

# PRIVACY STATEMENT

## PwC's Hack A Day 2024 (hereafter referred as "the Event" or "this Event")

This Statement was last updated on 17 September 2024

### 1. Introduction

PwC ("PwC", "we", "us", or "our") is strongly committed to protecting your personal information. This Statement relates only to PwC's Hack A Day 2024. It does not relate to other technologies, products, services or sites of PwC Network Member Firms or any other party.

This Statement describes why and how we collect and process your personal information for this Event and provide information about your rights in relation to your personal information. This Statement also applies to personal information (including other individuals') you provide to us.

We only collect what we need and be transparent about why and how we process personal information. We may use the personal information provided in connection with this Event for any of the purposes described in this Statement or as otherwise stated at the point of collection.

### 2. Event Organiser

The PwC firm organising this Event is the entity with primary responsibility for the protection of personal information and for ensuring compliance with applicable data protection laws.

Name of Event Organiser and contact person are as follows:

PricewaterhouseCoopers Limited

Address: 24/F Prince's Building, Central, Hong Kong

Email: vanessa.ls.law@hk.pwc.com

### 3. Definition

In this Statement, we use the following terms:

**"This Event/the Event"** refers to PwC's Hack A Day 2024, which is a cybersecurity conference to be hosted in Hong Kong on 11 November 2024, themed 'Securing Identity'. Running concurrently with the conference will be two tracks of events for students to participate, namely "Capture the Flag" Hacking Competition on 11 November 2024 and Hackathon from 14 – 28 October 2024.

Data collected for this Event is hosted in PwC server on cloud (Adobe Experience Manager) in the United States.

**“Personal information” or “personal data”** refers to various information related to an identified or identifiable natural person recorded electronically or by other means but does not include anonymised information. “Anonymisation” refers to irreversible technical process that makes personal information subjects unidentifiable or unassociated.

**“Personal information subjects”** refers to natural person identified by or associated with personal information.

**“Personal information processor”** refers to an organisation or individual that autonomously determines the purposes and means of personal information processing. This is equivalent to the definition of “Data User” under Personal Data (Privacy) Ordinance (Cap, 486) applicable to HKSAR and “Data Controller” under EU General Data Protection Regulation (“GDPR”).

**“Processing of personal information”** means processing of personal information includes, without limitation, the collection, storage, use, processing, transmission, provision, disclosure, and deletion of personal information. Processing under GDPR means any operation or set of operations which is performed on personal data or on sets of personal data, whether by automated means, such as collection, recording, organisation, transferring, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

**“PwC”** refer to the list of PwC Member Firms operating in Mainland China, Hong Kong SAR, and Macau SAR responsible for delivering services to you or your organisation and providing you access to this Event.

- Mainland China
- Hong Kong SAR
- Macau SAR

For a list of other PwC Network Member Firms, please see details at <https://www.pwc.com/gx/en/about/corporate-governance/legal-entities.html>. Each member firm in the PwC network is a separate legal entity.

**“Sensitive personal information”** is personal information that once leaked or illegally used, may easily lead to the infringement of the personal dignity of a natural person or may endanger his personal safety or property, including information such as biometrics, religious belief, specific identity, medical health status, financial accounts, and the person’s whereabouts, as well as the personal information of a minor under the age of 14 years.

#### **4. Collection of personal information**

#### **4.1 Categories of personal information collected**

We may collect your personal information either directly from you or the organisation contracted with PwC (e.g., your employer or authorised organisation) authorising you to join this Event.

To participate in the Event, you will need to provide us or allow us to collect certain necessary personal information as set out below, for the following purpose(s):

The personal information we collect includes:

##### **(a) Necessary personal information**

For you to participate this Event, you will need to provide us or allow us to collect the following information:

##### **PwC's Hack A Day – Cybersecurity Conference**

<b>Purpose of Processing</b>	<b>Means of Processing</b>	<b>Necessary Personal Information</b>
<ul style="list-style-type: none"><li>• Event registration</li><li>• Receiving event-related emails and notifications</li></ul>	<ul style="list-style-type: none"><li>• Electronic</li><li>• Manual</li></ul>	<ul style="list-style-type: none"><li>• Name in full</li><li>• Name of company</li><li>• Position</li><li>• Email address</li><li>• Phone number</li><li>• Company size</li><li>• Industry</li><li>• Location</li></ul>

##### **PwC's Hack A Day – “Capture the Flag” Hacking Competition and Hackathon**

<b>Purpose of Processing</b>	<b>Means of Processing</b>	<b>Necessary Personal Information</b>
<ul style="list-style-type: none"><li>• Event registration</li><li>• Receiving event-related emails and notifications</li><li>• Team formation</li><li>• Promotion of team's participation on website and all channels (team name, name of team leader and members, and</li></ul>	<ul style="list-style-type: none"><li>• Electronic</li><li>• Manual</li></ul>	<ul style="list-style-type: none"><li>• Team name</li><li>• Name of team leader and members</li><li>• Name of university, faculty and year of study</li><li>• Email address</li><li>• Mobile phone number</li><li>• Photo</li></ul>

photo only)		
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You may choose not to provide all the information requested above, in which case you will not be able to register and participate in this Event.

You may also choose to provide additional information to us, for instance, as part of the registration process, register a user account, and/or create and update your user profile.

**By providing the above personal information to us, you confirm that you have read this Privacy Statement, and explicitly consent to the processing of personal information by us and any third-party recipients as set out in the Privacy Statement. We may rely on other legal grounds of processing to the extent permitted under applicable law.**

**(b) Personal information of other individuals**

**PwC’s Hack A Day – Cybersecurity Conference**

<b>Purpose(s)</b>	<b>Means of Processing</b>	<b><u>Personal information of other individuals</u></b>
<ul style="list-style-type: none"> <li>• Event registration</li> <li>• Receiving event-related emails and notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic</li> <li>• Manual</li> </ul>	<ul style="list-style-type: none"> <li>• Name in full</li> <li>• Name of company</li> <li>• Position</li> <li>• Email address</li> <li>• Phone number</li> <li>• Company size</li> <li>• Industry</li> <li>• Location</li> <li>• Relationship: co-worker, family members, friends, acquaintanceship</li> </ul>

**(b) Personal information of other individuals**

**PwC's Hack A Day – Cybersecurity Conference**

<b>Purpose(s)</b>	<b>Means of Processing</b>	<b><u>Personal information of other individuals</u></b>
<ul style="list-style-type: none"> <li>• Event registration</li> <li>• Receiving event-related emails and notifications</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic</li> <li>• Manual</li> </ul>	<ul style="list-style-type: none"> <li>• Name in full</li> <li>• Name of company</li> <li>• Position</li> <li>• Email address</li> <li>• Phone number</li> <li>• Company size</li> <li>• Industry</li> <li>• Location</li> <li>• Relationship: co-worker, family members, friends, acquaintanceship</li> </ul>

**PwC's Hack A Day – “Capture the Flag” Hacking Competition and Hackathon**

<b>Purpose of Processing</b>	<b>Means of Processing</b>	<b>Necessary Personal Information</b>
<ul style="list-style-type: none"> <li>• Event registration</li> <li>• Receiving event-related emails and notifications</li> <li>• Team formation</li> <li>• Promotion of team's participation on website and all channels (team name, name of team leader and members, and photo only)</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic</li> <li>• Manual</li> </ul>	<ul style="list-style-type: none"> <li>• Team name</li> <li>• Name of team leader and members</li> <li>• Name of university, faculty and year of study</li> <li>• Email address</li> <li>• Mobile phone number</li> <li>• Photo</li> <li>• Relationship: schoolmates, family members, friends, acquaintanceship</li> </ul>

If you are providing personal information of other individuals, please make sure that:

- (i) the personal information is from a legitimate and lawful source.
- (ii) the other individuals are aware of the categories of personal information and purpose(s) for collecting his/her personal information and all other relevant arrangement described in this Statement relating to the processing of personal information, and that he/she has consented to disclosure of personal information for processing by us.

We may contact you to inquire and confirm with you in relation to (i) and (ii) above. If you receive such an enquiry from us, please kindly assist and provide us with prompt response. We may not allow you to participate this Event if we are unable to obtain the verification needed.

**By providing sensitive personal information (if any), you confirm that you provide your explicitly consent to the processing of sensitive personal information by us and any third-party recipients as set out in the Privacy Statement.**

#### **4.2 Use of personal information**

We may process your personal information for use of this Event, to maintain the security of this Event, and to comply with applicable law. We use your provided personal information only when we have a legal basis to do so, including your prior consent where necessary.

We may also use the personal information collected above for the following purposes:

<b>Data use purposes:</b>
<ol style="list-style-type: none"><li>1. To facilitate event management and all logistics, security of the Event, registration and identity authentication, authorising access to the Event (including preventing unauthorised access) and other security-related purposes, including system monitoring.</li><li>2. To operate, administer, and manage any sites in connection with the Event (including registration sites), troubleshooting issues and identifying areas of improvement.</li><li>3. To obtain your feedback and/or evaluation.</li><li>4. To maintain our administrative or client relationship management systems<ul style="list-style-type: none"><li>- Where you are a business contact of ours, we will include your business contact details on our administrative or client relationship management systems, contact you in relation to the Event and we may send you other material relevant to your interests (provided we have appropriate permission from you to do this, as required by laws).</li></ul></li><li>5. To analyse the performance of the Event and associated services<ul style="list-style-type: none"><li>- We may analyse the performance of the Event and associated services by reviewing the user data we capture.</li></ul></li></ol>

#### **5. Third-party**

The site(s) for this Event may link to third-party sites via links (including Sponsors and/or their Beneficiaries, supporting organisations and participating universities), which are not controlled by us and which do not operate under our privacy practices. When you access to third-party sites, our privacy practices no longer apply, and the third-party site provider is responsible for the personal information collected from you. We encourage you to review each third-party site's privacy policy before disclosing any personal information.

## **6. Our legal grounds for processing personal information**

Applicable laws may require us to set out in this Statement the legal grounds on which we rely in order to process your personal information. In such cases, we rely on one or more of the following processing conditions:

- (i) With your prior consent;
- (ii) It is necessary for us to conclude or preform a contract with you;
- (iii) It is necessary for us to perform the statutory duties or statutory obligations;
- (iv) It is necessary for us to respond to a public health emergency or to protect the life, health and property safety of any individual;
- (v) Such acts as news reporting and supervision by public opinions are carried out for the public interest, and the processing of personal information is within a reasonable scope;
- (vi) it is necessary to process the personal information disclosed by you or other personal information that has been legally disclosed within a reasonable scope in accordance with the laws; and
- (vii) Other circumstances prescribed by laws and administrative regulations.

The processing of personal information should be subject to your consent in accordance with relevant laws, however, your consent is not required under the circumstances set forth in Items (ii) to (vii) of the preceding paragraph.

Your personal information may be transferred to, shared with, processed by and stored with other organisations or individuals. In regard of the sharing of your personal information, we will seek your separate consent to the extent required by law.

## **7. Sharing of personal information**

Your personal information may be transferred to, shared with, processed by and stored with other organisations or individuals. In regard of the sharing of your personal information, we will seek your separate consent to the extent required by law.

We will share your personal information with the following classes of transferees/categories of recipients for the purposes as described in this Statement:

### **(a) Recipients of personal information: other PwC Network Member Firms**

We may share your personal information with other PwC Network Member Firms where necessary in connection with the purposes described in this Statement. For example, when providing products or services to a client we may share personal

information with PwC Network Member Firms in different territories that are involved in providing products or services to that client.

**(b) Recipients of personal information: third-party providers**

We may share or disclose the personal information we collect to third-party contractors, subcontractors, and/or their subsidiaries and affiliates. Third parties support the PwC Network in providing its products or services and help provide, run and manage IT systems. Examples of third-party contractors we use include providers of identity management, website hosting and management, data analysis, data backup, security and cloud storage services. The servers powering and facilitating our IT infrastructure may be located in secure data centres around the world, and personal information may be stored in any one of them.

It is our policy to use only third-party providers that are bound to maintain appropriate levels of security and confidentiality and process personal information only as instructed by PwC pursuant to the contract between PwC and such third-party providers. Subject to the foregoing, third party providers may also use their respective subsidiaries and affiliates, and their own third-party subcontractors that have access to personal information (sub-processors) to meet purposes of disclosure and/or transfer.

**(c) Other recipients of personal information**

We may also share your personal information under the following circumstances to the extent permitted under applicable laws:

- with professional advisers, for example, auditors and law firms, as necessary to establish, exercise or defend our legal rights and obtain advice in connection with the running of our businesses. Personal information may be shared with these advisers as necessary in connection with the products or services they have been engaged to provide;
- when explicitly requested by you;
- when required to deliver publications or reference materials requested by you;
- when PwC is involved in a merger, acquisition, or sale of all or a portion of its assets (provided the recipient agrees to be bound by the terms of this Statement);
- with law enforcement or other government and regulatory agencies or with other third parties as required by, and in accordance with, applicable law and regulation; and/or
- occasionally, we may receive requests from third parties with authority to obtain disclosure of personal information, such as to check that we are complying with applicable laws and regulations, to investigate an alleged crime or to establish, exercise or defend legal rights. We will only fulfil requests for personal information where we are permitted to do so in accordance with applicable laws



and regulations. This includes disclosures outside the country or region where you are located.

## **8. International transfers of personal information**

As PwC is a global network with member firms and third-party service providers located around the world. Your personal information may be transmitted and/or stored outside the country or region where you are located when we (as a PwC Network Member Firm) provide products or services to you. PwC Network Member Firms, our service providers and sub-processors they engage may use servers and other resources in various countries and territories to process your information.

Since we provide products or services through resources and servers all over the world, this means that after obtaining your separate authorised consent, your personal information may be transferred outside of the country where you use the Site/Application to the extent permitted by laws.

### **For personal information collected from Chinese Mainland:**

In principle, the personal information we collect and generate in Chinese Mainland will be stored within the Chinese Mainland. With your consent, your personal information might be transmitted to or accessed from a jurisdiction outside of the country/region where you are located. Under such circumstances, we will ensure that your personal information will enjoy the same level of protection as it does in Chinese Mainland.

We will satisfy the applicable condition(s) for cross border transfer (if any) required by applicable law.

We will enter contract or other legally effective documents with the recipients of personal information or implement other measures as required by laws of the People's Republic of China to ensure that your personal information is adequately protected. For example, we will ask for your separate consent to transfer personal information across borders, implement appropriate security measures before cross-border data transfer, conduct personal information protection impact assessment and obtain the approval of competent authorities, where applicable.

### **For personal information collected from European Economic Area (EEA) only:**

Where we collect your personal information within the European Economic Area, transfer outside the European Economic Area will be only:

- to a recipient located in a country or region which provides an adequate level of protection for your personal information; and/or
- under an agreement which satisfies EU requirements for the transfer of personal information to data processors or data controllers outside the EEA, such as standard contractual clauses approved by the European Commission.

## **9. Security of personal information**

We adhere to internationally recognised standards of technology and operational security to protect personal information from loss, misuse, alteration and destruction. Only authorised persons are provided access to personal information collected for the Event. These individuals have agreed to maintain the confidentiality of such information. We have a framework of policies and procedures in place covering data protection, confidentiality and security and regularly review the appropriateness of the measures we have in place to keep the personal information we hold secure.

Although we use appropriate security measures once we have received your personal information, the transmission of personal information over the Internet (including by email) is never completely secure. We endeavor to protect personal information, but we cannot guarantee the security of information transmitted electronically over the Internet.

Where a personal information security incident arises, we shall respond to the incident, assess the likely impact of the incident, and take necessary actions to bring the incident under control. Where necessary, we will report to the appropriate authority and notify you of the incident as may be required under applicable laws and regulations.

## **10. Cookies**

When you use site(s) related to the Event, we may collect information about you and your use of the relevant site(s), including through cookies and analytics tools. Cookies may be placed on your computer or device whenever you visit the sites. Cookies are small text placed on your device that assist us in providing a more customised experience by analysing your use of the site (s).

If you are concerned about cookies, most browsers permit individuals to decline cookies. In most cases, you can refuse cookies, however some functionality may be impaired.

You can always delete cookies if you wish via your browser's/site setting.

## **11. Retention of personal information**

It is our policy not to retain personal information longer than is necessary for the fulfilment of the purposes for which the information is to be used. We will retain personal information on our systems for as long as we need it, given the purposes for which it was collected, or as required to do so by applicable laws. Personal information may be held for longer periods where extended retention is agreed or are required by laws, regulations or professional standards and to establish, exercise or defend our legal rights. If the period necessary for the fulfilment of the purposes for which the information is to be used, agreed retention period, or legal retention period expires, we will erase the relevant personal information according to law; if it is difficult to erase personal information technically, we will cease the processing of personal information other than storing and taking necessary security protection measures for such information.

## **12. Children**

We are committed to protecting children's privacy. This Event is not intentionally designed for or directed at children (i.e., minor under age of 14; "children" refers to the same group hereinafter), and we do not knowingly collect or store personal information about children. In the case of collecting personal information of a children in Chinese Mainland, we will only use or publicly disclose such information if we have obtained explicit consent of their parent or guardian. We will protect the confidentiality and security of their personal information in accordance with relevant applicable laws and regulations.

### **13. Your rights in relation to your personal information**

You may have certain rights under applicable laws and regulations in relation to the personal information we hold about you, including:

- Right to know and the right to decide on the processing of their personal information
- Right to restrict or refuse the processing of their personal information by others (except as otherwise provided by any law or administrative regulation)
- Right to access your personal information
- You have the right to consult and duplicate their personal information from us and request us to provide to you:
  - (i) a description of the type of personal information we hold about you, including a general account of its use;
  - (ii) the source of the above-mentioned personal information, as well as the purpose for which it is used;
  - (iii) what personal information has been made available to third parties, and the identity or type of any third party who has obtained the above mentioned personal information; and
  - (iv) you may also request a copy of certain categories of personal information
- Right to data portability  
Where you request the transfer of your personal information which we have obtained to your designated personal information processor, we or third parties instructed by us would provide channels for such transfer if the conditions specified by the national cyberspace administration are met.
- Right not to subject automated decision making  
Where a decision that has a major impact on your rights and interests is made by means of automated decision-making (if any), you have the right to request us to make explanations and to refuse to accept that we make decisions solely by means of automated decision-making.

- Right to request personal information processors to explain their personal information processing rules
- Right to request deletion of your personal information  
Your right to request us to erase your personal information if:
  - (i) the processing purpose has been achieved or cannot be achieved, or it is no longer necessary to achieve the processing purpose;
  - (ii) the retention period described in Section 12 of this Statement has expired;
  - (iii) you withdraw consent; or
  - (iv) we collect or process personal information in violation of any law or administrative regulation or the agreement.

In such circumstances, if we receive your request to delete your personal information, we will also notify third parties whom we have transferred your personal information to delete personal information they hold about you. However, where the retention period provided by any law or administrative regulation has not expired, or it is difficult to realise the deletion of personal information technically, we would just cease the processing of personal information other than storing and taking necessary security protection measures for such information.

- Right to update/correct your personal information which is inaccurate or incomplete

Under certain circumstances permitted by applicable laws and regulations, we may refuse to accede to your requests above. In such circumstances, we will promptly notify you of the reasons for refusing to accede to your requests. We may charge a fee for your request to access your information, if permitted by applicable laws and regulations.

For security purposes, you may be required to provide written requests or prove your identification in other ways.

When requested, and provided that it is practical and commercially feasible to comply with the request, we will respond to your request after we have verified your identity:

- within 15 working days for personal information collected from Chinese Mainland; or
- such a time frame as prescribed under other applicable laws.

**For personal information collected from European Economic Area (EEA) only:**

***If you are an individual based in the EEA and GDPR is applicable to PwC, you may be entitled to additional rights.***

#### **14. Deactivation of your account**

Participants of this Event may request their account be deactivated at any time by sending their request to Sylvia Leung (Email: [sylvia.hf.leung@hk.pwc.com](mailto:sylvia.hf.leung@hk.pwc.com)). We will respond to your request within the time required under applicable laws.

## **15. Our Contacts**

If you wish to submit a request to exercise your rights, under applicable privacy law, or have questions about how your information is handled at any time, or to make complaints, please send your request to our Privacy Team

**<https://www.pwccn.com/en/privacy-team-contact-form.html> or  
<https://www.pwchk.com/en/privacy-team-contact-form.html>.**

Should you have any concerns with any matter in respect of this Statement, you may also approach members of the PwC team who is providing you or your organisation with access to this event to discuss.

Any unresolved dispute arising from or in connection with this Statement shall be resolved in accordance with the agreement (if applicable) between you/your organisation and the PwC firm responsible for this Event.

## **16. Transfer of business**

We reserve the right to transfer all data in its possession to a successor-in-interest to its business or assets in accordance with applicable law and regulation.

## **17. Changes to this Statement**

We may update this Statement from time to time to comply with applicable laws and regulations or other legitimate purposes. We may also separately advise you about the changes. Subject to obtaining your explicit consent as may be required by applicable laws, the new modified Privacy Statement will apply from that revision date. Therefore, we encourage you to review this Statement periodically to be informed about how we are protecting your information.