

## **Hong Kong BGE Limited**

### **Cookie Policy**

This Cookie Policy explains how Hong Kong BGE Limited and its group companies ("HKBGE", "we", "us" and "our") use cookies and similar technologies when you visit our websites located at [www.bg.exchange](http://www.bg.exchange), or any other websites, pages, features, or content we own or operate (collectively, the "Site(s)"), when you use the HKBGE's mobile app, or when you interact with HKBGE's online advertisements or marketing emails (collectively the "Services"). This Cookie Policy explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies and similar technologies to collect personal information, or information that becomes personal information if we combine it with other information. In such cases the HKBGE's Privacy Policy (the "Privacy Policy") will apply in addition to this Cookie Policy.

#### **Do we use Cookies?**

Yes. We and our marketing partners, affiliates, and analytics or service providers use cookies, web beacons, or pixels and other technologies to ensure everyone who uses the Sites has the best possible experience.

#### **WHAT ARE COOKIES?**

A cookie ("Cookies") are small text files that is placed on your hard drive by a web page server, typically of letters and numbers, downloaded onto your computer or mobile or any of your internet enabled device when you visit certain websites. Some of the cookies will only be used if you use certain features or select certain preferences, and some cookies will always be used. When you return to these websites, or visit other websites that use the same cookies, the websites recognize these cookies and your browsing device. A cookie cannot read data off your hard drive or read cookie files created by other websites.

Cookies set by the website operator are called "first-party cookies". Cookies set by parties other than the website operator are called "third-party cookies". The parties that set third-party cookies can recognize your web browser both when it visits the our website and when it visits certain other websites where the third-party cookies are also present.

#### **WHY DO WE USE COOKIES?**

When you access our Sites and Services, we or companies we work with may place cookies on your computer or other device. These technologies help us better understand user behaviour, and inform us about which parts of our websites people have visited. We generally use Cookies for the following purposes:

- To recognize new or past customers.
- To store your password if you are registered on our Sites.
- To improve our Sites and to better understand your visits on our platforms and Sites.
- To serve you with interest-based or targeted advertising.
- To observe your behaviors and browsing activities over time across multiple websites or other platforms.
- To better understand the interests of our customers and visitors to our Sites.

Typically, we use first-party and third-party cookies to recognize you as a HKBGE's customers, customize services, content, and advertising, to measure promotional effectiveness, and to collect information about your computer or other access device to mitigate risk, help prevent fraud, and promote trust and safety.

We may place cookies from third-party service providers who may use information about your visits to other websites to target advertisements for products and services available from HKBGE. We do not control the types of information collected and stored by these third-party cookies. You should check the third-party's website for more information on how they use cookies.

The following are some examples of information that we collect and how we may use it:

We may collect and store details of how you use our Sites and Services. Except in limited instances to ensure quality of our Services over the Internet, such information will not be associated with your IP address.

We may collect information such as your language, inferred zip code or area code, unique device identifier, referrer URL, location, and time zone so that we can better understand customer behaviour and improve our Services.

We may collect information regarding customer activities on our websites and platforms, which is used to understand which parts of our Sites and Services are of most interest. This data is aggregated, and thus is considered non-personal information for the purposes of this Cookie Policy and our Privacy Policy.

#### **WHAT TYPES OF COOKIES DO WE USE?**

We use the following types of cookies:

##### **Strictly Necessary Cookies**

These cookies are necessary for the Sites to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. These also include cookies we may rely on for fraud prevention. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work.

### **Performance/Analytics Cookies**

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Sites. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

### **Functionality Cookies**

These cookies allow us to remember the choices you make and to tailor our Services so we can provide relevant content to you. For example, a functionality cookie can remember your preferences (e.g., country or language selection), or your username.

### **Targeting/Advertising Cookies**

HKBGE may use third-party service providers to display advertising on our Services and serve advertising on other third-party sites that may be relevant to you or your interests. These cookies are also used to help measure the effectiveness of the advertising campaign. They remember that you have visited a website and this information may be shared with other organizations, such as advertisers. This means that after you have been to our websites, you may see some advertisements about our Services elsewhere on the Internet. The information collected through this process by the third-party service providers does not enable us or them to identify your name, contact details or other personal information that directly identifies you unless you choose to provide these. Such advertising will only be delivered where permitted by applicable law. If you do not allow these cookies, you will experience less advertising tailored to your inferred interests on our Sites and will not receive targeted HKBGE's advertisements on third-party websites. Please note that some cookies on the Website and other parts of the Services are managed by third parties, including, for example, advertising networks and providers of external websites like web traffic analysis services. These cookies are likely to be analytical/performance cookies or targeting cookies. You should refer to the third parties' own cookie and privacy policies for information about how they may use your information.

## **HOW LONG WILL COOKIES STAY ON MY BROWSING DEVICE?**

The length of time a cookie will stay on your browsing device depends on whether it is a "persistent" or "session" cookie. Session cookies will only stay on your device until you close your browser. Persistent cookies stay on your browsing device until they expire or are deleted.

## **WHAT OTHER SIMILAR TECHNOLOGIES DOES HKBGE USE?**

In addition to cookies, we may use other similar technologies, like web beacons to track users of our Sites and Services. Web beacons, or "clear gifs," are tiny graphics with a unique identifier, similar in function to cookies. They are used to track the online movements of web users.

In contrast to cookies, which are stored on a user's computer hard drive or device, clear gifs are embedded invisibly on web pages and are about the size of the period at the end of this sentence. We and our third-party service provider employ web beacons for the reasons stated above (under "Cookies"), but primarily to help us better manage content on our Services by informing us which content is effective.

We may also use so-called "Flash Cookies" (also known as "Local Shared Objects" or "LSOs") to collect and store information about your use of our services, fraud prevention and for other site operations.

## **HOW TO MANAGE COOKIES**

You have the right to decide whether to accept cookies. You can exercise your preferences in relation to cookies served on our Sites by taking the steps outlined below.

You can enable or disable categories of cookies by visiting our Cookie Consent Manager. This includes both first-party and third-party cookies. You can also use the browser with which you are viewing this website to enable, disable or delete cookies. To do this, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" settings), or review the instructions provided by the browsers listed here: Internet Explorer, Google Chrome, Mozilla Firefox, Safari Desktop, Safari Mobile, and Android browser. Please note, if you set your browser to disable cookies, you may not be able to access secure areas of the Sites and Services. Also, if you disable cookies other parts of the Services may not work properly. You can find more information about how to change your browser cookie settings at <http://www.allaboutcookies.org>.

If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the website storage settings panel, available here:

[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html). You can also control Flash Cookies by going to the global storage settings panel and following the instructions. Setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or

impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our Services or online content. If you choose to refuse to receive such "cookies", the We do not guarantee that all Services can be provided.

We may link the information collected by Cookies with other information we collect from you pursuant to this Privacy Policy and use the combined information as set forth herein. Similarly, the third parties who serve cookies on our Sites may link your name or email address to other information they collect, which may include past purchases made offline or online, or your online usage information.

#### **WILL THIS COOKIE POLICY BE UPDATED?**

We may update this Cookie Policy from time to time to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. If we do, you will be notified when you first visit our website after the change. You can also revisit this page if you wish to keep yourself informed.

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