

World First Event Prize Draw Promotion Privacy Notice

Effective Date: July 2024

World First Pty Limited, its affiliates and other entities within the Ant Group of companies (“**World First**”, “we”, “us”, or “our”) respect your privacy.

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This Privacy Notice applies to the processing of Personal Information collected in the context of World First’s China Magic Event Promotion (“the Promotion”). This Privacy Notice does not cover the collection and use of your Personal Information by World First in the context of other Promotions, programs or products and services, by third parties on other World First branded websites, or any other information or communications that may reference World First outside of the Promotion.

This Privacy Notice describes the types of Personal Information we collect in connection with the Promotion, the purposes for which we collect that Personal Information, the other parties with whom we may share it and the measures we take to protect the security of the data. It also tells you about your rights and choices with respect to your Personal Information, and how you can reach us to update your contact information or get answers to questions you may have about our privacy practices.

Your participation in the Promotion is subject to this Privacy Notice and to our [Terms and Conditions](#). For more information about World First’s privacy practices, please visit World First’s privacy notice at <https://www.worldfirst.com/au/privacy-policy/> .

1. Personal Information We May Collect

We may collect the following Personal Information:

- Contact name
- Contact telephone number
- Contact email address

For the purpose of this Privacy Notice, “Personal Information” means any information relating to an identified or identifiable individual. In connection with the Promotion, we obtain Personal Information relating to you from various sources described below.

Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from the Promotion if that information is necessary to provide you with it or if we are legally required to collect it.

a. Personal Information Provided by You

In connection with the Promotion, we ask you to provide certain Personal Information, such as your contact name; contact telephone number; and contact email address.

2. How We May Use Your Personal Information

We may use your Personal Information to:

- Provide you with the Promotion and communicate with you about it, including determining winners, contacting winners and sharing ticket winner's Personal Information with agents and organizer of China Magic Event.
- Assist winners with obtaining their tickets.
- Improve, develop and promote the Promotion.
- Enforce our [Terms and Conditions](#) and comply with our legal obligations.

We will only process your Personal Information for the above purposes when we have a valid legal ground for the processing, including if:

- You consented to the use of your Personal Information. For example, we may seek to obtain your consent for our uses of cookies or similar technologies, to send you marketing communications or to process Personal Information deemed sensitive pursuant to applicable law.
- We need your Personal Information to provide you with products and services, or to respond to your inquiries.
- The processing is necessary for compliance with a legal obligation such as to prevent and monitor fraud in payment transactions.
- We, or a third party, have a legitimate interest in using your Personal Information, such as to ensure and improve the safety, security, and performance of our products and services, to protect against and prevent fraud. to anonymise Personal Information and carryout data analyses.

3. How We Share Your Personal Information

We may share Personal Information with:

- Agent and organizer of China Magic Event (i.e. Titan Investment Group Holdings LLC).

We do not share or otherwise disclose Personal Information we collect about you, except as described in this Privacy Notice or otherwise disclosed to you at the time the data is collected.

We also may share Personal Information with our service providers who perform services on our behalf and in relation to the purposes described in this Privacy Notice. We require these

service providers by contract to only process Personal Information in accordance with our instructions and as necessary to perform services on our behalf or comply with legal requirements. We also require them to safeguard the security and confidentiality of the Personal Information they process on our behalf by implementing appropriate technical and organisational security measures and confidentiality obligations binding employees accessing Personal Information.

We also may disclose data about you: (i) if we are required to do so by law or legal process, (ii) in response to a request from a court, law enforcement authorities, or government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.

We also reserve the right to transfer Personal Information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use Personal Information you have provided to us in a manner that is consistent with this Privacy Notice.

4. Your Rights and Choices

Subject to applicable law, you have the right to:

- Access your Personal Information, rectify it, restrict or object to its processing, or request its deletion.
- Receive the Personal Information you provided to us to transmit it to another company.
- Withdraw any consent provided.
- Where applicable, lodge a complaint with your Supervisory Authority.

You may submit a request as described in the “[How to Contact Us](#)” section.

Subject to applicable law, you have the right to:

- Request access to and receive information about the Personal Information we maintain about you, to update and correct inaccuracies in your Personal Information, to restrict or to object to the processing of your Personal Information, to have the information anonymized or deleted, as appropriate, or to exercise your right to data portability to easily transfer information to another company. In addition, you may also have the right to lodge a complaint with a supervisory authority, including in your country of residence, place of work or where an incident took place.
- Withdraw any consent you previously provided to us regarding the processing of your Personal Information, at anytime and free of charge. We will apply your preferences going forward and this will not affect the lawfulness of the processing before your consent withdrawal.

Those rights maybe limited in some circumstances by local law requirements.

You may also submit a request as described in the “[How To Contact Us](#)” section.

5. How We Protect Your Personal Information

We maintain appropriate security safeguards to protect your Personal Information and retain it only for as long as necessary.

We maintain appropriate administrative, technical, and physical safeguards to protect Personal Information against accidental or unlawful destruction, accidental loss, unauthorized alteration, unauthorized disclosure or access, misuse, and any other unlawful form of processing of the Personal Information in our possession. We restrict access to Personal Information about you to those employees who need to know that information to provide products or services to you.

We also take measures to delete your Personal Information or keep it in a form that does not permit identifying you when this information is no longer necessary for the purposes for which we process it in the context of the Promotion or when you request their deletion, unless we are required by law to keep the information for a longer period.

6. Data Transfers

World First is a global business. We may transfer or disclose Personal Information we collect about you to recipients in countries other than your country, including to China where our global headquarters are located, Hong Kong and Singapore. These countries may not have the same data protection laws as the country in which you initially provided the information. We comply with applicable legal requirements providing adequate safeguards for the transfer of Personal Information to countries other than the country where you are located.

When we transfer or disclose your Personal Information to other countries, we will protect that information as described in this Privacy Notice.

7. Updates to this Privacy Notice

This Privacy Notice maybe updated periodically to reflect changes in our privacy practices.

This Privacy Notice maybe updated periodically to reflect changes in our Personal Information practices. We will notify you of any substantive or material change in this Privacy Notice through a combination of updating this webpage, sending portal notifications, e-mails or letters and by publishing announcements on our website (<https://www.worldfirst.com/au/>).

8. How to Contact Us

You can e-mail us at privacy@worldfirst.com, or write to us at: World First Pty Limited, Lvl 17, 55 Clarence Street Sydney NSW, Australia.

World First Pty Limited is the entity responsible for the processing of your Personal Information.

For more information on World First's privacy practices in other contexts, please refer to <https://www.worldfirst.com/au/privacy-policy/>.