fulfil the purpose for which it is collected, or as may be required or permitted by law. Thereafter commercially reasonable and technically feasible measures shall be taken to irrecoverable or irreproducible delete your Personal Data. Further details with regards to how long your Personal Data will be retained for any specific purpose can be obtained via the Contact Details herein.

VII. Access to and Correction of Your Data

You have the right to enquire as to whether we hold any of your Personal Data and request a copy of the same. If any of the held Personal Data is incomplete or incorrect you have the right to require us to amend the same, and we shall refrain from using the relevant Personal Data until the amendments are made. Personal Data access and correction requests should be addressed to the Contact Details set out herein. Under the PDPO we are entitled to charge a reasonable fee to process such access and correction requests.

VIII. Security

1. We take the security and protection of your personal data very seriously. As such, we:
 - a. store your Personal Data on secure servers with appropriate security arrangements, such as encrypted cloud drive, to prevent unauthorised access, collection, use, disclosure, copying, modification, disposal of your Personal Data;
 - b. shall, as far as reasonably possible, restrict the disclosure of your Personal Data to those employees directly involved in the purposes detailed herein; and
 - c. have provided employee training on Personal Data handling and the provisions of the PDPO.

2. We cannot, however, guarantee that no unauthorised use, disclosure interception of, or access to, your Personal Data, accidental or intentional, will occur. To the extent permitted by law Earth Yoga disclaims any and all liability for any direct or indirect loss, damage or other consequences you or any third person may suffer as a result of such unauthorised use, disclosure, interception or access.

IX. Third Party Sites

1. The Website may contain links and references to external websites, including plugins to social media sites such as Facebook, Instagram and LinkedIn, and equally external websites may contain links or references to the Website or Earth Yoga (“**External Websites**”).
2. We are not responsible for the privacy practices of the External Websites. You should therefore check the applicable terms, conditions and policies of the External Websites to determine how they will handle your personal data or other information collected from you.

X. Contact Details

All correspondence regarding your Personal Data should be addressed to our Group Legal Counsel by email at grouplegal@epichk.com, or by telephone at Tel: +852 3512 0800, or by post at 6/F, EGL Tower, 83 Hung To Road, Kwun Tong, Hong Kong S.A.R. Please indicate in the subject header the nature of your correspondence.

XI. Changes to Privacy Policy Statement

This Privacy Policy Statement may be amended, supplemented or otherwise modified (“**Changes**”) by Earth Yoga at its discretion and without prior notice. These Changes will be effective immediately upon publication on the Website. You are encouraged to visit the Website from time to time to ensure that you are well informed of our latest privacy policies.

XII. Miscellaneous

1. This Privacy Policy Statement has been prepared in English. In the event that this Privacy Policy Statement is translated into any other language the English language version shall prevail.
2. If any provision, or part thereof, within this Privacy Policy Statement is found or deemed to be illegal, invalid or unenforceable, they shall be treated as having been deleted from this Privacy Policy Statement, and such illegality, invalidity or unenforceability shall in no way affect any remaining provision, or part thereof.