

Privacy Principle

Dentsu Aegis (Shanghai) Investment Co., Ltd. and its network companies are committed to respecting and protecting the privacy of individuals with whom it interacts and whose personal data we control. As part of our commitment, we have set out in these Principles our approach to how we handle your personal information, being any data that we control that relates to you.

These principles were developed by us in recognition of the differing legal standards that apply to data protection and privacy in the territories in which we do business. At the core of our principles are the ideas of proportionality and compliance with applicable laws. We urge you to also review any specific privacy policy which may exist in the context of your interactions or transactions with third parties, as we may not always be involved or responsible for the processing and control of your personal data.

Our Privacy Principles

1. **Notice** – We will have transparent policies with regard to the processing and control of your personal information and will notify you as to how we handle your personal information. When notifying you, we will endeavour to describe the categories of organizations will have access to your personal information, for what purposes your personal information will be used and how you may exercise the rights we provide you under these Principles. We will provide notice at the point of collection, or if we obtain personal information indirectly, we will generally provide notice via our web sites.

2. **Choice** – Where required by law, we will seek your consent for the collection, use or disclosure of your personal information or for the collection, use or disclosure of your personal information for additional purposes not previously notified to you or not apparent from your dealings with us. Consent may be given in a variety of different ways, and where you have given your consent you may exercise your right to withdraw it.

3. **Purpose Specification** – We will only use your personal information within the scope of what was notified to you and as may be permitted under applicable law. If for any reason we intend to use your personal information in a way incompatible with that scope, we will notify you so that you can choose that we do not use your data in that way.

4. **Security and Confidentiality** – We will use industry standard security when protecting your personal information from loss, misuse and unauthorized access, disclosure, alteration and

destruction. We will keep confidential any confidential information provided to us. Further, we shall use contractual or other means to provide a comparable level of protection while your information is being processed by a third party.

5. **Data Quality** – We will make all efforts to ensure that your personal information is accurate, complete and kept up-to date. Where your personal information is no longer necessary for the purposes collected and notified to you, it will be deleted.

6. **Access** – Upon request, we will supply you with information about our processing of your personal information and be responsive to your reasonable requests to rectify or delete information held about you.

7. **Accountability** – We will take all the necessary measures to observe these Principles and our other privacy policies. We are responsible for personal information under our control, and when we process such personal information, we shall designate an individual or individuals who are accountable for proper compliance with these Principles.

Safe Harbor Certification

The holding company of Dentsu Aegis (Shanghai) Investment Co., Ltd. - Dentsu Aegis Network, complies with the U.S.-EU Safe Harbor Framework and the U.S. - Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use and retention of personal information obtained from European Union member countries and Switzerland. We have self-certified our adherence to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement with the United States Department of Commerce. To learn more about the Safe Harbor program, and to view the Dentsu Aegis Network certification, please visit:

<http://safeharbor.export.gov/companyinfo.aspx?id=18893>

Questions or Concerns

If you have any questions or concerns about how we process and control your personal information, or if you would like to exercise any of your rights under these Principles, then please contact: info.china@dentsuaegis.com

[Insert the contact information for handling user complaint or consulting]

[Insert DASI information]