

Legal Information and Privacy Policy

Perfect World is strongly committed to protecting the privacy of consumers of its interactive products and services. The following statement discloses the privacy practices for the Perfect World websites and attempts to address the following questions:

- What personal information is collected by Perfect World and how is it used
- Who will have access to this personal information
- What are cookies and how are they used
- What choices are available to a Perfect World user regarding the disclosure of personal information
- How can a Perfect World user access, update, or delete his/her information
- Who can a Perfect World user contact if they have any questions regarding privacy at www.pwrld.com

www.pwrld.com is a multi-dimensional Website. It offers its users an array of services. Because the success of Perfect World is dependent on building and maintaining goodwill with our customers, we are committed to implementing measures designed to protect the privacy of those using our services. Moreover, we see it as our responsibility to set examples and help establish the standards for privacy on the Internet. During registration, each service asks the user to provide different types and amounts of personal information. Perfect World intends through the use of this statement to illustrate, clarify, and reinforce the degree of security and privacy an internet-user should feel when accessing the www.pwrld.com Website. This Privacy Policy governs your interaction with the Perfect World website, and your registration for and use of Perfect World's online services. Except as set forth within this Privacy Policy and our Terms of Service and other published guidelines, we do not release personally identifiable information about our members and visitors without their permission. Please note that Perfect World reviews its privacy practices from time to time, and that those practices are therefore subject to change. We ask that you bookmark and periodically review this page to ensure continuing familiarity with the most current version of our Privacy Policy. After reading this policy, if there are any further questions regarding Perfect World privacy practices please feel free to address all inquiries to privacy@pwrld.com

Personal Information and Its Use

Perfect World gathers two types of information about users:

(1) Non-personally identifiable information: When visitors come to our website, we collect and aggregate information indicating, among other things, which

pages were visited, the order in which they were visited, and which hyperlinks were "clicked." Collecting such information involves the logging of IP addresses, operating system and browser software used by each visitor to the Perfect World website. Although such information is not personally identifiable, we can determine from the IP address a visitor's Internet Service Provider and the geographic location of his or her point of connectivity. The non-personally identifiable information we collect helps us identify the most popular areas of our website and determine the effectiveness of our promotional activities. In addition, we may disclose some of this information to advertisers to inform them of the number of people who have seen and/or clicked through their advertisements.

(2) Personally identifiable information: In certain areas of the Perfect World website. Registration for the interactive Virtual Community asks a user to provide his/her full name, nick name, province, gender, hobbies, and interests.

Perfect World collects this personal information primarily to make using the www.pwrld.com Website easier and more satisfying for its community members. The goal of Perfect World is to provide all Internet users with an exciting, entertaining, and educational online experience. This personal information facilitates us in achieving our goal.

All members and visitors should be aware that, when they disclose personally identifiable information in a bulletin board, chat room, guestbook, or other forum, the information may be collected and used by others to send that person unsolicited email from other parties outside Perfect World. In the event that you encounter any Perfect World user who is improperly collecting or using information about you or other users, please contact privacy@pwrld.com.

Information Collecting and Access

The information that a user shares with Perfect World is collected, stored, and handled carefully by Perfect World. However, Perfect World does offer some of its services in conjunction with partner companies.

Cookies

Perfect World aids in offering its community members a simple, easy, and personalized web experience through the use of cookies. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Perfect World uses cookies for the benefit of its users. For example, to make the log in process for the Perfect World Virtual Community easier and faster, users have the option to save their ID and password in a cookie. The next time the user logs into a Perfect World service, he/she will be able to use one-click instant access. Cookies help us determine

the type of content and sites to which you link, the length of time you spend at any particular area of the Perfect World site, and the Perfect World services you choose to use. Cookies also tell us which advertising you have seen on our site. Essentially, cookies are your identification cards for the Perfect World computers, or servers, that placed them there. Cookies are only read by the server that placed them, and are unable to execute any code or virus. Cookies allow Perfect World to serve you better and more efficiently, and to personalize your experience at Perfect World's website. Nevertheless, you should be able to control how and whether cookies will be accepted by your web browser. For more information on how to do so, please refer to the documentation accompanying your browser. In essence, Perfect World views the use of its cookies as a "luxurious tool" which enables its user to move freely from Perfect World service to Perfect World service without the hassle of having to "re-identify" themselves.

Information Choices

Perfect World users always have a choice whether or not to disclose information. Certain information is required for registration of our services, but most other requested information is optional. It is a top priority at Perfect World to make its user feel comfortable and in control.

Links

The Perfect World website contains links to many other websites, including through banner ads and other advertising on the website. Perfect World is not responsible for the content or the privacy policy or practices of any other websites or for the actions of the companies responsible for those websites. Please review the privacy policies of those websites before providing them with any personal information.

Update and Access of Information

Perfect World strongly encourages its members to update and edit their personal information and keep it current. A Perfect World community member can easily access and correct his/her personal information at any time. Members can simply access the particular information online and edit their preferences and profiles accordingly.

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through email, or in chat areas - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords and/or any account information. Please be careful and responsible whenever you're online.

Contact

We may revise our privacy policy from time to time. When we do, those changes will be reflected in this document. Any changes that we make will always be made with your privacy and satisfaction as top priorities. We encourage you to review our privacy policy whenever you visit the Perfect World website.

Questions regarding this statement or the privacy practices of Perfect World should be directed to the Perfect World site coordinator at privacy@pwrld.com

Perfect World members also have the option of directly contacting the Perfect World customer service department via telephone, fax, and/or standard mail.

Perfect World feels it has a duty to provide its members with a safe, secure, and private website. The Perfect World name and reputation is at the crux of our business, and we will take all necessary actions to uphold and reinforce our strong standing as a leading Asian Internet company.

Copyright Policy

www.pwrld.com respects the intellectual property of others, and we ask our users to do the same. www.pwrld.com may, in appropriate circumstances and at its discretion, terminate the accounts of users who infringe the intellectual property rights of others.

www.pwrld.com owns or has the right to use all the intellectual propriety rights with respect to the content and services that are developed or jointly developed by Perfect World. This content and services are protected by applicable intellectual property laws, copyrights, trademarks, service marks, patents or other proprietary rights and laws.

For permission on copyright or any question, please contact copyright@pwrld.com