



# SEED Foundation Secondary School Student IdeaPOP! Startup Pitch Competition

## PERSONAL INFORMATION COLLECTION STATEMENT

SEED Foundation Limited is a charity under section 88 of the Inland Revenue Ordinance (Cap 112) under the laws of Hong Kong Special Administrative Region (together, "SEED Foundation", "SEED", "Foundation", "we", "us" etc.).

We are organizing Secondary School Student IdeaPOP! Startup Pitch Competition and a series of activities to support the career development and entrepreneurial aspirations of young people, (together, "SEED Foundation Secondary School Student IdeaPOP! Startup Pitch Competition", "IdeaPOP!", "Competition" etc.)

You acknowledge and agree that you can only participate in the Competition if you accept the Personal Information Collection Statement. By participating in the Competition, you agree to be bound by and accept the Personal Information Collection Statement.

- a. This personal information collection statement sets out how the Foundation will collect, use, process and transfer your personal data collected in relation to the Competition.
- b. It is mandatory for you to provide us with the information marked with an asterisk, and any other personal data that the Foundation may request, from time to time, and which it indicates as being mandatory. Failure to provide such mandatory data may prevent you participating in the Competition.

### PURPOSE OF USE

- c. We may use any personal data collected by us for one or more of the following purposes: (i) to process and administer your participation in the Competition; (ii) to communicate with you regarding the Competition, or any enquiries, feedback or complaints; (iii) to include your personal data in any profile, content, publications, images, recordings and/or materials in any format whatsoever (including, without limitation, any that may be made available to the public) created by or on behalf of the Foundation in relation to the Competition; (iv) to organise and administer the Competition, including (without limitation) your participation in the Competition (if your application is accepted by us); (v) to send you

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marketing materials pursuant to paragraph (h) below; and (vi) as a record of engagements in our database for reference of other users.

## DIRECT MARKETING

- d. Subject to your consent, the Foundation will send you information relating to the following:
  - 1. the promotion of any services or events operated, hosted or provided by the Foundation and its affiliated companies;
  - 2. research and questionnaires about the services and events hosted and/or provided by any member of the Foundation; and
  - 3. any updates and announcements from time-to-time for the Competition.
- e. By participating in the Competition, you indicate your consent for the Foundation to use your name, postal address, telephone number, email address and biographical data for direct marketing purposes in accordance with the above, unless you have ticked the opt-out box below indicating that you object to such use.

## DISCLOSURE

- f. For the purposes set out above, we may transfer any personal data held by us to: (i) affiliated companies of the Foundation; (ii) third party service providers of the Foundation and the affiliated companies of the Foundation (including, without limitation, those that provide back-office, or education provider, or IT services, or marketing and promotional services, catering services or security services in relation to the Competition); and (iii) authorized people of the Competition.
- g. We may also include personal data (including, without limitation, full name, biographical information and contact details) in promotional or marketing materials (including, without limitation, video and/or audio recordings, photographs, live streaming, broadcasts, brochures and adverts) related to the Competition, which will be disseminated to and made available to the public.
- h. We may disclose any personal data when required by applicable law, or as requested by any court, tribunal, or government or law enforcement authorities, or to bring any legal action or to defend any claim related to you.

## DATA ACCESS AND CORRECTION RIGHTS

- i. You have the right to request access to or correction of your personal data held by us. Any data access request or data correction request, or any other data privacy related queries, may be made by contacting us at [ideapop@seedfoundation.hk](mailto:ideapop@seedfoundation.hk).