



## INITIATIVES ON THE USE OF VIDEO PRODUCTS

Dear users,

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. At the same time, we are also aware of the potential harm of its improper usage. For example, video products are capable of recording real, complete and clear images. This provides high retrospective value and preserves real-time facts. However, it may also result in the infringement of a third party's privacy, legitimate rights and interests if improper distribution, use and/or processing of video data takes place. Under our "Technology for the Good" philosophy, Hikvision requests that every end user of video technology and video products 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:**

1. Everyone has a reasonable expectation of privacy, and the installation of video products should not be in conflict with this reasonable expectation. Therefore, when installing video products in public areas, a warning notice which clarifies the monitoring range should be displayed in a reasonable and effective manner. 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.
2. The purpose of video products is to record footage of real activities objectively within a specific time and space. Therefore, every user shall reasonably identify and define his or her rights within the specific scope in advance. This can help

avoid infringing on a third party's portraits, privacy or other legitimate rights. In particular, if you choose a video product with audio recording function, we recommend that you carefully evaluate the necessity of this function and reasonableness with respect to any third party's privacy, legitimate rights and interests before you turn on the audio recording function.

3. During the use of video products, video image or audio data from real scenes will continue to be generated according to the difference of product function, including biological data (such as facial images). Furthermore, the data may be further applied or reprocessed due to its characteristics. Video products themselves do not and cannot distinguish good from bad in how the data will be used. And 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.
4. 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.
5. Video products have made great contributions to the improvement of society around the world, and we believe that these products will also play an active role in more aspects of 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.