

# Consent to personal data processing

Unitify Limited (Hong Kong)

*Last Updated: April 7, 2026*

## Part A — Individual Users (End Users & Platform Subscribers)

I, the undersigned, acting freely, of my own will, and in my own interest, and confirming my legal capacity, hereby give my consent to Unitify Limited, a company incorporated in Hong Kong ("Unitify"), operator of the website <https://unitify.com>, its subdomains (including but not limited to [eu.unitify.com](https://eu.unitify.com), [uz.unitify.com](https://uz.unitify.com) and any other regional or product subdomains), and related platforms (the "Platform"), to process my personal data in accordance with the Personal Data (Privacy) Ordinance (Cap. 486) of Hong Kong ("PDPO") and on the terms set out below.

### 1. Personal Data Collected

I consent to the collection and processing of the following categories of my personal data:

- Full name
- Phone number
- Email address
- User identifier
- Electronic user data (IP addresses, cookies, device identifiers, screen resolution, hardware and software information, URLs and subdomains visited within the Platform, etc.)

### 2. Purposes of Processing

My personal data will be processed for the following purposes:

**(a) Registration and identification:** Full name, phone number, email address, user identifier — to create and maintain my account on the Platform.

**(b) Service delivery and contractual obligations:** Full name, phone number, email address — to perform obligations under the applicable agreement(s) between me and Unitify.

**(c) Marketing and promotion:** Full name, phone number, email address — to receive information about Unitify's products and services. I may opt out at any time.

**(d) Platform analytics:** Electronic user data — to analyse and improve the performance and usability of the Platform.

### 3. Legal Basis and Compliance

Processing is carried out in accordance with the Data Protection Principles (DPPs) under Schedule 1 of the PDPO. Data collected is adequate but not excessive relative to the stated purposes and will not be kept longer than necessary.

### 4. Confirmation of Consent

By clicking "Register" or "Sign Up" on the Platform, I confirm that I have read and understood this Consent. Such action constitutes my freely given, informed, and unambiguous agreement to the processing of my personal data as described herein. I also confirm that the phone number and email address provided belong to me.

### 5. Data Retention

Personal data will be retained for the duration necessary to fulfil the stated purposes, or until this consent is withdrawn, whichever is earlier. Data processed for marketing purposes will be retained for up to 5 years. Analytics data will be retained for up to 1 year.

### 6. Transfer of Data

Personal data may be transferred to authorised distributors and service providers of Unitify operating in the relevant region, solely for the purposes described above and subject to equivalent data protection obligations. Any

cross-border transfer will be conducted in compliance with Section 33 of the PDPO.

## 7. Rights Under the PDPO

In accordance with the PDPO, the data subject has the right to:

- Request access to personal data held by Unitify (Data Access Request);
- Request correction of any inaccurate personal data (Data Correction Request);
- Withdraw this consent at any time by submitting a written or electronic request;
- Opt out of receiving direct marketing communications at any time.

Requests should be submitted to: [legal@unitify.com](mailto:legal@unitify.com)

## 8. Withdrawal of Consent

This consent is valid from the moment it is given until it is withdrawn. I may withdraw consent at any time by sending a written or electronic request to: [legal@unitify.com](mailto:legal@unitify.com). Withdrawal does not affect the lawfulness of processing carried out prior to withdrawal.

Data Controller: Unitify Limited

Hong Kong

Email: [legal@unitify.com](mailto:legal@unitify.com)

Website: <https://unitify.com>

## Part B — Business Clients & Corporate Representatives

I, the undersigned, acting on behalf of myself as an authorised representative or contact person of a legal entity (the "Client Company"), hereby give my consent to Unitify Limited, a company incorporated in Hong Kong ("Unitify"), to process my personal data in my capacity as a representative of the Client Company, in accordance with the Personal Data (Privacy) Ordinance (Cap. 486) of Hong Kong ("PDPO") and on the terms set out below.

# 1. Personal Data Collected

I consent to the collection and processing of the following categories of my personal data in my professional capacity:

- Full name
- Business email address
- Business phone number
- Job title and role
- Name of the Client Company and its registration details
- Electronic user data (IP addresses, device identifiers, cookies, URLs and subdomains visited within the Platform, etc.)

# 2. Purposes of Processing

My personal data will be processed for the following purposes:

**(a) Contract administration:** Full name, email, phone, job title — to execute and administer the agreement(s) between the Client Company and Unitify, including the MSA, MDA, or Regional Subscription Offer.

**(b) Account management and support:** Full name, email, phone — to manage the Client Company's account, provide technical support, and communicate about the Platform.

**(c) Marketing and business communications:** Full name, email — to send product updates, commercial offers, and industry communications relevant to the Client Company's use of Unitify. I may opt out at any time.

**(d) Legal and compliance obligations:** Full name, email, company details — to comply with applicable laws, regulations, and audit requirements.

**(e) Platform analytics:** Electronic user data — to analyse and improve the performance and usability of the Platform.

# 3. Legal Basis and Compliance

Processing is carried out in accordance with the Data Protection Principles (DPPs) under Schedule 1 of the PDPO. Data is collected in the context of a business relationship and is adequate but not excessive relative to the stated purposes.

## 4. Confirmation of Consent

By signing the applicable agreement with Unitify, or by clicking the relevant confirmation button on the Platform, the undersigned confirms that they have read and understood this Consent and agree to the processing of their personal data as described herein, in their capacity as a representative of the Client Company.

## 5. Data Retention

Personal data will be retained for the duration necessary to fulfil the stated purposes, or until this consent is withdrawn, whichever is earlier. Data processed for marketing purposes will be retained for up to 5 years. Analytics data will be retained for up to 1 year.

## 6. Transfer of Data

Personal data may be transferred to authorised distributors and service providers of Unitify operating in the relevant region, solely for the purposes described above and subject to equivalent data protection obligations. Any cross-border transfer will be conducted in compliance with Section 33 of the PDPO.

## 7. Rights Under the PDPO

In accordance with the PDPO, the data subject has the right to:

- Request access to personal data held by Unitify (Data Access Request);
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Data Controller: Unitify Limited

UNIT B, 11/F YAM TZE COMM BLDG 23 THOMSON RD WAN CHAI HONG KONG

Email: [legal@unitify.com](mailto:legal@unitify.com)

Website: <https://unitify.com>