

PRIVACY POLICY

Element 8 Consulting Limited

Last updated: August 2026

1. Introduction

Element 8 Consulting Limited ("Element 8", "we", "our", or "us") is committed to protecting the privacy and personal data of all individuals who visit our website or engage with our accounting and tax services. This Privacy Policy explains how we collect, use, store, disclose, and protect your personal information in accordance with the Personal Data (Privacy) Ordinance (Cap. 486) of Hong Kong (the "PDPO") and any other applicable privacy legislation.

By accessing our website or using our services, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our website or services.

2. About Us

Element 8 Consulting Limited is an accounting and tax services consultancy registered and operating in Hong Kong.

Registered address:

9/F, Room B25, Ka To Factory Building

2 Cheung Yue Street, Lai Chi Kok

Hong Kong

Contact email: info@element8.hk

3. Personal Data We Collect

We may collect the following categories of personal data from you:

3.1 Information you provide directly

- Full name and contact details (email address, phone number, postal address)
- Business name and registration details
- Financial and tax-related information necessary to provide our services
- Hong Kong Identity Card number or passport number (where required by law or for identity verification)
- Bank account details (where required for service delivery)
- Any other information you voluntarily provide via contact forms, email, or in person

3.2 Information collected automatically

- IP address and browser type
- Pages visited and time spent on our website

- Device and operating system information
- Cookies and similar tracking technologies (see Section 9)

4. How We Use Your Personal Data

We use your personal data for the following purposes:

- To provide accounting, bookkeeping, tax computation, and related professional services
- To communicate with you about your enquiries, engagements, or account
- To comply with legal and regulatory obligations in Hong Kong, including those imposed by the Inland Revenue Department and the Companies Registry
- To manage and administer our business relationship with you
- To send service-related updates and, where you have consented, marketing communications
- To improve our website and service offerings
- To detect and prevent fraud or other unlawful activity

We will not use your personal data for any purpose that is incompatible with those stated above without your prior consent.

5. Legal Basis for Processing

We process your personal data on the following grounds:

- Performance of a contract: to fulfil our obligations under our engagement with you
- Legal obligation: to comply with applicable Hong Kong laws and regulations
- Legitimate interests: to operate and improve our business, provided such interests are not overridden by your rights
- Consent: where you have given us explicit permission to process your data for a specific purpose

6. Disclosure of Personal Data

We do not sell, rent, or trade your personal data to third parties. We may share your data with the following parties where necessary:

- Government authorities and regulatory bodies: including the Inland Revenue Department, Companies Registry, and other Hong Kong authorities, where required by law
- Professional advisors: including legal counsel and auditors, bound by confidentiality obligations
- Service providers: including IT support, cloud storage, and software providers who process data on our behalf under data processing agreements
- Affiliated entities: where relevant to the delivery of our services

Any third parties with whom we share your personal data are required to handle it in accordance with applicable privacy laws and our instructions.

7. Retention of Personal Data

We retain your personal data only for as long as is necessary to fulfil the purposes for which it was collected, or as required by law. In general:

- Client engagement records and financial data are retained for a minimum of seven (7) years in accordance with Hong Kong tax and company law requirements
- Enquiry and contact data is retained for up to two (2) years unless an engagement is commenced
- Website usage data is retained for up to twelve (12) months

After the applicable retention period, personal data is securely deleted or anonymised.

8. Your Rights Under the PDPO

Under the Personal Data (Privacy) Ordinance, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete personal data
- Object to the use of your personal data for direct marketing purposes
- Withdraw consent where processing is based on consent

To exercise any of these rights, please contact us at info@element8.hk. We will respond to your request within forty (40) days, as required under the PDPO. We may require you to verify your identity before processing your request.

9. Cookies

Our website may use cookies and similar tracking technologies to enhance your browsing experience and analyse website traffic. Cookies are small text files stored on your device when you visit our website.

You may configure your browser to refuse cookies or to alert you when cookies are being sent. Please note that some features of our website may not function correctly if cookies are disabled.

We do not use cookies to collect sensitive personal data or to track you across third-party websites for advertising purposes.

10. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, accidental loss, alteration, or disclosure. These measures include secure servers, encrypted communications, and restricted access controls.

However, no method of transmission over the internet or electronic storage is completely secure. While we take all reasonable steps to protect your data, we cannot guarantee absolute security.

11. Links to Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to review the privacy policies of any third-party sites you visit.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. The updated policy will be posted on our website with a revised "Last updated" date. We encourage you to review this policy periodically. Your continued use of our website or services after any changes constitutes your acceptance of the updated policy.

13. Contact Us

If you have any questions, concerns, or complaints regarding this Privacy Policy or our handling of your personal data, please contact us:

Element 8 Consulting Limited

9/F, Room B25, Ka To Factory Building

2 Cheung Yue Street, Lai Chi Kok

Hong Kong

Email: info@element8.hk

If you are not satisfied with our response, you may lodge a complaint with the Office of the Privacy Commissioner for Personal Data (PCPD) of Hong Kong at www.pcpd.org.hk.