INITIATIVES ON THE USE OF VIDEO PRODUCTS

Thank you for choosing Hikvision products.

Technology affects every aspect of our life. As a high-tech company, we are increasingly aware of the role technology plays in improving business efficiency and quality of life, but at the same time, the potential harm of its improper usage. For example, video products are capable of recording real, complete and clear images. This provides a high value in retrospect and preserving real-time facts. However, it may also result in the infringement of a third party's legitimate rights and interests if improper distribution, use and/or processing of video data takes place. With the philosophy of "Technology for the Good", Hikvision requests that every end user of video technology and video products shall comply with all the applicable laws and regulations, as well as ethical customs, aiming to jointly create a better community.

Please read the following initiatives carefully:

Everyone has a reasonable expectation of privacy, and the installation of video products should not be in conflict with this reasonable expectation. Therefore, a warning notice shall be given in a reasonable and effective manner and clarify the monitoring range, when installing video products in public areas. For non-public areas, a third party's rights and interests shall be evaluated when installing video products, including but not limited to, installing video products only after obtaining the consent of the stakeholders, and not installing highly-invisible video products.

The purpose of video products is to record real activities within a specific time and space and under specific conditions. Therefore, every user shall first reasonably define his/her own rights in such specific scope, in order to avoid infringing on a third party's portraits, privacy or other legitimate rights.

During the use of video products, video image data derived from real scenes will continue to be generated, including a large amount of biological data (such as facial images), and the data could be further applied or reprocessed. Video products themselves could not distinguish good from bad regarding how to use the data based solely on the images captured by the video products. The result of data usage depends on the method and purpose of use of the data controllers. Therefore, data controllers shall not only comply with all the applicable laws and regulations and other normative requirements, but also respect international norms, social morality, good morals, common practices and other non-mandatory requirements, and respect individual privacy, portrait and other rights and interests.

The rights, values, and other demands, of various stakeholders should always be considered when processing video data that is continuously generated by video products. In this regard, product security and data security are extremely crucial. Therefore, every end user and data controller, shall undertake all reasonable and necessary measures to ensure data security and avoid data leakage, improper disclosure and improper use, including but not limited to, setting up access control, selecting a suitable network environment (the Internet or Intranet) where video products are connected, establishing and constantly optimizing network security.

Video products have made great contributions to the improvement of social security around the world, and we believe that these products will also play an active role in more aspects of social life. Any abuse of video products in violation of human rights or leading to criminal activities are contrary to the original intent of technological innovation and product development. Therefore, each user shall establish an evaluation and tracking mechanism of their product application to ensure that every product is used in a proper and reasonable manner and with good faith.