

HONG KONG PRIVACY POLICY FOR SANDLER ONLINE®

This Privacy Policy describes Sandler Systems, Inc.'s ("Sandler," "we" or "us") practices regarding the collection, use and disclosure of the personal data we collect from and about you when you use Sandler's learning management system ("LMS") known as *Sandler Online*.

By accessing or using Sandler Online, you agree that you have read and understand this Privacy Policy and that you accept and consent to the privacy practices and uses or disclosures of personal data about you that are described herein.

In order to deliver personalized and relevant information to you through Sandler Online, we collect certain personal data from users. Please do not provide any sensitive information or health information. We do not want, nor will we ask for sensitive information. Sandler Online is not designed to process sensitive information.

Information We Collect

We collect personal data, such as your name, email address, phone number and contact information, company name, title, division, industry and location when you log in. We also collect other information, such as your trainer's name, manager's name, franchisee affiliation, survey feedback and referral names when you use Sandler Online. We may also deliver surveys and inquire about voluntary client testimonials based on the programs offered. If you make a purchase, we will collect your payment, billing and shipping information.

We will inform you when we collect your personal data whether our collection of your personal data is mandatory. Failure to provide mandatory information may prevent us from providing you access to Sandler Online or communicating with you.

We also collect information about you from third party sources, such as your employer, Sandler franchisees, and our third-party partners. Information we collect about you from these third parties includes your name, title, company name, address, phone number, referring training location, website address, email address, social media profiles, and demographic data such as number of employees at your company and course content interests. This Privacy Policy describes Sandler's collection and handling of your personal data, you should also refer to the privacy notices of any third parties in respect of their disclosure of your personal data to us.

Information We Automatically Collect

We may automatically collect the following information about your use of Sandler Online through cookies, web beacons, and other technologies: your domain name; your browser type and operating system; web pages you view; links you click; your IP address; the length of time you visit or use Sandler Online; and the referring URL, or the webpage that led you to Sandler Online. Some of this information may be treated as personal data, in accordance with applicable local laws. We may combine this information with other information that we have collected about you, including, personal data. Please see the section "How We Use Cookies" below for more information.

How We Use Cookies

We use “cookie” technology to collect additional web site usage data and to improve Sandler Online and our service. A cookie is a small data file that we transfer to your computer’s hard drive through your web browser (if you allow) that enables us to recognize your browser and capture and remember certain information. We can correlate the cookie to the user’s login name in our database and then determine the name of the user. We do not otherwise use cookies to collect personal information. We use cookies to compile aggregate data about site traffic and site interactions, in order to improve Sandler Online and our products and services, to offer better site experiences and tools in the future, and to display personalized content and materials (including marketing materials) within Sandler Online.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. If you turn cookies off, some features will be disabled, and some of the features that make Sandler Online experience more efficient may not function properly.

Please review our [Cookie Policy](#) for more information.

Third-Party Analytics. We use automated devices and applications, such as Google Analytics, to evaluate usage of Sandler Online. We also may use other analytic means to evaluate Sandler Online. One of our providers is Google Analytics and more information about the ways in which they process your personal data can be found here: <https://www.google.com/policies/privacy/partners>. We use these tools to help us improve Sandler Online, the site’s performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal data with these third parties.

Use of Your Information

We may use the information we collect from you in the following ways:

- To provide our services to you, including to deliver appropriate training and email training notifications to you and/or your manager.
- To track your progress in completing courses.
- To deliver products and certificates for selected programs.
- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To ask for ratings and reviews of our services and products.
- To improve Sandler Online in order to better serve you.
- With your optional consent, to contact you for marketing purposes - please see the section "Direct Marketing" below.
- To provide customer support and to follow up with you after correspondence (live chat, email or phone inquiries), including managing any complaints and queries you may have.
- To understand the lessons learned.

- To calculate certification credit hours.
- To offer and deliver content based on vertical markets and/or your initial training path.
- To comply with applicable legal obligations, including responding to a subpoena or court order, requests from a government regulatory body, or law enforcement authority in a jurisdiction where Sandler Systems operates or has franchisees.
- Where we believe it is necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy.

Security

We have put in place security measures to safeguard and secure the information we collect in Sandler Online against unauthorized or accidental access, processing, erasure, loss or use. Nonetheless, the transmission of information via the Internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically in Sandler Online, and transmission of such data is therefore entirely at your own risk.

Disclosing Your Information

The information you enter into Sandler Online may be shared amongst our Sandler trainers and franchisees, and your employer, supervisors and managers, who may also use your information for the purposes set forth in the “Use of Your Information” above. We do not allow the franchisees and trainers to use your personal data for their own direct marketing use - please see the section "Direct Marketing" below. We also may disclose the information we collect from you to third-party vendors, service providers, contractors or agents who perform functions on our behalf. We take appropriate steps to ensure that such third parties treat your personal data with the same consideration that we do. We do not sell, trade, or otherwise transfer to outside parties your personal information.

Sandler Systems, Inc. is a U.S. company, and our trainers and franchisees may be based in the United States and in other jurisdictions that do not have equivalent data protection laws as your home jurisdiction. In accordance with local laws, we will take steps to ensure that your personal data receives an adequate level of protection as required by applicable law, such as through the use of standard contractual clauses approved by the Privacy Commissioner for Personal Data, or other safeguards as permissible. By providing us with your personal data, you expressly acknowledge that we may transfer your personal data to, or access it in, jurisdictions which may not provide equivalent levels of data protection to your home jurisdiction.

We may also share information in the following circumstances:

- ***Business Transfers.*** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the personal data we have collected from you to the other company.
- ***In Response to Legal Process.*** We also may disclose the personal data we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena, requests from a government regulatory

body, or law enforcement authority in a jurisdiction where Sandler Systems operates or has franchisees. .

- ***To Protect Us and Others.*** We also may disclose the personal data we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Privacy Policy, or as evidence in litigation in which Sandler is involved.
- ***De-Identified Information.*** We may share de-identified information about users with third parties for analytical, research or similar purposes.

Direct Marketing

From time to time we may use your personal data (including your name and contact details) to send you personalized and relevant communications through email messaging, containing news, offers, promotions and joint marketing offers about our products and services, including new programs, books and Sandler products and services, but we can only do so if you give consent.

You may unsubscribe from emails at any time by using the “unsubscribe” feature in any marketing emails you receive from us.

You may also unsubscribe from emails by contacting us using the details set out below in the "Contacting Us" section.

We do not allow the franchisees, trainers or any other third parties to use your personal data for their own direct marketing purpose or use.

Third-Party Web Sites and Interaction

Sandler Online may contain links to third-party web sites or applications which are outside our control and are not covered by this Privacy Policy. If you access other sites or applications using the links provided, the operators of those sites may collect personal data from you which will be used by them in accordance with their privacy policy and terms of use, which may differ from ours. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

Users Only of Legal Age of Majority

Sandler Online is designed and may only be used by those who have reached the age of majority (18 years of age in most jurisdictions). By using Sandler Online, you affirm that you are at least 18 years of age or older. We are not liable for any damages that may result from a user’s misrepresentation of age.

Access to Information

If you believe that any personal data we are holding about you is incorrect or incomplete, or have any complaints about Sandler Online, please inform us as soon as possible at the address in the "Contacting Us" section below. We will respond to your request in accordance with applicable local law.

You can also update certain of your personal data by logging in in to your account. Please note that we may maintain a copy of any personal data that you have updated for a period of time as part of our backups and business records; please see the "Retention of Your Information" section below for an explanation of our retention practices.

Hong Kong users have additional rights in respect of your personal data; notably, to access your personal data and to withdraw consent to direct marketing. If these rights apply to you, and you would like to exercise them, please contact us using details set out in the "Contacting Us" section below. We will respond to your request in accordance with applicable law, and may charge a fee as permitted by applicable law for dealing with a data access request.

Retention of Your Information

We apply a general rule of keeping your personal data for only as long as is required to fulfil the purposes for which it was collected. personal data

Changes to this Policy

We do update this Privacy Policy from time to time so please review this Privacy Policy regularly. If we materially alter our Privacy Policy, we will notify you of such changes by posting a notice in Sandler Online. Unless we obtain your express consent, any material changes to this Privacy Policy will only apply to information collected after the revised Privacy Policy took effect..

Contacting Us

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at:

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