

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

In compliance with the Personal Data (Privacy) Ordinance (hereinafter referred to as “the Ordinance”), East Asia Securities Company Limited (hereinafter referred to as “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.
- (2) Failure to supply such data may result in EAS being unable to open or continue accounts or establish or continue financial services.
- (3) It is also the case that data is collected from customers in the ordinary course of the continuation of the financial relationship, for example, when customers carry out transactions as part of EAS’ services, or when customers communicate verbally or in writing with EAS, by means of, including but not limited to, documentation, transaction system or telephone recording system (as the case may be). EAS will also collect data relating to the customer from third parties, including third party service providers with whom the customer interacts in connection with the marketing of EAS’ products and services and in connection with the customer’s application for EAS’ products and services.
- (4) The purposes for which data relating to a customer may be used are as follows:
 - (i) processing, considering and assessing the customer’s applications for EAS’s products and services and the daily operation of the products, services and credit facilities 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 services, products and other subjects (please see further details in paragraph (6) below);
 - (vi) verifying the data or information provided by any other customer or third party;
 - (vii) determining amounts owed to or by customers;
 - (viii) enforcing customers’ obligations, including but not limited to the collection of amounts outstanding from customers and those providing security for customers’ obligations;
 - (ix) complying with the obligations, requirements or arrangements for disclosing and using data that apply to EAS or any of its branches or that it is expected to comply according to:
 - (a) any law binding or applying to it within or outside the Hong Kong Special Administrative Region (“Hong Kong”) existing currently and in the future (e.g. the Inland Revenue Ordinance and its provision including those concerning automatic exchange of financial account information);
 - (b) any guidelines or guidance given or issued by any legal, regulatory, governmental, tax, law enforcement or other authorities, or self-regulatory or industry bodies or associations of financial services providers within or outside Hong Kong existing currently and in the future (e.g. guidelines or guidance given or issued by the Inland Revenue Department including those concerning automatic exchange of financial account information);
 - (c) any present or future contractual or other commitment with local or foreign legal, regulatory, governmental, tax, law enforcement or other authorities, or self-regulatory or industry bodies or associations of financial services providers that is assumed by or imposed on EAS or any of its branches by reason of its financial, commercial, business or other interests or activities in or related to the jurisdiction of the relevant local or foreign legal, regulatory, governmental, tax, law enforcement or other authority, or self-regulatory or industry bodies or associations;
 - (x) complying with any obligations, requirements, policies, procedures, measures or arrangements for sharing data and information within the group of The Bank of East Asia, Limited and/or any other use of data and information in accordance with any group-wide programmes for compliance with sanctions or prevention or detection of money laundering, terrorist financing or other unlawful activities;
 - (xi) 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
 - (xii) 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) above:-
 - (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) third party service providers with whom the customer has chosen to interact with in connection with the customer’s application for EAS’ products and services;
 - (iv) any person to whom EAS or any of its branches is under an obligation or otherwise required to make disclosure under the requirements of any law binding on or applying to EAS or any of its branches, or any disclosure under and for the purposes of any guidelines or guidance given or issued by any legal, regulatory, government, tax, law enforcement or other authorities, or self-regulatory or industry bodies or associations of financial services providers with which EAS or any of its branches are expected to comply, or any disclosure pursuant to any contractual or other commitment of EAS or any of its branches with local or foreign legal, regulatory, governmental, tax, law enforcement or other authorities, or self-regulatory or industry bodies or associations of financial services providers, all of which may be within or outside Hong Kong and may be existing currently and in the future;
 - (v) any actual or proposed assignee of EAS or participant or sub-participant or transferee of EAS’ rights in respect of the customer; and
 - (vi)
 - (a) The Bank of East Asia, Limited and its group companies;
 - (b) third party securities and investment services providers;
 - (c) third party reward, loyalty, co-branding and privileges programme providers;

- (d) co-branding partners of EAS and the group companies of The Bank of East Asia, Limited (the names of such co-branding partners can be found in the application form(s) for the relevant services and products, as the case may be); and
- (e) 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) **USE OF DATA IN DIRECT MARKETING**

EAS intends to use a customer's data in direct marketing and EAS requires the customer's consent (which includes an indication of no objection) for that purpose. In this connection, please note that:

- (i) the name, contact details, products and services portfolio information, transaction pattern and behaviour, financial background and demographic data of a customer held by EAS from time to time may be used by EAS in direct marketing;
- (ii) the following classes of services, products and subjects may be marketed:
 - (a) financial and related services and products;
 - (b) reward, loyalty or privileges programmes and related services and products; and
 - (c) services and products offered by EAS' co-branding partners (the names of such co-branding partners can be found in the application form(s) for the relevant services and products, as the case may be);
- (iii) the above services, products and subjects may be provided or (in the case of donations and contributions) solicited by EAS and/or:
 - (a) The Bank of East Asia, Limited and its group companies;
 - (b) third party securities and investment services providers;
 - (c) third party reward, loyalty, co-branding or privileges programme providers;
 - (d) co-branding partners of EAS and the group companies of The Bank of East Asia, Limited (the names of such co-branding partners can be found in the application form(s) for the relevant services and products, as the case may be); and
 - (e) charitable or non-profit making organisations;
- (iv) in addition to marketing the above services, products and subjects itself, EAS also intends to provide the data described in paragraph (6)(i) above to all or any of the persons described in paragraph (6)(iii) above for use by them in marketing those services, products and subjects, and EAS requires the customer's written consent (which includes an indication of no objection) for that purpose;
- (v) EAS may receive money or other property in return for providing the data to the other persons in paragraph (6)(iv) above and, when requesting the customer's consent or no objection as described in paragraph (6)(iv) above, EAS will inform the customer if it will receive any money or other property in return for providing the data to the other persons.

If a customer does not wish EAS to use or provide to other persons his data for use in direct marketing as described above, the customer may exercise his opt-out right by notifying EAS.

A customer may also provide his consent for EAS to use or provide to other persons his data for use in direct marketing as described above by notifying the Data Protection Officer of EAS (Please see contact details in paragraph (9) below).

(7) **TRANSFER OF PERSONAL DATA TO CUSTOMER'S THIRD PARTY SERVICE PROVIDERS USING EAS'S APPLICATION PROGRAMMING INTERFACES (API)**

EAS may, in accordance with the customer's instructions to EAS or third party service providers engaged by the customer, transfer customer's data to third party service providers using EAS's API for the purposes notified to the customer by EAS or third party service providers and/or as consented to by the customer in accordance with the Ordinance.

- (8) 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.
- (9) The person to whom requests for access to data or correction of data or for information regarding EAS' privacy policies and practices and kinds of data held are to be addressed is as follows:

The Data Protection Officer	Telephone	: (852) 3608-8055
East Asia Securities Company Limited	Fax	: (852) 3608-6128
9/F, The Bank of East Asia Building	Website	: https://www.easecurities.com.hk
10 Des Voeux Road Central, Hong Kong		
- (10) 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 (9).
- (11) After closure of account/termination of service, EAS shall continue to hold data relating to the customer(s) for a period of seven years or such other period as prescribed by applicable laws and regulations.
- (12) Nothing in this statement shall limit the rights of customers under the Ordinance.