



Privacy Policy Statement

May 2009

The Bank of East Asia, Limited
Group Data Protection Officer

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1. INTRODUCTION

- 1.1 This Statement is adopted as the Privacy Policy Statement (“Statement”) of The Bank of East Asia, Limited, its local subsidiaries, China and Overseas branches and subsidiaries (the “Group”). The purpose of this Statement is to establish the policies and practices of the Group’s 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 implementation of the guidelines thereon issued by the Hong Kong Association of Banks. This Statement shall only apply to members of the Group which are engaged in banking business and other financial services where such members do not establish a separate Privacy Policy Statement.
- 1.2 All relevant Group members, wherever located, will adhere to the governing principles and minimum standards set forth in this Statement. In any case where the requirements of applicable personal data protection laws establish a higher standard, the concerned Group members will adhere to those laws. If any applicable local laws appear to conflict with the standards in this Statement, the particular Group members will consult with its local legal advisors and/or data protection officers.
- 1.3 Taking into account the specific local legal and regulatory requirements and good practices in the locality where an individual Group member is located, it may be necessary for the particular Group member to introduce appropriate policies and practices to ensure full compliance with the applicable requirements.

2. KINDS OF PERSONAL DATA HELD BY THE GROUP

- 2.1 There are two broad categories of personal data held in the Group. They are personal data related to customers and (potential) employees of the Group.
- 2.2 Personal data held by the Group 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 the Group in the ordinary course of the continuation of the business relationship (for example, when customers write cheques or deposit money or generally communicate verbally or in writing with the Group, by means of documentation or telephone recording system, as the case may be);
 - (f) information as to credit standing provided by a referee, credit reference agency or debt collection agency in connection with a request to collect a

debt due from any customer to the Group; and

(g) information which is in the public domain.

2.3 Personal data relating to employment held by the Group 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 the Group 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 The Group 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 the Group with data in connection with the opening or continuation of accounts and the establishment or continuation of banking facilities or provision of banking and other financial services.

3.2 It is also the case that data are collected from customers in the ordinary course of the continuation of the banking and other 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 and credit facilities 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) creating and maintaining the Group's credit scoring models;

(d) assisting other financial institutions to conduct credit checks and collect debts;

(e) ensuring ongoing credit worthiness of customers;

- (f) designing financial services or related products for customers' use;
- (g) marketing services or products of the Group and/or selected companies;
- (h) determining the amounts owed to or by customers;
- (i) collection of amounts outstanding from customers and those providing security for customers' obligations;
- (j) meeting the requirements to make disclosure under the requirements of any law binding on the Group or any of its branches or under and for the purposes of any guidelines issued by regulatory or other authorities with which the Group or any of its branches are expected to comply;
- (k) enabling an actual or proposed assignee of the Group, or participant or sub-participant of the Group's rights in respect of the customer to evaluate the transaction intended to be the subject of the assignment, participation or sub-participation; and
- (l) 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 the Group;
- (h) meeting the requirements to make disclosure under the requirements of any law binding on the Group or under and for the purposes of any guidelines issued by regulatory or other authorities with which the Group are expected to comply; and
- (i) purposes relating thereto.

4. SECURITY OF PERSONAL DATA

It is the policy of the Group to ensure an appropriate level of protection for personal data in order to prevent unauthorised access, processing or other use of that data, commensurate with the sensitivity of the data and the harm that would be caused by unauthorised access to that data. It is the practice of the Group 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.

5. ACCURACY OF PERSONAL DATA

It is the policy of the Group to ensure accuracy of all personal data collected and processed by the Group. 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 the Group 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, the Group 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

The Group will follow strict standards of security and confidentiality to protect any information provided to the Group 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.

The Group 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 the Group's Internet banking and other financial services.

(c) On-line Correction

Personal data provided to the Group 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 Group members, departments or branches.

(d) On-line Retention

Personal data collected on-line will be transferred to relevant members of the Group, departments or branches for processing. Personal data will be retained in the web server 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 the Group 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 The Group may, subject to the Ordinance, impose a fee for complying with a data access request. If a person making a data access request requires an additional copy of the personal data, the Group 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 the Group may be addressed to the Group Data Protection Officer ("GDPO") or other person as specifically advised.

8. OTHER PRACTICES

The following are maintained by the Group 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 the Group;
- (b) Data Access Request Form (GF 357) and Data Correction Request Form (GF 362) for individual access and correction requests of personal data held by the Group.

9. APPOINTMENT OF DATA PROTECTION OFFICERS

9.1 To co-ordinate and oversee compliance with the Ordinance and the personal data protection policies of the Group, a GDPO has been appointed by the Group.

9.2 The contact details of the GDPO are as follows:

The Group Data Protection Officer	Telephone	:	(852) 3608 3608
The Bank of East Asia Group	Fax	:	(852) 3608 6172
11th Floor	Website	:	www.hkbea.com
31 Des Voeux Road Central			
Hong Kong			