

INTRODUCTION

Welcome to thinkproject HK's privacy statement. thinkproject Hong Kong Limited, company number 2602200, whose registered office is at Welland House, Meteor Court, Barnett Way, Barnwood, Gloucester, GL4 3GG.

thinkproject HK respects your privacy and is committed to protecting your personal data. This privacy statement will inform you as to how the thinkproject group collects, uses and process your personal data in accordance with the Personal Data (Privacy) Ordinance (Cap.486 of the Laws of Hong Kong ("PDPO"), and where applicable the General Data Protection Regulation (EU) 2016/679 ("GDPR") of the European Union, and tell you about your privacy rights and how the law protects you.

This privacy statement is provided in a layered format so you can click through to the specific areas set out below. Please also use the Glossary to understand the meaning of some of the terms used in this privacy statement.

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1. Important information and who we are

Purpose of this privacy statement

This privacy statement aims to give you information on how thinkproject HK collects and processes your personal data provided to us by the client organisation which subscribes to receive our service of which you are a user and/or when you email us and/or through your use of this website, including any data you may provide through this website and/or when you purchase a service or take part in a survey.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy statement together with any other privacy statement or fair processing statement we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy statement supplements the other statements and is not intended to override them.

Controller/Processor

thinkproject Hong Kong Limited facilitates both the controller and processor roles and is responsible for your personal data (collectively referred to as "thinkproject HK", "we", "us" or "our" in this privacy statement).

We have appointed a data protection manager who is responsible for overseeing questions in relation to this privacy statement. If you have any questions about this privacy statement, including any requests to exercise [your legal rights](#), please contact the data protection manager using the details set out below.

Contact details

Our full details are:

Full name of legal entity: thinkproject Hong Kong Limited

Title of data protection manager: Compliance Manager

Email address: dataprotection.tphk@thinkproject.com

You have the right to make a complaint at any time to the Office of the Privacy Commissioner for Personal Data, the Hong Kong independent statutory body for the enforcement of the PDPO. We would, however, appreciate the chance to deal with your concerns before you approach the Office of the Privacy Commissioner for Personal Data so please contact us in the first instance.

Changes to the privacy statement and your duty to inform us of changes

This version was last updated in June 2022.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy statement of every website you visit.

2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, username or similar identifier and title.
- **Contact Data** includes address, email address and telephone numbers.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website and our services.
- **Profile Data** includes your username and password, your preferences, support queries, feedback and survey responses.
- **Usage Data** includes information about how you use our website and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy statement.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a service you have with us but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - sign in for services;
 - create an account on our website;
 - subscribe to our service;
 - enter a survey;
 - give us some feedback; or
 - make a support enquiry.
- **Automated technologies or interactions.** As you interact with our website and service, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see our [cookie policy](#) for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
- Technical Data from the following parties:

(a) analytics providers such as Google based inside and outside the EU; and

(b) construction industry sales leads providers based inside and outside the EU.

- Identity and Contact Data from publicly available sources.

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- 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.
- Where we need to comply with a legal or regulatory obligation.

Click [here](#) to find out more about the types of lawful basis that we will rely on to process your personal data.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by [contacting us](#).

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please [contact us](#) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Retention Period
To register as a new User	(a) Identity (b) Contact	Performance of a contract	Data retained whilst a User utilises Thinkproject applications. Subsequently in backups for customer agreed period.
To process and deliver an order/enquiry including: (a) Manage payments, fees and charges, refunds (b) Collect and recover money owed to us	(a) Identity (of commercial contact) (b) Contact	Performance of a contract	Data retained whilst services are being utilised and for 7 years after
To manage our relationship with Users which will include: (a) Notifying about changes to our terms or privacy policy (b) Asking to leave a review or take a survey (c) Providing support services	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	Performance of a contract	Data retained whilst a User utilises Thinkproject applications. Subsequently in backups for customer agreed period.
To enable participation in a survey	(a) Identity	Consent	Data retained whilst services are being utilised and for 7 years after

	(b) Contact		
	(c) Profile		
	(d) Usage		
	(e) Marketing and Communications		
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	Performance of a contract	Data retained whilst a User utilises Thinkproject applications. Subsequently in backups for customer agreed period.
To deliver relevant website content and advertisements and measure or understand the effectiveness of the advertising we serve	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy), subject to a legitimate interests assessment.	Data retained for 3 years
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services and the technology they use, to keep our website updated and relevant, to	Data retained for 3 years

		develop our business and to inform our marketing strategy), subject to a legitimate interests assessment.	
To make suggestions and recommendations about goods or services that may be of interest	(a) Identity	Necessary for our legitimate interests (to develop our products/services and grow our business), subject to a legitimate interests assessment.	Data retained whilst a User utilises Thinkproject applications. Subsequently in backups for customer agreed period.
	(b) Contact		
	(c) Technical		
	(d) Usage		
	(e) Profile		

Marketing

We will strive to provide you with choices regarding certain personal data uses, particularly around marketing.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what other products and services of ours may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased services from us or if you provided us with your details when you registered for a survey and, in each case, you have not opted out of receiving that marketing.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any other company for marketing purposes.

To develop our products and services

In some circumstances we may anonymise your personal or commercial data, only to the extent permitted by the legislation (so that it can no longer be associated with you) for research or statistical purposes or to develop our core application, in which case we may use this information indefinitely without further notice to you.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by [contacting us](#).

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service or support query or service experience.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our [cookie policy](#).

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as

to how the processing for the new purpose is compatible with the original purpose, please [contact us](#).

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Disclosures of your personal data

We may have to share your personal data with the parties set out below for the purposes set out in our internal Data Register.

- Internal Third Parties as set out in the [Glossary](#).
- External Third Parties as set out in the [Glossary](#).
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy statement.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International transfers

Some of our External Third Parties are based outside of Hong Kong and the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside of Hong Kong or the EEA. The data protection and other laws of these various countries may not be as comprehensive as those in your own country.

- Whenever we transfer your personal data out of the EEA, we will only transfer to a country which has been deemed to provide an adequate level of protection for personal data by the European Commission (for further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#)), or which is subject to appropriate safeguards that assure the protection of your personal information, such as European Commission approved standard contractual clauses which give personal data the same protection it has in Europe (for further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).)

Please [contact us](#) if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

7. Data security

We have put in place appropriate security measures outlined on our [website](#) including ISO 27001 to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are set out in our internal retention policy, please [contact us](#) for details.

In some circumstances you can ask us to delete your data: see [Request erasure](#) below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

- [Request access to your personal data.](#)
- [Request correction of your personal data.](#)
- [Request erasure of your personal data.](#)
- [Object to processing of your personal data.](#)
- [Request restriction of processing your personal data.](#)

- [*Request transfer of your personal data.*](#)
- [*Right to withdraw consent.*](#)

If you wish to exercise any of the rights set out above, please [contact us](#).

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. Glossary

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by [contacting us](#).

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

EXTERNAL THIRD PARTIES

Relevant Parties for CEMAR (based on HK Infrastructure)

Service	Location
Service providers acting as processors based inside and outside of the UK:	
Web hosting	Inside the UK
Data cloud provider	Inside the UK
Support services provider	Inside and outside of the EEA
CRM provider	Inside and outside of the EEA
Web analytics	Inside and outside of the EEA
Invoicing platform	Outside of the EEA
Customer communications tools	Inside and outside of the EEA
Database consultants	Inside the UK & HK
E-learning provider	Outside of the EEA
Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.	Inside the UK & HK
HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers who require reporting of processing activities in certain circumstances.	Inside the UK & HK
API Management solution (<u>only applicable to customers that utilise our API product offering</u>)	Inside the EEA (Germany)

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.