

PRIVACY POLICY

Website Privacy Policy

- 1.1. This privacy policy sets out how Long Asia Group uses the personally identifiable information (the "Personally Identifiable Information") that it collects.
- 1.2. This Privacy Policy is only applicable on www.longasiagroup.com and does not apply to websites owned or operated by third parties.
- 1.3. Please note that if you apply for an account with us then Long Asia Group will ask you for detailed information. Long Asia Group shall use that information in the ways agreed between you and us as set out in the Terms of Business and application form.
- 1.4. Long Asia Group reserves the right to change this policy from time to time by updating this page. You should check this page from time to time to note any changes. This policy is effective as of July 2018. This Privacy Policy and the statements outlined herein are not intended to and do not create any contractual or other legal rights in or on behalf of any party.

Security

- 1.5. Long Asia Group are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, have put in place suitable physical, electronic and security procedures to safeguard and secure the information Long Asia Group collects online.

Cookies

- 1.6. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.
- 1.7. Long Asia Group uses traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. Long Asia Group only uses this information for statistical analysis purposes and then the data is removed from the system.
- 1.8. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.
- 1.9. Long Asia Group may set and access Long Asia Group cookies on your computer. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, this may prevent you from taking full advantage of certain website features (i.e. customised information).

Links to other websites

- 1.10. Our website may contain links to and from third party websites. Once you use these links to leave our site, Long Asia Group is not responsible for the actions or policies or protection and privacy of any information which you provide whilst visiting such sites. You should exercise caution and check the privacy statement applicable to

the website in question.

Your personal information and use

- 1.11. Long Asia Group also automatically receives and records information from your browser on our server logs including but not limited to your Internet protocol address, cookie information and the page you requested and other information that you provide to us.
- 1.12. Long Asia Group reserves the right to perform statistical analysis of user behaviour and characteristics in order to measure interest in and use of the various areas of the site and to inform advertisers of such information as well as the number of users that have been exposed to or clicked on their advertising banners. Long Asia Group may sell or provide aggregated data from these analysis to third parties
- 1.13. Apart from paragraph 5.2, your Personally Identifiable Information will not be sold or otherwise transferred to unaffiliated third parties without your approval at the time of collection. At such point of collection, you will have the opportunity to indicate whether you would like to "opt out" of receiving promotional and/or marketing information about other products, services and offerings from Long Asia Group and/or any third parties.
- 1.14. Long Asia Group will only reveal Personally Identifiable Information about you to other companies or people when:
 - 1.14.1. We have your consent to share the information;
 - 1.14.2. We need to share your information in order to provide the Online Services or other services that you have requested; and
 - 1.14.3. We are compelled by any law, court order, legal process or regulatory authority to disclose your Personal Identifiable Information to third parties.
- 1.15. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at marketing@longasiagroup.com.
- 1.16. If you believe that any information Long Asia Group are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. Long Asia Group will promptly correct any information found to be incorrect.
- 1.17. Long Asia Group reserves the right to contact you regarding matters such as account status, changes to the subscriber agreement and other matters relevant to the Online Services and/or the Personally Identifiable Information collected.