

California Privacy Notice



California Privacy Notice (Your California Privacy Rights)

This section supplements the information contained in our main Third Party Privacy Notice and applies solely to individuals who reside in the State of California. We adopt this notice to comply with the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA).

1. Categories of Personal Information Collected

We collect (and have collected within the past 12 months) the following categories of personal information about California residents in the context of our business-to-business interactions:

- **Identifiers** (e.g., name, business email address, phone number, job title, IP address)
- **Commercial information** (e.g., records of business products or services considered or obtained)
- **Internet or other electronic network activity** (e.g., interactions with our website or emails)
- **Geolocation data** (e.g., approximate location derived from IP address)
- **Professional or employment-related information** (e.g., company affiliation)

We do **not** collect sensitive personal information as defined under California law in the ordinary course of B2B operations.

2. Sources of Personal Information

We collect personal information from:

- The individual directly
- Their employer or colleagues
- Publicly available sources (e.g., LinkedIn, company websites)
- If applicable, our website and email analytics
- Our service providers or business partners

3. Purposes for Collecting Personal Information

We use the personal information we collect for the following business purposes:

- Managing and facilitating business relationships
- Providing and improving our products and services
- Conducting communications and marketing
- Ensuring security and compliance with applicable laws

4. Disclosure of Personal Information

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We may disclose personal information to the following categories of third parties:

- Our affiliates and subsidiaries
- Service providers who support our business operations
- Legal or regulatory authorities where required by law

We **do not sell** or **share** your personal information **in exchange for money**. However, we may use tracking technologies considered “sharing” under CPRA for targeted advertising purposes. This includes **sharing personal information with third parties for cross-context behavioural advertising**, such as through the use of analytics and advertising tools (e.g., LinkedIn , Bing Ads, Adobe Target, Google Ads, Microsoft Clarity).

California residents have the right to opt out of the sale or sharing of their personal information. To exercise this right, you may click the “**Do Not Sell or Share My Personal Information**” link located at the bottom of our [website](#).

We also respect opt-out preferences, including those communicated through the **Global Privacy Control (GPC)** signal in your browser, where applicable.

You can also manage your preferences regarding cookies and similar technologies used for advertising and analytics by informing your choices on the cookie settings when accessing our website page. For more information about cookies, you can also access our [Cookie Policy](#).

5. Your Rights Under California Law

Subject to certain exceptions, California residents have the following rights:

- **Right to Know:** Request access to the categories and specific pieces of personal information we have collected about you.
- **Right to Delete:** Request the deletion of personal information we hold about you.
- **Right to Correct:** Request correction of inaccurate personal information.
- **Right to Limit Use of Sensitive Personal Information:** Not applicable as we do not collect such data in B2B interactions.
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your privacy rights.

6. How to Exercise Your Rights

You can submit a request by:

- Emailing us at: dataprotection@hbkworld.com

Please include your name, contact details, and the nature of your request. We may need to verify your identity before processing your request.

7. Retention of Personal Information

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We retain personal information only for as long as necessary to fulfill the purposes outlined above or as required by applicable law.

8. Changes to This California Notice

We may update this section of our Privacy Notice from time to time. The "Last Updated" date at the bottom of this Privacy Notice indicates when it was last revised.

Last Updated: November 2025