

This Privacy Policy ("Policy") describes how SoFi Securities (Hong Kong) Limited ("we", "us" or "our") collects and uses the personally identifiable information ("Personal Information") you may provide on the sofi.hk ("this site"). By using this site, you are agreeing to the terms set out in this Policy.

Collection of Personal Information

When you visit this site our servers automatically record information that your browser sends. This data may include personal information such as your device's IP address, browser type and version, operating system type and version, language preferences or the webpage you were visiting before you came to this site, pages of this site that you visit, the time spent on those pages, information you search for on this site, access times and dates, and other statistics.

Collection of Cookies

We may record your visit to this site for analysing the number of visitors to this site, general usage patterns and your personal usage patterns and improving your experience. We may gather some of this information through the use of "cookies". Cookies are small bits of information that are automatically stored on your web browser in your computer, mobile phone or other device for accessing the internet that can be retrieved by this site. We will be able to access the information stored on the cookies and record how you use this site.

Use of Personal Information and Cookies

We may use your personal information and cookies for various purposes described below:

- Conduct surveys, market research, and data analytics
- Maintain, improve, research, and measure the effectiveness of our sites, activities, tools, and services
- Market our products and services, optimize such marketing to be more relevant to you, and measure and analyze the effectiveness of our marketing and promotions

Share of Personal Information and Cookies

We may share your information to the below third party agencies or platforms who conduct research on certain usage and activities on this site:

- Facebook
- Google
- Apple
- LinkedIn
- Reddit
- Snapchat
- DoubleClick
- The Trade Desk
- Salesforce

They use technologies such as cookies, spotlight monitoring (this manages tagging which is used for example, to track which advertisement users clicked on to take them to a site) and web beacons (these are used to monitor the behaviour of the user, for example whether they scroll down a page) to collect information for this research. They use the information collected through such technologies (i) to find out more about users of this site, including user demographics and behaviour and usage patterns, (ii) for more accurate reporting and (iii) to improve the effectiveness of our marketing. They aggregate the information collected and then share it with us.

As part of the information that we share with them, we may share your advertising identifier and "installation event" (which means the data in relation to when you first install or use this site).

Your Rights and Choices

You have certain rights and choices with respect to your personal information and cookies as described below:

Personal Information

You may contact us to delete your personal information we stored in our server at any time.

Cookies

Most browsers are initially set to accept cookies. If you prefer, you can set your browser to disable cookies – you can do this through your browser setting (your browser's 'help' function should tell you how to do this). By disabling cookies, you may not be able to take full advantage of this site. If you accept cookies during your use of this site, you will be acknowledging that your information is being collected, stored, accessed and used as outlined above.

International Data Transfer

Your personal information and cookies we process may be transmitted or transferred to countries other than the country in which you reside. Those countries may have data protection laws that are different from the laws of your country.

Changes and Amendments

We may update this Privacy Policy from time to time in our discretion.