

Privacy Policy

Last updated: August 2026

Modernways International ("Modernways", "we", "us" or "our") respects your privacy and is committed to handling personal information responsibly and securely.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact us or make a business enquiry.

1. About Modernways International

Modernways International is an electronics sourcing and trading business based in Hong Kong.

We work with international buyers, distributors, retailers and other businesses in connection with the sourcing and supply of electronics, components, peripherals and related products.

For questions regarding this Privacy Policy or the way we handle your personal information, you can contact us using the details provided on our website.

2. Information We Collect

The personal information we collect depends on how you interact with Modernways.

Information You Provide

When you contact us or submit an enquiry, we may collect information such as:

- your name;
- business or company name;
- email address;
- telephone number;
- country or location;
- job title or business role;
- product or sourcing requirements;
- correspondence between you and Modernways; and
- any other information you voluntarily provide to us.

Please avoid providing personal information that is not necessary for your enquiry.

Information Collected Automatically

When you access our website, certain technical information may be collected automatically, including:

- IP address;
- browser and device information;
- operating system;
- pages visited;
- referring website;

- approximate location derived from technical information;
- dates and times of visits; and
- website interaction and performance data.

The exact information collected will depend on the technologies and analytics services used by our website.

3. How We Use Your Information

We may use personal information to:

- respond to enquiries and requests;
- communicate with prospective and existing customers;
- assess sourcing or product requirements;
- prepare quotations and discuss potential transactions;
- process and manage business relationships;
- provide customer support;
- maintain appropriate business records;
- operate, maintain and improve our website;
- understand how visitors use our website;
- protect our website, systems and business from fraud, misuse or security threats;
- comply with legal and regulatory obligations; and
- establish, exercise or defend legal rights where necessary.

We will not use personal information for purposes that are incompatible with the reason it was collected unless permitted or required by applicable law.

4. Business Communications

If you contact Modernways regarding our products or services, we may use the contact information you provide to respond to your enquiry and communicate with you about the relevant business opportunity.

Where appropriate and permitted by applicable law, we may also contact existing or prospective business customers regarding products, sourcing opportunities or services that we reasonably believe may be relevant to their business.

Where consent is required for a particular form of marketing communication, we will obtain it before sending that communication.

You may ask us to stop sending marketing communications at any time.

5. Legal Basis for Processing

Depending on where you are located and the laws applicable to the processing of your information, Modernways may process personal information because:

- you have provided your consent;
- processing is necessary to respond to a request or take steps towards entering into a contract;
- processing is necessary to perform a contract;
- we have a legitimate business interest in processing the information;
- processing is necessary to comply with a legal obligation; or
- another lawful basis is available under applicable law.

Where we rely on legitimate interests, we will consider those interests against the rights and interests of the individuals concerned where required by applicable law.

6. Sharing Your Information

Modernways does not sell your personal information.

We may share personal information where reasonably necessary with:

- service providers supporting our website or business operations;
- hosting, IT and cybersecurity providers;
- professional advisers, including accountants, lawyers and consultants;
- logistics, sourcing or commercial partners where necessary for a business enquiry or transaction;
- payment or financial service providers where applicable; and
- governmental, regulatory or law enforcement authorities where disclosure is required by law.

Service providers receiving personal information should only use that information for the purpose for which it was provided and subject to applicable contractual and legal requirements.

7. International Transfers

Modernways operates from Hong Kong and works with businesses internationally.

As a result, personal information may be processed or transferred outside the country or region in which you are located.

Where applicable law requires safeguards for international transfers of personal information, we will take reasonable steps to ensure appropriate protections are in place.

By communicating with an international business, you should also be aware that information necessary to handle your enquiry or transaction may need to be processed across different jurisdictions.

8. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including to:

- maintain business and transaction records;
- manage ongoing or prospective commercial relationships;
- respond to enquiries;

- meet accounting, tax, regulatory or legal requirements; and
- establish or defend legal claims.

When personal information is no longer reasonably required, we will take appropriate steps to delete, anonymise or securely dispose of it, subject to applicable legal requirements.

9. How We Protect Your Information

We take reasonable administrative, technical and organisational measures designed to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure; and
- destruction.

However, no website, electronic communication or data storage system can be guaranteed to be completely secure.

10. Cookies and Analytics

Our website may use cookies and similar technologies to operate correctly, remember preferences, understand website usage and improve performance.

Some cookies may be necessary for the website to function, while others may be used for analytics or similar purposes.

Where required by applicable law, non-essential cookies will only be used after obtaining the appropriate consent.

Further information about the cookies used by Modernways can be provided in our Cookie Policy.

11. Your Privacy Rights

Depending on where you are located and the privacy laws that apply, you may have rights concerning your personal information.

These may include the right to:

- request access to personal information we hold about you;
- request correction of inaccurate or incomplete information;
- request deletion of personal information in certain circumstances;
- object to or restrict certain processing;
- withdraw consent where processing relies on consent;
- request information about how your personal information is being used; and
- make a complaint to an appropriate data protection or privacy authority.

Not every right applies in every jurisdiction or circumstance.

We may need to verify your identity before responding to a request concerning personal information.

12. Hong Kong Privacy Requirements

Modernways handles personal information in accordance with applicable privacy and data protection requirements in Hong Kong, including the Personal Data (Privacy) Ordinance (Cap. 486), where applicable.

Individuals may have rights of access to and correction of their personal data in accordance with applicable Hong Kong law.

13. Third-Party Websites

Our website may contain links to websites operated by third parties.

Modernways is not responsible for the privacy practices, security or content of third-party websites.

We recommend reviewing the privacy policy of any third-party website before providing personal information to it.

14. Children's Privacy

Modernways provides business-to-business electronics sourcing and trading services and our website is not intended for children.

We do not knowingly seek to collect personal information from children through our website.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our website, business operations, technologies or legal requirements.

The latest version will be published on this page and the "Last updated" date will be revised accordingly.

We encourage you to review this Privacy Policy periodically.

16. Contact Us

If you have questions about this Privacy Policy, wish to exercise a privacy right or have concerns about how your personal information has been handled, please contact Modernways International using the contact details provided on our website.