

## Weibo Personal Information Protection Policy summary

Weibo attaches great importance to the legitimate use and protection of users' personal information. The purpose of this "Weibo Personal Information Protection Policy Summary" is to introduce to you the basic situation of Weibo App's handling of your personal information in a concise, clear and easy-to-understand manner. If you need to know the complete "[Weibo Personal Information Protection Policy](#)", you can directly jump to the following.

### How we collect and use your personal information

In order to assist you in registering a Weibo account and provide Weibo services you have opened, you need to provide us with personal information such as your mobile phone number, email address, and mailing address. If you need to use some specific functions (such as identity authentication, finding friends in the address book, marking precise location, settlement of income, etc.), you may also need to provide us with **precise location information, address book, ID number, facial recognition features, payment account and other sensitive personal information**, we will clearly inform you of the purpose and necessity of collecting and using such information.

During your use of Weibo, we will also record your usage behavior information (such as the pages you have visited or the links you have clicked), and combined with some of your device information, to assess the security risks of your operations, Guarantee the stable operation of Weibo and show you information that may be of interest to you. Such information generally does not directly identify you personally.

Please see our [Personal Information Collection Checklist](#) for more details .

### What device permissions do we need to enable

Some of our functions require access to your device permissions, such as location permissions, contacts permissions, microphone permissions, camera permissions, calendar permissions, photo album permissions, sports and fitness permissions, etc. We will use the system pop-up window or application pop-up window to ask you for authorization. You can choose to switch the relevant permissions at any time in the settings options of Weibo or the settings function of the device.

- Location permissions: provide you with check-in sharing services, help you mark locations in live broadcasts, live broadcast reservations and published content, and use it for Weibo security protection, to provide you with more accurate and personalized services and content (such as your device To support these options, you have the right to choose to provide us with precise location information or rough location information when enabling the location permission);
- Address book permissions: help you discover and add Weibo friends in the address book;
- Microphone permission: send voice messages to help you conduct live video, live interaction, and complete the shooting and publishing of audio and video content;
- Camera permission: scan QR code, help you to conduct live video, live interaction, complete identity authentication, and complete the shooting and publishing of audio and video content and photos;
- Calendar permissions: make an appointment for you on Weibo live broadcast, or provide appointment reminder service;
- Album permissions: set avatar pictures, and complete the release of photos;
- Exercise and fitness permission: Read your step count so that it can be displayed in the Weibo sports punch sticker.

See our [Device Permission Checklist](#) for more details . You do not agree to turn on a specific permission usually only affects your use of its corresponding specific function. In particular, you can use basic functions such as browsing information, editing, publishing, commenting, reposting Weibo, and chatting with friends without enabling sensitive permissions.

### How we share your information

We will only share your personal information with third parties within the necessary purpose and scope. The main scenarios include providing the Weibo service you choose, helping you participate in activities and sending gifts, pushing personalized advertisements for you, and conducting security risk control assessments. , as well as statistical analysis of the operation of Weibo. In some scenarios, we will also use third-party SDKs to assist in providing services.

Please see our "[Third Party Cooperation List](#)" for details.

### How we store your information

- Save location: in China
- Storage period: The time limit necessary to provide you with Weibo services and required by laws, regulations and regulatory provisions
- How to deal with expiration of storage period: delete or anonymize

### how you manage your information

You can set options on Weibo or contact us by:

- access, modify, copy, delete your personal information;
- withdraw your consent;
- log out of your account; or
- To exercise other statutory personal information subject rights.

### How do we protect minors

If you are under the age of 14, please turn on Weibo's "Youth Mode" with your parents, learn more about the "[Weibo Children's Personal Information Protection Policy](#)", and use Weibo after your parents confirm the aforementioned policies.

### How to contact us

You can contact us conveniently by calling the customer service number (400-096-0960s) or contacting us via private message @microblog service, and we will respond to your request or appeal in a timely manner within the statutory time limit.

## Weibo Personal Information Protection Policy

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Effective Date : March 3 , 2022

In order to effectively protect the personal information of Weibo users and optimize the user experience, Weibo (hereinafter referred to as "we", referring to Beijing Weimeng Chuangke Network Technology Co., Ltd.) has formulated the "Weibo Personal Information Protection Policy" (hereinafter referred to as "**this Policy**"). This policy will detail our policies and measures regarding the acquisition, use, management and protection of users' personal information.

**We strive to express in easy-to-understand and concise words, and use bold words to mark the terms of this policy that are closely related to your rights and interests to remind you to pay attention. Therefore, before you use Weibo, please be sure to read and fully understand this policy, and use Weibo services after confirming your full understanding and agreement.**

### important hint:

**1 This policy applies to the various products and services we provide to you, including but not limited to websites, clients, applets, H5, quick apps, components, widgets and new forms emerging with the development of technology, whether you use a computer devices, mobile terminals, or other devices to obtain microblogging services. This policy does not apply to:**

- **Information collected through third-party products or services (including any third-party websites) accessed through Weibo, which may include products or services and advertising content displayed to you in personalized recommendations, or other products or services linked to on Weibo. Serve;**
- **Information collected by third parties that help Weibo to advertise;**
- **Information collected by third parties who conduct advertising campaigns on Weibo.**

**Your use of these third-party services (including any personal information you provide to these third parties) will be governed by the terms of service and privacy policies of these third parties (not this policy). Please read the relevant terms of the third parties carefully. . Please properly protect your personal information and only provide it to third parties when necessary.**

**2 Please understand that the client and related services described in this policy may vary according to the model, system version, browser version, software application version and other factors of the client device you load. The final products and services are subject to the Weibo client you use.**

**3 The relevant terms in this policy, unless otherwise agreed, shall be interpreted in accordance with applicable data protection laws.**

**"Applicable data protection laws" mainly refer to the laws and regulations related to personal information protection in China ("Personal Information Protection Law", "Data Security Law", "Civil Code", "Cyber Security Law") and their supporting implementation rules, national standards and regulatory requirements (For the avoidance of doubt, the laws of Hong Kong Special Administrative Region, Macau Special Administrative Region and Taiwan are not included).**

**4 You know and understand that some of the services we provide to you may need to process your sensitive personal information, and such sensitive personal information will be marked in bold to remind you. We will only process your sensitive personal information based on your consent, to provide you with the services you need or to fulfill legal obligations, and such processing activities will not adversely affect your rights. We will take security and technical measures that match the risk level of relevant sensitive personal information in accordance with the law to prevent unauthorized access and personal information leakage, tampering, and loss.**

**In this policy, we will disclose to you the necessary matters for processing your sensitive personal information (including but not limited to processing purposes, methods, and types of sensitive personal information, etc.) in accordance with the law, and we will use the form of pop-up windows or separate pages in Weibo. You are prompted again and your separate consent is sought (unless otherwise provided by applicable data protection laws).**

### This policy will help you understand the following:

1. How we collect and use your personal information
2. Notification of Cookies and Related Technologies
3. How we entrust the processing, sharing, transfer and public disclosure of your personal information

4. How we protect your personal information
5. How we store your personal information
6. Your personal information subject rights
7. How do we collect and process personal information of minors
8. Update of this policy
9. How to contact us

## 1. How we collect and use your personal information

### 1 Personal information you voluntarily provide to us

#### 1.1 Register and login account

When you register a Weibo account or use the account management function to add other accounts, we will collect your account nickname, password, password protection option, email address, and mobile phone number through the registration and login process .

If you log in to Weibo in other ways, we will request your personal information from the associated third party. For the personal information we request but the third party cannot provide, we may still ask you to provide: ( 1 ) When you use your QQ account When logging in, we will access your QQ avatar, nickname, region and gender information; ( 2 ) when you log in with your WeChat account, we will obtain your WeChat avatar, WeChat nickname, gender and region information; ( 3 ) when you log in with your WeChat account When you log in with your Apple ID , we will obtain your Apple ID email address. In order to ensure account security and implement the online real-name system, you may still need to bind a valid mobile phone number when you use other methods to associate and log in and use certain functions of Weibo. **The purpose of collecting this information is to help you create a Weibo account and verify your real name. If you refuse to provide this information, it will affect your registration and use of Weibo.**

**In order for you to easily log in and use the products provided by us and our affiliates, we adopt a unified account system, and you can use the Weibo account to log in and use Weibo and other products. If you modify account information (including account password, password protection options, email, mobile phone number) in any product, such modifications will be automatically synchronized to your unified account. You understand and agree that if you implement account cancellation in any product, it may affect your use of other products.**

**In addition, if you want to set up a " teenage mode " for your child under the age of 14 , we will collect your child's account nickname, gender, and date of birth . For details, please refer to our [Weibo Children's Personal Information Protection Policy](#).**

- 1.2 When you browse the Weibo information flow, we will provide you with personalized information based on your device information, IP address, location information , personal homepage information and your behavior information (that is, historical browsing, comments, likes, and attention information). Content recommendation service. **You can independently control the opening and closing of the personalized content recommendation service in the Weibo settings (path: Weibo-me-settings-privacy settings-personalized content recommendation), which will not affect your normal use of other functions of Weibo.**

Regarding the relevant information and services provided to you in Weibo based on location (such as information and advertisement push, location marking, location check-in, "same city" service), if your device supports these options, you have the right to enable the location permission when Choose to provide us with **precise location information** or approximate location information. You know and understand that we may rely on other information (such as IP address, Wi-Fi access point, mobile signal base station location, etc.) to determine your approximate location and provide you with information and services based on such location.

#### 1.3 Publishing and Interaction

When you post or retweet Weibo, leave a comment, or send private messages to other users, we will collect the content you post (including text, images or videos). If the pictures or videos you use when posting Weibo contain location information, we will collect it and use it as your choice for the location of the photo shoot. You can also choose to mark your geographic location yourself, and we will collect the location information you mark. **If you refuse to provide location information, you will not be able to tag the location information on your published content.**

- 1.4 When you use the location check-in sharing function, we will collect your location information . **If you refuse to provide location information, you will not be able to use this feature.**

- 1.5 When you use the function of discovering address book friends, we will collect your **address book information** so that you can discover and add contacts as Weibo friends. **If you refuse to provide this information, you will not be able to use this feature.**

#### 1.6 Weibo live broadcast

We do not collect additional information from you while you are watching the live broadcast. When you initiate a live broadcast, you need to provide us with your real name and ID number so that we can verify your real name in accordance with the requirements of relevant laws and regulations, and turn on the camera and microphone on your device. When you post a live broadcast reservation, you need to provide the introduction information of the live broadcast reservation, specify the broadcast time, and shoot or upload a preview video of the live broadcast.

If you want to interact with the streamer you are watching, you may need to turn on the camera and microphone on your device; when you use the streaming-free streaming feature, we may also need to confirm your eligibility for streaming services based on your IMSI . If you plan to create a live broadcast appointment, you can also enable the calendar permission on your device so that we can create an agenda and remind you before the live broadcast starts, and you can also adjust the cover image of your live broadcast or mark the location of your live broadcast if you wish. **If you refuse to provide such information or enable relevant permissions, you will not be able to use the functions corresponding to such information and permissions, but it will not affect your viewing, initiation or reservation of live broadcasts.**

#### 1.7 Weibo Wallet Function

When you use the Weibo wallet function, you will need to bind your Alipay account, and we will collect the information that your Alipay account authorizes us to obtain (including name, login name, business name, nickname, avatar, gender, region and user status) and the binding relationship between Alipay account and Weibo account, so that you can withdraw cash or pay with your wallet balance. If you refuse to bind, you will not be able to use the withdrawal and balance payment functions of Weibo Wallet.

- 1.8 When you use the video creation and content management functions, we will collect and show you your video content, video cover, video description, comments, interactions and other information related to you for your review and management. **If you need to upload a video, you need to authorize us to access the photo album or external storage information, otherwise we will not be able to obtain the video content in your device. If you need to create a video, you may also need to turn on the camera and microphone on your device.**

If you need to settle the income of videos on the platform, you need to provide us with your real name, **Alipay account**, mobile phone number, and **ID number** so that we can verify your identity and make payments to you. **If you refuse to provide this information, we will not be able to bill you for the associated earnings.**

- 1.9 When you edit your personal homepage, you can edit your nickname, gender, birthday and location information, and you can take the initiative to fill in the introduction, relationship status, hometown, school, company and other extended information according to the actual situation. **If you refuse to provide extended information, it will not affect your editing of your personal homepage or use of other functions of Weibo.**

- 1.10 When you use Weibo authentication functions (including identity authentication, interest authentication, gold V authentication, super topic authentication, video authentication, article / Q&A authentication, and other authentication types that we add from time to time) or other services that require real-name authentication (For example, when opening a Weibo store), we will collect your name, mobile phone number, **ID card information**, and occupational information according to the type of service you use. When you apply for certification, we also need to collect your **facial recognition features** for identity verification. **This information is collected to help you complete your identity verification. We will protect your personal information to the greatest extent possible. If you do not provide this information, we will not be able to provide related services.**

**Among them, for some accounts involved in the dissemination of public information (such as real-name official accounts), we will compulsorily collect the ID information of the main responsible person (such as the account operator) to maintain the order of public communication. In addition to the above circumstances, we generally do not compulsorily collect user ID information.**

- 1.11 When you use the Weibo "Same City" service, we will collect your location information so that we can show you the Weibo content of "Same City" users based on your geographic location. **If you refuse to provide precise location information, we will only rely on the rough location information at the city level to provide you with "same city" services, and you can also browse other "same city" Weibo content by switching cities.** At the same time, if you do not want your Weibo to be displayed in the same city, you can turn it off in Weibo settings, which will not affect your normal use of other Weibo functions.

- 1.12 When you use the tools for shooting props and album production provided in Weibo, if you choose to use a tool that needs to fit with the face in the image, we will need to identify your facial feature value information to provide more information. good visual effects. During this process, unless expressly stated otherwise and with your separate consent, we will not pass back, store or provide the above-mentioned information to third parties, and this information will only be processed locally on your device (such as a mobile phone). **If you refuse to provide facial feature value information, you will not be able to use related tools, but it will not affect your use of other functions of Weibo.**

- 1.13 We will collect your name, mobile phone number, and mailing address when you participate in marketing activities in Weibo (for example, using points to exchange gifts at Weibo Points Park). **This information is collected in order to send you a gift, and if you refuse to provide this information, we will not be able to send you the gift.**

- 1.14 We will collect your location information when you participate in the Shake and Red Packet activity in the Weibo User Task Center in order to match users who also participate in the activity based on your geographic location. **If you refuse to provide location information, you will not be able to use the shake function, and your refusal to provide such information will not affect your use of other Weibo functions.**

- 1.15 When you use the customer service center to manage your account, according to the type of service you use (including but not limited to retrieving your login name, retrieving your password, changing your password, binding your mobile phone, etc.), you may need to provide us with your nickname and original password. , new bound mobile phone numbers and other different information to achieve different account management functions. **If you refuse to provide this information, you will not be able to use the function corresponding to the information, but it will not affect your use of other functions of Weibo.**

When you contact us for help through customer service channels, in order to help you solve problems and improve service quality, we may save your communication/call records with us and related content (including account information, inquiry information, and your order to prove relevant facts) other information provided, or the contact information you left), if you make inquiries, complaints or suggestions for specific orders, we will also use your order information.

- 1.16 When you use the search service provided by us, we will collect your searched keyword information, search history, device information (including the properties of the device you use, connection and status information, such as device model, device identifiers (such as IMEI) / AndroidID/ IDFA/ OPENUDID/ GUID/ OAID), device MAC address, telecom operator and other software and hardware feature information). To provide efficient search services, some information is temporarily stored on your local device.

**Here, you need to note that the separate search keyword information cannot identify you personally, it does not belong to your personal information, so we have the right to use it for other purposes; only when your search keyword When the information is related to your other information and can be combined to identify you, we will treat your search keyword information as your personal information, and process and protect it together with your search history in accordance with this policy.**

- 1.17 When you use Weibo, we will send you personalized advertisements based on your device information, IP address and location information. **When using the above information, we will de-identify it so that the relevant information cannot be directly associated with your real identity. If you refuse the personalized advertisement push service, you can turn it off in the Weibo settings (path: Weibo-me-settings-privacy settings-personalized advertising recommendation), but it will not affect your normal use of other functions of Weibo.**

- 1.18 In some special cases (such as evaluating the compliance of users' specific usage behaviors), we may require you to provide a photocopy or scanned copy of relevant written certificates. After we receive your materials, we will properly handle your information and give you feedback in a timely manner.

- 1.19 **If we obtain your personal information outside the above scenarios, we will obtain your express consent again, and fully explain to you the application scenario, the content and scope of obtaining your relevant information, and the applicable data protection before obtaining your express consent. Except as otherwise provided by law.**

## 2 Personal information we collect indirectly

When you use the connected third-party applications on Weibo, we may obtain your necessary personal information, such as device information, from the developers of such third-party applications and their technical service providers for the purpose of providing technical support for docking. , Operation behavior log information. **If your sensitive personal information is involved, we will obtain authorization from you separately. If you refuse us to collect relevant personal information, all or part of the functions of the third-party applications may not be realized, but it will not affect your use of other functions of Weibo.**

Developers and technical service providers of such third-party applications may directly collect and use your personal information in accordance with their privacy policies, but we will not obtain such personal information. It is recommended that you read and confirm your understanding of these privacy policies before accepting related services and providing personal information.

### 3 Personal Information We Collect Automatically

When you use our services through website, client, applet and other service portals, we may automatically collect your IP address, device model, unique device identification code, browser model, rough location information from your device (such as Country or city information), installed application information and other device technical information, we will also collect some log information about your use of our services, such as the pages you have visited or the links you have clicked.

This information is collected mainly to ensure the safe operation of the service and also to allow us to better understand you, such as where you are from and what appeals to you about our service. We use this information for internal analysis and to improve service quality and service relevance for you (such as recommending information and content that may be of interest to you). At the same time, we also need to keep corresponding logs to record the operation status of our website, mobile client and other service portals to comply with laws and regulations.

This information is generally collected through the cookies or similar tracking technologies we use, as detailed in the "Cookies and Related Technologies Notice " section below.

### 4 Device permissions we acquire

In order to provide you with convenient and high-quality services, we may invoke some permissions on your device. When you use the corresponding function, you will see a pop-up reminder asking you for authorization. **You can choose to turn off some or all permissions in the settings function of the client or device. Different devices may have different ways to enable and disable the above permissions. For details, please refer to the instructions or guidelines of the device and system developers.**

**For the details of Weibo calling permission, please refer to " [Device Permission List](#) ".**

### 5 In accordance with the relevant provisions of applicable data protection laws , we have the right to process (including collection, use, entrusted processing, sharing, transfer and public disclosure) your personal information without your authorization and consent under the following circumstances :

- 5.1 Necessary for the conclusion and performance of a contract to which you are a party;
- 5.2 Necessary for the performance of our statutory obligations;
- 5.3 It is necessary to respond to public health emergencies, or to protect the life, health and property safety of natural persons in emergencies;
- 5.4 Carry out news reports, public opinion supervision and other acts for the public interest, and process your personal information within a reasonable scope;
- 5.5 In accordance with the law, the personal information that you have disclosed by yourself or that has been legally disclosed shall be processed within a reasonable scope;
- 5.6 Other situations stipulated by laws and administrative regulations.

### 6 Unless you refuse our processing by deleting, withdrawing consent or otherwise, during your use of Weibo, we will use your Personal information. For example, de-identify your personal identifiable information for analysis and commercial use, or use your self-disclosed information within a reasonable range (does not affect the privacy setting items you provide through Weibo (such as setting privacy settings) Weibo, or set to only publish Weibo for half a year, etc.) to adjust the visibility of some information) .

## 2. Notification of Cookies and Related Technologies

### 1 Cookies and related technologies can help websites identify registered users and count the number of users. They are usually used by websites to determine whether users who have completed registration have logged in. We use cookies and related technologies to achieve the following functions or services:

- 1.1 Ensure the safe and efficient operation of products or services. We may set authentication and security cookies in order to confirm that you are securely logged in to the Services, or have experienced theft, fraud and other wrongdoing. These technologies also help us improve the efficiency of our services and improve login and responsiveness.
- 1.2 Simplify your operation steps. Using such technologies can help you save the steps and processes of repeatedly filling in personal information and entering search content, and help you get an easier access experience.
- 1.3 Recommend, display and push content or accounts that may be of interest to you. We may use such technologies to understand your preferences and usage habits, conduct data analysis to improve product services, recommend information or features of interest to you, and optimize your advertising choices.

### 2 If you wish to disable cookies, you can configure your browser: select "Reject cookies" or "Notify you when a website sends cookies". Since our services are implemented by supporting cookies, your visit to Weibo may be affected or you may not be able to fully obtain our services after completing the operation of turning off cookies. When you do not disable cookies, you may be prompted, such as whether to retain user information the next time you enter this site, in order to simplify login procedures (such as automatic login).

## 3. How we entrust the processing, sharing, transfer and public disclosure of your personal information

### 1 Delegated processing

In order to improve the efficiency of information processing, we may entrust a third party to process your personal information on our behalf. For third parties we entrust to process personal information, we will sign an entrusted processing agreement with them, requiring them to process personal information in accordance with the agreement, this policy and the requirements of applicable data protection laws.



## 2 share

In order to provide you with Weibo related services, ensure the stable operation of Weibo services and other reasonable purposes, we may share your personal information with other personal information processors under the following specific circumstances. For details, please refer to the "[List of Third-Party Cooperation](#)".

For third parties with whom we share personal information, we will evaluate the legality, legitimacy and necessity of collecting information, investigate their data security environment, and require them to comply with this policy and the requirements of applicable data protection laws. Processing personal information.

### 2.1 Realize information sharing of services and functions of Weibo

Please understand that some functions and services of Weibo are provided by third parties (including our affiliates). In order to realize these functions and services, we may share your necessary information with relevant third parties, so that these third parties may provide relevant functions and services, and show you or push information and content that may be of interest to you.

### 2.2 Information sharing to help you participate in marketing promotions

We may share your information with third parties to help you participate in marketing promotions. When you choose to participate in the marketing promotion activities organized by us, you may need to provide us with your name, mobile phone number and mailing address according to the needs of different activities. With your express consent, we will share the above information with third parties so that third parties can provide you with services in a timely manner.

### 2.3 Realize information sharing related to advertising

In order to implement programmatic advertising, we may share de-identified or anonymized information with advertising partners (including advertisers and other advertising service providers) to help them improve without identifying you personally. The effective reach rate of the ad. We will not share your personally identifiable information (that is, information that can identify you, such as your name or mobile phone number) with advertising partners without your authorization.

### 2.4 Realize information sharing of security and analysis statistics

In order to safeguard the legitimate rights and interests of you and other Weibo users and ensure the stable operation of Weibo services, we will share your desensitized device information and networking information with data security partners. In addition, in order to analyze the usage of Weibo services and improve your experience, we will share the desensitized information on your Weibo usage with our data analysis partners.

## 3 The technical modules of certain functions in the Weibo service are provided with the assistance of third-party SDKs. For details on the collection and use of user information by the third-party SDKs connected to the Weibo client, please refer to the "[Third-Party Cooperation List](#)".

## 4 If we need to transfer your personal information due to merger, division, dissolution, bankruptcy, etc., we will inform you of the recipient's name or contact information, and require the recipient to handle your personal information in accordance with this policy. personal information. If the recipient changes the original purpose and method of processing, it shall obtain your authorization and consent again in accordance with the law ( unless otherwise provided by applicable data protection laws ).

## 5 We will not transfer or publicly disclose your personal information except as stated in this policy , unless we obtain your consent in accordance with the law , or act in accordance with the provisions of laws and regulations .

## 6 You should understand that in the process of using the Weibo service, you can send personal information such as photos, identity information, location information to specific people, or share your photos, location information, identity information with unspecified people based on our services. information and other personal information. If your personal information is known to others because of these active sharing and disclosure behaviors, we will not be held responsible.

## 4. How we protect your personal information

### 1 We will make every reasonable effort to protect your personal information obtained by us, and protect personal information by specialized data security departments to prevent your personal information from being illegally accessed, copied, Modification, transmission, loss, destruction, processing or use.

At present, Weibo has passed the evaluation and filing of the national network security level protection (level 3), and has met the requirements of the domestic authoritative certification standards in terms of information security, and has obtained the corresponding certification.

### 2 We take the following technical measures to protect your personal information:

2.1 Our network services adopt encryption technologies such as transport layer security protocols, and provide browsing services through https and other methods to ensure the security of users' personal information during transmission;

2.2 Encrypt and save the user's personal information by adopting encryption technology, and isolate it through isolation technology;

2.3 When personal information is used, such as personal information display, personal information associated calculation, we will use various data desensitization technologies including content replacement, encryption desensitization, etc. to enhance the security of personal information in use;

2.4 Establish a strict data usage and access system, adopt strict data access authority control and multi-identity authentication technology to protect personal information and prevent your personal information from being used in violation of regulations; and

2.5 Take special data and technical security audits, and set up log audits and behavior audits.

### 3 In addition, we have taken the following other measures to protect your personal information:

3.1 Manage and regulate the storage and use of personal information by establishing a data classification and grading system, data security management specifications, and data security development specifications;

3.2 Establish a special data security department to be responsible for security emergency response organizations to promote and ensure personal information security;

3.3 Strengthen employees' awareness of personal information protection and security. We also conduct security and privacy protection training sessions to enhance employee awareness of the importance of protecting personal information; and

3.4 Other personal information protection measures expressly required by applicable data protection laws.

4 **Although the above reasonable and effective measures have been taken and the standards required by relevant laws and regulations have been complied with, we still cannot guarantee the security of your personal information when it is communicated through insecure channels. Therefore, you should take active measures to ensure the security of your personal information, such as regularly changing your account password and not disclosing your account password and other personal information to others.**

5 **There are always various risks of information leakage in the network environment. When unexpected events, force majeure and other circumstances lead to the leakage of your information, we will try our best to control the situation and promptly inform you of the cause of the incident, the security measures we have taken, and you can take the initiative to Security measures taken, etc. We will formulate contingency plans, and immediately activate contingency plans when user information security incidents occur, in an effort to prevent the impact and consequences of these security incidents from expanding. Once a user information security incident occurs, we will promptly inform you in accordance with the requirements of laws and regulations: the basic situation and possible impact of the security incident, the disposal measures we have taken or will take, and your suggestions for self-prevention and risk reduction, remedies for you. We will promptly notify you of the relevant information of the event by means of push notifications, emails, letters, text messages and other related forms. When it is difficult to inform you one by one, we will publish announcements in a reasonable and effective way. At the same time, we will also report the handling of user information security incidents in accordance with the requirements of relevant regulatory authorities.**

6 **Please understand that the personal information protection measures we provide are only applicable to Weibo. Once you leave Weibo, browse or use other websites, services and content resources, we have no ability and obligation to protect any personal information you submit on websites other than Weibo, regardless of whether you log in or browse the above websites based on Weibo links or guide.**

## 5. How we store your personal information

### 1 storage location

We store your personal information collected within the territory of the People's Republic of China in accordance with applicable data protection laws. Currently, we will not use, store, share and disclose your personal information in cross-border business, or transfer your personal information overseas.

2 **If future business changes, we may need to transfer your personal information to other countries or regions. These countries may have different data protection laws or even no relevant laws.**

**In this case, we will ensure that your personal information is protected at the same level as in China in accordance with the relevant applicable data protection laws, inform you of necessary matters, implement corresponding compliance procedures in accordance with the law, and solicit your information. Separate consent (unless otherwise provided by applicable data protection laws).**

### 3 storage time

We will only retain your personal information for the period necessary for the purposes stated in this policy and for the time limit required by laws, regulations and regulatory requirements. We will keep your personal information for the period specified by applicable data protection laws. After the statutory retention period is exceeded, we will delete or anonymize your personal information.

## 6. Your personal information subject rights

We attach great importance to the management of your personal information, and do our best to protect your **access, correction, deletion, consent withdrawal and other legal rights**, so that you have sufficient ability to maintain your privacy and personal information security.

### 1 Access, modify, copy, delete your personal information

1.1 After you complete the account registration of Weibo, you can access, modify and copy your personal information at any time.

1.2 In the following circumstances, you may request us to delete personal information:

1.2.1 If our handling of personal information violates laws and regulations;

1.2.2 If our handling of personal information violates our agreement with you;

1.2.3 If we terminate the operation and services of Weibo, or you withdraw your authorization;

1.2.4 Other circumstances stipulated by laws and administrative regulations.

If we decide to respond to your deletion request, we will also try our best to notify third parties who have obtained your personal information from us and require them to delete it in a timely manner, unless otherwise provided by laws and regulations or these third parties have obtained your independent authorization.

1.3 For personal information that is difficult to access, modify, copy, or delete directly on the client, or to exercise other legal rights, you can also submit relevant applications to us through the contact information provided in this policy.

### 2 Withdrawal of consent

The specific business functions in Weibo will be completed based on the information provided by your authorization and consent or the device permissions you have enabled. You can withdraw such consent by closing the corresponding business functions. After you withdraw your consent, we cannot continue to provide you with the corresponding functions, and we will no longer process your corresponding personal information. However, your decision to withdraw your consent will not affect our previous processing of personal information based on your authorization.

### 3 Cancel account

You can cancel your account through the Weibo official client. **Please understand that canceling your account is an irreversible operation. Since we adopt a unified account system, once you cancel your account, we will delete all information about your account (including the information in other applications provided by us and related parties that you log in with the same account), unless otherwise provided by laws and regulations except. You also cannot regain access to related services of Weibo and other applications through the cancelled account.**

#### 4 Respond to your request

4.1 To ensure security, we will process your request in a timely manner after verifying your identity. We may reject requests that are unwarranted, require excessive technical means (for example, the need to develop new systems or fundamentally change existing practices), pose risks to the legitimate rights and interests of others, or are highly impractical. We may not be able to respond to your request in one of the following situations:

4.1.1 Related to our performance of obligations stipulated by laws and regulations;

4.1.2 Those directly related to national security and national defense security;

4.1.3 Those directly related to public safety, public health and major public interests;

4.1.4 Directly related to criminal investigation, prosecution, trial and enforcement of judgments;

4.1.5 We have sufficient evidence to show that you have subjective malice or abuse your rights;

4.1.6 It is difficult to obtain my authorization and consent for the protection of your or others' life, property and other major legitimate rights and interests;

4.1.7 Responding to your request will cause serious damage to the legitimate rights and interests of you or others or organizations;

4.1.8 Involving commercial secrets.

5 If we terminate the service or operation, we will notify you at least 30 days in advance, and delete or anonymize your personal information after the termination of the service or operation.

#### 7. How we collect and process personal information of minors

1 If you are a minor under the age of 18, you should read and decide whether to agree to this policy under the supervision and guidance of your parents (or other guardians) before using Weibo. Protect the personal information of minors.

2 If you are a child under the age of 14 who wishes to use Weibo, please inform your parents (or other guardians) and go to the "Youth Mode" in Weibo to learn more about the "[Weibo Children's Personal Information Protection Policy](#)", we The express consent of your parents (or other guardians) is required before you start using Weibo.

#### 8. Update of this policy

1 In order to provide you with better services and with the development of our business, this policy will also be updated accordingly. For major changes, we will also provide more prominent notices (we will explain the specific changes to this policy by means of, but not limited to, emails, text messages, private messages, or special reminders on the browsing page). **Material changes referred to in this policy include, but are not limited to:**

1.1 Significant changes to our service model. Such as the purpose of processing personal information, the type of personal information processed, the way of using personal information, etc.;

1.2 Significant changes have occurred in our ownership structure, organizational structure, etc., resulting in changes in the subjects who actually collect and process your personal information, such as changes in owners caused by business adjustments, bankruptcy mergers, etc.;

1.3 The main objects of personal information sharing, transfer or public disclosure have changed;

1.4 Significant changes have taken place in your rights to participate in the processing of personal information and the manner in which it is exercised;

1.5 When there are changes to the responsible department, contact information and complaint channels that we are responsible for handling personal information security;

1.6 When the personal information security impact assessment report indicates that there is a high risk.

2 We will issue an updated version on the website and client (Settings - "About Weibo"), and remind you of the update of the relevant content through website announcements or other appropriate means before it takes effect, so that you can keep abreast of the latest version of this policy. **By agreeing and continuing to use Weibo, you agree to the contents of this policy (including the updated version).**

#### 9. How to contact us

If you have any questions about this policy or related matters, especially if you think that our processing of personal information has harmed your legitimate rights and interests, you can contact us at any time through the following methods. We will review the issue as soon as possible and respond promptly in accordance with the requirements and deadlines of applicable data protection laws.

Customer Service Hotline: 400-096-0960

Online customer service: @Micro blog service, private message contact micro blog service

Common office address: Sina Headquarters Building, Building 8, West District, Courtyard No. 10, Northwest Wang East Road, Haidian District, Beijing