

Customer Privacy Policy

【Special Notice】

Please read the Dongpeng Holdings *Privacy Policy* carefully and ensure that you understand our rules for handling your personal information. If you have any questions during the reading process, you may contact our customer service for consultation. If you do not agree with any of the terms of the agreement, you should immediately cease accessing Dongpeng Holdings related websites or applications. If you disagree with the relevant agreement or any of its terms during the reading process, you should immediately stop using Dongpeng Holdings related websites or applications.

Privacy Policy for Dongpeng Holdings' Websites and Applications

Dongpeng Holdings ("we") places great importance on user privacy and the protection of personal information. When you use our products and/or services, we may collect and use relevant information about you. We hope to explain through the *Dongpeng Holdings Privacy Policy* ("this Privacy Policy") how we collect, use, save, share, and transfer this information when you use our products and/or services, as well as the ways we provide for you to access, update, delete, and protect this information.

This policy will help you understand the following:

I. How We Collect and Use Your Personal Information

According to the *Cybersecurity Law of the People's Republic of China*, personal information refers to various types of information recorded in electronic or other forms that can be used alone or in combination with other information to identify the personal identity of a natural person, including but not limited to the name, date of birth, ID number, personal biometric information, address, phone number, etc. of a natural person. We will only collect and use your personal information for the following purposes as stated in this Privacy Policy:

(1) Providing Shopping Tools and Recording User Identity

1. Business Function One: Register as a User

When you register as a user of Dongpeng Holdings' related websites/applications, you need to provide us with at least your mobile phone number and the verification code you received. We will help you complete the login and registration verification process via

SMS. Basic services such as browsing and searching can be used without registration or provision of the above information. If you register or log in to Dongpeng Holdings' related websites/applications through a third-party channel, you need to authorize us to obtain your identity information on the third party, such as phone number, nickname, avatar, OPENID, and other information prompted on the page.

You can click on the account avatar on the "My" page of Dongpeng Holdings' related websites/applications to enter the personal information page and continue to improve and modify your "personal information," including avatar, username, associated phone number. The information you provide will help us offer you customized benefits, personalized product recommendations, and a better shopping experience. However, if you do not provide this additional information, it will not affect your use of the core functions we provide.

2. Helping You Browse and Search for Product/Service Information and Find Nearby Stores

When you browse product/service information and search for nearby stores, we need to collect your device information (which may include hardware and software feature information such as device unique identifier, device application installation list, WiFi information, AndroidID) to optimally display product/service information from nearby stores for you.

When you use product/service information search, collect products, case functions, we need to collect your browsing history, collection records, add-to-cart information, order information.

We will use the above information, combined with store operations, platform user attention hotspots, and consumption trends, to analyze your preferences and recommend personalized product/service information to you on the Dongpeng Holdings platform or third-party platforms based on your preferences. If you do not want to see personalized recommendations, you can do so through the following methods:

II. How We Use Cookies and Similar Technologies

(1) Cookies

To ensure the normal operation of the website, we will store small data files called Cookies

on your computer or mobile device. Cookies typically contain identifiers, site names, and some numbers and characters. With the help of Cookies, websites can store data information such as your preferences or items in the shopping cart.

We will not use Cookies for any purposes other than those stated in this Privacy Policy. You can manage or delete Cookies according to your preferences. You can clear all Cookies saved on your computer, and most web browsers have functions to block Cookies. However, if you choose to clear Cookies, you will need to change user settings manually every time you visit our website.

(2) Web Beacons and Pixel Tags

In addition to Cookies, we will also use other similar technologies such as web beacons and pixel tags on the website. Web beacons are usually transparent images embedded in websites or emails. With the help of pixel tags in emails, we can know whether the email has been opened. For example, the email we send to you may contain a click URL that links to the content of our website. If you click on this link, we will track this click to help us understand your product or service preferences and improve customer service. If you do not want your activities to be tracked in this way, you can unsubscribe from our mailing list at any time.

(3) Do Not Track

Many web browsers have a Do Not Track feature that can send Do Not Track requests to websites. Currently, the main Internet standard organizations have not yet established policies on how websites should respond to such requests. However, if your browser enables Do Not Track, all of our websites will respect your choice.

III. How We Share, Transfer, and Publicly Disclose Your Personal Information

(1) Sharing

We will not share your personal information with any other company, organization, or individual, except in the following cases:

1. Sharing with Explicit Consent: After obtaining your explicit consent, we will share your personal information with other parties.
2. Sharing as Required by Law: We may share your personal information in accordance with legal regulations or at the mandatory request of government

authorities.

3. **Sharing with Affiliated Companies:** Your personal information may be shared with our affiliated companies. We will only share necessary personal information and will not be bound by the purposes stated in this Privacy Policy. If the affiliated companies wish to change the purpose of processing personal information, they will seek your authorization again.
4. **Sharing with Authorized Partners:** To achieve the purposes stated in this Privacy Policy, some of our services are provided by authorized partners. We may share certain personal information with our partners to provide better customer service and user experience. For example, we may hire third-party companies that provide data statistics and analysis services, which may require the collection and access to personal data for data statistics and analysis. In such cases, these companies must comply with our data privacy and security requirements. We will only share personal information that is necessary for the provision of services for legitimate, proper, necessary, specific, and clear purposes.

For companies, organizations, and individuals with whom we share personal information, we will take user data protection measures equivalent to or equivalent to those stated in this Privacy Policy, such as signing strict confidentiality agreements with them, requiring them to handle personal information in accordance with our instructions, this Privacy Policy, and any other relevant confidentiality and security measures.

(2) Transfer

We will not transfer your personal information to any company, organization, or individual, except in the following cases:

1. **Transfer with Explicit Consent:** After obtaining your explicit consent, we will transfer your personal information to other parties.
2. **Transfer in the Event of Merger, Acquisition, or Bankruptcy Liquidation:** If there is a transfer of personal information in the event of a merger, acquisition, or bankruptcy liquidation, we will require the new company or organization holding your personal information to continue to be bound by this Privacy Policy. Otherwise, we will require that company or organization to seek your authorization

again.

(3) Public Disclosure

We will only publicly disclose your personal information in the following cases:

1. With Your Explicit Consent.
2. Based on Legal Disclosure: In the event of legal proceedings, litigation, or mandatory requests from government authorities, we may publicly disclose your personal information within the scope required by them.

IV. How We Protect Your Personal Information

(1) We have used security protection measures that meet industry standards to protect the personal information you provide, preventing data from being accessed, publicly disclosed, used, modified, damaged, or lost without authorization. We will take all reasonable and feasible measures to protect your personal information. For example, when data (such as credit card information) is exchanged between your browser and "service," it is protected by SSL encryption. We also provide https secure browsing options for our website. We use encryption technology to ensure the confidentiality of data. We use trusted protection mechanisms to prevent data from being maliciously attacked. We deploy access control mechanisms to ensure that only authorized personnel can access personal information. We also hold security and privacy protection training courses to strengthen employees' awareness of the importance of protecting personal information.

(2) We will take all reasonable and feasible measures to ensure that we do not collect irrelevant personal information. We will only retain your personal information for the period necessary to achieve the purposes stated in this Privacy Policy, unless the retention period is extended or permitted by law.

(3) The Internet is not an absolutely secure environment, and email, instant messaging, and other communication methods with other users are not encrypted. We strongly recommend that you do not send personal information through these methods. Please use complex passwords to help us ensure the security of your account.

(4) The Internet environment is not one hundred percent secure. We will do our best to ensure the security of any information you send to us. If our physical, technical, or

management protection facilities are compromised, resulting in unauthorized access, public disclosure, alteration, or destruction of information, and thereby causing damage to your legitimate rights and interests, we will assume the corresponding legal responsibilities in accordance with relevant laws and regulations.

(5) In the unfortunate event of a personal information security incident, we will inform you in a timely manner in accordance with legal and regulatory requirements: the basic situation and possible impact of the security incident, the measures we have taken or will take to deal with it, suggestions for you to independently guard against and reduce risks, and remedial measures for you. We will promptly inform you of the relevant circumstances of the incident by email, letter, phone, push notification, and other means. When it is difficult to inform the subjects of personal information one by one, we will take reasonable and effective ways to issue announcements.

At the same time, we will also proactively report to the regulatory authorities the handling of personal information security incidents in accordance with their requirements.

V. Your Rights

In accordance with the relevant laws, regulations, and standards of China, and by reference to the common practices of other countries and regions, we ensure that you can exercise the following rights over your personal information:

(1) Access to Your Personal Information

Except as otherwise provided by laws and regulations, you have the right to access your personal information. If you wish to exercise your right to access your data, you may do so by the following means:

Account Information—If you wish to access or edit the personal information and payment information in your account, change your password, add security information, or close your account, you may perform these operations by visiting the Personal Center.

For other personal information generated during your use of our products or services, we will provide it to you in accordance with the principles of reasonableness and legality.

(2) Correction of Your Personal Information

If you find that the personal information we have processed about you is incorrect, you have the right to request that we make corrections. You may submit a correction request

through the means listed in “(1) Access to Your Personal Information”.

If you are unable to correct this personal information through the above link, you may contact us through the website at any time, and we will respond to your correction request within 30 days.

(3) Deletion of Your Personal Information

Under the following circumstances, you may request us to delete your personal information:

1. If our processing of personal information violates laws and regulations.
2. If we collect and use your personal information without your consent.
3. If our processing of personal information violates our agreement with you.
4. If you no longer use our products or services, or if you have closed your account.
5. If we no longer provide you with products or services.

If we decide to respond to your deletion request, we will also notify the entities that have obtained your personal information from us, requiring them to delete it in a timely manner, unless otherwise provided by laws and regulations, or these entities have obtained your independent authorization.

After you delete information from our services, we may not immediately delete the corresponding information from our backup systems, but we will delete it when the backup is updated.

(4) Account Cancellation by the Data Subject

You may cancel your previously registered account at any time. You may contact us through the website, and we will complete the cancellation for you within 10 days. After your account is canceled, we will stop providing you with products or services and delete your personal information in accordance with your request, except as otherwise provided by laws and regulations.

(5) Obtaining a Copy of Personal Information by the Data Subject

You have the right to obtain a copy of your personal information. You may do so by the following means: entering the Personal Center through the application to view and request a copy of your personal information.

Subject to technical feasibility, for example, if the data interfaces match, we may also

transmit a copy of your personal information directly to a third party designated by you, in accordance with your request.

(6) Restriction of Automated Decision-Making by Information Systems

In some business functions, we may make decisions solely based on automated decision-making mechanisms, including information systems and algorithms. If these decisions significantly affect your legitimate rights and interests, you have the right to request an explanation from us, and we shall provide remedies through appropriate channels. For your reasonable requests, we do not charge a fee in principle. However, for requests that are repeatedly made or exceed a reasonable limit, we may charge a certain cost fee. For unreasonable requests that are baselessly repetitive, require excessive technical means (for example, the development of a new system or a fundamental change to current practices), pose a risk to the legitimate rights and interests of others, or are extremely impractical (for example, involving information stored on backup tapes), we may refuse.

Under the following circumstances, in accordance with the requirements of laws and regulations, we will not be able to respond to your request:

1. If it is related to national security or national defense security.
2. If it is related to public safety, public health, or significant public interests.
3. If it is related to criminal investigation, prosecution, and trial.
4. If there is sufficient evidence that you have acted in bad faith or abused your rights.
5. If responding to your request would cause serious damage to the legitimate rights and interests of you or other individuals or organizations.

VI. List of Personal Information Collected

1. Business Scenario: Login, Forgot Password

Purpose of Collection: For user login and password reset for forgotten passwords.

Method of Collection: User input.

Personal Information Fields: Username, mobile phone number.

2. Business Scenario: Applying for a Shopping Consultant Account

Purpose of Collection: To add a shopping consultant account.

Method of Collection: User input.

Personal Information Fields: Name, phone number.

3. Business Scenario: Points Cashout

Purpose of Collection: To convert points into cash and cash out to WeChat, as well as for tax applications.

Method of Collection: User input.

Personal Information Fields: Name, mobile phone number, ID number, WeChat.

VII. Detailed List of SDKs Used in Our Mini-Programs and Their User Information Usage

1. WeChat Open Platform:

- SDK Type: Social
- SDK Description: Features such as sharing and payment
- Business Scenarios: Sharing and payment
- User Information Fields Required: Software installation list, device model, MAC address, IMEI number, IMSI, system version, mobile phone model.
- Purpose/Reason for Use: To share audio, video, images, and events from the mini-program to the WeChat client.

2. Map SDK (Android, iOS, HarmonyOS)

- Function: Assists in location display scenarios, such as store display on the map.
- Information Collected: Location information (latitude and longitude, precise location, approximate location), device information [such as IP address, GNSS information, WiFi status, WiFi parameters, WiFi list, SSID, BSSID, base station information, signal strength information, Bluetooth information, sensor information (vector, acceleration, pressure, direction, geomagnetic), device signal strength information, external storage directory (such as SDCard)], device identification information (IMEI, IDFA, IDFV, AndroidID, MEID, MAC address, OAID, IMSI, ICCID, hardware serial number), current application information (application name, application version number), device parameters and system information

(system attributes, device model, operating system, carrier information).

- Organization: Baidu Online Network Technology (Beijing) Co., Ltd.
- Privacy Policy: [Privacy Policy | Baidu Map API SDK](#)
- Organization: Tencent Technology (Beijing) Co., Ltd.
- Privacy Policy: [Tencent Privacy Protection Platform](#)

3. Location SDK (Android, iOS)

- Function: Used for recommending nearby stores.
- Information Collected: Location information (latitude and longitude, precise location, approximate location), device information [such as IP address, GNSS information, WiFi status, WiFi parameters, WiFi list, SSID, BSSID, base station information, signal strength information, Bluetooth information, sensor information (vector, acceleration, pressure)], device signal strength information, external storage directory (such as SD Card), device identification information (IMEI, IDFA, IDFA, Android ID, MEID, MAC address, OAID, IMSI, ICCID, hardware serial number), current application information (application name, application version number), device parameters and system information (system attributes, device model, operating system, carrier information).
- Organization: Baidu Online Network Technology (Beijing) Co., Ltd.
- Privacy Policy: [Privacy Policy | Baidu Map API SDK](#)
- Organization: Tencent Technology (Beijing) Co., Ltd.
- Privacy Policy: [Tencent Privacy Protection Platform](#)

VIII. Transfer of Your Personal Information Globally

In principle, personal information collected and generated within the People's Republic of China will be stored within the People's Republic of China. However, if your personal information needs to be transferred outside the People's Republic of China, we will ensure that your personal information is protected to a level equivalent to that within the People's Republic of China, in accordance with the relevant laws, regulations, and requirements of the regulatory authorities of the People's Republic of China.

IX. Updates to This Privacy Policy

We may adjust or amend this privacy policy from time to time. Any updates to this privacy policy will be published on our website with the update date marked. Except as otherwise required by laws, regulations, or regulatory provisions, the adjusted or amended content will take effect 7 days after notification or publication. If you continue to use any of our services or visit our related websites after the adjustment or amendment of this privacy policy, we believe this represents your full reading, understanding, and acceptance of the modified privacy policy and your agreement to be bound by it.

X. Contact Us

You can contact us through the following means, and we will respond to your request within 15 days:

1. If you have any questions, opinions, or suggestions regarding the content of this policy, you may contact us at xxb@dongpeng.net. Office address: Dongpeng Building, No. 127 Ji Hua West Road, Chancheng District, Foshan City, Guangdong Province. Please note that we may not respond to questions unrelated to this policy or your personal information.