



Privacy Policy Statement

August 2011

East Asia Securities Company Limited
Data Protection Officer

TABLE OF CONTENTS

	Page
1. INTRODUCTION	1
2. KINDS OF PERSONAL DATA HELD BY EAS.....	1
3. PURPOSES THE PERSONAL DATA ARE HELD.....	2
4. SECURITY OF PERSONAL DATA	3
5. ACCURACY OF PERSONAL DATA	3
6. COLLECTION OF PERSONAL DATA.....	4
7. DATA ACCESS REQUESTS AND DATA CORRECTION REQUESTS.....	5
8. ERASURE OF PERSONAL DATA	5
9. OTHER PRACTICES	5
10. APPOINTMENT OF DATA PROTECTION OFFICER.....	5

1. INTRODUCTION

- 1.1. This Statement is adopted as the Privacy Policy Statement (“Statement”) of East Asia Securities Company Limited (“EAS”). The purpose of this Statement is to establish the policies and practices of EAS’ commitment to protect the privacy of personal data and to act in compliance with the provisions of the Personal Data (Privacy) Ordinance (the “Ordinance”) and the relevant guidelines issued by The Bank of East Asia, Limited (the “Group”).

2. KINDS OF PERSONAL DATA HELD BY EAS

- 2.1. There are two broad categories of personal data held in EAS. They are personal data related to customers and (potential) employees of EAS.

- 2.2. Personal data held by EAS regarding customers may include the following:

- a. name and address, occupation, contact details, date of birth and nationality of customers and spouses of customers and their identity card and/or passport numbers and place and date of issue thereof;
- b. current employer, nature of position, annual salary and other benefits of customers and spouses of customers;
- c. details of properties, assets or investments held by customers and their spouses;
- d. details of all other assets or liabilities (actual or contingent) of customers and their spouses;
- e. information obtained by EAS in the ordinary course of the continuation of the financial relationship (for example, when customers generally communicate verbally or in writing with EAS, by means of documentation or telephone recording system, as the case may be);
- f. information which is in the public domain.

- 2.3 Personal data relating to employment held by EAS may include the following:

- a. name and address, contact details, date of birth and nationality of employees and potential employees and their spouses and their identity card and/or passport numbers and place and date of issue thereof;
- b. additional information compiled about potential employees to assess their suitability for a job in the course of the recruitment selection process which may include references obtained from their current or former employers or other sources;
- c. additional information compiled about employees which may include records of remuneration and benefits paid to the employees, records of job postings, transfer and training, records of medical checks, sick leave and other medical claims and performance appraisal reports of the employees;

- d. relevant personal data pertaining to former employees may be required by EAS to fulfil its obligations to the former employees and its legal obligations under certain ordinances; and
 - e. information which is in the public domain.
- 2.4 EAS may hold other kinds of personal data which it needs in the light of experience and the specific nature of its business.

3 PURPOSES THE PERSONAL DATA ARE HELD

- 3.1 It is necessary for customers to supply EAS with data in connection with the opening or continuation of accounts and the establishment or continuation of financial services provided by EAS.
- 3.2 It is also the case that data are collected from customers in the ordinary course of the continuation of the financial relationship.
- 3.3 The purposes for which data relating to a customer may be used are as follows:
- a. the daily operation of the services provided to customers;
 - b. conducting credit checks at the time of application for credit and at the time of regular or special reviews which normally will take place one or more times each year;
 - c. ensuring ongoing credit worthiness of customers;
 - d. designing financial services or related products for customers' use;
 - e. marketing the following services and products (in respect of which EAS may or may not be remunerated);
 - i. financial and related services and products;
 - ii. reward, loyalty or privileges programmes and related services and products; andthese services or products may be provided and/or marketed by:
 - i. EAS, The Bank of East Asia, Limited and its group companies;
 - ii. third party securities and investment services providers; and
 - iii. third party reward, loyalty or privileges programme providers;
 - f. verifying the data/information provided by any other customer or third party;
 - g. determining the amounts owed to or by customers;
 - h. collection of amounts outstanding from customers and those providing security for customers' obligations;
 - i. meeting the requirements to make disclosure under the requirements of any law binding on EAS or under and for the purposes of any guidelines issued by

regulatory or other authorities with which EAS is expected to comply;

- j. enabling an actual or proposed assignee of EAS, or participant or sub-participant of EAS' rights in respect of the customer to evaluate the transaction intended to be the subject of the assignment, participation or sub-participation; and
 - k. purposes relating thereto.
- 3.4 The purposes for which data relating to employees and potential employees may be used are as follows:
- a. processing employment applications;
 - b. determining and reviewing salaries, bonuses and other benefits;
 - c. consideration for promotion, training, secondment or transfer;
 - d. consideration of eligibility for and administration of staff loans and other benefits and entitlements;
 - e. providing employee references;
 - f. registering employees as intermediaries or licensees with statutory authorities /institutions for purposes directly related or associated to the employment;
 - g. monitoring compliance with internal rules of EAS;
 - h. meeting the requirements to make disclosure under the requirements of any law binding on EAS or under and for the purposes of any guidelines issued by regulatory or other authorities with which EAS is expected to comply; and
 - i. purposes relating thereto.

4. SECURITY OF PERSONAL DATA

It is the policy of EAS to ensure an appropriate level of protection for personal data in order to prevent unauthorised or accidental access, processing, erasure or other use of that data, commensurate with the sensitivity of the data and the harm that would be caused by occurrence of any of the aforesaid events. It is the practice of EAS to achieve appropriate levels of security protection by restricting physical access to data by providing secure storage facilities, and incorporating security measures into equipment in which data is held. Measures are taken to ensure the integrity, prudence, and competence of persons having access to personal data. Data is only transmitted by secure means to prevent unauthorized or accidental access.

5. ACCURACY OF PERSONAL DATA

It is the policy of EAS to ensure accuracy of all personal data collected and processed by EAS. Appropriate procedures are implemented to provide for all

personal data to be regularly checked and updated to ensure that it is reasonably accurate having regard to the purposes for which that data is used. In so far as personal data held by EAS consists of statements of opinion, all reasonably practicable steps are taken to ensure that any facts cited in support of such statements of opinion are correct.

6. COLLECTION OF PERSONAL DATA

6.1 In the course of collecting personal data, EAS will provide the individuals concerned with a Personal Information Collection (“PIC”) Statement informing them of the purpose of collection, classes of persons to whom the data may be transferred, their rights to access and correct the data, and other relevant information.

6.2 In relation to the collection of personal data on-line, the following practices are adopted:

a. On-line Security

EAS will follow strict standards of security and confidentiality to protect any information provided to EAS online. Encryption technology is employed for sensitive data transmission on the Internet to protect individuals’ privacy.

b. Cookies

Cookies are small pieces of data transmitted from a web server to a web browser. Cookie data is stored on a local hard drive such that the web server can later read back the cookie data from a web browser. This is useful for allowing a website to maintain information on a particular user.

Cookies are designed to be read only by the website that provides them. Cookies cannot be used to obtain data from a user’s hard drive, get a user’s e-mail address or gather a user’s sensitive information.

EAS will only use cookies as a session identifier and will not store user’s sensitive information in cookies. Once a session is established, all the communications will use the cookies to identify a user. The cookies will expire once the session is closed. If users try to disable cookies from their web browsers, they may not be able to access EAS’ Securities Cybertrading and other financial services.

c. On-line Correction

Personal data provided to EAS through an on-line facility, once submitted, it may not be facilitated to be deleted, corrected or updated on-line. If deletion, correction and updates are not allowed online, users should approach relevant members, sections, branches or securities services centres of EAS.

d. On-line Retention

Personal data collected on-line will be transferred to relevant members, sections, branches or securities services centres of EAS for processing. Personal data will be retained in EAS’ internet systems’ database normally for a period of not longer than six months.

7. DATA ACCESS REQUESTS AND DATA CORRECTION REQUESTS

- 7.1 It is the policy of EAS to comply with and process all data access and correction requests in accordance with the provisions of the Ordinance, and for all staff concerned to be familiar with the requirements for assisting individuals to make such requests.
- 7.2 EAS may, subject to the Ordinance, impose a moderate fee for complying with a data access request. If a person making a data access request requires an additional copy of the personal data that EAS has previously supplied pursuant to an earlier data access request, EAS may charge a fee to cover the full administrative and other costs incurred in supplying that additional copy.
- 7.3 Data access and correction requests to EAS may be addressed to EAS' Data Protection Officer ("DPO") or other person as specifically advised.

8. RETENTION OF PERSONAL DATA

EAS shall continue to hold data relating to the customer(s) for a period of 7 years or such other period as prescribed by applicable laws and regulation after closure of account/termination of service.

9. OTHER PRACTICES

The following are maintained by EAS to ensure compliance with the Ordinance:

- a. A Log Book as provided for in section 27 of the Ordinance;
- b. Internal policies and guidelines on compliance with the Ordinance for use by staff of EAS;
- c. Data Access Request Form (EAS 092) and Data Correction Request Form (EAS 093) for individual access and correction requests of personal data held by EAS.

10. APPOINTMENT OF DATA PROTECTION OFFICER

- 10.1 To co-ordinate and oversee compliance with the Ordinance and the personal data protection policies of EAS, a DPO has been appointed by EAS.
- 10.2 The contact details of the DPO are as follows:

The Data Protection Officer	Telephone	:	(852) 3608 8038
East Asia Securities Company Limited	Fax	:	(852) 3608 6128
9/F, The Bank of East Asia Building, 10 Des Voeux Road Central Hong Kong	Website	:	www.easecurities.com.hk