

## **Privacy Statement of KE Holdings Inc.**

This Statement will help you understand:

I. Scope of Application of this Statement

II. What Type of Personal Information We Collect

III. How We Use Your Personal Information

IV. How We Use Cookies and Similar Technologies

V. How We Share with Third Parties, Delegate the Processing of, Publicly Disclose and Transfer Your Personal Information

VI. How We Store Your Personal Information

VII. How We Protect Your Personal Information

VIII. How We Manage Your Personal Information

IX. Protection of Personal Information for Minors

X. How We Update this Statement

XI. How to Contact Us

XII. Definitions and Interpretations

KE Holdings Inc. and its Affiliates (hereinafter collectively referred to as “Beike Group”, “Beike” or “we”) attach great importance to your Personal Information and privacy protection, and always follow the principles of legal compliance, minimum necessity, openness and transparency, security and reliability to fully protect your data security and personal privacy. We hereby formulate the Privacy Statement of Beike Group (hereinafter, the “Statement”) to help you understand how we collect, use, transfer, store, share and protect your Personal Information and how to exercise your rights.

Should you have any question about Beike’s protection of Personal Information, please [contact us](#).

I. Scope of Application of this Statement

This Statement applies to the products and/or services offered to you by KE Holdings Inc. and its Affiliates by means of, among others, applications (including Beike Zhaofang, Lianjia, Beike Rental, Beike Meijia Mall (贝壳美家商城), Beike Meijia, Shengdu Decoration (圣都整装), etc.), official websites, applets, software development kit (SDK) and application programming interface (API) for use by third-party websites and applications (hereinafter collectively referred to as the “Beike

Products”). In addition to this Statement, each Beike Product has its own privacy statement (hereinafter collectively referred to as the “Product Privacy Statements”), which will help you better understand our products or services and make the appropriate choice, and you are encouraged to read it carefully before use.

If you are a Child or a Guardian of a Child, we advise you to carefully read the [Beike Children’s Personal Information Protection Rules](#), which will help you better understand how we protect Children’s Personal Information.

All Product Privacy Statements and the Beike Children’s Personal Information Protection Rules are important integrals of this Statement. In case of any inconsistency between any Product Privacy Statement or the [Beike Children’s Personal Information Protection Rules](#) and this Statement, such Product Privacy Statement or the [Beike Children’s Personal Information Protection Rules](#) shall prevail. Any matter not covered in the Product Privacy Statements and the [Beike Children’s Personal Information Protection Rules](#) shall be subject to this Statement.

## II. What Type of Personal Information We Collect

We will only collect your Personal Information for the purposes described in this Statement and the Product Privacy Statements in accordance with the principles of “legality, legitimacy and necessity”. Below please find examples of what type of Personal Information we may collect:

(I) Personal Information provided by you when using our products or services

### 1. Account Information

You need to register an account to use certain functions or services. When registering an account, the Personal Information you must provide is your personal phone number or email address, as it will be used to generate the corresponding account name for you after registration, while other Personal Information such as your name, gender, birthday may be provided at your discretion, and you are free to set the nickname and profile image of your account.

Please be informed that in order to improve your experience when using Beike Products, we have adopted a unified account system. That is, you can use a Beike account registered with any of the Beike Products to log in to access and use other Beike Products. Such information as you may provide to us in the registration of and in connection with such account will be stored and managed uniformly by Beike, while any other Personal Information that you generate or provide to us while using a Beike Product will be stored and managed separately by the Beike Product you use.

### 2. Information Needed to Realize the Business Functions of Products

We may need you to provide specific Personal Information for relevant functions when providing our products or services to you. For example, when you use our customer service function, we may need some of your account information (such as name, nickname and profile image of your account) for identity authentication. If you choose not to provide such information, we will be unable to offer such specific relevant functions to you, however, it will not affect your use of other functions in the products or services.

## (II) Personal Information we collect when you use the products or services

When you use Beike Products, we will collect your device information, and log information about your interactions with Beike Products, including:

1. Device Information: including device model, device operating system type, operating system version, device settings (such as region/language/time zone/font) and other basic device information, MAC address, IMEI, IDFA, OAID, Android ID and other device identifiers;
2. Log Information: including browsing history, pages clicked to view, search queries, saved favorites, house viewing history, transactions, after-sales, followed and shared information, published information, date and time of access, access IP, etc.
3. Other Relevant Information: if you use location-related services, we may record the precise or fuzzy location information of your device, which may be obtained through GPS location, WLAN access point, Bluetooth and base station, etc. We will ask you whether to enable location permission. And you can choose to turn off such permission via the path provided by us, which will not affect your use of other functions of the products or services, but only affect those functions related to geographical location.

## (III) Personal Information collected indirectly

When you use the functions or services provided and advertisement displayed by our Affiliates and partners, we may receive and use the Personal Information provided by such Affiliates and partners to us with your authorization according to the requirements of the functions or services concerned.

## III. How We Use Your Personal Information

According to the Personal Information Protection Law and other applicable laws and regulations, we will collect and use your Personal Information only if we have a legal basis to do so, namely, based on your explicit or separate consent, or if it is necessary for the conclusion or performance of a contract between you and Beike, or for the fulfillment of our legal obligations or statutory duties, or processing the information made public by yourself to a reasonable extent, and will use your Personal Information for the following purposes:

- (I) To register, generate and display account information for you, so that you can experience richer product features;
- (II) To provide you with product functions or services;

In order to provide you with services such as transaction matching and information promotion, we may use the information we collect to complete the matters you have instructed, such as completing a transaction, or checking the progress of a transaction.

- (III) To provide personalized recommendation service;

For example, we may use the information we collect (such as your house viewing history and

browsing information) to display information on property listings, goods or services that may interest you to you.

(IV) To communicate with you;

With your consent or at your request, we may contact you, send you information about products and services that may interest you, invite you to participate in our questionnaire surveys, etc., in which process, we will strictly follow the requirements of laws and regulations, and WILL NOT frequently disturb you by SMS, phone call, or email.

(V) To ensure operation and security;

We are committed to providing you with safe and trusted products and use environment, as our core objective is to offer quality, efficient, reliable service and information. We may use your information for identity authentication, security protection, fraud prevention, etc.

(VI) To conduct statistical analysis;

We make statistics on the use of our products and/or services and may share these statistics (which will not contain any personally identifiable information about you) with the public or third parties to carry out certain statistical analyses aimed at improving the quality of our products and services and doing industry research.

(VII) To fulfill statutory obligations or duties;

For example, when you use a specific function or service of our product (such as completing a property transaction), real-name authentication may be required under applicable laws and regulations, so you need to provide us with your real identity information (i.e. your real name and certificate information (such as ID card number or ID card photo)) to complete real-name authentication. You can refuse to provide certificate information as it is Sensitive Personal Information, however, by doing so, relevant services may not be available to you.

When we need to collect your Personal Information for any other purpose not specified herein, or use any information collected for a specific purpose for other purposes, we will inform you in advance and rely on appropriate legal basis, such as seeking your prior consent to be given by checking a box.

#### IV. How We Use Cookies and Similar Technologies

(I) What is Cookie?

Cookie is a neutral technology that allows a web server to store data on or read data from the client.

Cookies are small text-based and generally encrypted files that are stored [on the user's computer] by a website and contain information about a user's visit to the website (such as user name, password, registered account number, mobile phone number, etc.).

(II) Use of Cookies

In order to help you personalize your online experience and make it easier for your access, we may place one or more Cookies on your computer or mobile device. Cookies are uniquely assigned to you and can only be read by a Web server in the domain that issued the Cookies to you.

We undertake that we will not use Cookies for any purpose other than those described in this Statement. We use Cookies primarily to: simplify your repeated login steps, store data such as your information viewing preferences or browsing history to provide you with preferences setting, help you optimize advertisements selection and interaction, help determine your login status and account or data security, help us improve service efficiency, improve login and response speed, avoid unnecessary server load, improve service efficiency, and save resources and energy.

### (III) Management of Cookies

Most web browsers allow users to manage their Cookies. You can manage or delete Cookies based on your preferences. You can clear all Cookies stored on your computer, and most web browsers will automatically accept Cookies, but usually you can modify your browser settings to reject Cookies as you wish. Alternatively, you can clear all Cookies stored within the software. However, by doing so, you may be required to change your user settings by hand each time you visit the website of Beike Group, and any information you have previously recorded will also be deleted, which may affect the security of the services you use to certain extent.

### (IV) Use of web beacons and similar technologies

In addition to Cookies, we may use web beacons and other similar technologies on our websites. Our web pages often contain electronic images (called “single-pixel” GIF files or “web beacons”). The ways we use web beacons are as follows:

1. Calculate the number of user access by using web beacons in Beike’s websites, and identify registered users of Beike by accessing the Cookies.
2. Offer personalized services to you through the Cookies information obtained.

## V. How We Share with Third Parties, Delegate the Processing of, Publicly Disclose and Transfer Your Personal Information

### (I) Sharing your Personal Information with third parties

When you use Beike Products, we will not rent, sell or provide your Personal Information to third parties, except as necessary to complete the transaction or ensure services to you and as required by laws as described below and in the Product Privacy Statements. When we share your information with third parties, we will inform you in advance of the name or contact information of the company, organization or individual receiving your Personal Information, the purpose and method of the processing and the type(s) of Personal Information processed, and rely on appropriate legal basis.

We will enter into a strict non-disclosure agreement with any company, organization or individual with whom we share Personal Information, requiring them to process Personal Information in accordance with our instructions and other relevant confidentiality and security measures. For the

use of Sensitive Personal Information, we require third parties to adopt data desensitization and encryption technologies to better protect users' Personal Information.

1. Sharing with third parties under statutory circumstances: We may share your Personal Information according to the laws and regulations, or as legally required by administrative and judicial organs.
2. Providing your Personal Information to our Affiliates to the extent required by laws and administrative regulations. For example, the Beike Zhaofang APP provides your personal transaction information and credit information to the affiliated third party payment providers to assist you in completing the identity authentication necessary for online transaction payment, or provides your e-wallet account information on the Beike platform to the affiliated third party payment providers to assist you in achieving the purpose of claim settlement and cash withdrawal.
3. To the extent required by laws and administrative regulations, we may provide partners with your order information, account information, device information, etc., to ensure the smooth completion of the services provided for you. Our partners include such brand franchisees, cooperative platforms, goods or technology service providers, third party merchants, third party financial services companies, authorized advertising and analytics service partners, third party credit reference institutions, as designated by Beike platform service providers.

For example, in order to promote the quick closing of your proposed rental and sale of houses, we provide you with ACN Collaborative Operation services: that is, we will share the property listing information, price information, site visit records of the houses you propose to rent or sell and your contact information with our ACN cooperative agencies and Affiliates and their brokers, to jointly provide you with efficient housing sale and rental services. If you want to take the rent of or purchase a property, we will share your renting or purchase requirements, your intention and preference for the property (based on big data analysis), site visit records and your contact information with our ACN cooperative agencies and Affiliates and their brokers, to jointly provide you with efficient and accurate housing purchase and rental services.

## (II) Delegated processing of your Personal Information

In order to provide you with more sophisticated and higher-quality products and services, we may delegate the processing of some of your Personal Information to our partners. We will enter into a strict non-disclosure agreement with any company, organization or individual to whom we delegate the processing of your Personal Information, specifying the matter, time limit, nature and purpose of and the responsibilities of the parties for the Personal Information processing, etc. We will require our partners to process your Personal Information in accordance with our instructions, requirements of this Statement and other relevant confidentiality and security measures, and supervise their activities of Personal Information processing.

## (III) Public disclosure of your Personal Information

Except for the circumstances expressly set forth herein, we will not publicly disclose your Personal Information to any company, organization or individual. Where any public disclosure is necessary, we will inform you of the purpose of public disclosure, the type of information disclosed and the

Sensitive Personal Information that may be involved, and rely on appropriate legal basis.

#### (IV) Transfer of your Personal Information

With the continuous development of our business, in case of any merger, acquisition, asset transfer or other transactions requiring the transfer of your Personal Information to a new company or organization, we will inform you of the name and contact information of such company or organization through push notification, announcement or otherwise, and continue to protect or require such company or organization to continue to protect your Personal Information in accordance with laws and regulations and standards no less than those required by this Privacy Statement; otherwise, we will require such company or organization to inform you again and rely on appropriate legal basis.

#### VI. How We Store Your Personal Information

##### (I) Storage Location

Your Personal Information will be stored within the territory of the People's Republic of China. Generally, no such information will be transmitted across borders. In case of any cross-border transfer of Personal Information described in this Privacy Statement, or if the transfer of your Personal Information overseas is necessary for business needs, we will inform you of the name and contact information of the overseas recipient, the purpose and method of the processing, the type of Personal Information involved, and the way and procedure for you to exercise your rights as the Personal Information subject against the overseas recipient, etc., and rely on appropriate legal basis, such as obtaining your separate consent, and will also take necessary measures to ensure that the processing of Personal Information by the overseas recipient meets the Personal Information protection standards provided under the PRC laws.

##### (II) Storage Period

We will only retain your Personal Information for as long as necessary to achieve the purposes described herein, unless there is a mandatory retention requirement by law. Specifically, we determine the storage period of Personal Information by mainly taking into account:

- (1) Whether it is necessary for achieving the purpose of the transaction related to you, maintaining the corresponding transaction and business records, and responding to your possible inquiries or complaints;
- (2) Whether it is necessary for ensuring the security and quality of the services we provide to you;
- (3) Whether you disagree to a longer retention period;
- (4) Whether you have canceled your Beike account. We will complete the review of your account cancellation application within 15 working days after your submission thereof; and
- (5) Whether the retention period provided for by laws or administrative regulations has expired. For example, the Civil Code stipulates that "the statute of limitations for filing a claim with a people's

court for the protection of civil rights shall be three years”, and the Administrative Measures for Real Estate Brokerage requires a retention period of no less than five years for real estate brokerage service contracts.

Upon satisfaction of any of the above conditions, we will delete or anonymize your Personal Information in accordance with the requirements of applicable laws. If any of the above conditions (1)-(4) is satisfied, but the retention period stipulated by laws or administrative regulations has not expired, we will stop processing except storage and taking necessary security protection measures.

## VII. How We Protect Your Personal Information

We always attach great importance to the security of your Personal Information, and take all necessary and feasible measures to protect your Personal Information.

### (I) We strictly comply with laws and regulations related to Personal Information

Beike strictly complies with laws and regulations related to Personal Information protection, and ensures that Personal Information processing activities comply with laws, administrative regulations or other legally applicable system requirements.

### (II) We have sound data security management policies

Beike has established a dedicated Personal Information security department and issued the Data Security Management Policy and the Personal Information Protection Guidelines to regulate the Personal Information processing activities of all departments in Beike.

Beike and its employees always attach great importance to data security awareness. We have strict data use and access policies in place to ensure that only authorized personnel have access to your Personal Information, who are required to comply with confidentiality obligations. In addition, we will hold security and privacy protection training courses to enhance our employees' awareness of the importance of Personal Information protection.

### (III) We take adequate technical measures for data security

Beike is taking security protection measures in line with mature security standards of the industry to protect your Personal Information from unauthorized access, public disclosure, use, modification, damage or loss, which includes, but is not limited to:

1. Beike adopts encryption technologies to transfer, retain and back up users' Personal Information, and isolates it through isolation technologies, to ensure the confidentiality and integrity of Personal Information.
2. Beike adopts strict data access control and multiple identity authentication technologies to protect Personal Information and prevent data from illegal use.
3. Beike adopts data access log analysis technologies to conduct Personal Information security audits to ensure the security and reliability of access and use of Personal Information.

4. We desensitize Personal Information by de-identification processing or otherwise. When we need to display your Personal Information to realize product functions or provide you with agreed services, we will desensitize your information by means of content replacement, de-identification processing or otherwise to protect your information security.

(IV) We have established an emergency response mechanism for Personal Information security incidents

To tackle the risks of breach, damage and loss of Personal Information, Beike has developed a number of policies and set up an emergency response team. We will initiate security plans for different security incidents according to handling standards of Personal Information security incidents, to stop loss, analyze, position, formulate remedial measures, and cooperate with relevant departments to trace to the source and crack down.

In the unfortunate event of a personal data security incident, we will timely notify you in accordance with the requirements of laws and regulations about: the basic information and possible impact of the security incident, the response measures already taken or to be taken by us, suggestions for your own prevention and mitigation of risks, and remedial measures available to you, etc. We will promptly notify you of the relevant events by email, letter, telephone, push notification, etc. When it is difficult to do so one by one, we will publish an announcement in a reasonable and effective manner. And we will take the initiative to report the handling situation of Personal Information security incidents according to the requirements of the regulatory authorities.

(V) We are certified by authoritative organizations in the field of data security

At present, the system in which we store your Personal Information has passed the Ministry of Public Security's Security Level Protection Level 3 certification. And we are also the first residential service platform in China to obtain both the ISO information security management system certification and the ISO privacy information management system certification.

(VI) We would like to alert you on data security issues

Please understand that although the transmission of information via the Internet is not absolutely secure, we will do our best to ensure the security of the information you send to us. We advise you to use complex passwords for communication tools such as email, instant messaging, and social software, and pay attention to protecting the security of your Personal Information. If our physical, technical or management protection facilities are damaged and information is accessed without authorization, publicly disclosed, tampered with, or destroyed, resulting in damage to your legitimate rights and interests, we will bear the corresponding legal liability.

Once you leave Beike [Platform] and browse or use other products or services provided by a third party, we will not have the ability and direct obligation to protect any Personal Information you submit to such third party, regardless of whether your login, browsing or use of such products or services is based on the links or guidance provided by Beike. However, we will remind you that you are about to access to third-party products or services, so that you can better protect your Personal Information.

If you find that any of your Personal Information is breached or we have security vulnerability or suspicious security incident, especially breach of your account or password, please [contact us](#) immediately so that we can take appropriate measures. Unauthorized attempt or verification of vulnerabilities is prohibited.

## VIII. How We Manage Your Personal Information

Beike attaches great importance to the management of your Personal Information, and will do our best to protect your rights to access, copy, correct, delete and withdraw consent to your Personal Information.

### (I) How to access, copy, correct and delete your Personal Information

1. During your use of our products or services, you have the rights to access, copy, correct and delete your Personal Information. You can access, correct and delete your account information, contact information and other Personal Information provided to Beike in the Personal Information Control Interface of the specific product (e.g., “My”, “Edit Profile”, etc.). You can also access, correct and delete your operation records (such as your follows, comments, and browsing history) and other Personal Information via the design of specific products.

2. Please note that for security and identification reasons, you may not be able to modify by yourself the initial registration information such as the real-name authentication information submitted during registration. Should you need to change your real-name authentication information, please [contact us](#).

3. Personal Information That You Cannot Access, Copy and Correct: Except the information stated above, due to the risk and damage that may cause to your legitimate rights and interests by responding to the request, technical feasibility and costs of implementing the request, we are unable to provide you with access to and correction of some of your Personal Information, which mainly include your device information collected to improve your user experience and ensure transaction security and the Personal Information generated when you use some extended business functions. Such information will be used within the scope of your authorization, which cannot be accessed, copied or corrected by you, however, you can [contact us](#) for deletion or anonymization.

### (II) How to withdraw your consent

If we process your Personal Information based on your consent, you may withdraw such consent at any time. However, such withdrawal will not affect the lawfulness and effectiveness of our processing of your Personal Information based on your consent before the withdrawal, nor will it affect our processing of your Personal Information based on other lawful bases.

You may withdraw your consent or authorization by following the specific path indicated in the Product Privacy Statements.

Please note that some specific business functions of our products or services will not be possible unless with your relevant information, and once you withdraw your consent or authorization, we may not be able to continue providing you with the functions corresponding to the withdrawn

consent or authorization, nor will we process your corresponding Personal Information. For example, if you withdraw your consent to grant camera permissions, you will not be able to use camera directly in our products or services.

### (III) How to cancel your account

You acknowledge and understand that canceling account is an irreversible action. After you cancel your account, we will stop using, delete or anonymize your Personal Information. In view of the unified account system of Beike, when you cancel your account through a product of Beike, we will only delete or anonymize the Personal Information you provide to us and generate through such product. If you wish to cancel your unified Beike account and completely delete all your Personal Information, you can [contact us](#), and we will assist you in canceling your unified Beike account and delete or anonymize all Personal Information about you, unless otherwise provided by laws and regulations.

Please note that after cancelling your account, you may face the following risks and problems:

(1) If your account has outstanding assets or virtual rights and interests (including but not limited to account balances, virtual currencies, coupons, etc.) in the Beike system which have not been dealt with before applying for account cancellation, the relevant records may be deleted and cannot be recovered. Therefore, we advise you to properly deal with the assets or virtual rights and interests of your account in the Beike system before applying for account cancellation, such as withdrawing the account balance to a bank card.

(2) The outstanding orders and services in your account will not be able to be performed after the cancellation of your account, and if you have fulfilled your payment obligation, the paid rights and interests may not be returned. Therefore, we advise you to check whether there are any outstanding orders and services in your account (especially those that you have fulfilled your payment obligation but have not yet been finally delivered) before applying for account cancellation.

(3) If your account is operated in violation of laws and regulations or infringes upon the legitimate rights and interests of others, resulting in penalties or disputes, or in order to fulfill our legal obligations such as anti-money laundering, we will retain such information as necessary to handle such penalties, disputes or complaints and as necessary to fulfill our anti-money laundering and other legal obligations, for a period as long as is necessary to achieve such purposes and permitted by law, and delete or anonymize the relevant Personal Information after the expiration of such period.

### (IV) Respond to your request

1. If you are unable to access, copy, correct or delete your Personal Information, withdraw your consent, cancel your account through the above ways, or you believe that your Personal Information rights may be infringed upon, or you find other clues about the infringement of your Personal Information rights, you can [contact us](#) directly.

2. When you exercise the above rights, for security considerations, we may require you to provide a written request or cooperate with identity authentication, and we will respond to your request

within 15 working days after receiving your feedback and authenticating your identity.

3. Please understand that due to technical limitations, legal or regulatory requirements, we may not be able to satisfy all your requests. We do not charge for your reasonable request in principle, but we will charge a certain cost for repeated requests that exceed a reasonable limit where appropriate. We may reject requests that are unjustifiably duplicated, require too many technical means (e.g., the need to develop new systems or radically change existing practices), pose risks to the legitimate rights and interests of others, or are very impractical (e.g., involve information stored on backup tape). As required by laws and regulations, we may not be able to respond to your request, if:

- (1) it is directly related to national security or national defense security;
- (2) it is directly related to public safety, public health, or major public interests;
- (3) it is directly related to criminal investigation, prosecution, trial and judgment enforcement or the like;
- (4) there is sufficient evidence indicating that you have subjective malice or abuse of rights;
- (5) the response to your request will cause material damage to the legitimate rights or interests of yours or any other individual or organization;
- (6) trade secret is involved;
- (7) it is unjustifiably duplicated; or
- (8) it poses risks to the legitimate rights and interests of others.

(V) If we terminate service or operation, we will immediately stop the collection of your Personal Information, and will notify you at least 30 days in advance through push notification, announcement or otherwise, and delete or anonymize your Personal Information within a reasonable period after the termination of the service or operation.

#### IX. Protection of Personal Information for Minors

(I) In principle, our products and services are not directed to minors. However, we still highly care about the protection of Personal Information of minors, and will protect the Personal Information of minors in accordance with applicable national laws and regulations.

(II) If you are a minor under the age of 18, you should obtain prior consent of your parent or other guardians (collectively, “Guardians”) before using our products and/or services. Guardians should also take appropriate precautions to protect minors, including supervising their use of our products and/or services.

(III) If we find that we have collected Personal Information of a minor without the prior verifiable consent of his/her Guardians, we will try to delete the data as soon as possible.

(IV) In particular, if you are a Child, be sure to inform your Guardians to carefully read with you the [Beike Children’s Personal Information Protection Rules](#) specially made by Beike and follow the registration and use procedures to obtain the prior consent of your Guardians, before using our products and/or services, and then complete the product or service registration process with the aid of your Guardians, so that you can use the products or services we provide.

If you are a Guardian of a Child, please carefully read this Statement, the Product Privacy Statements and the [Beike Children's Personal Information Protection Rules](#) before the Child under your guardianship starts to use our products and/or services. After having a full picture of the processing of Children's Personal Information as may be involved, you should make a decision on whether or not to give consent and, if with consent, help your Child register so that he/she can use our products and/or services.

Should you have any questions or requests for rights regarding the protection of the Personal Information of the Child under your guardianship, please [contact us](#).

#### X. How We Update this Statement

(I) In order to provide you with better services and with the business development of Beike, this Statement may be updated from time to time. However, without your explicit consent, we will not reduce your rights under this Statement.

After any update of this Statement, we will release the updated version on the Privacy Portal of Beike (<https://privacy.ke.com/>) and remind you of the updated content by website announcement or other appropriate means. Please visit the Privacy Portal of Beike to keep abreast of the latest Privacy Statement.

(II) Any material changes will be notified in more prominent ways (including, without limitation, a specific prompt during your browsing of web pages advising the changes made to this Statement).

The material changes mentioned herein include, but are not limited to:

1. Change in our service model. For instance, changes in the type of Personal Information processed, the purpose of processing Personal Information, the way in which Personal Information is processed;
2. Material change in our ownership structure, organizational structure, etc. For instance, change of owner caused by business adjustment, bankruptcy, merger and acquisition, etc.;
3. Changes in main objects to which Personal Information is shared, publicly disclosed or transferred, the purpose and method of processing Personal Information, or the type of Personal Information;
4. Material changes in the rights of Personal Information subjects and the way in which they are exercised;
5. Any change in our responsible department, contact information or complaint channels in charge of handling Personal Information protection, and change of external dispute resolution authority;
6. When the Personal Information protection impact assessment report indicates that there is a high risk; and
7. Other changes which may have material effect on your rights concerning Personal Information.

#### XI. How to Contact Us

(1) Should you have any questions, comments or suggestions about this Statement or matters related to your Personal Information, please contact us by [filling in a questionnaire](#), sending email to [kefu@ke.com](mailto:kefu@ke.com), or calling our customer service number (010-10106188).

(2) We have Personal Information Protection Department (or Personal Information Protection Officer), which you may contact by email to kefu@ke.com.

(3) Normally, we will respond to you within fifteen (15) working days. If you are not satisfied with our response, especially if your legitimate rights and interests are harmed by our Personal Information processing, you can also complain or report to the cyberspace administration, telecommunication administration, public security organ, administration for market regulation, and other relevant regulatory authority, or bring a lawsuit before the competent court.

## XII. Definitions and Interpretations

1. “Personal Information” refers to all the information relating to an identified or identifiable natural person that is recorded electronically or otherwise, excluding anonymized information.

2. “Sensitive Personal Information” refers to the Personal Information that, once leaked or used illegally, is likely to cause infringement upon the personal dignity of a natural person or endanger personal and property safety, including such information as biometrics, religious belief, specific identities, medical health, financial accounts, and whereabouts, and the Personal Information of minors under the age of 14. We have marked the specific Sensitive Personal Information clearly in bold in this Statement.

3. “Child” refers to any minor under the age of 14.

4. “Affiliate”, with respect to any party, refers to any other person directly or indirectly owning or controlling, owned or controlled by or under common control with, such party. In this definition, the term “control” over any person (including the terms “controlling,” “controlled by” and “under common control with”) refers to the possession, direct or indirect, of the power to elect at least a majority of the directors or representatives of such person or the ownership of at least 50% voting power of such person, whether by contractual arrangement, or otherwise. Please click on the [List](#) here to check Affiliates of KE Holdings Inc.

5. “ACN Collaborative Operation” refers to an operation mode where information on property listings and customers are shared between partners within the scope of cooperation designated by Beike (such as its designated brand franchisees) and the Affiliate (Lianjia Web) of Beike, to improve the efficiency and accuracy of brokerage service.

6. “Lianjia Web” refers to Lianjia (domain name: lianjia.com) and mobile clients, H5 pages, applets and other Internet ports of Lianjia.