

COOKIE POLICY

1. Information about Our Use of Cookies

Television Broadcasts Limited (“we”, “us” or “our”) use own and third parties cookies and other similar digital technologies (for examples: web beacons, pixels, ad tags and device identifiers) (collectively referred to as “Cookies”) on <http://programmeconnect.tvb.com> (“Site”) and other services that we make available from time to time to improve and optimize our users’ experience (together the “Service”) and enable personalized contents or provide you a service in line with your preference. These Cookies are placed on your device when you launch this Site or the Service. If information collected by Cookies contains personal data we will process it in accordance with our **Personal Information Collection Statement/ Privacy Notice**. For more information, click http://www.tvb.com/terms/e_tvb_member_pics (For users outside EU region) ; or http://www.tvb.com/terms/e_tvb_member_eupn (For users within EU region).

Most browsers provide functionality that let you review and erase cookies. The ‘help’ section in your browser should provide instruction on how to locate the file or directory that store cookies. To find out more about Cookies, including how to manage and delete Cookies that are already on your device, please see **Section 5 (Managing Cooking Settings)** below and follow the instructions provided, or visit the following sites: <https://ico.org.uk/> ; or <http://www.allaboutcookies.org/> ; or www.youronlinechoices.eu.

By using or click a hyperlink on our Site, or use the Service without changing the browser settings of your computer or device, you are agreeing to our use of Cookies and that you agree that we can place these types of Cookies on our Site, the Service and your device. Most browsers provide functionality that lets you review and erase cookies. To find out more about cookies, including how to manage and delete them, please see **Section 5 (Managing Cooking Settings)** below or visit: https://en.wikipedia.org/wiki/HTTP_cookie ; or <http://www.allaboutcookies.org/>.

2. What Are Cookies?

Cookies are text files containing small amounts of information which are downloaded to your web browser or device when you visit our Site or use the Service online. Cookies contain information that is transferred to your device and then sent information back to the originating website on each subsequent visit, or to another website that recognizes such cookies. Cookies are useful because they allow a website to recognize a user’s device. Cookies have lots of different functions, like letting you navigate between pages efficiently, remembering your

preferences, and generally improve the user experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

3. Cookies That We Use

We use four categories of cookies to run the Site and the Service which allow us to distinguish you from other users:

- Strictly Necessary Cookies
- Performance/ Analytics Cookies
- Functionality Cookies
- Targeting Cookies

Strictly Necessary Cookies	These are cookies that are required for the operation of our Site and the Service. They include, for example, cookies that enable you to log into secure areas of our Site/the Service, provide social media plug-in features. Without these cookies, services you have asked for, like content, cannot be provided. You cannot opt out of using these cookies.
Performance/ Analytics Cookies	They allow us to recognize and count the number of visitors and to see how visitors move around our Site and the Service when they are using them and help us to improve the way our Site or Service work, for example, by ensuring that users are finding what they are looking for easily. Without these cookies, services you have asked for, like content, cannot be provided. You cannot opt out of using these cookies.
Functionality Cookies	This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region). These cookies are used to recognize you when you return to our Site or Service, remember choices you make (such as your user name, language or the region you are in) and provide enhanced,

	<p>more personal features to improve your experience. For instance, we may be able to provide you with content or service appropriate to your location by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. They may also be used to provide services you have asked for such as watching a video. The information these cookies collect may be anonymized and they cannot track your browsing activity on other websites.</p>
<p>Targeting Cookies</p>	<p>These cookies record your visit to our Site or Service, the pages you have visited and the links you have followed, limit the number of times you see an advertisement and help measure the effectiveness of the advertising campaigns. We will use this information to make our Site, the Service and the advertising displayed on it/them more relevant to your interests. We may also share this information with third parties for this purpose. Such information may also be shared with other organizations such as advertisers and may be grouped with information about what is being accessed by other users into interest groups, and then used to show you advertisements based on those interests. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization(s) and such cookies are usually placed by advertising networks with our permission to deliver advertisements more relevant to you and your interests. This is often called Online Behavioural Advertising (OBA). OBA is a way of using information about your web-browsing activity, collected by using cookies, to group you with other users into interest groups and show you advertisements based on those interests. We may also use cookies and related ad technology on third party websites, mobile sites and Sites to show you OBA ads based on data collected by those cookies.</p>

You can find more information about the individual cookies we use and the purposes for which we use them in the tables in **Section 4 (Programme Connect Site Cookie Tables)** below. To find out more about cookies, including how to manage and delete them, please see **Section 5 (Managing Cooking Settings)** below or visit: <https://ico.org.uk> ; or <http://www.allaboutcookies.org/> ; or www.youronlinechoices.eu.

4. Programme Connect Site Cookie Tables (these tables may be updated from time to time to reflect any change in the types of cookies used):

Cookie Category	Cookie Name	Expiration and Opt-out
(a) Performance/ Analytics Cookies	Google Analytics	To learn more on the individual cookies and their expiration, see Section 5 (Managing Cookie Settings) below.
(b) Functionality Cookies	Programmeconnect Programmeconnect_sales	Most browsers accept cookies automatically. To learn more on the individual cookies and their expiration, and changing the browser setting, please see Section 5 (Managing Cookie Settings) below.

5. Managing Cookies Settings

5.1 We use own and third party Cookies to enhance your experience of our Site and the Service, ensuring that they perform optimally. If you nevertheless wish to restrict block or disable Cookies, you can do so by changing your browser settings. Be aware that disabling Cookies will usually result in disabling certain functionality and features of our Site, the Service and many other websites that you visit.

5.2 To find out more about Cookies

- To find out more about cookies, including how to manage and delete them, please visit: <https://ico.org.uk/> ; or <http://www.allaboutcookies.org/> ; or visit the European interactive digital advertising site at <https://www.edaa.eu/about/>.

- Learn more on the individual cookies and their expiration at <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

5.3 Your Consent to our use of Cookies

By enabling Cookies or choose the Cookies setting, you agree to our Cookie Policy and agree that we can place the types of Cookies described above including customization Cookies on your device. By accessing or using our site, any of the Service or our on-line services, submit any on-line form or click on any site or services content without changing your browser setting of your device, you are agreeing to our use of Cookies for the purposes described in our Personal Information Collection Statement/ Privacy Notice and Cookie Policy. Read our Cookie Policy and Personal Information Collection Statement at http://www.tvb.com/terms/e_tvb_member_pics (For users outside EU region) ; or http://www.tvb.com/terms/e_tvb_member_eupn (For users within EU region).

5.4 Modifying your Consent to Cookies

Unless the Cookies are strictly necessary Cookies, you can withdraw your consent to our Cookies by modifying the setting in your browser that allows you to refuse the setting of all or some Cookies at any time even if you have previously consented. However, please remember that if you do not consent to certain functionality Cookies, parts of our Site may not work.

By accessing or using our Site, any of the Service without changing your browser setting of your device, you are agreeing to our use of Cookies and agree that we can place the types of Cookies described above on your device.

5.5 Opt out of Cookies/ Rejecting Cookies

You can reject the Cookies on our Site or the Service by modifying the setting in your browser that allows you to refuse the setting of all or some Cookies except strictly necessary Cookies. However, please remember that parts of our Site and the Service may not work if certain functionality Cookies are disabled or that you will not be able to access all or parts of our Site and will cause certain settings or information to be altered or lost. Disabling Cookies may change your browsing experience on our Site and/or the Service, or may make navigating around the site more difficult.

You can set your cookie preferences when you arrive at our Site. You may also change them or opt out at any time by following the links provided in the table in **Section 4 (Programme Connect Site Cookie Tables)** above or following the link to the specific Cookies provided below.

5.6 Information on Specific Cookies

Google Analytics: to opt out of Google Analytics

You may opt out of Google Analytics tracking by installing the browser add-on which is available on <https://tools.google.com/dlpage/gaoptout> or through use of:

- Digital Advertising Alliance's YourAdChoices tool at <http://optout.aboutads.info/?c=2&lang=EN> ; or
- European interactive digital advertising at <https://www.edaa.eu/about/>.

6. Contact Us

If you are still looking for more information, you can contact us by email at mktg.sales@tvb.com.hk.

Version 1.0 (4th November 2019)