

Privacy Policy

This Privacy Policy describes how Amlogic Incorporated and its subsidiaries and affiliated companies (“Amlogic”, “we”, “us”, or “our”) collect, use, store, protect and share your personal information, as well as the privacy rights you are entitled to.

1. Information We Collect

We collect information only to the extent necessary for our business and services:

- Information you voluntarily provide: name, contact details, employer, job title, account credentials, event registration data, and inquiries you submit;
- Device and usage information: hardware model, operating system version, IP address, MAC address, chipset information, product usage logs, error reports, and website interaction data;
- Location information (if applicable): collected only when required to deliver location-related services;
- Audio and visual information: recordings from meetings, webinars, product demonstrations or smart facility systems;
- Information from cookies and similar technologies: for website experience optimization, security and traffic analysis.

2. How We Use Your Information

We use your information for the following legitimate purposes:

- Providing, maintaining, supporting and improving our websites, products and services;

- Conducting business transactions, customer support and technical services;
- Conducting marketing activities and sending product updates or event information (you may opt out at any time);
- Performing technology research and development, product testing and security monitoring;
- Complying with applicable laws, regulations, legal processes or governmental requests;
- Managing facility security, visitor registration and daily operation of premises.

3. Information Sharing and Disclosure

We do not sell your personal information. We may share information only in the following circumstances:

- Service providers, contractors and partners who assist us in operating our business;
- Judicial, regulatory or governmental authorities as required by law;
- Relevant parties in connection with a merger, acquisition, restructuring, or sale of company assets;
- Other entities within the Amlogic corporate group;
- Other situations with your explicit consent.

4. Data Retention and Cross-Border Transfer

- We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal obligations.
- As a global company, your information may be transferred to and stored in

other countries or regions. We implement appropriate safeguards to ensure adequate protection for such transfers.

5. Information Security

We implement industry-standard technical and organizational security measures to protect personal information against unauthorized access, use, disclosure, alteration or destruction.

6. Your Privacy Rights

Subject to applicable local laws, you may have the right to:

- Access, correct or delete your personal information;
- Restrict or object to certain processing activities;
- Withdraw your previously given consent;
- Request data portability;
- Lodge a complaint regarding our data practices.

7. General Provisions

- Our services are not directed to children under the age of 13.
- We may update this policy occasionally. Material changes will be posted on our website.
- For data controlled and submitted by our business customers, such information is governed by such customers' own privacy policies.

Contact Us

Email: contact@amlogic.com