

Privacy Policy

Thank you for visiting this website, your privacy is important to us. To better protect your privacy, and to help ensure a rewarding online experience for all visitors, we provide this Privacy Policy summarizing our online information practices and explaining the choices you can make about the way your information is collected and used. This Privacy Policy, where posted, applies to our information practices on this website and among websites owned and operated by Branded Limited and its subsidiaries, affiliates and associated companies in Asia Pacific, which as at the date of this Privacy Policy includes www.allthatmatters.asia; www.digitalmatters.asia; www.musicmatters.asia; www.musicmatterslive.com; www.sportsmatters.asia; www.branded.asia; www.itsagirlthing.live or amended from time to time (collectively, the "Sites") and for products and services we make available on various mobile devices or other platforms ("Apps"). This Privacy Policy does not apply to any other information collected by Branded Limited and its subsidiaries, affiliates and associated companies in Asia Pacific through any other means. Branded Limited and its subsidiaries, affiliates and associated companies in Asia Pacific are collectively referred to in this Privacy Policy as "Branded" "we" or "us."

We are committed to providing fun, safe and secure Sites and Apps for people of all ages. We are dedicated to safeguarding all personal information collected online. Because some visitors to the Sites are under 18 years of age ('teenagers'), we make efforts to ensure that they access only the content that is appropriate for them. We do not ask teenagers to disclose more personal information than is necessary for them to participate in a particular activity.

As we continue to offer our visitors new and different types of content and services, we may modify our practices from time to time.

1. The Information We Collect

Our Sites

At Branded Limited, we do not collect personally identifiable information on our Sites unless our visitors voluntarily provide it to us when you visit our Sites, including when you participate in activities on our Sites like sweepstakes, contests, games, informational and promotional offers, message boards, chat rooms, profile pages, social community environments, or other public forums, and when you provide information to our customer service representatives. For some activities, such as online polls or surveys, we may ask visitors to provide information that is not personally identifiable. This might include first name only, city or state of residence, age, gender, or another anonymous piece of information (eg. favourite food). For some other activities, such as entering sweepstakes and subscribing to our e-mail newsletters, we may ask visitors to provide a first name and e-mail address. For other activities, such as sending an electronic postcard or e-mail to a friend, we may also ask for personal information about other people. This is usually limited to a first name and e-mail address. E-mail addresses collected to send an electronic postcard or e-mail to a friend are deleted immediately when the requested postcard or e-mail is transmitted. For some limited activities, campaigns, or offers, we may ask a visitor (or if the visitor is a 'teenager', an adult or parent) to provide their name, address, e-mail address, telephone number, credit card information and/or information about their interests in and use of various products, programs, and services. In order to provide appropriate customer service support for some features of our Sites or improve our products, we may ask visitors to provide a first name, email address and limited information that is relevant to a customer service inquiry.

Visitors who order merchandise or virtual items from the Sites or participate in certain interactive features will be required to provide their full name, billing and mailing addresses, e-mail address,

telephone number and a credit card number. If an order is being shipped to a third party, we will also need the recipient's name and mailing address. Before collecting information in connection with an e-commerce order, we will verify the validity of the purchaser's credit card. On occasion, we might solicit additional voluntary information regarding shoppers' personal shopping preferences.

We also may ask for a parental email address for children under age 14 who register in order to provide notice to the parent that his or her child would like to participate in registration for certain interactive features. In addition, sometimes you will have the choice to subscribe to a free online newsletter and marketing information. For individuals age fourteen and over, we may collect and store an e-mail address to use in the case of forgotten passwords and to send newsletters and/or marketing information for which the individual has consented. We will only provide our newsletters and marketing information to a child under 14 years of age with consent from their parent or guardian. When visitors come to our Sites, we also may collect some non-personally identifiable information such as the current Internet protocol address and the type of computer operating system you are using (e.g., Microsoft Windows or Mac OS), the type of browser you are using (e.g., Firefox, Internet Explorer), the domain name of the Internet service provider (e.g., America Online, Earthlink), your activities while visiting our Sites, your activities while playing games or utilizing services on our Sites (e.g., which of our Web pages you viewed or which games you played), and the advertisements you have been shown.

2. How We Use the Information

We also may collect some non-personally identifiable information such as the current Internet protocol address and the type of computer operating system they are using (e.g., Microsoft Windows or Mac OS), the type of browser they are using (e.g., Chrome, Firefox, Internet Explorer), the domain name of the Internet service provider (e.g., America Online, Earthlink), their activities while visiting our Sites, their activities while playing games or utilizing services on our Sites (e.g., which of our Web pages you viewed or which games you played), and the advertisements they have been shown.

We have systems and procedures in place to safeguard, and help prevent unauthorised access to or use of, the information we collect online and to maintain data security.

2. Cookies and Web Beacons

To enhance your online experience, our Sites use a software technology called "cookies" or similar technologies. Cookies are small text files placed in visitors' computer browsers to store their preferences. Cookies do not contain any personally identifiable information. Although cookies could enable us to relate a visitor's use of our Sites and the Internet to personal information that the visitor has provided, such as an e-mail address, we do not use cookies in connection with personal information. We do use cookies to determine how many visitors we have and how often they visit various sections of our Sites and to improve or customize the content, offerings and/or advertisements on our Sites. For example, we may use cookies to personalize your experience at our Sites (e.g., to recognize you by your user name when you return to a Site), and to enable use of shopping carts on our Sites.

We, our third party service providers and/or our partners also may use cookies to manage and measure the performance of advertisements displayed on or delivered by or through the Sites and Apps. This also helps us, our service providers and partners provide more relevant advertising. For more information regarding third-party ad servers, see "Collection of Information by Third-Party Sites," below.

"Web beacons" or clear .gifs or similar technologies are small pieces of code placed on a web page to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We, our third party service providers and/or our partners may use web beacons on our Sites or Apps from time to time for this and other purposes. You can change your privacy preferences regarding the use of cookies and similar technologies through your browser. You may set your browser to accept all cookies, block certain cookies, require your consent before a cookie is placed in your browser, or block all cookies. Blocking all cookies will affect your online experience and may prevent you from enjoying the full features offered at our Sites. Please consult the "Help" section of your browser for more information.

3. Collection of Information by Third-Party Sites, Ad Servers and Sponsors

Our Sites and Apps contain links to other Web sites, including those of sponsors and advertisers, whose information practices may be different from ours. Sometimes these third party Web sites might conduct contests or sweepstakes that are promoted on our Sites. Visitors should consult those other third party Web sites' privacy notices, since those Web sites are not covered by our Privacy Policy and may follow different procedures.

Additionally, we and our advertisers may use third parties to serve or present the ads that appear on our Site and Apps and to conduct research about the advertisements. These third parties may view, edit or set their own cookies. We, our third party service providers and/or partners may also place cookies, web beacons, clear .gifs or similar technologies and collect data to help present such advertisements on our Sites and our Apps, and to help measure and research the advertisements' effectiveness. The use of these technologies by these third parties is subject to their own privacy policies and is not covered by our Privacy Policy. For more information about third-party ad servers and your ability to opt-out of targeted advertising from such third party ad servers generally, please see <http://www.networkadvertising.org/>.

4. International Transfer

Branded Limited operates globally so it may be necessary to transfer any information provided to these Sites or Apps internationally. In particular, the information provided will likely be transferred to, processed, stored and maintained by our affiliates or third party partners in Hong Kong and Singapore where many of our central databases and third party partners operate. The data protection and other laws of other countries may not be as comprehensive as those in your country. Please be assured that we take reasonable steps to ensure that your privacy is protected. By using this Site, you consent to your information being collected and used as set forth in this Privacy Policy.

5. Security

We have put in place appropriate physical, electronic, and managerial procedures in an effort to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

6. Access and Choice

For information collected on our Sites, visitors and their parents can send an email or letter to our Branded Office via the contact details provided below to:

- access personally identifiable information that a Site has collected online from you or your child,
- correct factual errors in such information,
- request to have this information deleted, or

- request that we no longer collect or maintain such information.

Please be sure to include your e-mail address and a telephone number where we can reach you. To protect our visitors' privacy and security, we will take reasonable steps to verify your identity before granting you access to the personal information that we collect and maintain about you or your child.

For information collected on our Apps, you can stop all collection of information by the App easily by uninstalling it from your device. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. If you would like to opt out and stop receiving marketing communications from us, you may follow the "unsubscribe" instructions provided in any marketing email or for mobile device push notifications, you can manage your preferences either through your device or App settings depending on the type of device. If you'd like us to correct, update your information, or help you opt out from our marketing communications and/or delete user provided data that you have provided via the App, please contact us at marketing@branded.asia and we will respond in a reasonable time. Please note that some or all of the user-provided data may be required in order for an App to function properly, and we may be required to retain certain information by law. To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access or making corrections or deletions.

7. Contact Us

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please contact us at the following e-mail address, mailing address and telephone number:

Email: marketing@branded.asia

Mailing Address: COO, Branded Limited
1802 Winsome House
73 Wyndham Street, Central, Hong Kong
Telephone: +852 2167 8040

8. Updates and Effective Date

From time to time, we may update this Privacy Policy. Where practicable, we will notify you about material changes in the way we treat personally identifiable information by placing a notice on our Sites before the changes in the Privacy Policy come into effect. We encourage you to periodically check back and review this policy so that you will always know what information we collect, how we use it and with whom we share it.

The Privacy Policy posted on this Site was updated on or about May 2016.