

THE HONG KONG FOOTBALL ASSOCIATION LIMITED

Policy for Use of Personal Data

Statement of Policy

Hong Kong Football Association “HKFA” respects and protects your privacy. We undertake to comply with the requirements of the Personal Data (Privacy) Ordinance (Cap. 486, the Laws of Hong Kong) in order to ensure that your personal data are properly handled, as illustrated below:

1. Personal data should be collected by lawful and fair means and can only be used for lawful purposes directly related to the services and activities of the HKFA.
2. The data collected should be necessary, adequate but not excessive in relation to its purposes.
3. Unless prior consent has been obtained from the data subject, the personal data should only be used, disclosed or transferred for the purposes of such collection.
4. All reasonably practicable steps should be taken to ensure that personal data collected or retained are accurate for the purposes for which they are used.
5. Personal data should not be kept longer than the time needed for the purposes for which they are used.
6. All reasonably practicable steps should be taken to ensure that personal data held are protected against unauthorized or accidental access, processing, erasure or other use.
7. The data subject is entitled to request access to and the correction of respective personal data. The HKFA may refuse such request subject to the provisions and exemptions of the Ordinance.

Statement of Practices

1. Kinds of Personal Data Collected and Held

HKFA collects and holds the following broad categories of personal data in discharge of our services, activities and functions:

- Players/ club staff/ referees/ data
- Contractors/consultants/business associates/working partners data
- Employment-related personal data
- HKFA’s website subscribers’ data
- Data collected from the HKFA website (www.hkfa.com)

Type of personal data collected by HKFA may include:

- Your personal information and contact information such as your name, telephone number, address, email address, fax number, gender, date of birth, identity card number
- Your business information such as company name and business title

You are not obliged to provide the personal data, but if you do not, your request or application may not be processed and/or our services or features (whichever applicable) may not be available to you.

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2. Purpose of Collection and Use of Personal Data

Personal data collected from you may be used by the HKFA for:

- Football/ operation management
- Health assessment data
- Organizing and delivering promotional, educational and training activities
- Conducting customer, product and service surveys
- Acquisition of services
- Subscription of publications
- Administration of office functions, security and activities
- Recruitment and human resource management purposes;
- Providing members' services
- Marketing of products, services and/or facilities of HKFA
- Provisioning of customers services
- Following up and handling complaints and enquiries
- Making such disclosures as required by applicable laws, regulations and rules
- Any purposes directly related to the purpose for which the personal data were initially collected
- Any other purpose which have been agreed or notified to you

If you are a minor, you must ask your parents or guardian before providing any personal data to us.

3. Collection of Information when you visit the HKFA Website and use of cookies

HKFA will record visits to the HKFA Website without collecting any personal identifiable information of users. Such general statistics are collected for the compilation of statistical reports and the diagnosis of problems concerning computer systems to help us improve the HKFA website.

Cookies are used to save user preferences on their computers. No personal identifiable information would be collected and saved. Users may opt for not accepting cookies by changing browser settings or removing them afterwards. Under such circumstances, user preferences could not be saved and user experience may be affected.

When you visit the HKFA Website, your internet protocol address will be identified and logged automatically in our server log files, along with the browser type and the pages that you viewed. Server logs are used to compile statistics on the usage levels of the HKFA Website without collecting any personal identifiable information of users.

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For different purposes and at different times you may be invited to provide personal data to us through the HKFA Website on a voluntary basis. Personal information may include name, email address, telephone number, facsimile number and postal address. We will specify the collection purpose and intended usage of your data when you are invited to provide such information and advise you how you may request access to or correction of the personal data provided.

The HKFA Website may contain links to other websites and pages. By activating a link, such as for example by clicking on the banner of an advertiser or hyperlink linking to other website(s), you leave the HKFA Website and HKFA does not exercise control over any personal data or any other information you provide to any other entity after you have left the HKFA Website. Access to and use of such other websites is at your own risk and you are advised to refer to the privacy policies of those other locations, if any.

4. Disclosure

HKFA will take all practicable steps to keep your personal data confidential but for any one or more purposes named in paragraph 2 above, we may transfer/ assign your personal data or exchange such data with any of the following parties irrespective of whether such parties are located inside or outside Hong Kong:

- Any agent, contractor or third-party service provider who provides administrative, IT, telecommunications, computer and other services to us with respect to the operation of our business and activities
- Any person to whom we are under an obligation to make disclosure under the requirement of any law binding on us or for the purposes of any guidelines or codes of practice issued by regulatory or other authorities with which we are reasonably expected to comply
- Unless expressly stated in this statement or with your prior consent, personal data collected from you will not be disclosed to any third party other than the above named parties.

5. Security

HKFA defines and implements the appropriate technical and organizational measures necessary to maintain the security of personal data according to the nature of the personal data handled/ processed and the circumstances of the handling/ processing, with the objective of avoiding non-authorized or unlawful processing or access, its alteration and/or loss. Except as mentioned in paragraph 4 above, your personal data, however stored, will be accessed only by our employees or contractors who are authorized to do and under a duty of confidentiality to us. Such authorized personnel or contractors designated to handle personal data will be instructed to do so in accordance with this statement.

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6. Retention of Personal Data

Unless there is a mandatory legal requirement for us to keep your personal data for a specific period, HKFA will only retain your personal data for as long as necessary to fulfill the purposes specified above for which the personal data were originally collected. We will periodically redact, purge, anonymize or destroy unnecessary personal data in our system in accordance with our internal procedures.

7. Data Access / Correction Requests

Requests for access to and correction of personal data held by the HKFA can be made in writing by email to:

Personal Data Privacy Officer
Hong Kong Football Association
privacy@hkfa.com

When handling a data access or correction request, HKFA will check the identity of the requester to ensure that he/she is the person legally entitled to make the data access or correction request.

HKFA is required to respond to your requests within 40 days and we will endeavor to do so wherever possible, but we may charge you a reasonable fee for doing so. A reasonable charge will be levied to cover the costs for data access or correction or any additional copy requested. The charge is subject to revision from time to time.

In the event that there is any inconsistency between the English and Chinese versions of this statement, the English version shall prevail.

For any enquiries in relation to this policy, please email us at: hkfa@hkfa.com.