

Privacy Policy

The www.jrnba.asia/singapore online and mobile sites, applications or services (each a "**Site**" and collectively the "**Sites**") are operated by Azonic Studio Limited ("**Azonic**") pursuant to an agreement with NBA Properties, Inc. ("**NBAP**", together with the National Basketball Association ("**NBA**"), NBA Media Ventures, LLC and NBA Asia, Limited, collectively referred to as the "**NBA Entities**") (NBA Entities and Azonic collectively referred to herein as "**we**", "**our**" or "**us**").

Here at the Sites, we are committed to safeguarding your privacy. This Privacy Policy ("**Policy**") describes the information we gather through the Sites, what we do with it, and the safeguards we have in place to protect it. Please note that this Policy applies only to information collected through the Sites. It does not apply to any other information collected or obtained by any member of the NBA Family (as defined below) through other means.

Before you submit any information to the Sites, please read this Policy for an explanation of how we will treat your personal data. By using any part of the Sites, you consent to the collection, use and disclosure of your personal data for the purposes outlined in this Policy and to the collection, processing and maintenance of this information in the Hong Kong Special Administrative Region, the United States, and where applicable, other countries. If you do not agree to this Policy, please do not use the Sites. Your use of any part of the Sites indicates your acceptance of this Policy and of the collection, use and disclosure of your personal data in accordance with this Policy.

We encourage parents and guardians to provide guidance to minors below the age of 18 using the Sites. We recommend that the parents and guardians of minors read this Policy, and that the parents of minors give consent and guidance before a minor provides the personal information. We will not knowingly collect and use the personal information of children who are under the age of 13. If we discover that we have collected the personal information of children who are under the age of 13 but the verified parent's consent form has not been received, we may suspend or delete the account. We may, at our discretion, decide to restrict children who are under the age of 13 from participating in certain functions on the Sites. If you would like more information about the Sites's policy with respect to children, please read Paragraph 14 (Note to Parents) below.

If we make any material changes to this Policy which materially affect our practices with regard to the personal data we have previously collected from you, we will provide you with 14 days' notice in advance of such changes by highlighting the change on our Sites. You are entitled to discontinue your use of our Sites at any time. Since this Policy may change from time to time, you should review it periodically and specifically before you provide any additional personal data. Your continued use of the Sites and your provision of personal data to us following the lapse of the 14 days' notification term will signal your acceptance of and consent to such changes.

If you have any questions, comments, or requests regarding this Policy or the information practices of the Sites, please contact us by electronic mail at customerservice@jrnbasingapore.com or write to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations.

1. The organizations collecting the information

The information collected through the Sites is collected on behalf of, and may be shared with, all members of the "**NBA Family**," including without limitation the NBA Entities, WNBA Enterprises, LLC ("**WNBAE**"), NBA Development League, LLC, each NBA, WNBA, and D-League team, and each of their respective parents and affiliates.

2. What personal data and other information is collected

As stated above, the Sites do not knowingly solicit any personal data from children under the age of 13. Please review Paragraph 14 (Note to Parents), if you have any questions regarding our Policy with respect to children.

With respect to persons age 18 or older, the Sites collect personal data required to participate in certain Sites features and transactions (e.g., in connection with Jr. NBA program enrollment, newsletters, games, contests, sweepstakes, promotions, etc.). This information may vary but will typically include your first and last name, mailing address (including city, postal code and country), complete date of birth, e-mail address, contact number, school name, basketball skill level, favorite basketball team and player and, if applicable, coaching information (e.g., level, years of experience).

It may also include additional information, such as information about your interests in and use of various products, programs and services. You may also be requested to provide a unique member name and password to access and use certain features of the Site. You may elect to provide us with other personal data, such as in your profile, which may be visible to the public. If you provide personal data in these ways, please note that such information may be available to the general public. In order to better customize and enhance your user experience, we may, subject to applicable law, combine the information that you provide with supplemental information (including mailing address updates and demographic data) that we obtain from public sources or reputable third-parties. Information combined with personal data becomes, and is treated as, personal data under this Policy.

The Sites also may collect information that is anonymous, de-identified or otherwise not intended to personally identify you, including without limitation, network or Internet Protocol (IP) address, type of browser you are using (e.g., Firefox, Internet Explorer, Safari), the type of operating system you are using, (e.g., Microsoft Windows, MacOS), the domain name of your Internet or wireless service provider, the type and/or "device ID" of handheld or mobile devices you are using (e.g., iPhone, Galaxy), mobile network, the web pages you have visited within the Sites, sites visited before and after you visit a page on the Sites, general location information (e.g., city and/or country), the content you have accessed and the advertisements you have been shown and/or clicked on. The NBA Entities, Azonic and our third-party service providers, advertisers, advertising networks and platforms, agencies and/or partners may use the information described in this paragraph to improve the design and content of our (and their) respective Sites and other offerings, to deliver more relevant marketing messages and advertisements, to enable us to personalize your Internet experience, and to perform analytics.

If you are accessing the Sites from a mobile device or on another service, when we work with a partner (such as a mobile ad platform), you may be asked to share your geo-location information with us so we can customize your experience on the Sites. You will be able to turn off such data collection at any time by accessing the privacy settings of your mobile device or mobile application. We may combine this and other non-personal data with the personal data that we have collected, including to customize a user's experience of the Sites.

In addition, the Sites may solicit from time to time your opinion (e.g., to determine your preferences and dislikes in order to provide you with a better product or offering). These surveys are always optional, and your decision not to participate in a survey will not affect your status as a Sites user.

The personal data we ask you to provide is optional. However, if you choose not to provide the personal data we ask you to provide, you may not be able to register as a user of our Sites and we may not be able to provide you with full access to our products, services and our Sites.

Social Media Services and Other Third-Party Platforms. You also can engage with our content, such as video, games, applications, and other offerings, on or through third-party platforms or social media services, such as Facebook, and NBA Family or third-party social media plug-ins, integrations and applications. When you engage with our content on or through social media services or other third-party platforms, plug-ins, integrations and applications, you may allow us to have access to certain information from your social media profile (e.g., name, e-mail address, gender, birthday, location, an ID associated with the applicable third-party platform or social media service, your photos and videos, your list of friends

or connections, people you follow and/or who follow you, your posts or 'likes') to deliver the content or as part of the operation of the application. We may also obtain non-personal data (e.g., content viewed, game performance, high scores, and information about advertisements within the content you have been shown or may have clicked on) from your interaction with our content. We may combine information which we obtain through third-party platforms or social media services with information we obtain directly through the Sites or from other sources.

When you allow us to access information from your social media account or a third-party platform account, it can enable us to do things like (1) deliver relevant content to you, (2) personalize your online experience with us within and outside the Sites, and (3) contact you through the social media services or directly using your contact information. By engaging with our content through social media services or third-party platforms, you consent to the use of this information in accordance with this Policy. Please note that when you provide personal data in publicly visible areas of social media services, it may be viewed by other members of these sites and we cannot prevent further use of the information by third-parties. Through some social media services' and third-party platforms' privacy settings, you can control what information you share with whom. For more information about how social media services and third-party platforms handle your personal information, please refer to their privacy policies and terms of use.

Please review Paragraph 3 (How personally identifiable and other information is used) for further details on our direct marketing practices.

Use of Cookies and Other Tracking Technologies. The Sites use browser-based "cookie" technology, users' IP addresses and other tracking technologies to customize and enhance your online experience on the Site. We also may work with third-parties to help them advertise to you when you visit other websites or mobile applications, and to help them perform user analytics. These technologies may also be used to analyze how you interact with advertising on our Sites and elsewhere, and more generally, to learn more about you and what services or offers you might prefer to receive. We describe these technologies below.

Browser cookies are pieces of information stored within your computer's Internet browser that automatically identify your browser to our server whenever you interact with the Sites. Such technology is a common feature of many web sites and is necessary in order for certain features of the Sites to function properly or in order to provide an online service to you (e.g., Jr. NBA program enrollment). We also use cookies or other tracking technologies to help us understand and manage the content, offerings and advertisements delivered to you on the Sites and across the Internet. Please read Paragraph 5 (Online Advertising) below to understand the use of cookies on the Sites to show you targeted advertising on the Sites and across the Internet. We may combine information which we obtain through the use of cookies with other information, including a unique identifier we have assigned to you, or with information we obtain from third-party sources. You may customize the browser settings of your computer to notify you when a browser cookie is sent or to refuse browser cookies altogether.

We may also use locally stored objects ("**LSOs**") such as flash cookies and other client side storage tracking technologies to store information relevant to a particular application (e.g., in connection with an online game or video, to track participation in a poll, to remember settings, preferences and usage similar to browser cookies, or to target or help our partners target ads, analyze ad performance, or perform user, website or market analytics). We do not, however, use flash cookies to alter your browser settings regarding your preferences for the operation of browser cookies (e.g., we do not use flash cookies to recreate a browser cookie deleted by a user). If you would like to manage our use of flash cookies to store information about you, please visit the Website Storage Settings Panel, available at the uniform resource locator

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html, available through the Adobe Flash Player settings management tool, and select any websites that reference www.jrnba.asia/singapore. You may also manage all uses of flash cookies on your computer through the Global Storage Settings Panel, available at the uniform resource locator http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager03.html, on Adobe's settings management tool.

We, our third-party service providers, advertisers, advertising networks and platforms, agencies or our partners may also use "web beacons" or clear .gifs, or similar technologies, which are small pieces of code placed on a web page, to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons may be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. Web beacons may also be used to provide information on the effectiveness of our email campaigns (e.g., open rates, clicks, forwards). We may work with third-parties (e.g., third-party ad platforms) to synchronize unique, anonymous identifiers (such as those associated with cookies) in order to match such third-parties' unique identifiers to our own. We may do this, for instance, to enhance data points about a particular unique browser or device, and thus enable us or our partners to send ads that are more relevant, match users to their likely product interests, or better synchronize, cap, or optimize advertising.

We also sometimes use, or partner with publishers or publisher-facing or app developer platforms that use, mobile Software Development Kits ("**SDKs**"), to collect information, such as mobile identifiers (e.g., for the iOS, ID For Advertising or "IDFAs" and for Android, the Android Advertising IDs), and information connected to how mobile devices interact with our Sites and those using our Sites. Such SDKs provide computer code that app developers can include in their apps to enable ads to be shown, data to be collected, and related services or analytics to be performed. We may use this technology to deliver or help our partners and other third-parties to deliver certain advertising through mobile applications and browsers based on information associated with your mobile device. If you'd like to opt-out from having ads tailored to you in this way on your mobile device, please follow the instructions in Paragraph 6 (Online Advertising) below.

How We Respond to "Do Not Track" Instructions. At this time the Sites does not recognize automated browser signals regarding tracking mechanisms, which may include "do not track" instructions. However, you can change your privacy preferences regarding the use of cookies and similar technologies through your browser. You may set your browser to accept all cookies, block certain cookies, require your consent before a cookie is placed in your browser, or block all cookies. Blocking all cookies will affect your online experience and may limit your access to certain features on the Sites. Please consult the "Help" section of your browser for more information about how to adjust these settings.

Third-Party Cookies and Other Tracking Technologies. In addition to Azonic, the Sites authorize reputable third-parties to use cookies, web beacons and other tracking technologies to collect information about your online activities and possible interests. We use that information to perform Site analytics, to tailor content to your likely interests, or to deliver interest-based ads to you across the Internet on behalf of the NBA Family or our partners. Examples of these third-parties include, but are not limited to, Yahoo!, Google and Adobe.

Third-parties also may place their own cookies within your browser when you visit the Sites. You should be aware that the Sites cannot generally control the use of cookies or other tracking technologies (or the resulting use of information obtained from cookies or other tracking technologies) by third-parties that host or provide data, content and services for, or advertise on, the Sites. Please read Paragraph 6 (Online Advertising) to learn more about the use of third-party cookies for online advertising purposes and your ability to opt out of this use of your information by third-parties.

Please review the privacy policies of other websites of which you are a user or member to learn more about those sites' practices. As noted above, you may customize your browser settings to match your comfort level with regard to the use of cookies. If you reject "third-party" cookies, you may limit the ability of third-parties to collect information about your activities on the Sites. You may also choose to reject all cookies, although this may limit your access to certain features on the Sites, including certain personalized content.

We may work with certain third-party companies, including those integrated with our Sites, that use techniques other than HTTP cookies to recognize your computer or device and/or to collect and record information about your web surfing activity across multiple platforms or devices. Please keep in mind that your web browser may not permit you to block the use of these cross-platform or cross-device

techniques, and those browser settings that block conventional cookies may have no effect on such techniques. To learn more about interest-based advertising or to opt-out of this type of advertising by those third-parties that are members of Digital Advertising Alliance's (the "**DAA**") opt-out program, please go to www.aboutads.info.

By visiting the Site, whether as a registered user or otherwise, you acknowledge, and agree that you are giving us your consent to track your activities and your use of the Site through the technologies described above, as well as similar technologies developed in the future, and that we may use such tracking technologies in the emails we send to you.

3. Purposes of collection, use and disclosure

The NBA Family may collect, use or disclose your personal data to provide you with or communicate with you about services and information you have requested (e.g., Jr. NBA program registration updates, e-mail newsletters, etc.), to resolve disputes, collect fees, provide technical support for such services or troubleshoot problems, protect the safety of our users, and for any other purpose for which you provided the information as notified to you at the time of collection. The NBA Family also may use your information to respond to specific inquiries made by you (e.g., in response to e-mailed questions); to prevent potentially prohibited or illegal activities, and enforce the legal terms (including without limitation our policies and terms of service) that govern your use of our Sites, and/or for the purposes for which you provided the Information; to customize, measure, analyze and improve our services, content and layout; or to customize or personalize ads, offers and content made available to you based on your visits to and/or usage of the Sites or other online or mobile websites, applications, platforms or services, and analyze the performance of those ads, offers and content, as well as your interaction with them. We or a partner or third-party may use "cookies" or similar technologies to associate certain of the information with a unique identifier that then associates the information with your device or browser. For information about how these technologies work and how we may use them, please see above under the Section heading "Third-party Cookies and Other Tracking Technologies". In addition, the NBA Family may use your information and/or supplement your information with information we obtain from other sources (e.g., partners, third-party providers, public sources) to customize and enhance your online experience, including for online advertising purposes as described below, and where you have provided us with consent, to notify you about special offers, products, services, and information that we think may be of interest to you. You can opt-out of receiving commercial e-mail from us at any time by indicating your preference according to the instructions provided within the e-mails received. You may also change or update your personal data by visiting the user settings section of the Site.

We use the information that you provide about others to enable us to send them your gifts or cards or emails you may wish to send them from the Sites, and for such other purposes as may be stated at the point where the information is collected.

If you choose to submit content for publication (e.g., a posting to a blog or a discussion board, a video or photograph submitted as part of a contest), we may publish your screen name and other information you have provided to us. If you register and create a profile with the Sites, the screen name you select as well as other content you submit to your profile (e.g., photos, comments, video, reviews) will be displayed publicly on the Sites and may be reused and redistributed by us in our discretion. We may on occasion combine information that we collect through the Sites with information that we collect from other sources.

Direct marketing from the NBA Family. From time to time, where you have provided consent, NBAP may use your personal data to send you information about our or our business partners' products, services, tournaments, events, charity initiatives, activities (hosted by us and other members of the NBA Family around the world) and information we think may interest you, including but not limited to newsletters, news, special offers, promotions, contests and sweepstakes in relation to the NBA Family and its business partners worldwide. NBAP may also provide your personal data to the NBA Family for the NBA Family to use your personal data for the above direct marketing purposes. We will only use and disclose your personal data to other parties for direct marketing purposes where you have provided consent to such collection, use and disclosure of your personal data by such third parties for such

purposes. By providing your personal data to us specifically for any such direct marketing purposes, you are expressing consent to our collection, use and disclosure of your personally identifiable information for these direct marketing purposes. Even if you consent, you may opt-out of such communications free of charge by following the opt-out instructions contained in the e-mail or other communications we (or the NBA Family) send to you at any time. We will process your opt-out request as soon as possible, but in no event later than thirty (30) days after receiving such request. Even if you opt-out of receiving direct marketing communications from us, we may still contact you about your account or any services you have requested or received from us.

4. To whom the information may be disclosed

As indicated above, the Sites may disclose personal data to those within the NBA Family. From time to time, the Sites may also share personal data or non-personal data with third-parties that we have engaged to perform certain services in connection with the operation of certain aspects of the Sites, including to customize, deliver, measure, analyze, improve and support our services, content, advertising and layout, and your interaction with them, and to deliver more relevant messages and advertisements to you. These third-party service providers are authorized to use personal data only in a manner consistent with this Policy.

Your information also may be provided to an entity that acquires all or any part of the Sites' assets or in a merger or acquisition, in which case, you will be notified of such transaction and advised of any change in the applicable privacy policy. Further, we may disclose information in our discretion to cooperate with law enforcement or other government authorities or officials, or if asked to disclose information by subpoena, court order or other legal process to courts, law enforcement agencies or any person in connection with any claims made by, against or otherwise involving you.

Direct marketing from sponsors and business partners. The NBA Family has several sponsors and other business partners that can offer valuable products and services to our users. NBAP may provide your personal data to these sponsors and business partners for them to use your personal data for direct marketing purposes. The Sites may provide them with a mailing address and other information so that they may extend offers to you. We will only disclose your personal data to other parties for direct marketing purposes where you have provided consent to such collection, use and disclosure of your personal data by such third parties for such purposes. By providing your personal data to us specifically for such purposes, you are expressing consent to our provision of your personal data for these direct marketing purposes. The Sites will not disclose your e-mail address to these partners if you have indicated, as described below, that you do not wish to receive information, special offers or promotions from third-parties via e-mail or any other means. If you do not want your personal data shared with these partners at any time, you may make such a request by contacting us by electronic mail at customerservice@jrnbasingsapore.com or writing to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations. We will process your opt-out request and notify these partners of your opt-out request as soon as possible. From time to time, the Sites may also share or provide non-identifiable information to these partners.

While the NBA Family is careful in choosing its partners and advertisers, we are only responsible for content on our own Sites and for use of your personal data by us. All third-parties associated with the Sites and/or to which the Sites may link (including, but not limited to, advertisers, sponsors and other Internet sites) with whom we share information have independent privacy and data collection practices. We encourage you to read the privacy policy of every web site that you visit. The Sites do not control this collection of information and cannot be responsible or liable for the policies or actions of third-parties.

We may share information that is anonymous, de-identified or otherwise not intended to personally identify you with our third-party service providers, advertisers, advertising networks and platforms, agencies, and/or partners for the purposes described in this Policy (e.g., to improve the design and content of such parties' respective offerings, to deliver more relevant marketing messages and advertisements, to enable us to personalize your Internet experience, and to perform analytics).

5. Overseas Transfers

The parties to whom we may disclose your information may be situated within or outside your home country and your personal data may be transferred to a place outside your home country. The personal data we collect from you may also be stored in a location outside your home country. In some of these countries, there may not be in place data protection laws which are substantially similar to, or serve the same purposes as, the data protection laws of your home country. That means your personal data may not be protected to the same or similar level as in your home country. In such cases, where we are required to do so by law, we will enter into contracts with the recipients of your personal data to ensure your personal data receives a similar level of protection in those countries as it would in your home country.

6. Online Advertising:

The Sites engage Azonic and third-parties to deliver advertisements on the Sites and on our behalf across the Internet. Often the ads presented to you are based on the content of pages you are viewing, but we also provide ads tailored to your interests. Our hope is that by presenting ads tailored to your interests, we will enhance your online experience. As part of this process Azonic and/or these third-parties may collect information about your online activities across the Sites and other websites, and supplement such information with information from third-parties, in an effort to make inferences about your interests and deliver to you advertisements or other content targeted to those interests. For example, if you often visit content on the Sites about a specific NBA team, we may use "web beacons" to infer your possible interest in that NBA team and may deliver an ad to you related to that interest. It's important to understand that these technologies use anonymous identifiers within the "cookies" stored in your browser.

Opting Out. We offer you choices with regard to interest-based ads. As described above, if you configure your browser settings to reject all cookies, you will reduce the number of interest-based ads delivered to you on our behalf. If you prefer a more limited form of opting out without rejecting cookies altogether, you may opt out with respect to individual entities involved in delivering interest-based ads on our behalf. You may also elect to use various tools (such as browser add-ons) that block web beacons. Please note that opting out of receiving interest-based ads will not reduce the overall number of advertisements you receive.

Mobile Device Advertising & Tracking. We, our third-party service providers, advertisers, advertising networks and platforms, agencies, and/or our partners may also collect identifiers designed to enable advertising on your mobile device. However, depending on your device, you may be able to reset your mobile device's advertising identifier at any time by accessing the privacy settings on your mobile device. In addition, when using a mobile application you may receive tailored in-application advertisements. Each operating system (e.g., currently iOS for Apple phones, Android for Android devices and Windows for Microsoft devices) provides its own instructions on how to restrict the delivery of tailored in-application advertisements. You may review the support materials and/or the privacy settings for the respective operating systems in order to opt-out of such advertisements. For any other devices and/or operating systems, please visit the privacy settings for the applicable device or contact the applicable platform operator.

7. What choices are available to you regarding collection, use and disclosure of personal data and other information, Opting-Out

Subject to the limitations described below, if you elect to create a user profile on the Site, you will periodically receive emails regarding your account (e.g., emails containing or describing Jr. NBA program registration benefits, informing you of changes to your registration status, or providing other information about your registration). In addition, as a registered user of the Sites, you will have the opportunity to receive newsletters, selected sponsor offers, and other promotions by e-mail. You will receive such e-

mails as a result of the preferences indicated in the enrollment process or subsequent changes made to your preferences. We will only use your personal data for direct marketing purposes with your consent as indicated in the enrollment process or in subsequent changes made to your preferences. If you wish to change your email preferences, you may do so by visiting your profile settings at the user settings section of the Site or by indicating your preference according to the instructions provided within the e-mails received. If a member name and password are required to access the feature, you will need to provide such information to update your preferences. If you have forgotten your password, you may obtain it by visiting the sign in area and requesting that a hint or a newly assigned password be sent to you.

8. The kind of security procedures that are in place to protect the loss, misuse or alteration of information under our control

The Sites have generally accepted security measures in place to protect against the loss, misuse and alteration of the information under its control. The servers for the Sites that contain personal data are stored in physically secure and climate controlled facilities. Beyond the physical protection of the servers, we protect against data loss by backing up data, performing consistency checks, and restricting access to information on our servers. Other features, like email and contact us, are not encrypted. When providing sensitive information on the Internet, you should also look at your browser to determine whether "Secure Sockets Layer," an industry standard security protocol, is being employed (usually indicated by an image of a lock in the browser frame). In addition, only those employees needed to carry out our business functions will be authorized to have access to information on individual Site users.

It is important to remember that whatever you transmit or disclose online can be collected and used by others or unlawfully intercepted by third-parties. No data transmission over the Internet can be guaranteed to be 100% secure. While we strive to use commercially reasonable means to protect your information, we cannot warrant the security of any information you transmit to us.

Your Site profile account is password protected. We recommend that you do not divulge your password to anyone. At no time will any Sites employee ask for your password via e-mail. If you ever receive such an inquiry, please notify the Sites immediately by electronic mail at customerservice@jrnbasingsingapore.com or write to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations. Ultimately, you are solely responsible for maintaining the secrecy of your member names, passwords and/or other account information.

Any information voluntarily disclosed by users and posted on the Sites (on message boards, web logs, and/or in chat areas) may be viewed and used by others. If users post personal data that is accessible to the public online, the user does so at his or her own risk. Users accept that they may receive unsolicited messages from other parties in return.

9. How you can correct any inaccuracies in the information

You have the right to request correction of the personal data that you have provided to us. To keep personal data that you provide via this Site accurate, current and complete, please contact us by electronic mail at customerservice@jrnbasingsingapore.com or write to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations. Upon receiving your communication, we will take appropriate steps to update or correct such information in our possession, or to remove you from our catalog and mailing list. You also will have the option to correct any inaccuracies in your Site profile or other registration by returning to the membership area and updating your profile and preferences or re-registering. If a user name and password are required to access the feature, you will need to provide such information to update your user information. If you have forgotten your password, you may obtain it by visiting the user settings section of the Site and requesting that a hint be sent to you at the e-mail address you originally provided during enrollment.

10. How you can access your information

You have the right to request access to a copy of the personal data held by us about you by contacting us by electronic mail at customerservice@jrnbasingsapore.com or write to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations. We may charge a reasonable fee for complying with such a data access request.

11. Retention of data

Your personal data may be retained and may continue to be used until: (i) the relevant purposes for the use of your information described in this Policy are no longer applicable; and (ii) we are no longer required by applicable law, regulations, contractual obligations or legitimate business purposes to retain your personal data and the retention of your personal information is not required for the establishment, exercise or defense of any legal claim.

12. Choice of Law; Dispute Resolution

This Policy and your use of the Sites shall be governed by, and construed and enforced in accordance with, the laws of Hong Kong Special Administrative Region of the People's Republic of China ("**Hong Kong**"), excluding its choice of law principles.

The parties hereto irrevocably and unconditionally submit to the non-exclusive jurisdiction of the courts of Hong Kong.

13. Data Stored in the Hong Kong Special Administrative Region

The servers on which our data is stored are located within Hong Kong. By using the Sites, you understand and agree that your information is being collected in, stored in, used in or transferred to Hong Kong as described in this Policy. You also understand that these activities will be conducted in accordance with the laws of Hong Kong, which may not be equivalent to those of your home country.

14. Note to Parents

It is the Sites' policy not to knowingly solicit any personal data from children under the age of 13. A number of interactive features on the Sites require registration to participate (e.g., e-mail newsletters, Jr. NBA program registration). All registrants will be required to enter their full name, identification number, gender, date of birth, e-mail address, contact number, school, mailing address, t-shirt size and his/her parent's/legal guardian's name, identification number, e-mail address, contact number and relationship to the registrant. If the Sites determine that a person is under the age of 13 based on the information provided during the registration process, that person will not be permitted to register for such features on the Sites. In addition, when a child under 13 years old tries to register for certain interactive features on the Sites, he or she may be directed to content which does not involve the submission of personal data. Minors who indicate that they are under 13 years old will not be able to participate in interactive features on the Sites that involve the collection, use and disclosure of personal data (e.g., entering a sweepstakes) and they will not be contacted about special offers or promotions.

The Sites works with (and may provide links to) third-party sites that offer features described on the Sites. Registration for these features is pursuant to the privacy policies of the third-parties operating the web sites on which registration occurs. Such third-party sites may permit children under the age of 13 to register for these features on their sites in accordance with the privacy policies posted on those sites. The operators of those third-party sites are responsible for ensuring that their sites comply with applicable laws, regulations, and rules. For more information, please review the privacy policies of each respective third-party site.

15. Providing personal data belonging to others

If you provide the personal data of anyone other than yourself (including your family members), you warrant to us that you have informed him/her of the purposes for which we are collecting his/her personal data and that he/she has consented to your transfer of his/her personal data to us for those purposes.

16. Contact Us

If you have any questions about the privacy aspects of our Sites or exercise any of your rights under this Policy or would like to make a complaint, please contact us by electronic mail at customerservice@jrnbasingsapore.com or write to us at Room 3101, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong, Attn: Jr. NBA Asia Fan Relations.

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