

Privacy Policy Statement

Notice relating to the Personal Data (Privacy) Ordinance

The Australian Golf Academy (AGA) & Management Co. Limited (the “Golf Academy”) is committed to ensuring the privacy and security of the personal data it holds. We aim to meet this commitment by implementing the principles and requirements of the Personal Data (Privacy) Ordinance of the Hong Kong Special Administrative Region (“the Ordinance”). This Privacy Policy Statement is intended to explain our privacy practices.

Collection of Personal Data

‘Personal data’ refers to any data which directly or indirectly identifies you as an individual, or is capable of doing so. We collect and use personal data that we believe is necessary to conduct our business with you. The types of Personal data we collect may include, but is not limited to:

- Contact information such as your name, email address, mailing address, telephone number, and fax number;
- Unique identifiers such as your HKID and passport number;
- Demographic information such as age, gender, nationality, marital status, preferences, education background, and employment history;

Supply of personal data to the Golf Academy is non-obligatory, but failure to do so may result in the Golf Academy being unable to process your application(s) or to provide facilities and services to you.

Use of Personal Data

Your personal data may be used for the following purposes:

1. Carrying out the Golf Academy’s operations and provision of facilities and services;
2. Conducting checks regarding eligibility for using the facilities and services applied for;
3. For marketing, promotional and customer management purposes, such as sending you offers and promotions (please see further details in “Direct Marketing” below);
4. Meeting the requirements to make disclosure under the Golf Academy’s rules or bye-laws relating to the Golf Academy’s operations and any law binding on the Golf Academy; and
5. Facilitating communications between you and the Golf Academy. We may from time to time also use aggregate non-identifying information about our customers to better design and improve our facilities and services that we offer. This information will not identify any individual in particular.

Direct Marketing

The Golf Academy intends to use your personal data for direct marketing carried out by the Golf Academy (or by an agent on behalf of the Golf Academy), and for such purposes your personal data held by the Golf Academy may be provided to our business partners for their use for direct marketing. The intended kinds of personal data to be used and the intended classes of marketing subjects are specified below. However, we may not so use or provide your personal data unless exempted by the Ordinance or we have received your consent.

For the above direct marketing use, the Golf Academy intends to:

- use your name, contact information and demographic information; and market or promote the following classes of facilities, services, support, and related events and activities offered or arranged by the Golf Academy itself or in conjunction with a business partner:
 - Golf Academy facilities, services, and training, instruction or tournament programs;
 - golf and related apparel, equipment or accessories;
 - catering, hospitality and entertainment;
 - Charitable or non-profit making causes including communities services, conservation, culture, education, environmental protection, healthcare, music, recreation, and sports.

You can always opt-out free-of-charge by contacting the Golf Academy's General Manager if you no longer wish any of your personal data to be used in any of the described direct marketing purposes.

Disclosure of Personal Data

Personal data supplied to the Golf Academy will be kept confidential. However, we may disclose such data to or such data may become accessible or known to employees, agents, service providers and consultants of the Golf Academy who provide services to assist in fulfilling the purposes for which it was collected. Your personal data may also be provided to our business partners for direct marketing use as described in "Direct Marketing" above. Other disclosure of your personal data will only be undertaken after we have obtained your prescribed consent, or as may be required by law.

Data Retention

Unless there is a specific legal requirement for us to keep the data, we will take all reasonably practicable steps to erase your personal data that is no longer required for the purposes for which the data was originally collected.

Commitment to Data Security

The Golf Academy is committed to protecting the security of your personal information. We use a variety of physical, technological and organizational measures to help protect your personal data from unauthorized or accidental access, processing, erasure or other use.

Changes to the Privacy Policy Statement

We will post on our website at www.golfaga.com/ www.juniorgolf.com.hk any changes to our Privacy Policy Statement, so that you will always know what information we gather, how we might use that information and whether we disclose it to anyone.

Access to and Correction of Personal Data

You are entitled to request access to personal data held by the Golf Academy about you and to correct such data. In accordance with the terms of the Ordinance, we may charge a reasonable fee for the processing of such data access requests. You may direct your request in email to: [enquiry@golfaga.com/](mailto:enquiry@golfaga.com) enquiry@juniorgolf.com.hk