



TVB Mahjong Brain Fitness Championship 2026 (USA) **【Privacy Policy】**

This Privacy Policy describes how TVB (USA) Inc. (“**we**”, “**us**”, or “**our**”) collect, process and use the personal data provided by you when you register for the TVB Mahjong Brain Fitness Championship (“**Competition**”).

If you register for the Competition, this Privacy Policy is deemed to be agreed by you and will apply to you.

A. What Data Do We Collect

1. Personal data means information that can directly or indirectly identify an individual. For the purposes described in this Privacy Policy, the following information will be collected from you:
 - a. Full name, date of birth, contact number, and e-mail address;
 - b. Payment information when you pay the application fee; and
 - c. Such other information that you voluntarily decide to provide to us including but not limited to gender and city of residence.
2. When you participate in the Competition, we may take photographs, and make audio and/or video recordings of you during the Competition and related activities.

B. What Are the Purposes for Collection

1. We will only collect, process and/or use your personal data for the purposes set out below:
 - a. Organizing and managing the Competition, including but not limited to verifying your identity, processing payment of application fees, and allocating seat positions;
 - b. Publicizing and promoting the Competition, including but not limited to use your photographs, audio and/or video recordings for news purposes;
 - c. Providing prizes to you;
 - d. Complying with legal and regulatory requirements; and
 - e. Any other purposes related to the foregoing.

C. Who Do We Share Your Data With

1. To protect your privacy, we will endeavor to only share with third parties your personal data which has either been aggregated and anonymized or which otherwise does not contain your name or contact details. However, there may be limited circumstances where we will share data (which may include your personal data) with third parties who may or may not be located overseas, as detailed in this section.
2. For any of the purposes set out above, your personal data may be shared:
 - a. internally and among our affiliates;
 - b. with our partners and/or sponsors to organize and manage the Competition and provide prizes to you;
 - c. with our service providers and/or agents that perform business services on our behalf, such as payment processing company;
 - d. with regulatory authorities, courts and other governmental agencies to comply with any legal or regulatory requirements, orders or requests; or
 - e. with our professional advisors, including but not limited to lawyers, accountants, financial advisors and insurers, and any actual or proposed assignee, transferee or successor of or to our rights if we decide to sell any relevant part of our business.

D. How We Protect Your Data

The security of your personal data is important to us. We have put in place reasonable physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, to maintain data security, and to use correctly the personal data we collect. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security. If you have any questions about security, you may contact us using the details under the Contact Us section below.

E. How Long Do We Keep Your Data

We will retain your personal data only for so long as is necessary to fulfil the purposes outlined herein, unless the law requires us to keep it for a longer period. Once your personal data is no longer required for such purposes, we will either irreversibly anonymize or securely delete it.

F. Direct Marketing

With your explicit consent, we may use your personal data to send you marketing materials via e-mail in connection with the latest news, events, updates, offers, and promotions in relation to our products and/or services.

G. Your Privacy Rights

1. Under applicable law, you may have certain rights in relation to your personal data, including:
 - a. Right to access: You have the right to request access to, or copies of, the personal data we hold about you and the purposes for which we use it.
 - b. Right to correct: You have the right to correct inaccurate personal data that we have collected from and maintain about you.
 - c. Right to delete: You have the right to delete personal data about you.
 - d. Right to object: You have the right to object to processing the personal data we collect.
 - e. Right to restrict: You have the right to restrict the processing of your personal data.
 - f. Right to withdraw your consent: You have the right to withdraw your consent for the processing of your personal data when consent was used as the original legal basis for processing.
 - g. Right to data portability: You have the right to receive the data we collected from you. Under certain conditions, you may request we transfer your personal data to another organization or directly to you.
 - h. At any time, you can request to opt-out of direct marketing communications.
2. This sub-section applies to California residents and is meant to supplement the other provisions of this Privacy Policy. Under the California Consumer Privacy Act, California residents have the following rights:
 - a. Right to know: You have the right to request that we disclose to you the following information about our collection and use of your personal data over the twelve (12) months prior to your request:
 - The categories of personal data we collect about you.
 - The categories of sources for the personal data we collect about you.
 - Our business or commercial purpose for collecting that personal data.
 - The categories of third parties with whom we share that personal data.
 - The categories of personal data we have disclosed.
 - The specific pieces of personal data collected about you.
 - b. Right to deletion: You have the right to request that we delete any of your personal data we collected. However, in certain circumstances, we will not be able to do so. Examples of these circumstances include but not limited to complying with legal requirements and obligations and completing a transaction for you.
 - c. Do Not Sell or Share My Information: You have the right to direct us not to share your personal data at any time.
3. You may request or assert any of the rights above by contacting us at cs@tvbusa.com or by posting your request to our address at 15411 Blackburn Ave., Norwalk CA 90650. For verification purposes, please use the full name and e-mail address you provide for registration.

H. Updates

From time to time, we may update this Privacy Policy. We will notify you by e-mailing you at the e-mail address you provided and/or by placing a notice on our site. We encourage you to periodically check back and review this Privacy Policy so that you will always know what data we collect, how we use it, and to whom we disclose it.

I. Contact Us

If you have any questions or concerns about this Privacy Policy or its implementation, you may contact us at cs@tvbusa.com or write to us at TVB (USA) Inc., 15411 Blackburn Ave., Norwalk CA 90650.