

The Personal Data (Privacy) Ordinance – Personal Information Collection (Customers) Statement

In compliance with the Personal Data (Privacy) Ordinance (“the Ordinance”), East Asia Securities Company Limited (“EAS”) would like to inform you of the following:

- (1) From time to time, 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.
- (2) Failure to supply such data may result in EAS being unable to open or continue accounts or establish or continue financial services provided by EAS.
- (3) It is also the case that data are collected from customers 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.
- (4) The purposes for which data relating to a customer may be used are as follows:
 - (i) the daily operation of the services provided to customers;
 - (ii) 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;
 - (iii) ensuring ongoing credit worthiness of customers;
 - (iv) designing financial services or related products for customers’ use;
 - (v) marketing the following services and products (in respect of which EAS may or may not be remunerated):
 - (1) financial and related services and products;
 - (2) reward, loyalty or privileges programmes and related services and products; and these services or products may be provided and/or marketed by:
 - (1) EAS, The Bank of East Asia, Limited and its group companies;
 - (2) third party securities and investment services providers; and
 - (3) third party reward, loyalty or privileges programme providers;
 - (vi) verifying the data/information provided by any other customer or third party;
 - (vii) determining amounts owed to or by customers;
 - (viii) collection of amounts outstanding from customers and those providing security for customers’ obligations;
 - (ix) 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;
 - (x) 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
 - (xi) purposes relating thereto.
- (5) Data held by EAS relating to a customer will be kept confidential but EAS may provide such information to the following parties for the purposes set out in paragraph (4):-
 - (i) any agent, contractor or third party service provider who provides administrative, telecommunications, computer, payment or securities clearing or other services to EAS in connection with the operation of its business;
 - (ii) any other person under a duty of confidentiality to EAS including a group company of The Bank of East Asia, Limited which has undertaken to keep such information confidential;
 - (iii) any person to whom EAS is under an obligation 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;
 - (iv) any actual or proposed assignee of EAS or participant or sub-participant or transferee of EAS’ rights in respect of the customer; and
 - (v)
 - (1) The Bank of East Asia, Limited and its group companies;
 - (2) third party securities and investment services providers;
 - (3) third party reward, loyalty and privileges programme providers; and
 - (4) external service providers (including but not limited to mailing houses, telecommunication companies, telemarketing and direct sales agents, call centres, data processing companies and information technology companies) that EAS engages for the purposes set out in paragraph (4)(v).

Such information may be transferred to a place outside Hong Kong.
- (6) In accordance with the terms of the Ordinance, EAS has the right to charge a reasonable fee for the processing of any data access request.
- (7) The person to whom requests for access to data or correction of data or for information regarding EAS’ Privacy Policy Statement and kinds of data held are to be addressed is 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,	Website : www.easecurities.com.hk
10 Des Voeux Road Central, Hong Kong	
- (8) Customers may, at any time, request EAS cease using their personal data for direct marketing purposes by writing to the Data Protection Officer at the address or fax number provided in paragraph (7).
- (9) After closure of account/termination of service, 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 regulations.
- (10) Nothing in this statement shall limit the rights of customers under the Personal Data (Privacy) Ordinance.