

## APL

### PRIVACY POLICY STATEMENT

#### 1. GENERAL POLICY

- 1.1 We use our best endeavor to protect your personal data held by us against any ascertainable risks;
- 1.2 We provide professional training to our staff and maintain supervision on them to ensure strictest possible standards of security and confidentiality.

#### 2. TYPES OF INFORMATION COLLECTED

We usually collect from our CUSTOMER the following information:-

- 2.1 All particulars contained in our designated form of purchasing order(s);
- 2.2 Any documents, which in our opinion, is necessary to verify the contents and validity of the purchasing order(s) from customer;
- 2.3 Any information contained in the section of "manage my profile" at our web page as hereunder mentioned; and
- 2.4 Any other information/ document which is necessary for operating our business.

#### 3. INTERNET

We have maintained an internet web page at [www.argusphoto.com](http://www.argusphoto.com). We usually collect the following data from every user of our web page:-

- 3.1 **personal information and contact particulars**—(*it is our practice to ask every visitor of our web page to provide personal information and contact particulars before allowing it to download any valuable materials from our database.*)
- 3.2 **cookies**—(*in order to serve you better, we will install cookies to your computer unless you decline to do so. Cookie is a computer file installed by a web server to one's computer for ease of identifying that computer during its future visits to the same website.*)
- 3.3 **clicktrails**—(*clicktrials reflect pattern of one's behavior, pathway or choices expressed while visiting a website. We collect the information for analyzing potential customers' behavior. We record your visit as a "hit" and not further or otherwise.*)
- 3.4 browsing/ searching images behavior and/or keyword(s) used for photo search.

#### 4. PURPOSE OF COLLECTION

Any information which we collect from you will be used for the following purposes (unless otherwise stated):-

- 4.1 for operating our business (i.e. to process purchase order, to update, control and manage our customer's account and to do all matters which are reasonably relating to our business operation);
- 4.2 for operating and maintaining our website/ web page;
- 4.3 for analyzing Customer's behavior;
- 4.4 for promoting our business (i.e. direct marketing); and
- 4.5 for service betterments

#### 5. DISCLOSURE

Any information which we obtain from you will be disclosed or transferred to the following persons as the circumstances so required:-

- 5.1 Our designated employee(s)/ servant(s);

- 5.2 Our supplier(s);
- 5.3 Our business partner(s);
- 5.4 Our agent(s); and/or
- 5.5 Government and other competent authorities of which we are at law obliged to disclose information to.

6. RETENTION OF PERSONAL INFORMATION

- 6.1 We usually keep our customers' personal information for an indefinite period of time.
- 6.2 For business transaction records, we usually retain them for 7 years immediately following the transaction date.
- 6.3 For information collected for direct marketing purpose, we usually retain them for an indefinite period of time.

7. ACCESS AND CORRECTION

- 7.1 You can get access to your personal information/ record held by us and/or make any necessary correction thereto by sending us the written request. Besides, you may choose to correct or update your data with us by logging in the section of "manage my profile" in our web page at [www.argusphoto.com](http://www.argusphoto.com). *(Whilst making the corrections or amendments, you warrant and declare that such amendments or corrections made to our record are true and correct in all respects. You understand that we will rely on any information provided by you and you will compensate us for all losses and damages suffered by relying on the information provided by you.)*
- 7.2 After receiving your written request, we will process it within 14 days.
- 7.3 If we accept your data access request, we will notify you and make the necessary arrangement, subject however to your prior payment of the administrative charges and other expenses reasonably incurred by your said data access request.
- 7.4 If we refuse to accept your data access request, we will notify you in writing and give you the reason(s).
- 7.5 However, sub-clause(s) 7.2, 7.3 and 7.4 herein are inapplicable if you choose to correct or update your record by logging in the section of "manage my profile" in our web page.

8. SECURITY MEASURE

All information which we collect from you will be kept in our designated database. We will take reasonable steps to protect the information contained therein.

9. ENQUIRY

If you have any queries concerning our privacy policy, please email us at [argus@argusphoto.com](mailto:argus@argusphoto.com), or call us at (852) 2890-6970 during our office hours.