

## **Hong Kong Privacy Notice** **Effective September 17, 2024**

This notice supplements and amends the Privacy Statement [Here](#). This notice shall apply when Bel Fuse collects, holds, process and/ or use your personal data in or from Hong Kong pursuant to Hong Kong's Personal Data (Privacy) Ordinance (Cap. 486) (“**PDPO**”) when you visit our Website, access or use our services, purchase our products, or when you otherwise engage or interact with us (“**Hong Kong Notice**”).

Save as otherwise set out in this Hong Kong Notice, all other terms in the Privacy Statement shall continue to apply. In the event of any conflict or inconsistency between the terms of this Hong Kong Notice and the Privacy Statement, this Hong Kong Notice shall apply.

Capitalised terms in this Hong Kong Notice, unless otherwise defined herein, shall have the same meanings as those defined in the Privacy Statement.

The Privacy Statement shall be amended and/or supplemented as follows:

### **1. “What Information We Collect; the Purpose of Collection and Use”**

#### **“Onward Transfer to Third Parties”**

Like many businesses, we hire other companies to perform certain business-related services. We may disclose personal information to certain types of third-party companies but only to the extent needed to enable them to provide such services. The types of companies that may receive personal information and their functions are: direct marketing assistance (including disclosure to our distributors for direct marketing of our Products) (but only if you have already opt-in to us using your personal information for direct marketing purposes), order fulfillment, billing, customer service, data storage, hosting services, sales support, credit card processors, Enterprise Resource Planning software vendors and logistics support companies. All such third parties function as our agents, performing services at our instruction and on our behalf pursuant to contracts which require they provide at least the same level of privacy protection as is required by this Privacy Policy and implemented by us. We may also disclose your information, including any personal information, to any of our parent companies, affiliates, subsidiaries, joint ventures, or other companies under common control with us who are in the businesses of design, manufacturing and distribution in the electronics industry in order to support marketing, sale, and delivery of our Products and services. We may transfer your personal information to a third-party controller in the business of design, manufacturing and distribution in order for them to support marketing, sale and delivery of our Products and services but you may opt out of such transfer at any time by contacting us at [privacy.hk@belf.com](mailto:privacy.hk@belf.com). Please allow us a reasonable time to process your request.

### **2. Opt-Out for Direct Marketing; Email Management:**

We will not use your personal information for direct marketing purposes unless we have obtained your prior written consent. With your consent, we may send you direct marketing communications regarding upcoming news, events, promotions and campaigns relating to products and services that we, our parent companies, affiliates, subsidiaries, joint ventures,

or other companies under common control with us, or our business partners may market to you including the following:-

- (a) [ Products and services related to power and connectivity solutions;
- (b) Telecommunications, networking, broadcasting;
- (c) Computer, information technology, data storage;
- (d) Gaming, electronics;
- (e) Transportation, aerospace;
- (f) Fire safety, security, defense;
- (g) Industrial, manufacturing, agriculture;
- (h) Medical, pharmaceutical, test and measurement; and/or
- (i) Our reward, loyalty, privileges, membership programmes and promotions.

Personal information supplied by you will also not be provided to third parties for direct marketing activities of products or services by such third parties unless we have obtained your prior written consent and such data transfer shall be in accordance with the requirements set out in the PDPO.

If you have consented to use of your personal information for direct marketing communications, you can opt out anytime by informing us through the Contact Information provided below.

### **Contact Information**

If you have any questions or comments about this notice, the ways in which we collect and use your information described in the Hong Kong Notice or Privacy Statement, your choices and rights regarding such use, or wish to exercise your rights under the PDPO, please do not hesitate to contact:-

Data Privacy Officer

Email: [Privacy.HK@belf.com](mailto:Privacy.HK@belf.com)

Postal address: 8/F, Luk Hop Industrial Bldg., 8 Luk Hop Street, San Po Kong, Kowloon, HK.