

User Privacy Policy

The Institute of Public and Environmental Affairs of the Chaoyang District of Beijing (hereinafter referred to as “we” or the “Blue Map”) will collect and use your information when providing services or products to you. The Blue Map values the privacy of users. Before using services provided by the Blue Map, please read carefully and fully understand this User Privacy Policy.

We recognize the importance of your personal information and appreciate your trust in us to protect your personal data. In accordance with the industry recognized safety standards, we are committed to protecting your personal information with appropriate security measures.

I. Information we collect & How we use the information

1. Login/registration

When you register or login to the Blue Map, **you are required to provide your phone number to create your account and password.** If you log in via authorized third party, you will need to **authorize the Blue Map to use your account information on WeChat, Weibo, QQ or other third parties.**

You can choose to deactivate your account. After you deactivate your account, we will stop providing you with products and services through your account, and your account application information will be processed as required by applicable law.

2. Enterprise Authentication Service

If you need to use additional enterprise services (including information disclosure service) provided by the Blue Map, you need to upgrade your account to a corporate user account. **In order to validate your corporate user account, we will collect the information of your business license, unified social credit code, corporate email address and other related information for account authentication. The Blue Map promises that all information, photos and materials uploaded for corporate user account authentication will only be used for the authentication purpose, but please treat it with caution and carefully consider whether to apply for corporate account authentication.**

3. The third-party platforms used in the Blue Map include Baidu and Google

Baidu and Google are used in the Blue Map to count the number of user visits. The statistics from Baidu and Google are used for optimizing functions and improving user experience.

II. How we store and protect your personal information

1. We use precautionary measures to protect your personal information from unauthorized access, disclosure, modification, destruction, misuse or loss. To ensure the security of your personal information, we stringently enforce the above measures under strict information security

regulations and processes. When we collect, use, store and transfer your personal information, we will take encryption measures to ensure the confidentiality and integrity of the data.

2. In the unfortunate event of a personal information security incident, we will inform you in accordance with the requirements of laws and regulations within 30 calendar days at the latest: the basic situation and possible impact of the security incident, the measures we have taken or will take, the suggestions you can independently prevent and reduce the risk, and the remedial measures for you, etc.

3. The Internet is never entirely secure. Blue Map is committed to protecting your personal data, despite these precautions however, please note that no security measure is perfect on the Internet.

4. We value the information protection of minors. If a minor's personal data is collected based on prior parental consent, we will only use, transfer or disclose the data as permitted by law, with the explicit consent of the minor's parents or guardians, or when necessary for the protection of the minor. We will protect the personal information of minors in accordance with applicable national laws and regulations and the provisions of this User Privacy Policy.

III. How we share and publicly disclose your personal information

1. Sharing: We will not share your personal information with any organization, company or individual outside Blue Map except in the following cases:

- a) Where we have obtained your explicit consent;
- b) In the event of litigation dispute resolution or other circumstances that required by laws and regulations to share your personal information;
- c) Only for the purposes stated in this Policy, some of our services will be provided jointly by Blue Map and our authorized partners, and we may, where necessary, share your personal information with our partners to provide better customer services and user experiences. Our partners do not have the right to use the shared personal information for any other purpose unrelated to the product or service.
- d) Blue Map contains links to other websites. Except as otherwise required by law, Blue Map is not responsible for the privacy practices of other websites. We may add business partners or co-branded sites whenever needed, but the information provided to them will be general information only and we will not disclose your identity.

2. Transfer: Blue Map will not transfer your information to any organization, company or individual except in the following cases:

- a) Where we have obtained your explicit consent;
- b) If Blue Map is involved in a merger, acquisition, bankruptcy liquidation or application transfer that concerned with your personal information transfer, we will require the new company or organization holding your personal information to continue to be bound by this User Privacy Policy, otherwise we will require the company or organization to ask for your authorization and consent again.

3. Use: Blue Map may use your personal information in the following cases :

- a) Blue Map offers a timely notification or message to the user, such as for software updates, changes to the terms of this agreement;
- b) Blue Map conducts an internal audit, data analysis or research etc., to improve products, services and communication with the user;
- c) Blue Map manages and examines user information and takes disciplinary measures;
- d) Other matters stipulated by applicable laws and legislation.
- e) Except for the matters mentioned above, we will not use the user's personal information before obtaining the user's prior consent.

4. Public Disclosure: we will only publicly disclose your personal information under the following circumstances:

- a) Where we have obtained your explicit consent or your active choice;
- b) To protect the rights and assets of Blue Map regarding actual illegal activities or serious violation of this Policy, and to protect the individual safety of users and the public in an emergency situation.

5. Exceptions: Your prior authorized consent is not required for the sharing or public disclosure of personal information under the following circumstances:

- a) As required by law and regulations or at the request of the administrative or judicial authorities;
- b) Related to national security and national defense security;
- c) Related to public safety, public health and public interests;
- d) In the event of a merger, acquisition, division, or other transfer of all or any portion of our assets;
- e) For criminal investigation, prosecution, trial and execution of judgment, etc.
- f) For the purpose of safeguarding your or other individuals' life, property and other significant legitimate rights and interests but for which it is hard to obtain your consent;
- g) Personal information disclosed to the public by yourself;
- h) Personal information collected from legitimate public disclosures, such as legitimate news reports, government information disclosure and other channels;
- i) Necessary for Blue Map and its affiliates to provide the services you request;
- j) Necessary for Blue Map and its partners to protect the public interest;
- k) Disclosure to a third party for the purpose of detecting harmful and fraudulent users, provided that Blue Map shall sign an agreement with such third party to ensure that such third party assumes no less responsibility and liability for the protection of personal information than this User Privacy Policy.
- l) Other disclosures that this application considers appropriate.

6. According to laws and regulations, sharing personal information that has been de-identified and ensuring that the recipient of the data cannot recover and re-identify the subject of the personal information is not an act of sharing or public disclosure of personal information. The storage and processing of such data will not require notification and your prior consent.

7. In principle, personal information collected and generated in the People's Republic of China is stored in the People's Republic of China.

IV. Disclaimer

Blue Map shall not be liable for the following matters:

- a) The leakage of any personal information as a result of you actively giving your user password or sharing your registered account with others, or any other leakage of personal information not caused by Blue Map;
- b) Blue Map provides your personal information in accordance with legal regulations or relevant government policies;
- c) Any dispute arising from the use of your personal information by any third party in accordance with the conditions listed in the terms of service and statement of Blue Map;
- d) Any temporary shutdown of services due to hacker attacks, computer virus intrusion or government controls;
- e) Any consequences due to force majeure;
- f) Any usage or exclusion of liability as set forth in the respective terms of service and statements of Blue Map.

V. Updates to this policy

Blue Map reserves the right to update or change this Policy at any time. If major changes are made to the User Privacy Policy, we may notify you through sending you direct notification or private message. This policy was last updated on 29/07/2020.

VI. Contact us

If you have any questions, concerns or comments about this User Privacy Policy, or if you find that your personal information may be leaked, please contact us via:

- 1) Live Chat service on the Blue Map website
- 2) Blue Map customer service email address: ipe@ipe.org.cn
- 3) Blue Map customer service Tel: 010-67189470

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