

## **Our Cookies Policy**

Our website uses cookies to distinguish you from other users of the site. This helps us to provide you with better experience when you browse our website and also allows us to improve our site.

## **What are Cookies?**

Cookies are small computer text files that are sent from a website to the browser of your device (e.g. computer, smart-phone, electronic device which accesses the internet) and are stored on your device if you agree to improve your browsing experience on those websites and to provide the website operator with non-personal data/analytical information to help improve your website browsing experience and the quality of the relevant website(s).

## **What types of Cookies are set and how we use them?**

We use several different types of cookies. In particular, we use the following **first party cookies**:

- strictly necessary cookies – these are cookies that are required for the operation of our website;
- analytical or performance cookies – these cookies allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, e.g. by ensuring that users are finding what they are looking for easily;
- functionality cookies – these cookies are used to recognize you when you return to our website. This enables us to personalize our content for you and remember your preferences (e.g. your preferred language or the region you are in).
- targeting/advertising cookies – these cookies record your visit to our website, referral and source, any sort of keywords used to find our website. We use this information to make our website more effective and relevant to your interests. We may also share this information with third parties for this purpose.

We also use **third party cookies** – these are cookies that are set by a third party site or applications rather than by us. These third parties may use cookies, but their use of cookies will not be governed by this Cookies Policy.

Some of these are session cookies which are temporary and allow us to link your actions during a browser session. These are deleted at the end of your browsing session. Others are persistent cookies which remain on your device for the period of time specified in the cookie. These cookies help us identify you as a unique user by storing a randomly generated identifier which may consist of number and alphabet.

You can find more information about the individual cookies we used and the purpose for which we use them in the relevant cookies table available in our webpages.

## **Your Control of Cookies**

To control cookies, you can typically adjust your browser settings to manage their usage. Most web browsers offer options to disable or block cookies, allowing you to limit the collection of certain non-personal information and reduce online tracking. If you also want to deactivate third-party advertising cookies, you can visit the consumer page to manage their usage specifically. Disabling cookies may impact website functionality and user experience, as some features rely on cookies to operate smoothly. Please consider your privacy preferences and browsing needs before deciding to deactivate cookies.

## **How Often Will We Update This Cookies Policy?**

We may update this Cookies Policy from time to time to reflect changes to the cookies we use or for other legal or regulatory reasons. Please visit this Cookies Policy regularly to stay informed of any changes.

If there is any inconsistency or ambiguity between the English version and the Chinese version of this Cookies Policy, the English version shall prevail.