

20250508-Livelab- Privacy Notice _vanessa update-final-clean

Privacy Notice

Last updated [12th May 2025]

[TECDO HONG KONG LIMITED] (“Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting it through our compliance with this notice. This notice describes the types of personal data we may collect from you or that you may provide when you visit the website or when you use our Platform(our “Services”), how and why we collect, store, use, disclose and protect your personal data and what rights you have in relation to the processing of your personal data. We will not sell your personal data we collect or share it with third parties for cross-context behavioral advertising.

1、 PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

The personal data we collect about you may include:

(1) Personal data directly provided by you:

- **Account information:**the personal data you provide when you register to use the Platform, including your name, your job title, professional email address, and the industries, city,state,country,username, password,company details you work, age/birthdate or others you provide;

(2) Personal data that we collect automatically or generated when you use our Services:

- **Device and setting information:** as you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including: information about your settings and preferences, as well as information about your browser type and device privacy settings, IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, and other technical information.This information is primarily needed to maintain the security and operation of our Services, improve our Services and for our internal analytics and reporting purposes.
- **Location information:** location, information about how and when you use our Services;

3. Personal data that we collected from third parties:

Our platform may collected your information from third parties (other individuals, marketing services, third-party integrations), which may include

- **Social Media Login Data:** if you use your existing social media account (such as TikTok, Facebook, Twitter, INS or other social media platforms) to register for our Services, we will obtain your social media account login data, including [account number, account name] from these third parties;
- **Business Data:** we will collect data about your business from third party platforms (such as TikTok, Facebook, Twitter, INS, Shopee, Lazada, Amazon or other social media platform), including order information (such as number of click-through or turnover rate of photos, videos and other materials, customers information, number of total orders, order time, price of order, order status etc).
- **Other Data:** we will collect information about you provided to us from other individuals or users of our platform

2、HOW WE USE YOUR PERSONAL DATA?

We use personal data we collect about you or you provide to us to:

- facilitate account creation and authentication and otherwise manage user accounts. We may process your personal data so you can create and log in to your account, as well as keep your account in working order;
- operate, maintain, enhance and provide all features of the Services, to provide services and information that you request, to respond to comments and questions and otherwise to provide support to users;
- improve our Services (we continually strive to improve our Services based on the information and feedback we receive from you), such as developing new features and functionality;
- contact you in relation to our Services (the email address you provide for order processing may be used for sending you information and updates the service information.);
- comply with laws and regulations and assess our compliance with applicable laws, regulations, and internal policies and procedures;
- send communications, including updates on promotions and events, relating to products and services offered by us and by third parties we work with;
- personalize our Services, such as remembering your information so that you will not have to re-enter it during your visit or the next time you visit the Services;
- keep our Services secure and prevent crime and fraud. For example, we may use your personal data for authentication, security, fraud monitoring, in-depth threat analysis, archiving and backup purposes and for statistical monitoring and analysis of current attacks on devices and systems and for the on-going adaptation of the solutions provided in order to ensure the security of our Services.

We are allowed to use your personal data in these ways because of one or more of the following apply:

1. we have obtained your consent;

2. we need to do so in order to perform our contractual obligations with you;
3. we have legal and regulatory obligations that we have to discharge;
4. the use of your personal data as described is necessary for our legitimate interests such as:
 - allowing us to effectively and efficiently manage and administer the operation of our business;
 - maintaining compliance with internal policies and procedures;
 - monitoring the use of our copyrighted materials;
 - direct marketing;
 - managing our relationship with you;
 - offering optimal, up-to-date security solutions;
 - obtaining further knowledge of current threats to network security; and
 - establishing, exercising or defending our legal rights or for the purpose of legal proceedings.

3. HOW LONG DO WE STORE YOUR DATA?

We will only keep your personal data for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal data, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal data has been stored in backup archives), then we will securely store your personal data and isolate it from any further processing until deletion is possible.

4. WHEN WILL WE DISCLOSE YOUR PERSONAL DATA

(1) We may disclose your personal data with our affiliates. We only share necessary personal data with our affiliates subject to the purposes stated in this privacy policy.

(2) We may also disclose your personal data with our service providers, contractors, or agents for the following purposes:

- **perform services for us or on our behalf**, including the development, hosting, maintenance and support of the Services; identification and verification; fraud prevention; data management, storage and analysis; customer service communication and marketing. We may also disclose your personal data to our accountants, professional advisors, IT and communications providers;
- **as required by law**, such as tax reporting requirements and disclosures to regulators or to comply with a subpoena or other legal proceedings, legal actions or government agencies, when the disclosure is necessary to establish, exercise or defend our rights or protect our safety, your safety or the safety of others, investigate fraud, or respond to a government request;

- **if we sell our business or assets**, in which case we may need to disclose your personal data to the prospective buyer for due diligence purposes; and in the event that all or part of our assets are sold or acquired by another party, or in the event of a merger, you grant us the right to assign the personal data collected via our products and services; and
- **if we are acquired by a third party**, in which case the personal data held by us about you will be disclosed to the third-party buyer.

(3) We may disclose your personal data on one platform with another platform . For example, we may collect and transfer your data or transfer your data TikTok,Facebook, Twitter,INS or other social media platforms. We will share your personal data only to the extent permitted by applicable law.

(4) We will only disclose your personal data for legitimate, necessary, specific purposes.

(5) We have contracts in place with the above contractors, service providers or third parties who are bound by contractual obligations to keep personal data confidential and use it only for the purposes for which we disclose it to them

5、CROSS-BORDER TRANSFER OF YOUR PERSONAL DATA

(1) If you are located within the European Economic Area ("EEA").

For users located in the EEA, in case your personal data is transferred to countries located outside of the EEA, we will ensure that it will be protected in a manner consistent with legal requirements. This can be done in a number of different ways, such as:

- the recipient of the personal data is located within a country that benefits from a full "adequacy" decision of the European Commission;
- the recipient may have adhered to binding corporate rules (only for intragroup transfers); or
- the recipient has signed a "model contractual clauses" approved by the European Commission, obliging it to protect your personal data; or
- where the recipient is located in the United States, it is a certified member of the EU-US Data Privacy Framework.

For more information about the safeguards relating to personal data transfers outside of the EEA, please contact us using the details set out in "HOW TO CONTACT US?" section below.

6、CHILDREN UNDER AGE OF 16

Our Services are designed for adults and not intended for children under 16 years of age. We do not knowingly collect personal data from children under age 16 .If we learn we have collected or received personal data from a child under age 16 without verification of parental consent, we will delete that information. If you believe we might have any data from or about a child under 16, please contact us.

7、WHAT ARE YOUR DATA PROTECTION RIGHTS?

We would like to make sure you are fully aware of all of your data protection rights. Depends on your jurisdiction, you may have the following rights:

Right to access.

You have the right to obtain information regarding the processing of your personal data and request us for copies of your personal data which we hold about you.

Right to rectification.

You have the right to request that we correct inaccurate information that we have about you. You also have the right to request us to complete information if it is incomplete.

Right to erasure.

You have the right to request that we erase your personal data, under certain conditions. Please note that there may be circumstances where you ask us to erase your personal data, but we are legally entitled to retain it;

Right to restrict processing.

You have the right to request that we restrict the processing of your personal data, under certain conditions. There may be circumstances where you ask us to restrict our processing of your personal data but we are legally entitled to continue processing your personal data and/or to refuse that request;

Right to object to processing.

You have the right to object to us processing of your personal data, under certain conditions. There may be circumstances where you object to our processing of your personal data but we are legally entitled to continue processing your personal data and/or to refuse that request;

Right to data portability.

You have the right to receive personal data in a structured, commonly used and machine-readable format and/or request that we transmit your personal data to a third party where this is technically feasible under certain conditions. Please note that this right only applies to personal data which you have provided to us;

Right to withdraw consent.

You have the right to withdraw your consent to our processing of your personal data. Please note, however, that we may still be entitled to process your personal data if we have another legitimate reason (other than consent) for doing so. For example, we may need to retain your personal data to comply with a legal obligation;

Right to complain

You have the right to lodge a complaint with the supervisory authority if you think that any of your rights have been infringed by us.

You also have right not to be subject to a decision based solely on automated

processing. US State consumer privacy laws may provide their residents with additional rights regarding our use of their personal data. If you are a resident of California, Colorado, or Virginia, you have the right to

- Either limit (opt-out of) or require consent to process sensitive personal data.
- Opt-out of personal data processing for targeted advertising; sales; or profiling in furtherance of decisions that produce legal or similarly significant effects.

The exact scope of these rights may vary by state. You can exercise your rights by contacting us using the details set out in the “CONTACT US?” section below. You will not be subject to discrimination for exercising your rights.

If you make a request, we will respond to you within the time required by applicable law. To appeal a decision regarding a consumer rights request, contact us at: livelab.css@tec-do.com.

8、WHAT ARE COOKIES?

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your producting cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to understand and save user's preferences for future visits and compile aggregate data about site traffic and site interactions to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

9、DIRECT MARKETING

You can opt-out of marketing messages we send you at any time by clicking on the “unsubscribe” link in the marketing e-mails we send you.

10、HOW WE PROTECT YOUR PERSONAL DATA

We have adopted organizational, physical and technical security measures that are in line with the industry standards to protect the personal data you provide, and to prevent any unauthorized access, disclosure, use, modification, damage or loss of data.

11、CHANGES TO OUR PRIVACY NOTICE?

We may update this privacy notice from time to time. If we make material changes to how we treat your personal data, we will communicate it to you by email to your email address in our records. The date the privacy notice was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you.

12. CONTACT US

To ask questions or comment about this privacy notice and our privacy practices, contact us at: livelab.css@tec-do.com.